



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



Vol. 19, No. 23

NEW YORK, N. Y., FRIDAY, MAY 1, 1942

TEN CENTS

Webs In Supreme Court

WPB Holding Off On Complete Freeze

Washington Bureau, RADIO DAILY
Washington—The WPB announcement to accompany the broadcast instruction freeze order of the FCC from the standpoint of materials operations will not be forthcoming some time, it was indicated yesterday. While the order is in the process of formulation, final approval has not yet been obtained. The former radio section of the WPB durable goods branch will be formally consolidated with the Com-

(Continued on Page 2)

NBC Presenting Disks Of FDR Talk, Re Heroes

Through the facilities of NBC, the families of American heroes lauded by President Roosevelt in his fireside talk Tuesday night will have recordings of the President's words as a gift. Recipients of the recordings are Mrs. Albert Wassell, Little Rock, Arkansas; mother of Lieut. Commander Crydon W. Wassell; Mr. and Mrs. H. Wheless, of Menard, Texas; parents of Captain Hewitt T. Wheless.

(Continued on Page 2)

WOR Plans No Change In Summer Programming

In an effort to sustain audiences at the highest possible level, WOR-Mutual will retain its present program schedule throughout the Summer months, it was learned yesterday. Reason for the decision, it was stated, is that any disruption of programming tends to confuse and dis-

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'Frisco's Importance

San Francisco—Mark Woods, president of the Blue Network who is here in the course of a business trip, declared that this metropolis now is one of the nation's three most important dateline cities, the others being New York and Chicago. As result of being the key relay point for trans-Pacific war news the agency and sponsor activity in the area has been strongly revived during recent weeks.

Blue Net-MBS Rivalry Opens New Barrage

On the heels of the Blue Network getting the General Mills business heretofore on Mutual, the bitter rivalry between the two webs, more or less kept under wraps in the past, has now broken into the open. While the two networks have been fighting fiercely for business and each other's affiliates for years, the dispute recently developed to the point of specific and open attacks on coverage

(Continued on Page 6)

Three More WEA F Shows On Participating Basis

NBC's national Spot and Local Sales Division has made available three more WEA F programs for participating sponsorship. They are "Studio X" with Ralph Dumke and Budd Hulick, and "Funny Money Man" with Rad Hall, both aired daily except Sunday, and "Rhymin' Time" with

(Continued on Page 2)

Networks Set Own Productions For "This is War" Follow-Up

Major Bowes' Amateurs Added To Int'l Shows

The American Expeditionary Forces will hear Major Bowes' amateurs weekly over the international facilities of CBS beginning Monday, May 3 from 9:30-10 a.m., EWT. With the other CBS network commercials Major Bowes' amateurs are to be short-

(Continued on Page 2)

Hearing Opens On Monopoly Rulings In NBC-CBS vs FCC; Option Time Angle Played Up By Cahill

Lehman's Bond Talk 100% On N.Y. Outlets

An unprecedented intrastate series of broadcasts will take place in New York today with every radio station in the state carrying a special message of Governor Herbert H. Lehman on New York's forthcoming house-to-house War Bond campaign. From the executive mansion at Albany, Governor Lehman will speak over

(Continued on Page 7)

Esso Expands Over WJZ Adding News 1 To 7 A.M.

Esso Marketers will expand its advertising on WJZ, Monday, when it becomes the first sponsor on "Say It With Music," WJZ's new all-night, all-music program aired from 1-7 a.m., EWT. Currently the sponsor of the five-minute news period, "The

(Continued on Page 2)

Bowes' Inc. Renews CBS; Fourth Consecutive Year

Starting its fourth consecutive year on CBS, Bowes' Inc. yesterday renewed "Stars Over Hollywood" effective Saturday, May 30. Program, which presents Knox Manning as

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Washington Bureau, RADIO DAILY
Washington—Strong contentions that network broadcasting will be irreparably damaged if the FCC network monopoly regulations, particularly those on option time, are held to be not reviewable until the Commission has refused to grant licenses and appeals are made to such action were presented to the U. S. Supreme Court yesterday by NBC, through its attorney, John T. Cahill.

Cahill, emphasizing that NBC was notified by 48 of its affiliated stations that they were abrogating their con-

(Continued on Page 6)

Radio Aid Expected For Russian Relief

Plans for increased participation by the entertainment and allied industries in the work of Russian War Relief will be announced at a dinner to be held Monday night, May 18, at the Waldorf-Astoria here under the sponsorship of the Radio, Film Theater and Arts Division of the

(Continued on Page 7)

Nat. Concerts New Offices Formally Open On May 5

Official opening of the new offices of the National Concert & Artists Corp., New York, has been announced for May 5, 6 and 7 when the talent firm will hold open house for more

(Continued on Page 5)

Slight Error

A typographical error in a script almost caused a panic at CBS yesterday afternoon when newscaster George Bryan, in rehearsal for his 4:45 news spot, read "Bombs fell on Washington today!" Last minute checking revealed that it was just an error in typing. The offending sentence should have been written: "Bombs fell on Washington today!"

Gilt-Edged Finale

As windup of its 26-week run on Mutual, Coca-Cola Co. will present Harry James with a special gold recording on the last "Spotlight Bands" show tomorrow night. Awarded in place of the usual "silver platter" given the Saturday band, the disk symbolizes James' preeminence on the series by virtue of seven Saturday shots, five in succession.



Vol. 19, No. 23 Fri., May 1, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

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

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

FINANCIAL

(Thursday, April 30)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	107	105½	106¾	+ 2
CBS A	87½	87	87½	0
Gen. Electric	22¾	22½	22½	+ ¼
Philco	8½	8½	8½	0
RCA Common	2¾	2¾	2¾	0
RCA First Pfd.	47¾	47	47	0
Stewart-Warner	5¾	5¾	5¾	+ ⅛
Westinghouse	65½	65¼	65½	0

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	11½	13¼
WCAO (Baltimore)	15	18
WJR (Detroit)	17½	19½

WOR Plans No Change In Summer Programming

(Continued from Page 1)
courage listeners. Programs affected are in all categories, dramatic, symphonic, women's news, and sports-casts.

Individuals who will work through the Summer heat without respite are the entire news staff, including Gabriel Heatter, Raymond Gram Swing, Paul Schubert, John B. Hughes, Frank Singiser, Cal Tinney and Arthur Van Horn, as well as women's commentators Bessie Beatty, Martha Deane and Pegeen Fitzgerald. Uncle Don, John Gambling and Henry Morgan also will carry on, while other features to continue without hiatus will be "Can You Top This?" "Go Get It," and the musical programs of Alfred Wallenstein and Morton Gould.

COME TO CLEVELAND
NAB
CONVENTION - MAY 11-14

Esso Expands Over WJZ Adding News 1 To 7 A.M.

(Continued from Page 1)

Esso Reporter," four times daily on WJZ, Esso will also take over the headline news summaries aired every hour on the hour as the only spoken words on the all-night recorded show. Esso will sponsor the news periods at 1, 2, 3, 4, 5 and 6 a.m., EWT, seven nights weekly. Marschalk & Pratt is the agency.

By sponsoring the all-night news periods, Esso, according to WJZ, is recognizing the importance of the all-night market, created by the war production program, and increases its institutional advertising, already at a high level. Eighty per cent of the time given to commercials on the "Esso Reporter" is devoted to institutional advertising in the form of helpful information to car owners. With supplies of gasoline for consumers at a minimum, Esso is acting on the theory that advertising in wartime need not sell merchandise but must render helpful service.

"Say It With Music" was created by Alan Kent and Ginger Johnson, whose musical jingles are used for station breaks, time signals and commercials.

NBC Presenting Disks Of FDR Talk, Re Heroes

(Continued from Page 1)

and Mrs. G. R. Voge, of Chicago, wife of Lieut. Commander Richard C. Voge.

In a telegram to Mr. and Mrs. Wheelless, Frank Mullen, NBC vice-president and general manager, said: "In order that the President's remarks about your son may always live with you the National Broadcasting Company is sending you under separate cover a complimentary recording of that portion of the President's speech mentioning your son's heroism."

Similar telegrams were sent the other recipients.

Major Bowes' Amateurs Added To Int'l Shows

(Continued from Page 1)

waved to the service men abroad by Columbia's two 50,000 watt stations, WCBX and WCRC. Program is sponsored by Chrysler Corp. with Ruthrauff & Ryan, Inc., handling the account.

Ferris Consulting Expert To War Savings Staff

Earle Ferris, president of Radio Feature Service, Inc., publicity firm, has been appointed a consulting expert to the Treasury Department War Saving Staff, according to Vincent F. Callahan, director of radio and press. Ferris, working as a dollar-a-year man, will handle all radio publicity for the Treasury Department's radio programs including the "Treasury Star Parade" series. "America Preferred," the American Opera series and the Tommy Dorsey programs. Last two named debut on Mutual and Blue, respectively, early in May.

See WPB Holding Off On Complete Freeze

(Continued from Page 1)

munications Branch's radio group today, with the result that the Communications Branch will handle all radio matters except those pertaining to production division's radio section. The latter group is principally devoted to speeding the conversion of the radio manufacturing industry to the production of war materials in the communications line, and to expediting subcontracting on government business.

Under the consolidation, the Communications Branch will now handle the appeals of the radio manufacturers to the WPB suspension orders, as well as promulgating future orders applicable to that industry. The Communications Branch will take over the score or more of appeals made to the April 22, suspension order.

Pooling Seen Not Imminent

The pooling of broadcast replacement parts and equipment, which has been suggested as a possible WPB action by outside sources, is not yet in the offing, it is thought. There has been indication that WPB would be loath to penalize broadcasters who have supplied themselves with replacement parts and allocate them to other stations. Engineering sources have also pointed out that skilled technicians can often salvage worn or damaged parts, and that it is not always necessary to have brand new parts to keep a station on the air.

The shortage of technicians, however, will have some bearing on any action on this aspect of the situation. It is thought that WPB officials are particularly anxious to keep existing facilities, both broadcast stations and home receivers, in good working order, especially in view of the various freeze regulations. As a result, it is probable that every effort will be made to provide adequate replacement parts so that all stations can operate without suspension.

Three More WEA F Shows On Participating Basis

(Continued from Page 1)

Dick Dudley, broadcast Tuesdays and Thursdays.

Lever Brothers will begin participating sponsorship in all three shows beginning May 4 in the interests of Lifebuoy. Ruthrauff & Ryan is the agency.

THE PENTHOUSE
SERENADE
with
Latin American Tunes
Does
A SELLING JOB
IN PHILADELPHIA
WPEN
5000 WATTS 950 KC

COMING and GOING

LEON LEVINE, assistant director of educational programs at CBS, and ROBERT S. WOOD, assistant director of new broadcasts, leaving this week-end for Columbus, O., where they will participate in the 13th annual meeting of the Institute for Education by Radio.

JAMES FISHBACK, sales manager of WOL Washington, in New York from the Capital for a few days on station and network business.

FRANK L. GETMAN, former director and producer at NBC, has arrived at Caracas, Venezuela, to supervise the radio campaign of the Sydney Ross Co. (Sterling Products), one of whose shows is Tomela o Dojela (Take It Or Leave It).

ARCH OBOLER in town this week-end for the broadcast of his "Plays for Americans" from local studios of NBC.

GUY LOMBARDO and his orchestra in London, Ont., tonight for a war relief performance after which they will fly to Toronto for a short engagement.

JACK SNOW, continuity editor of WING, Dayton, expected in town Sunday to attend the National Convention of Book Dealers at the Astor Hotel.

LINUS TRAVERS, vice-president in charge of sales and production for the Yankee Network, returned to Boston Wednesday after spending a few days in town.

PARKS JOHNSON en route to "somewhere in Canada" to broadcast Monday's stanza of his "Vox Pop" program from a training base for the Royal Norwegian Air Force.

CHARLEY SPIVAK and his orchestra back from an extended tour in time to appear on tonight's "Spotlight Band" program and to open Monday at the Cafe Rouge of the Hotel Pennsylvania.

HAL KEMP, West Coast sales chief for CBS, back at his desk after some time spent in the East.

MAX WESSELS, announcer at WWRL, off for a short vacation at Cairo, N. Y.

EDWIN M. SPENCE, general manager of WWDC, Washington, D. C., is back in the Capital after spending the early part of the week in New York.

Chamberlain To Navy

A. B. Chamberlain, chief engineer of CBS, has been called to active duty as a lieutenant commander in the United States Navy. He reports in Washington today, according to E. K. Cohan, director of engineering.

COVER THE DETROIT AREA OVER CKLW
5000 WATTS
(Day and Night)
Mutual Broadcasting System

WHO

will be the alert advertiser to seize this exceptional program opportunity?

What?

The most famous of all anti-crime shows, "Gang Busters," is available for immediate Spring and Summer *local* sponsorship.

Where?

Over WJZ, New York, to cover the world's richest market. (It is also available on a spot basis over KGO, San Francisco, and most Blue Network stations.)

When?

Starting May 1st, "Gang Busters" will be heard Friday evening, from 8:00 to 8:30 E.W.T., an ideal period for listening and an ideal day for week-end merchandising.

For full details, call or write Blue Network Spot Sales Division in New York, Chicago, Detroit, San Francisco or Hollywood.

Why?

This unique opportunity is made possible because Sloan's Liniment found "Gang Busters" so successful for the past two years that they signed it up for 30 weeks next Fall and Winter, thus clearing the way for this Spring and Summer program purchase with a March C. A. B. rating of 13.2.

How much?

Over WJZ, the complete program cost (including agency commission) is less than \$100,000.



Key Station of the Blue Network

Chicago

By FRANK BURKE

CHICAGO delegation of educators and radio executives leave this week-end for Columbus, Ohio, to attend the educational radio conferences there. George Jennings, radio director of the Chicago Public Schools, heads the delegation from here. While at Columbus, Jennings will further plans for the annual School Broadcast Conference which will be held in Chicago in December.

A special train has been arranged for the 250 members of the "Meet Your Navy" show from the Great Lakes Naval Training Station to carry them to Cleveland for their participation in "Meet Your Navy Week."

Restless radio folks huddle in the corridors of network studios here discussing latest accomplishments of one or more of their craft in their efforts to get an army or navy commission. It is estimated that 75 per cent of the personnel are seeking specialized placement in some branch of the service and that by mid-summer many new faces will be seen around the studios.

The first of a new series of spring-summer Traffic Court broadcasts direct from the South State Street courtroom of Judge John Gutknecht premieres over WJJD from 7-7:30 p.m., Wednesday, May 6.

Carson Pirie Scott Co., sponsors of WBBM's early morning "Wishing Well" program five times weekly, will continue throughout the summer months, reducing the period from a half hour to 15 minutes on May 25. Stack-Goble is the agency. Another 15-minute "Musical Clock" program has been signed by WBBM. Sponsor is the Western Laundry Co., through the Salem & Baskin advertising agency.

A new food and nutrition series will be launched on WGN and Mutual on Saturday, May 9th, from 9:45-10 a.m., under the auspices of the Red Cross. Alida Drake, Red Cross nutrition expert, will conduct the series and will be assisted by Anna Peterson, home economics counselor.

Harry Stewart, whose character impersonations of "Yogi Yorgesson" are a daily feature on WBBM, has joined the station's production staff.

Harry Eldred, WBBM sales-program co-ordinator, has been named assistant program director in charge of commercial programs, with Stuart Dawson getting the post of assistant program director in charge of sustaining.

Bob Elson continues to be in great demand for guest appearances and talks before luncheon clubs and civic organizations in the Chicago area almost weekly.

MAPS 1940

MAIL OR MV. CENSUS

WALTER P. BURN DATA
7 WEST 44 NEW YORK & ASSOCIATES, Inc.MAIN STREET
OL' SCOOPS DAILY

The Informer!

● ● ● Bob Crosby minus his orchestra will replace brother Bing on the "Kraft Music Hall" for the summer! Show continues with same policy. "Brewster Boy" selling Quaker Oats will move into the CBS Friday nite time to be vacated by "First Nighter" and Ginny Simms after May 29th. Colgate bought the half-hour following "First Nighter" and thus far Jack Haley in "The Amazing Mr. Smith" is out in front for signature—with a Dark Horse likely to get the contract though! Agent Irving Lazar, now a private in the Army, is wearing a custom-made uniform. One-minute "Voices of the People" transcriptions, directed by E. G. Opie, Treasury Dept. transcriptions and recording chieftain, will be released to stations all over the country. "Celebrity Theater" is off the air tonite and moves to Thursday nites at 8 p.m. because Elsa Maxwell's sponsor has decided to retain the 10 p.m. Blue time on Fridays. Jack Baker in songs and patter from Chicago will take the place of "Aggie Horn" on the Blue chain Mondays thru Fridays starting next week. Now Phil Harris will have to run from his Benny chores to another studio to perform on "Fitch Bandwagon" which immediately follows the Jell-O program. Bill Bacher will produce the live show on "I Am An American Day" which will be tagged "Roll Call of the Nation" with Mrs. Eleanor Roosevelt. Jackie Cooper, before coming east for personal appearances, made a wax of Dick English's "Ding Dong" stories about the clarinet player who isn't in the mood while on the bandstand. Radio's autograph fans are full of idol chatter. NBC's press staff had a meeting the other dawn.

● ● ● Bob Hope will come as far east as Camp Upton, Yaphank, L. I. in a seven-week army camp tour which winds up his series for the summer June 16th. "A Date With Judy," one of our favorite shows, will again replace Hope & Co. "For America We Sing" winds up on the Blue Monday and goes to MBS. Fannie Brice will go off the air for six weeks starting June 4th. Anna Neagle, British stage and screen star who just returned here via army bomber, makes her first public appearance on the Kate Smith Hour May 8. Six of the eight broadcasts remaining in Eddie Cantor's schedule will come from army camps. Cantor, who took Pat Ryan, publicist, to the coast with him, will also be at the Frisco Naval Relief benefit May 16. Dennis Day will tour until late August after Benny show silences for the summer. James Melton will fly south to visit his ailing dad in Georgia but returns to N.Y. for the Coca-Cola show May 24th. Bill Lawrence will double as director of the Dinah Shore sessions and Freddie Martin's Lady Esther chores. John Reed King subs for Harry Von Zell on "We, The People" while Harry is in Hollywood.

● ● ● Bob Trout was supposed to leave London when Ed Murrow arrived but is staying on awhile to assist Ed. With General Motors making the initial move for institutional radio, most other agencies and clients are starting to hum again with anticipated activity along similar lines. Instead of the so-called slump expected and predicted by many, radio biz will boom again. Ed Byron will now begin to write the "Mr. D.A." scripts in addition to directing. The Philip Morris shows may remain here now and a crime spot such as the Sunday nite stanza may take the Tallulah Bankhead time Tuesday nites. Henry Clark, trumpeter for Blue Barron, is now Nick Democracy, Greek dialectician on "Show of Yesterday and Today." Walter Craig, who did a beautiful job on the current Rexall transcriptions, is planning a variety show for WMCA with Pat C. Flick, brilliant writer and comic. Jerry Lester will be seen on Broadway in the George Abbott show, "Beat The Band." Memo to Wm. Paley: Now would be an ideal time to restore community sing idea of several seasons back because civilians and soldiers alike would relish the idea of showing the enemy we can still sing. George Feinberg, vice-president of Dazian's brought back from Chicago one of the most stirring window displays to promote the sale of stamps and bonds. The entire nation will feature the display shortly!

Los Angeles

By JAC WILLEN

WILLIAM MORRIS agency is considering the packaging of the Merry Macs and the Al Donahue orchestra on theater and hotel dates throughout the west. The combo has been booked into the Golden Gate Theater at San Francisco, week of May 6, and is set for the Commercial Hotel, Elko, Nevada, June 27. Other dates are now in working.

The Macs wound up their Old Gold stint April 24. Donahue's band closes at the Palace Hotel May 3.

From "somewhere in Australia" comes the unusual request to "Big Town" star Edward G. Robinson to forward some of the shows' scripts to a young lieutenant who is no longer able to tune into his favorite airshow—and would therefore appreciate greatly the scripts so that he may at least be enabled to follow the adventures of Steve and Lorelei.

Paul F. Adler of Eastern Advertising Service left Hollywood for New York where he will attend several business sessions prior to visiting the NAB Convention in Cleveland.

Ranson Sherman, owner-manager of radio's "Crestfallen Manor" and star of the Wednesday night show, feels insulted. A representative of one of the country's leading golf publications took one look at Ranson's swing and then asked him to pose for a series of pictures titled "How Not to Play Golf."

Men in the Fibber McGee orchestra have christened Maestro Billy Mills' diminutive pooch, given him by Jim (Fibber) Jordan, "Grace Note," which fits the pet for sex, size and inclination—since it is teething on some of Billy's best arrangements.

The Spring edition of the Los Angeles telephone book will contain the rather unique listing of "Pauline AFRA Drake." Reason: another Drake of the same name confused callers and so the "Big Town" telephone operator "McNulty," persuaded the phone company to allow the distinguishing AFRA which any radio insider would immediately recognize.

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

LUIS MASSEY, on "Reveille Roundup," today (NBC Red, 7:45 p.m.).

E. V. SMITH, fish culturist, on "Columbia's Country Journal," tomorrow (WABC-CBS, 1 p.m.).

JANE PICKENS and ALLAN JOES, on the "Lincoln Highway" program, tomorrow (NBC Red, 11 a.m.).

JAN ARVIZU, on the "Treasury Hoop of Song," tomorrow (WOR-Mutual, 8 p.m.).

ARMILA NOVOTNA, Czech soprano, on the Coca-Cola program, today (WABC-CBS, 4:30 p.m.).

EBBI HERBERT S. GOLDSTEIN, on Mutual's Radio Chapel," Sunday (WR-Mutual, 11:35 a.m.).

FT. ROBERT LOVELL, soldier vocalist, on the Phil Spitalny "Hour of Harm" program, Sunday (NBC Red, 10 p.m.).

Concerts New Offices Formally Open On May 5

(Continued from Page 1)

1500 people prominent in the entertainment field. Albert H. Morrison, president; Daniel S. Tuthill, vice-president and director of the popular division; Marks Levine, vice-president and director of the concert division; and O. O. Botorff, vice-president and director of the Civic Concert Service of the new firm, will be present to the visitors.

Breyer's Inc. Renews CBS; Fourth Consecutive Year

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and guest stars, originates at Hollywood. The program for "The Rich" is aired Saturday from 11:30-1 p.m., EWT, on 45 CBS stations.

Account is handled by Sorensen & Co.

Dedicates Treasury Booth

Social Treasury Department booth formally opened yesterday at 1 p.m. by Kate Smith at the New York Museum of Science and Industry in Radio City.

PROGRAM IDEAS

Accent On War

Early-Hour Baseball

An innovation in baseball broadcasts will be featured nightly on the midnight schedules of WMCA, New York, for the benefit of night-time defense workers employed in war industries between the hours of 3 p.m. and midnight. The programs will feature scores and personality news of major league games and will be heard at midnight and 1 a.m. The service offered by WMCA is the result of many requests from war workers in New Jersey and Connecticut complaining that their employment hours prevent them from getting baseball news. The accommodation, which starts on WMCA next week, will be part of the regular midnight and 1 a.m. news bulletin broadcasts.

"This Is Our War"

"This Is Our War," a 13 week dramatic series designed to bring home the fact that this war is the concern of every man, woman, and child in the United States, made its bow on WEEI, Boston, Saturday, April 25. The new program will emphasize the fact that everyone has a part to play in this war. The series hopes to arouse its listeners to the knowledge that before America and her allies can attain victory there is a war to be waged—a bitter, all-out battle between ideals and ideologies, in which the weapons range from the subtleties of the spoken word to the brutality of a bomb falling on civilian population. Josef Cherniavsky and his orchestra supply the music for the new series, with Bill Elliott as vocalist. Jay Wesley is the narrator. Henry Lundquist produces.

First Aid Quiz

"What Would You Do," a public service quiz-type program featuring selected students from first aid classes, was inaugurated recently on KMBC of Kansas City. The new series is presented with the cooperation of the Kansas City chapter of the American Red Cross, and the Kansas City Department of Civilian Defense. These weekly programs are designed to give an insight into the activities of training civilians in the various types of first aid work. They are in no way meant to give public education in first aid.

Each of the shows is devoted to a battle of wits featuring teams of men and women who are members of some of Kansas City's 1,000 Red Cross first aid classes. A tournament is being conducted among fourteen of these representative teams with the finals scheduled for July 10 when an award will be made to the Kansas City champion Red Cross first aid team. Each team will be composed of five persons—four contestants and a team captain. The team captains will act as quiz masters.

Entertaining The Boys

WCKY, Cincinnati, cooperating with the Morale Division of the War Department, is producing a series of quarter-hour recorded shows for the entertainment of service men in foreign fields. The first two shows already are in production, according to Al Bland, WCKY production manager. The programs are not for broadcast, but will be played for soldiers at camps and bases abroad on "playback" machines at recreation centers.

WOV To File Exceptions To Labor Board Findings

Trial Examiner Earl S. Bellman yesterday handed down an interim report on the WOV-American Communication Association (CIO) controversy growing out of the 1940 strike, which the union hailed as "a complete victory in every regard." Sanford Cohen, attorney for the station, declared that exceptions would be filed to the report with the Labor Board in Washington and said the Trial Examiner's recommendations were not supported by the substantial evidence in the case. He will seek a complete reversal of the report from the Labor Board.

Claim Union "Vindication"

Bellman's interim recommendations, according to the ACA, vindicated the union completely. He recommended that all personnel dismissed at the time of the strike in Nov. 1940, amounting to some 31 persons, be reinstated and granted back pay for the full period, less earnings in the meanwhile. This, according to the union, would amount to in the neighborhood of \$25,000. The management was given 60 days in which

F. C. Barton, Jr., Appointed CBS Personnel Manager

Francis C. Barton, Jr., manager of the program service division of CBS for three years, has been appointed personnel manager, Frank K. White, treasurer of CBS, announced yesterday. Barton succeeds Joseph H. Burgess, Jr., who has received a commission as Captain in the United States Army Air Force. Burgess, who has been personnel manager of CBS for six years, reports immediately for duty in Washington, D. C. and from there will be permanently assigned.

to comply or file exceptions with the Labor Board.

Regarding sabotage, which was an issue raised at the time of the strike, Trial Examiner Bellman completely exonerated the union, holding that any trouble was probably occasioned by the unfamiliarity of substitute engineers with the equipment as well as the fact that technical changes were being made at the time.

Should the Labor Board uphold Bellman's report and make the order final, WOV can appeal to the Circuit Court of Appeals, from which decisions in most cases are final.

AGENCIES

A BROADCAST in connection with a special citation of merit by the Poor Richard Club of Philadelphia to Raymond Gram Swing has been scheduled by WOR-Mutual for Tuesday, May 5, at 1:35 p.m. from Philadelphia.

RADIO to be among the media used by Corn Fix Co., which has just named J. M. Korn & Co., Philadelphia, to handle its advertising.

WOODROW SPORN, engaged in advertising agency, radio and merchandising activities, has joined the Marines. He was head of the premium department of Duane Jones Co.

RADIO will be used in conjunction with other media by California Fruit Growers Exchange which has a \$1,250,000 budget for the period May 1-Oct. 15 for promotion of Sun-kist Valencia oranges. Lord & Thomas, Los Angeles, is the agency.

Name Fizzdale And Spire To Positions In The OEM

Washington—Two new appointments to the radio division of the OEM have been announced by Bernard C. Schoenfeld, head of the division. The new assistant chief is Bill Spire, formerly radio director for the McCann-Erickson advertising agency. Tom Fizzdale, publicity man and president of Tom Fizzdale, Inc., has been named consultant to the OEM.

Colonel Burn Assigned

Colonel Walter P. Burn, on leave of absence from Walter P. Burn & Associates since April 1941, has completed his duties as chief of training of the Office of Civilian Defense, Washington, to whom he was loaned by the U. S. Army. He returns to active duty with the Chemical Warfare Division of Second Corps Army.

Stork News

Fred Hague and Mrs. Hague are the parents of a seven-and-a-half pound baby girl, named Melinda. Hague covers the Cincinnati, Cleveland, and Detroit territory for the George P. Hollingbery Co.

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

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

Webs In Highest Court To Battle FCC Ruling

(Continued from Page 1)
tracts between May 7, 1941, when the Commission announced the regulations, and October 30, when the appeal was filed. He said that the order thus resulted in immediate, drastic injury to NBC's operations, and that the present system of option time is absolutely vital to NBC's continued existence.

Tracing the development of the Network Rules, he declared that the original Rule 3104 had completely outlawed option time, and that the amended version had virtually the same effect. He declared that the Commission's "non-exclusive option" concept contained in the revised rules had not been requested by any of the parties in the case, and said that affiliation contracts would mean nothing under this proposal, because the stations would operate on a "first come, first served" basis in their relations to the chains.

Option Subject Paramount

Cahill, who devoted the major share of his allotted hour to the option time matter, said that a station under the non-exclusive option provision could conceivably carry the programs of all four major networks, as well as any appropriate regional chains. This would make NBC's existing method of operations impossible, the NBC counsel declared because it could not guarantee an advertiser any specified station list. He contended that the Court of Appeals of the District of Columbia has jurisdiction on appeals to actions of a licensing body, and cracked the contention that a court cannot review the FCC policy declaration that "it will not issue" licenses to stations who do not abide by the proposed rules, because it is declaration of future policy and has not yet been the basis for any administrative action.

Cahill charged that if the networks and broadcasting stations wait until the Commission denies licenses on the basis of the monopoly rules before they are permitted appeals the whole structure of network broadcasting would be irretrievably lost before any determination of the cases could be made.

Cahill Heard Briefly

FCC General Counsel Telford Taylor, who discussed the contentions of the Commission for only five minutes before the court adjourned, told the Court of the problems of allocating sufficient frequencies to the nation's broadcast stations in the 106 channels available in the standard portion of the spectrum. He declared that the FCC announcements of policy concerning such allocations are frequently made. By inference, he compared these to the network regulations, pointing out that they do not constitute Commission orders.

WRWA To Rambeau

Appointment of William G. Rambeau Co. as national representatives for WRWA, Reading, Pa., effective immediately, has been announced.

WORDS AND MUSIC

By Sid Weiss

THOUGHTS WHILE WAITING FOR YOUR NUMBER TO COME UP: Those summer layoffs. Edgar Bergen show packs in after July 1st—Milton Berle after June 2nd—"Lincoln Highway" takes a walk June 6th. Priorities—and we don't mean the Willie Howard musical, either. Radioites who never knew how to spell the word now moaning the "Priority Blues." "First Nighter" folds the end of May. Maybe Ginny Simms should've stood with Kyser. Humorous angle to the situation—if there is any humor in it—is that actor who's been "at liberty" for two years. Now he's telling everyone he can't get a job because of the restrictions.

☆ ☆ ☆

Dave Alber, whose office copped exploitation honors in that mag. poll. Won it last year, too... The radio directors who've formed an association... Bea Wain's work as Chairman of the Singers' Division of the American Theater Wing... RCA-Victor's asking customers to turn in used records for new ones. How about giving 'em back all the platters on "Deep in the Heart of Texas!"

☆ ☆ ☆

Pete Donald's new red beard. Says if it keeps on growing, he'll apply for a job as bat boy on the "House of David" team... Ted Straeter's new choral group—a collection of eight lovelies. Why didn't we ever study voice!... Mel Allen, who's been doing such a swell job on the baseball and "Truth or Consequence" airings... Mark Warnow's slick arrangements on the "Hit Parade"... Maxine Keith, who has been made official "radio voice" of the American Women's Voluntary Services in the Greater N. Y. area... The Andrews Sisters, who just bought a piece of a California pug. LaVerne's idea of fun.

☆ ☆ ☆

Freddy Martin, who won't hire a girl vocalist with his band. Says they're more interested in getting a rich husband than in singing well—in other words "they don't want to make good; they want to mate good"... Stanley L. Stevens, who resigns May 1st as Director of Radio and Publicity of the National Youth Administration here... Lana Turner, who when she stopped at an East Side hotel here—was given Room 802!... Mildred Murray, whose perfect feet have made her one of the top shoe models in the country, and whose singing voice is fast taking her to the top in that field.

☆ ☆ ☆

The "Herald-Tribune's" drama section being cut down to six pages starting this week—eliminating all radio gossip and including only listings... Whoever does those spot musical commercials on the "Lux Hour" is certainly an admirer of Irene Beasley's. Now they're even using the same tune she did for Ivory Flakes... Helen Shervey brought in from Chicago to become business manager of the program department of the Red... Three picture companies trying to steal Marge Morrow away from CBS for talent work... Carlo DeAngelo opening new offices for Sherman & Marquette soon... Joey Lee, whose hobby it is to save newspaper clippings of all his pals in radio and then deliver them personally.

☆ ☆ ☆

STEP UP AND MEET: Olyn Landick, who as the "Hackensack Gossip" on the Kate Smith show, has developed into one of radio's more talked-about comedians. Like most other top-notchers, Olyn came up the hard way, tramping in tank towns and taking odd jobs when stranded. In '17 he enlisted in the Navy and was shipped aboard the "Oklahoma" which was since sunk at Pearl Harbor. It was during his sea-going days that he devised the character he now uses in radio—that of the shrewish, small-town housewife. He calls himself the "Hackensack Gossip" because it was in that town that he received his biggest reception as a trouper.

☆ ☆ ☆

—Remember Pearl Harbor—

Blue Net-MBS Rivalry Opens New Barrage

(Continued from Page 1)

figures, ad claims, listener statistics, et al.

Latest barrage to be laid down emanates from the Mutual headquarters via a "comparison of power and popularity for Mutual and the Blue Network in the 14 U. S. cities of over 500,000 population." The breakdown, furnished affiliates, sales men and spread generally in the trade, claims "substantially large audiences" for the network in 11 of the 14 cities. Research reports are cited.

Convey Letter Used

For its part the Blue has furnished its salesmen with a "confidential analysis of a recent Don Lee (MBS West Coast affiliate) trade press a campaign in which the Lee claim are "demolished" one by one, particularly as to coverage.

Another MBS contribution to the now openly declared warfare was circularization of its affiliates with a testimonial letter praising the work by Robert Convey, owner of KWTW St. Louis. According to Convey, the capitulation of his first year's affiliation with Mutual showed a 70.5 per cent increase in net income over his previous (Blue) affiliation.

In trade circles it was recalled that Columbia utilized the "comparison of power and popularity in key markets" type of survey, now employed by Mutual, a number of years ago in fighting NBC.

Teagle Re-elected Pres. Of Midwest Musicians Org.

Akron, Ohio—Logan O. Teagle, business manager of the Akron local of the American Federation of Musicians, has been re-elected president of the Tri-State Musicians' Association, representing musicians from Ohio, West Virginia, and Kentucky. Charles W. Weeks, Canton, O., was re-named secretary-treasurer, and Mrs. Frank Benson, Marion, was elected 1st vice-president. Next year's meeting will be held in Steubenville, O.

Fort Wayne, Ind.—H. James Flack, president of Local 58 of the American Federation of Musicians, has been named to serve as secretary of the Fort Wayne Federation of Labor pending the election of a permanent successor to C. O. Van Horn, resigned. Flack has been named to the ninth consecutive year as a delegate to the national convention of the AFM in Dallas, Tex. Also elected a delegate was Byron L. Mowrey.

Sir Stafford On MBS

Sir Stafford Cripps, member of the British War Cabinet and recently returned from India where he was sent to offer post-war dominion status to that Colony, will be heard tomorrow over Mutual from 11:45 to Midnight EWT. The broadcast will originate London.

Radio Aid Expected For Russian Relief

(Continued from Page 1)
 relief organization. Sponsored by top artists and executives of the entertainment world, the dinner will be followed by music and dramatic presentations, with a portion of the program to be broadcast nationally.

Chairmen of the Radio, Film, Theatre Arts Division of Russian War Relief are Gilbert Miller and J. Robert Rubin, while serving as co-chairmen with them representing the various branches of the division are Thomas F. Harrington, radio; Garson Kanin, film; Brock Pemberton, theatre; Paul Manship, art; Adolf Busch, music, and Paul Draper, dance. Herma Shumlin is treasurer.

Streibert Vice-Chairman
 Vice-chairmen are Harry Ackerman, James Rowland Angell, Milton H. Low, Norman Corwin, Boris Karloff, Andre Kostelanetz, Robert Edmond Jones, Oscar Levant, Goddard Lieberson, Raymond Massey, Charles MacArthur, Elsa Maxwell, Harold L. McInton, Louis Nizer, Albert Spalding and Theodore C. Streibert.

Among radio executives sponsoring the dinner, in addition to Streibert, are John V. L. Hogan, E. P. H. James, Edward Klauber, Edgar Kobak, John F. Byral, M. R. Runyon, Louis Ruppel, Gilbert Seldes, Fred Weber and Roy C. Witmer. Agency sponsors, in addition to Harrington and McClinton include Ira Ashley, Carlo De Angelo, John Hymes, Ken MacGregor, Charles Martin, Paul Munroe, Charles Presbrey, Arthur Pryor, Jr., Victor Ratner, Hubbell Robinson, Jr., William Robson, Jack Roche, Raymond Rubicam, Herbert Sanford, Car Stanton, Kenneth Webb and Berthel Williams.

Star Group Impressive
 Radio names include Fred Allen, Eddie Cantor, Ilka Chase, Walter Darosch, Eddie Dowling, Clifton Fadiman, Lynn Fontanne, Arlene Francis, Betty Garde, Ed Gardner, Benny Goodman, Ben Grauer, Johnny Green, Helen Hayes, Burnet Hershey, Quley Howe, Alfred Lunt, Bert Lyt, James Melton, Philip Merivale, Sandra Michael, Lyn Murray, Mel Picon, Minerva Pious, Paul Robinson, Edward J. Robinson, David Ross, Harry Salter, Anne Seymour, Mel Sharbutt, Artie Shaw, William S. Sirer, Dinah Shore, Hester Soward, Johannes Steel, Bill Stern, Jess Taylor, Lawrence Tibbett, Bud Vallee, Bea Wain.

Speakers and the entertainment program will be announced later.

Sherman Joins Walker Co.

Chicago—Herbert P. Sherman has accepted the position of business manager for WAIT to become associated with The Walker Co., as partner. Walker Co. will continue to represent the station.
 The Walker Co. are moving their New York offices to 551 Fifth Ave. The offices will be in charge of Jack Sherman, who has been appointed assistant manager of the firm.

PROMOTION

Accent On War

Blood Donations

WDRS, Hartford, is conducting a major campaign to line up volunteers to donate a pint of blood to the Hartford County Red Cross blood plasma bank. Biggest event in the works is a special broadcast of "Man Behind the Mike" program today, from the scene, describing the reactions of the WDRS announcer who donates a pint of blood.

Donator will be chief announcer Ray Barrett, and four other announcers will be grouped around him, questioning him as he undergoes operation. Newspaper photographers will photograph unusual broadcast. WDRS already has obtained scores of volunteers for blood bank.

Words That Shook The World

WOR Recording and Transcription Department in addition to General MacArthur's talk has also distributed in the trade recordings of President Roosevelt's speech asking for a Declaration of War and Prime Minister Churchill's address before the joint session of Congress which was held several weeks ago.

West Coast Success Story Of Retail Clothing Firm

West Coast Bureau, RADIO DAILY
 Los Angeles—That use of news broadcasts can produce outstanding results for individual stores and smaller businesses has been demonstrated by Zeeman Clothing Co. here. Approaching radio cautiously in Sept. 1940, the firm essayed a 13-week test via the Knox Manning news program on KNX, was so well satisfied it renewed for 52 weeks and now has again renewed for another year. Contract, placed through Lockwood-Shackelford Co., here, calls for participations in the Manning 11 p.m. news broadcast three times weekly.

Rockefeller, Jr., On MBS

Mutual Broadcasting System will air the speech of John D. Rockefeller, Jr., honorary USO chairman, on May 11 when USO War Fund Campaign to raise \$32,000,000 will be opened. Broadcast will originate at WGN, Chicago, and be directed at USO workers assembled at dinners in every state of the union, in addition to the radio audience. Subject of Rockefeller's talk will be "The Task of the USO" and will originate from a dinner for USO leaders assembled at the Stevens Hotel in Chicago.

WMVA Appoints Shultz

Martinsville, Va.—John W. Shultz, formerly manager of WSTP, in Salisbury, North Carolina, has been appointed general manager of WMVA, in this city, and has already taken over his duties here. Besides WSTP, Shultz has been connected with WSJS and WAIR in Winston-Salem, and WBIG, in Greensboro, North Carolina.

Letter Contest

To stimulate a keener sense of importance of the homemaker in wartime, Marian Sexton, woman's commentator on WTAD, Quincy, Ill., has originated a letter-contest on her daily half-hour program, "All for the Ladies." The listeners are urged to write in telling what they're doing in their homes to promote victory and each week, two prizes for one dollar each, in Defense Stamps, are awarded to the writers of the two best letters. Idea is meeting a nice response, with homemakers sending in everything from nutritional sugarless recipes to new ways of budgeting so that they can buy more War Bonds and Stamps.

War Saving Slogans

Weekly contest for slogans to help sell war bonds and stamps is being featured by Helen Twelvetrees on her Monday through Friday programs on WMCA, New York. Winner, who submits the best slogan each week, is given a twenty-five dollar war savings bond. Slogans are being referred to the Defense Savings Staff of the Treasury Department.

Webs Making Own Plans To Follow "War" Series

(Continued from Page 1)
 with the program is certain, and the spokesman indicated that Washington would be very pleased to have the series continued. There has been, however, and will be no formal request of the networks that they carry the program beyond the scheduled 13 weeks. Possibility that the networks themselves will decide to carry the program further is slim, according to the OFF.

Possibility that the networks will carry the program further is absolutely non-existent, a checkup in New York yesterday revealed. According to a member of the committee representing the four webs, which acted as liaison for "This Is War!", network officials feel that separate morale programs produced by the networks themselves will be "more effective" than the OFF's series which is carried on the combined facilities of all four.

The different networks currently are in the throes of producing their own series, it was indicated, which will deal with various phases of the war effort, morale, production, etc., as outlined by the OFF and which will be integrated into the general pattern of the overall allocations plan for broadcasting programs and messages of a patriotic nature.

Joins Mutual Publicity Dept.

Vivian Wolfert, formerly with Constance Hope Associates, Inc., has joined the Mutual publicity department replacing Richard Krolik, now in the communications division of the Army Air Corps.

Lehman's Bond Talk 100% On N.Y. Outlets

(Continued from Page 1)
 a special chain of all nine CBS stations keyed by WABC, from 4-4:15 p.m. Thereafter until midnight the message, transcribed in advance, will be carried by the 40 odd other stations in the state. These stations, both network and individual, will carry the 15-minute message on their own time during the 8-hour period.

The Governor will speak in his capacity as honorary state chairman of the New York War Savings Staff of the Treasury Department. His talk officially opens a two-month drive within the state culminating June 14-24 with the house-to-house canvas to sign up all persons receiving income as ten per cent investors in the United States Treasury Department War Savings program. The occasion is the first anniversary of the U. S. War Savings campaign.

16 Stations Listed

In using the talk in transcribed form many of the state's larger stations are departing from firmly established policy to bring the message to their listeners as a public service. These include network key outlets. WOR will carry it at various intervals.

New York City stations carrying the broadcast are: WABC—4 p.m., WBNX—4:30 p.m., WBYN—10 p.m., WFAF—11:30 p.m., WEVD—4:30 p.m., WHN—10:30 p.m., WINS—8:45 p.m., WJZ—5 p.m., WLIB—5 p.m., WMCA—4:15 p.m., WNEW—9 p.m., WNYC—5:15 p.m., WOR (repeating) 3:05 a.m., May 2, WOV—9:30 p.m., WQXR—5:45 p.m.

WOR Blackout Switch

In achieving last night's blackout, the majority of the advertising signs of the General Outdoor Advertising Company were turned off automatically by a radio impulse transmitted by WOR which extinguishes the lights on all signs that are equipped to receive the radio signal. Eventually this device, which was invented by General Outdoor, will be used by the company from coast to coast but it is being introduced first in New York. It has been tested during the past few months but last night saw its first actual use in an officially declared blackout.

Pope Pius On MBS

The address of Pope Pius XII delivered from Vatican City on Wednesday, May 13, the occasion being the 25th anniversary of his elevation as a bishop, will be broadcast over WOR-Mutual at 12:30 p.m., EWT.

J. L. Howe's C. of C. Post

Danville, Va.—James L. Howe, resident manager of WBTV, this city, has been elected state president of the Virginia Junior Chamber of Commerce. He is also president of the local chamber and has accepted his new duties temporarily, pending decision on his application in the Naval Reserve.

★ ★ Coast-to-Coast ★ ★

IRENE BEASLEY has been renewed for 13 weeks by Compton Advertising, Inc., for Procter & Gamble's musical spot campaign for Ivory Flakes. New contract covers daily one-minute and fifteen-second spots preceding the "Vic and Sade" programs on CBS and the "Pepper Young's Family" broadcasts on NBC in addition to a series of recordings for distribution among independent stations.

WGBF, Evansville, Ind., has inaugurated a daily five-minute series, titled "Labor News." News items are furnished by the local representatives of the AFL, CIO and Brotherhood of Trainmen and are edited by the station to make for balanced broadcasts. Set of standards has been agreed upon by all concerned.

New summer sport show at WHBF, Rock Island, Moline and Davenport is "Sports Extra" conducted by Van Patrick, sports director. The show airs from 3:15-4:45 daily except Sunday and features latest recorded dance tunes sandwiched with baseball scores and diamond chatter. Ronald Dawson, production man at WHBF, has sold his latest script "Concerto By Pedro" and a new series of "Flashes Of Life" to Radio Writers' Laboratory.

WKBN, Youngstown, Ohio, this week added two new staff announcers. Ed Young, formerly with WMBS, Uniontown, Pa. and Jay Miltner, who was with WTAR in Norfolk, Va., were heard for the first time over WKBN on last Tuesday.

Baroness Helena de Polenzka has inaugurated a series of travelogue programs on FM station, W47NY, New York, on Tuesday evenings at 9 p.m. Programs are titled "Know Thy Neighbor" and are based on the artist's knowledge of South American countries.

Appointment of Anne Lorentz as coordinator of a newly-organized "War Service" division at WTAG, Worcester, was announced this week by E. E. Hill, managing director of the station. All government, city, and state radio campaigns in behalf of the war effort will be handled hereafter by this department which will also clear all announcements and programs related to defense measures of any type.

Helen Watts Schreiber, home economist for KSO, Des Moines, has completed a cook book for the Army. Book consists of favorite recipes for men in the service. Author has one son who is a flying cadet and another who is a member of the Royal Canadian Air Force.

Instructors in the Engineering Science Management Defense Training course in radio engineering at Loyola University are J. D. Bloom, chief engineer of WWL, New Orleans; Edward Dutreil, WWL transmitter supervisor, and Francis Jacob, WWL studio supervisor. They are assisted by John Daspit and Lawrence Stroh-meyer of the school's physics department. Bloom teaches radio and communications and Dutreil and Jacob teach maintenance and repair. Courses are under the auspices of the U. S. Department of Education.

"Morning Digest," a new series of breezy commentary programs featuring Ruth Howard, daughter of the famous comedian, Tom Howard, will be inaugurated on WMCA, New York, on Monday from 10:30-10:45 a.m. The novelty of Miss Howard's planned series lies in the fact that the programs will taboo recipes, but promise up-to-the-minute notes of feminine and masculine appeal.

Roy Neal of the announcing staff of WIBG, Philadelphia, is the proud daddy of daughter born this week at the University Hospital in Philadelphia. Youngster has been named Winifred Margaret.

Army, Navy and Marines are featured in five daily morning programs on WWVA, Wheeling, W. Va. Half-hour shows conform to President Roosevelt's request for more band music and are dotted with recruiting spots and information about the three branches of service.

WDRC, Hartford, has discovered the most effective means to date to line up volunteers for the war effort. The method is to ask listeners to call the station immediately and leave their names and addresses. These are then turned over to proper authorities for handling. Calls now come in each day to WDRC from persons who want to enlist in the State Guard, buy bonds, donate blood to the plasma bank, offer their services as aircraft spotters, and many other things.

Woody Leafer, formerly announcer at WJHL, Johnson City, Tenn., and previously with WSTP, Salisbury, N. C., WFNC, Fayetteville, N. C., and WBTM, Danville, Va., has joined the announcing staff of WPAT, Paterson, N. J. "Don Passante Presents" is the title of a new series of programs recently inaugurated at WPAT. Shows feature poetry reading with organ music as a background and is aired three times weekly.

"All Out For Victory Drive" on KFBI, Wichita, Kans., was inaugurated by a special program during which Senator H. K. Lindsley, president of the outlet, introduced Dorothy Lamour, motion picture actress, who was a guest of the station in conjunction with the campaign. Special emphasis will be given the campaign during the week of April 26 to May 2.

Dave Ballou, formerly manager of KYOS, Merced, Calif., has joined KPRO, Riverside, Calif., and is in charge of the latter station's branch office in San Bernardino. KPRO is airing a weekly series of Chapel broadcasts from March field, Army base in the station's area. Other broadcasts from the camp are the twice-weekly band remotes.

WFMJ, Youngstown, Ohio, is co-operating with its county War Bond and Stamp Sales Committee in a pledge campaign by broadcasting a series of five-minute talks. Employees of WFMJ have enrolled in the local Air Raid Warden School and are attending classes at the station's studios two evenings a week. "Gang Busters," Blue Network show available for local participating sponsorship, is being sponsored on WFMJ by Rose & Sons, Youngstown clothing store. Contract begins today and is for 20 weeks. Other new business includes the signing of "The Shadow" ETs by Kohler's Inc.

WCMI, Ashland, has been taking advantage of local activities for its special events broadcasts. Among those recently aired were a farewell breakfast to 107 selectees; the Green-up County Flag Raising Ceremonies; dedication of the Ashland Canteen. John Wymer, chief announcer, handles the broadcasts.

Howard Williams has renewed on CHML, Hamilton, Ont., with a new musical presentation, entitled "Moods in Music." Heard Sunday evening, at 6:45, the singing voices of Jerry Cooper and Audrea Marsh are featured in this fast-stepping review of lilting rhythms.

New addition to the general service department of WEEL, Boston, is Bettyanne Ross. "Coffee Club" and "Food Fair" programs on WEEL entertained a special group of listeners last week at a special show during which coffee and doughnuts were served.

Kasper-Gordon, Inc., Boston, has announced that a new series of 15 minute transcribed programs are now available on a syndicated basis. Series is entitled "Songs of Cheer and Comfort," starring Richard Maxwell, with William Wirges at the organ, and is available in 52 episodes. Distribution is being started on a nation-wide basis, with the series being offered to agencies, stations and advertiser. Richard Maxwell's programs have attained ratings of 21.3 to 21.9. A complete package is being offered, including ad mats, photos, news release and publicity photos.

New tenor star on the WTAC Worcester, coast-to-coast show "From New England To You," heard Saturday at 3 p.m., is 23-year-old Bill Mitchell. Mitchell, who hails from Fulton, New York, studied music at Syracuse University before coming to Worcester where he joined the Light Opera Association. Mitchell will also be featured on WTAG's "Radio Theater Matinee" daily from 2-2:30 p.m.

Vivian Lloyd, "Hollywood Reporter" and continuity writer at WHBF, Rock Island, will leave radio next month to become Mrs. William C. Lucey, housewife. The wedding will take place in Moline on May 3. Mr. Lucey, who is connected with the American Red Cross, returned to the United States recently after a year of Red Cross work in unoccupied France. The couple will reside in New York City.

"Three Sisters Wine" renews its time on WTSP, St. Petersburg, Fla. with a new contract calling for two announcements a day for 26 weeks. The American Benefit Company, Orlando, Florida, has also signed with WTSP for a trial period of two weeks, offering "American Family Group Melodies," a fifteen minute program of old favorites heard three times weekly at 10:45 a.m. beginning April 30.

Stokowski To Conduct WPA Symphony Program

Leopold Stokowski will conduct the New York City WPA Symphony Orchestra on Sunday, May 3, in the first of a series of War Stamp Symphony concerts to be held at the Cosmopolitan Opera House and broadcast over Mutual from 6:30 p.m., EWT. Nathan Milstein, concert violinist, will be featured in the opening performance.

The concert series will be presented in behalf of the U. S. Treasury Department and is sponsored by Mayor LaGuardia in cooperation with Musicians Union Local 802 and the WPA Music Project. Admission to the concerts will be made through the purchase of war stamps at the box office in place of tickets. The first program will be recorded off the Mutual for broadcast over WOR at 7 p.m.

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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May 1

Howard Barlow	Ina George
Jackie Heller	Jack Parr
Kate Smith	

May 2

Roy Atwell	Bing Crosby
Dorothy Dunn	Doris Fisher

May 3

Don Ameche	Mary Astor
Nick Dawson	Irving Fogel
Dott Curtis Massey	
Fort Pearson	Mary Small



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 19, NO. 24

NEW YORK, N. Y., MONDAY, MAY 4, 1942

TEN CENTS

Ohio 'U' Wartime Meet

High Court Hears CBS Monopoly Argument

Washington Bureau, RADIO DAILY
Washington—Through special counsel Charles Evans Hughes, Jr., the Columbia Broadcasting System presented its views Friday before the Supreme Court of the proposed FCC network monopoly regulations and their liability to review before action is actually taken on the basis of the policies laid down by the Commission. NBC presented its case the day previous. The CBS presentation of its appeal to a decision of the Federal Statutory Court in New York, resulted in a gloomy picture being

(Continued on Page 6)

Pinehurst Cigarettes Buys Time On FM Web

American (FM) Network, yesterday began a series of broadcasts sponsored by Pinehurst Cigarettes, the client using quarter-hours on Mondays 5:30-5:45 p.m. Time placed through the Gotham Advertising Co., New York, includes stations W3PH, Philadelphia; W39B, Mount Washington; W43B, Boston; W47A, Shenectady; W65H, Hartford; W7NY, New York and W2XMN,

(Continued on Page 2)

General Mills Sets Sked for Shows Moving To Blue

General Mills, Inc., has completed arrangements for the switching of their "Lone Ranger" and "Jack Armstrong, All-American Boy" from Mutual to the Blue Network. Starting May, in behalf of Kix, the "Lone

(Continued on Page 2)

Blue Moves Out

Successful evacuation from the fourth floor of the RCA building last Friday night was accomplished without the loss of a single man, when the last of the Blue Network's departments was moved down to new Blue headquarters on the third floor. Reports of the maneuver revealed no gains by the departing staff because the entire Red press staff stayed late to guard their desks, typewriters, pencils and other installations.

Over 2,000 Students Potential Operators

Offer to act as liaison between stations and college students who have experience in the operation and administration of broadcasting facilities was made Saturday by Louis M. Block, Jr., business manager of the Intercollegiate Broadcasting Station Representatives of this city. In effort to relieve the shortage of radio personnel as a result of the war de-

(Continued on Page 7)

Standard Oil Of Ind. Will Continue Air Time

Chicago—Although concentrating on war production of fuel and lubricants for the armed forces, war industries and the farm front, Standard Oil Co. of Indiana will continue advertising to the motoring public in 1942 by promoting car conservation, it was an-

(Continued on Page 6)

Over 600 Educators And Broadcasters At Opening Of 13th Annual Confab; Networks Well Represented

Dept. Stores Advised On How To Use Radio

Advice to department stores on the use of radio advertising is given by Linnea Nelson, time buyer of J. Walter Thompson Co., in an analysis of the medium prepared for the NAB. Many department stores have successfully used radio, she points out, adding that the reason more do not

(Continued on Page 7)

New Morale Program Makes MBS Debut Wed.

Further increasing the time devoted to morale programs from Army and Navy bases, Mutual will inaugurate on Wednesday a new series of broadcasts called "Pass in Review." Featuring entertainment and educational features from Army camps

(Continued on Page 3)

Women's Club Group Urges Normal Advertising

Advertisers are urged to continue their normal advertising schedules in war time, in a resolution prepared Friday by Mrs. Joseph E. Goodbar, chairman of the Radio Committee of

(Continued on Page 6)

Columbus, O.—Annual dissection of the educational aspects of radio will get under way here today as an estimated 600 educators, educational-broadcasters, government radio officials and other interested parties begin a three-day round of general sessions, work-study groups, section meetings and round-table discussions. Sponsored by Ohio State University, the 13th annual Institute for Education by Radio will swing into action this morning in the Hall of Mirrors of the Deshler-Wallick Hotel here

(Continued on Page 7)

Freeze-Status Worry Re Latin Amer. Moves

Washington Bureau, RADIO DAILY
Washington—Variations in the present broadcast systems of the signatories to the Havana Radio Treaty as a result of the construction freezes in Canada and the United States are causing concern to regulatory officials in those two countries, it was learned here Saturday. Because Mexico and Cuba do not have the

(Continued on Page 3)

Carmichael Appointed WEA Assistant Manager

Cecil K. Carmichael, who recently resigned as assistant to J. D. Shouse, vice-president and general manager of WLW, Cincinnati, to join NBC,

(Continued on Page 2)

★ THE WEEK IN RADIO ★

... Good Summer Indicated

By BOB LITZBERG

STRONG radio summer-season was predicted last week, following the announcement of the return of General Motors Corp. to the air with a weekly hour show on CBS. Re-entry of the motor car manufacturer after an absence of four years to the broadcast medium was just one of many indications that "summer listening slump" was a thing of the past. General Motors joins several other national advertisers, who are retaining their network programs even though

their plants are almost entirely converted to war needs; among them are Bell Telephone and DuPont on NBC and Wheeling Steel on the Blue.

In addition to this new business, several advertisers announced the signing of renewal contracts as well as the expansion of their current campaigns.

Coca-Cola Co. picked up its option on the "Pause That Refreshes on the

(Continued on Page 2)

"Beverly" For Pix

Denver—KFEL has sold to Columbia Pictures the title of "It's a Date at Reveille With Beverly," the morning program slanted for soldiers in the Rocky Mountain region. Deal also involves Jean Ruth, KFEL's "Beverly," who will go to Hollywood as technical director of the film. There also is a possibility that Miss Ruth will appear in the picture.

Burn 'em Up

Radio Executives Club contribution to the NAB convention will be a gridiron-type roasting of the broadcasting industry by an all-agency group of RECers. Tagged "What Burns Us Up," the skit will be presented Tuesday, May 12, at the 8:30 breakfast session of the Sales Managers Division. Will be based on the "pet radio peeves" of the admen.



Vol. 19, No. 24 Mon., May 4, 1942 Price 10 Cts.

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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

(May 1)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	110 1/2	107 1/4	109 1/8	+ 1 3/8
CBS A	8 7/8	8 1/8	8 7/8	— 1/8
Gen. Electric	23 1/8	22 3/4	22 7/8	— 1/8
RCA Common	2 7/8	2 3/4	2 7/8	+ 1/8
Westinghouse	67	65 1/2	67	+ 1 1/2
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 1/2	5 1/2
WCAO (Baltimore)	15	18
WJR (Detroit)	17 1/2	19 1/2

Pinehurst Cigarettes Buys Time On FM Web

(Continued from Page 1)

Alpine, N. J. Client is R. L. Swain Tobacco Co., Inc., Danville, Va.

Program consists of recorded music and copy designed to popularize the cigarette which has been on the market for about a year and a half and has been sold mostly in the Southeast, Midwest and Far West, sells for 15 cents and plans to compete with major brands. Feature of Pinehurst cigarettes is a new type hydroscopic agent or moistener via a new patented process. Some isolated radio spot time was used in the past.

Clay Morgan In Hospital

Clay Morgan, assistant to the president of NBC, is in West Side Hospital, West 57th Street, for observation for what physicians fear is an attack of appendicitis.

COME TO CLEVELAND
NAB
CONVENTION - MAY 11-14

★ THE WEEK IN RADIO ★

... Good Summer Indicated

(Continued from Page 1)

Air" via CBS; Bowey's, Inc., renewed its "Stars Over Hollywood" for the fourth consecutive year on the same network; the Blue Network revealed that "Gang Busters" was being aired on a local sponsorship basis on 29 stations; Esso Marketers expanded its news program on three international stations; Colgate-Palmolive-Peet was reported to be nearing its choice of time for a new half-hour network program; a new spot advertiser, American Service Pin Co., using 90 outlets, with more to be added, was announced; Webster-Eisenlohr, Inc., for Tom Moore cigars, inaugurated a spot campaign. More business is expected to be signed as a result of the Department of Commerce's reminder to brand advertisers that there is a need for continued advertising despite war conditions.

On the war front radio was equally active. The Office of Facts and Figures mailed the first edition of its "Radio War Guide," listing announcement priority suggestions for local station use. The FCC formalized the Defense Communication Board's rec-

ommendations for the complete freezing of station construction in a memorandum opinion; the Commission also waived its rule on minimum operating hours, deemed inadvisable due to the growing shortage of broadcast personnel. Radio's position as a spot news dispenser was strengthened by the limiting of newspaper deliveries by the Office of Defense Transportation. 760 stations were carrying the "Treasury Star Parade" ETs.

Inauguration of full scale commercial operations by CBS's Latin American network of 76 stations was set for May 19. Both the Blue and MBS networks added affiliates to their lists last week. Radio directors organized into a guild for mutual cooperation. NBC instituted a policy of servicing agencies with performance affidavits. Argument was opened before the Supreme Court by NBC and CBS in its fight against the FCC monopoly rulings. Mayor LaGuardia of New York made another plea before the FCC in behalf of WNYC.

General Mills Sets Sked For Shows Moving To Blue

(Continued from Page 1)

Ranger" series will be aired three times weekly on 65 outlets, using the net's basic list as well as its Southern Group. Majority of the stations will air the program at 7:30 to 8 p.m., with certain outlets taking the show at 6 p.m., EWT and 6 p.m., MWT.

The "Jack Armstrong" show for Wheaties goes to the Blue on a five-day-a-week basis beginning September 14 using 100 stations. Sponsor also placed "Lighting Jim," a children's program, up to now used on a spot basis, on a regional network on the Pacific coast in behalf of Wheaties. Blackett-Sample-Hummert, Chicago, is the agency in charge of the "Lone Ranger" and "Lightning Jim" programs and Knox-Reeves, Minneapolis, handle the "Jack Armstrong" shows.

RCA Fights Infringement Suit

Wilmington, Del.—Radio Corporation of America defended itself in U. S. District Court here Friday in a suit brought against it by Henry A. Allen of Chicago involving patents on a radio tube. The arguments were heard by Judge Paul Leahy, who fixed May 29 as the date for filing of briefs. The patent involves the use of a radio tube. RCA, in its argument, claims that the patent for the tube is invalid.

Harold Olsen, of Chicago, represented the plaintiff and Stephen H. Philbin, of New York, the defendant. Former Judge Hugh M. Morris is local counsel for the plaintiff and Herbert Cohen for RCA. RCA moved for summary judgment to hold that the patent was invalid and not infringed.

Carmichael Appointed WEAf Assistant Manager

(Continued from Page 1)

has been named assistant manager of WEAf, NBC Red network key outlet, by Sherman Gregory, station manager.

Carmichael will also continue to be Gregory's assistant in the NBC Station Relations Department in handling the management of all managed and operated stations of NBC in addition to his duties with WEAf.

Policy On 'Spy' Shows Not Changed Says NBC

NBC has not relaxed its policy barring spy series, Edward R. Hitz, assistant to Roy C. Witmer, NBC vice-president in charge of sales, stated Friday. He said clearance of a single "Mr. District Attorney" script dealing with espionage represented the exception which proved the rule. Occasional one-time scripts utilizing the spy theme are okay, it was indicated, but regularly scheduled spy series still are out.

COMING and GOING

BIRT F. FISHER, station manager, and W. B. STUHT, commercial manager, of KOMO, Seattle, here for a few days of conferences with the station's New York representatives.

KEITH KIGGINS, vice-president of the Blue Network in charge of stations, and HUGH FELTIS, station contact representative, have returned from a tour of the newly-affiliated New England outlets.

JOHN HARRINGTON, sportscaster of WBBM, Chicago, off today for the Great Lakes Naval Training Station to broadcast the baseball game between the Chicago Cubs and Mickey Cochrane's Navy team.

JAMES FISHBACK, sales manager of WOL, Washington, returning to the Capital after having spent the week-end here on business.

ALFRED H. MORTON, president of the National Concert and Artists Corp., due back in town today after a tour which took him to Chicago, Hollywood and San Francisco.

LARRY ADLER has returned from the Coast where he spent several weeks, being featured on the Big Crosby show.

JIMMY McCLAIN (Dr. I.Q.) will be in Cleveland tonight for the broadcasting of his program from the stage of the Palace Theater in that city.

DON A. ARCOTT, music supervisor of the NBC central division, is back at his desk after being out for six weeks because of illness.

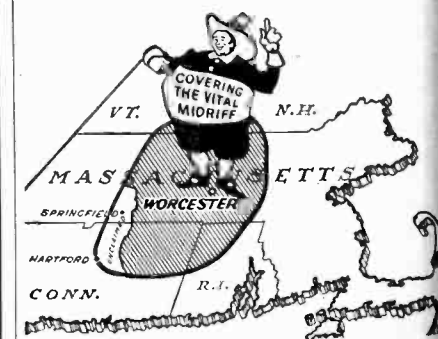
Ascap To File Answer In Marks-BMI Action

Ascap on Friday was given 10 days in which to file answer in New York Supreme Court to the suit of BMI and E. B. Marks Music Co. for a declaratory judgment on ownership of performance rights in musical compositions. In an action tentamount to ordering trial in the suit, the Appellate Division of the Supreme Court unanimously affirmed the previous decision of Justice Louis A. Valente in which the legal sufficiency of the complaint was upheld.

Seeking to free many compositions in the Marks catalogue which were written by Ascap composers, Marks and BMI last year filed their joint suit asking that the court decide whether performance rights reside in the publisher or composer, or jointly by both. Legal technicalities have delayed trial in the action.

When you buy time—
BUY AN AUDIENCE

In Philadelphia Its
WPEN
 THE STATION
 THAT SELLS
 5000 WATTS 950 KC



WTAG WORCESTER

New Morale Program Takes MBS Bow Wed.

(Continued from Page 1)

Extending from coast-to-coast, the new show raises the time allotted to this type of program by Mutual 13 hours weekly. "Pass in Review," which will be aired Wednesdays from 9:30-10 p.m., EWT, is being arranged with the cooperation of the Radio Branch of the United States War Department.

Military reservations to participate in the series are: Fort Monmouth, New Jersey; Camp Edwards, Mass.; Fort Knox, Ky.; Camp Wheeler, Ga.; Fort Bragg, N. C.; Camp Lee, Va.; Fort Sheridan, Ill.; Lowry Field, Col.; and March Field, Cal. In each broadcast, the military specialty of the camp or fort concerned will be examined and illustrated by the local announcer. Mutual affiliate closest to the camp locations will originate the various programs to be heard in the series.

★ PROMOTION ★

Lobby Display

A large poster and product display case was this week installed in the lobby at KHJ, Los Angeles, under order of vice-president and general manager Lewis Allen Weiss for purpose of exhibiting items advertised on the Don Lee network. Especially built for the purpose, the handsome showcase occupies an imposing position at the end of the foyer, with red painted woodwork to match the chrome and red color scheme of the entrance hall. Fluorescent tubing in the ceiling of the cabinet illuminates the 5 ft. wide, 7 ft. tall, 1½ ft. deep glassed box and a black felt backdrop shows off the poster art and the sponsors' products to advantage. Each week a separate program is windowed, with art work calling attention to the air show and its ballyhooed articles attractively arranged as companion pieces.

WIBG Ball Game Promotion

WIBG, Philadelphia, to promote attention to the fact that the station is carrying the A's and Phils' baseball games from Shibe Park in Philadelphia, this year, is using billboards, car cards, ballpark programs and newspaper advertising. Billboards, besides calling attention to the fact that station is airing the games, carries the names of the sponsors, Atlantic Refining Co., and General Mills. Newspaper ads feature the fact that broadcasts are done by Byrum Saam, while car cards, which are placed outside of the cars, and program ads place heavy emphasis on fact that the games are aired, and the station's dial setting.

Full coverage of the Philadelphia area is completely assured through use of this media, along with station call letter plugs, calling attention to "Today's Game" daily.

Freeze-Status Worry Re Latin Amer. Moves

(Continued from Page 1)

materials problems and controls facing U. S. and Canadian broadcasters, they are going ahead with station building and the assignment of frequencies for new stations with the result that there may be some encroachment on the future operations of broadcasting in the two northern nations. It is thought American and Canadian officials would like to have the status quo of North America broadcasting maintained for the duration of the war.

While the Americans and Canadians would like to keep "some holes in the ether," the situation may be too delicate for any positive action. It would be difficult to tell Mexico, which is thought to wish freedom from the Regional Broadcast Agreement, that she should abide by the treaty in some respects and suspend its provisions in others.

"WE MUST BE VIGILANT"

(American Patrol)

the Spirit of America!

PHIL SPITALNY and his HOUR OF CHARM ALL-GIRL ORCHESTRA

Phil Spitalny has taken the "American Patrol" march and whipped it into one of the greatest vocal and orchestral arrangements to come along since coin machines were invented. With new lyrics and a terrific "All-Girl" treatment, WE MUST BE VIGILANT will have your machines running as long as the nickels hold out. It's a sock profit-maker of the first order.

order

COLUMBIA

36550



Los Angeles

By JAC WILLEN

JACK FULTON, WBBM-CBS singer, currently engaged in training a group of Marines in the elements of choir singing at Chicago's Navy Pier. He will present his three-voice chorus at Orchestra Hall today.

Sam Lutz, personal representative of the Lou Breese and Del Courtney orchestras, in from New York to confer with the orchestra leaders and dig up some new engagements.

Bess McCammon is the new "Agatha Anthony" on "Romance of Helen Trent" show. Also heard as Grandmother Fairchild on the CBS "Stepmother" show.

John McCormick has succeeded George Guyan as announcer for "Thus We Live," the General Mills—donated Red Cross series.

Morris Silver and Wally Jordan of the William Morris office registering smiles of satisfaction as they inspect the new streamlined modernized reception room of the agency.

Curly Bradley, the singing comic on the Blue Network's "Club Matinee" being scouted by film studios for "horse opry" roles.

Frank Bering, manager of the Hotel Sherman, remembers way back when WLS used to hustle the lobby for persons to appear on their station programs. That was before the days of organized program planning and going on the air was a novelty, Bering explained.

Carleton Miles who used to shag press agents around as dramatic editor of the old Minneapolis "Journal" is in town with "Blithe Spirit." Now he's a press agent.

Dinah Shore, who opened her Hollywood airings Friday, was feted by the local press gang at the Knickerbocker.

Hedda Hopper reports overhearing this caustic comment in New York's Stork Club when a reigning belle swept in with four escorts: "It certainly is MANhattan Island for her!"

Gracie Fields will be guest on the Rudy Vallee Sealtest program for May 7.

Cecil L. Sly, CPA, for 15 years with General Motors in Detroit, becomes assistant purchasing agent for the Universal Microphone Company.

"California Melodies," KHJ-Mutual Don Lee program featuring Maxine Gray, vocalist, and Dave Rose's orchestra, will be heard from 5:30-6 p.m., PWT, Saturdays, instead of 8 p.m., as heretofore, beginning May 9.

Dennis Day, tenor-star of Jack Benny's NBC airings, has completed arrangements for an extended personal appearance tour throughout the east and midwest this summer, when Benny vacations from the air. Dennis will leave Hollywood shortly after the first of June.

Have You Met The Voices

of
GILBERT MACK
?
LEX. 2-1100



Little Shots About Big Shots!

● ● ● Former screen star Neil Hamilton who starred in pictures for years, will be the announcer on the Nelson Eddy-Old Gold series... Carlton Kadell is the new announcer for Freddy Martin's Lady Esther show... Hal McIntyre is wanted for a feature picture with his sensational band... There's a standing gag in "Great Moments of Music" about the maestro George Sebastian and one of his violinists, Eddie Bachman. After each rehearsal Bachman tries to get the maestro to go for "Coffee M V K." The title so intrigued some of the others at the rehearsal that they got Bachman to tell them what it meant. Smiling, the violinist replied, "Coffee Mit Vipped Kream."

● ● ● Ran into Doris Rhodes the other day looking as beautiful as any movie star and the thought occurred to us why she isn't on the air these days after her temporary retirement... Ezra Stone was walking along Broadway after his broadcast Thursday nite. In the short space of three blocks he was accosted no less than seven times by panhandlers... After the seventh time he turned to his companion, Jackie Kelk, who is his pal, "Homer" on the "Aldrich Family"... "This convinces me, Jackie," said Ezra, "that Broadway is a street entirely lined with palms—but all of 'em itching!"

● ● ● Jay Jostyn, who is accustomed to grilling various criminal suspects on the "Mr. District Attorney" series on which he plays the title role, found himself on the receiving end of a third degree routine at NBC last week... Jostyn arrived without his pass to the building and had to run the gauntlet of two guards, a Pinkerton detective and the NBC personnel department before they'd let him in to rehearsal.

● ● ● The Phil Spitalny all-girl orchestra had just finished a strenuous day which included rehearsing for an army camp show in addition to their Sunday nite broadcast... "Gosh," Contralto Maxine confided to Concert-mistress Evelyn, "I'll have to hurry home to bed. I'm so tired I'm walking in my sleep"... "Not me," returned the indefatigable violinist. "I can stay awake any length of time by simply forcing myself to it"... "I see," yawned Maxine. "The triumph of mind over mattress!"

● ● ● Janet Cantor, youngest daughter of the famous comedian, recently sent her father a money order for one dollar together with a stern admonition to credit her for that amount... Puzzled, Eddie wrote asking for an explanation... The youngest replied: "Daddy, I bought you a birthday present in January and charged it to your account. Now I am going to pay you out of the new allowance you gave me. But for Heaven's sake don't send the money back to me because you will mess up my book-keeping!"

● ● ● Jack Starr, KWK St. Louis announcer, who recently bought a bicycle to ride to work as a war-time measure, has discovered that the two-wheeled vehicle is also a source of entertainment... Starr has begun practicing on all manner of stunts and has become accomplished at riding backward. Just recently he announced that he regularly beats the busses of the St. Louis Public Service Company to work... As a future project, Starr intends to master the one-wheeled machine used by professional trick riders.

— Remember Pearl Harbor —

Chicago

By FRANK BURKE

BOYD RAEBURN, orchestra leader, hustling around the Loop while trying to buy a second-hand truck to transport band instruments. Boyd, like many other orchestra leaders, is finding that bus companies are not so anxious to transport their bands these days. The bus companies beg off because of the increased war-time passenger travel rather than to make special rates to traveling bands.

Palmer House management reported burning over the cancellation of Skinnay Ennis' orchestra's booking there this summer. Agency who booked Ennis in the Empire room last summer had guaranteed his return with closing down of Bob Hope show for the summer. Now it seems that Skinnay's managers find a theatrical tour more profitable.

Victory Reporter Todd Hunter analyzed the sugar rationing program on WBBM's "Midwest Mobilizes" Saturday, May 2, and Jim Kane, CBS publicist, opines "it's a sweet assignment."

Donald McGibney, veteran WBBM newscaster and world traveler, begins a new quarter-hour weekly summary of world affairs on Friday, May 8. Program is sponsored by the First Federal Savings and Loan Association of Chicago.

Joe Kayser and Gene Gaudette of Frederick Brothers Music Corporation have discovered a restaurant where they leave the sugar bowls on the table.

Dorothy Lamour, Admiral John Downs and Treasury Department notables went over to Gary, Ind., Friday, to participate in a special broadcast over WIND marking the opening of a War Bond and Stamp sales drive.

Dick Baker starts a new series of programs on WIND, Gary, today. The series is titled "The Hub's Personalities." On each program Baker will give a philosophical sketch about some Gary personality.

Star and script writer of CBS's "Romance of Helen Trent" have a common interest—new babies. The stork visited Mary Watkins Reeves, writer of the serial, Friday, April 24, and on the same day Virginia Clark, star of the show, returned to the studios after a six weeks' absence during which her own baby son arrived. Miss Reeves (Mrs. Jesse Waring Mahoney) has named her daughter, Brooke.



"He's rehearsing for an audition on WFDL Flint, Michigan after the war."

WHO

will be the alert advertiser to seize this exceptional program opportunity?

What?

The most famous of all anti-crime shows, "Gang Busters," is available for immediate Spring and Summer *local* sponsorship.

Where?

Over WJZ, New York, to cover the world's richest market. (It is also available on a spot basis over KGO, San Francisco, and most Blue Network stations.)

When?

Starting May 1st, "Gang Busters" will be heard Friday evening, from 8:00 to 8:30 E.W.T., an ideal period for listening and an ideal day for week-end merchandising.

For full details, call or write Blue Network Spot Sales Division in New York, Chicago, Detroit, San Francisco or Hollywood.

Why?

This unique opportunity is made possible because Sloan's Liniment found "Gang Busters" so successful for the past two years that they signed it up for 30 weeks next Fall and Winter, thus clearing the way for this Spring and Summer program purchase with a March C. A. B. rating of 13.2.

How much?

Over WJZ, the complete program cost (including agency commission) is less than \$1,000 per week.



Key Station of the Blue Network

CBS Before U. S. Supreme Court To Battle Monopoly Regulations

(Continued from Page 1)

painting of the future status of network broadcasting during the period which would be required if the Commission's rules are held not reviewable at this time. Hughes drove home the contention that the regulations "strike at the foundation of Columbia business."

NBC Rebuttal Entered

Telford Taylor, FCC general counsel, made two appearances before the court during the arguments, presenting both the Commission's reply in the CBS appeal and most of his rebuttal on the NBC arguments offered the Supreme Court, Thursday by John T. Cahill.

Some members of the court apparently took issue with certain of the Commission's views as expressed by Taylor. The FCC general counsel spent most of his time answering questions from the bench; virtually every justice attending the arguments—and all were present with the exception of Justice Black—questioned Taylor during the proceedings.

The reception accorded the arguments of Cahill and Hughes appeared to be more favorable.

Asks Stay Order Extension

Hughes first asked the court to extend the stay order on the Commission's monopoly rules for another 10 days. He pointed out that the stay, which was granted until May 1, after the highest tribunal noted jurisdiction in the case, had been extended by stipulation to the date of the Supreme Court's decision on the cases, but he asked the extra time and Chief Justice Stone said a ruling would be made promptly.

The CBS counsel emphasized that the affiliation contracts are absolutely vital to network business as it is presently practiced. He noted that Columbia owns or leases only eight of its 123 affiliates. He went on to stress that the contract provisions most essential to the network's operations are touched by the orders of the FCC.

Warns of Contract Abrogation

The son of the former Chief Justice declared that, rather than spend the time and money to go to Washington for hearings, on their license renewal proceedings, most station operators would accept the alternative of entering into network contracts acceptable to the FCC under its announced policy as set forth in the monopoly rules.

He brought out as did Cahill Thursday, that numerous stations have filed notice with the networks that they wish to abrogate their affiliation contracts since the FCC policy announcement, although the rules have been in suspension since they were issued. He argued that CBS is threatened with a disintegration within its

business and this would occur if appeals cannot be made until the FCC refuses a station license renewal on the grounds of its regulations.

After arguing that the apparent contention that there is no hurry on the matter set forth by the FCC counsel is "at war" with everything the Commission said on the subjects, Hughes forecast a battle between the major networks for the most desirable station in each city if the network rules are put into effect.

Predicts Position "Scramble"

He pointed out that generally there is a station in each city that is particularly desirable because of its power or other features and stated that naturally each chain under the "First Come, First Served" practice, which would result from the FCC's non-exclusive option principle, would scramble for the best station.

Under this procedure, he emphasized the strong station would "wax rich" while the weaker affiliates, until now carried by the power of "the networks" would be relegated to unimportant positions.

MBS Supports Taylor

Finally, CBS counsel contended that it is fundamental in law that a party should have relief from threatened injury as a result of an "unlawful act" by another party.

Taylor, who was supported by the Mutual Broadcasting System represented by Louis G. Caldwell, in his second appearance before the bar, cited as examples of Commission policy statements which could not be construed as orders on frequency, allocation announcements. These are put out so the public will know what to expect in the FCC's allotment of frequencies in the broadcast band, he declared.

Asked what practical good would result from postponing review of the regulations until the FCC acts in accordance with them in refusing a station license or renewal, Taylor contended that in applying the rules, they can be enforced only in a case-to-case manner. He said, as an example of the regulations not consisting an actual order, that the Commission could not go to court and ask an injunction to enforce the rules because they were not laid down as a specific order, but a statement of future policy.

Calls Intervention Likely

He pointed out that the networks would not be a party to any proceeding involving the grant of a license to one of their affiliates, but declared that they could apply to intervene, and the general Commission practice is to grant such applications.

Recalling that the networks now have call on their affiliates' time at 28-day notice, Taylor explained that under the FCC's non-exclusive option

concept the networks would be protected from inroads on their optioned time by local programs, but not against other chains. Far as the networks are concerned, he said, the one who asked for the time first would get it.

When it was pointed out from the bench that each network could "disrupt" the programs of another chain, Taylor replied that "the option is important because it prevents them (the networks) from being blocked by a non-network program." Asked if "everyone would ascertain" as to time if this procedure were followed, Taylor replied that "everyone isn't very many people in this case."

Treat Case-to-Case Applications

In response to the view that the regulations might be of little value in cities with four or more stations, because each chain would have an outlet there anyway, the FCC general counsel declared that this would be a good question to bring up in a license renewal hearing.

When it was pointed out that the case-to-case application of the regulations might result in a virtually foregone conclusion, because the FCC policy announcement is phrased to read in each matter that "no license shall be granted" if its conditions are not fulfilled, Taylor replied that the wording did not seem particularly important and stated that while the Commission can grant a license without a hearing, it cannot deny or revoke a station grant without hearing the case.

Validity Test Simple

In his statement after the Columbia presentation, Taylor stated that while allegations have been made that network broadcasting would break down under the rules, the FCC position is that any licensee can test the validity of the rules without any jeopardy to his authorization whatsoever, merely at the cost of a journey to Washington, D. C.

He said it was safe to assume that because stations consider their networks affiliation contracts their most valuable property, next to their licenses—this, he said, was brought out by the network attorneys—that some one would rise to test the validity of the rules. Even though the networks could not do this themselves. He stated the chains have only those rights derived from their contracts with individual stations, and thus the stations should test the regulations.

Sees No Legal Case Yet

Declaring once more that there is no case at controversy before the court, because the rules are not filed until they are applied, Taylor said in answer to a question that the FCC would have to review the reasons for its regulating each license renewal proceeding because the policy announcement itself would not con-

Standard Oil Of Ind. To Continue Air Time

(Continued from Page 1)

nounced Friday by Wesley I. Nunn, advertising manager. Total of 90 radio stations will be used, beginning this week, to promote tractor fuel and lubricants, on a spot and regional network basis.

Everett Mitchell, farm news commentator, will be sponsored on the regional hookup six times a week a noon, while one-minute announcements are being spotted on other outlets at noon and early hours of the morning.

McCann-Erickson, Chicago, is the agency.

Women's Club Group Urges Normal Advertising

(Continued from Page 1)

the New York City Federation of Women's Clubs. The resolution reads: "Whereas, there is a strong tendency towards the reduction of appropriations made for all advertising; and

"Whereas, women determine the selection of purchases which include more than 80 per cent of the merchandise customarily advertised; and

"Whereas, there is an ever-increasing belief that the country should sustain the policy of continuing the normal purchasing of products of all kinds wherever it may not be in conflict with our government's needs during this war, to the end that, insofar as possible, business activities may be preserved for the good of defense activities, and positions held ready for our war workers when war is ended,

"Therefore, be it resolved that the members of the New York City Federation of Women's Clubs, Inc., in meeting assembled May 1, 1942, urge all advertisers to continue normal advertising during the war period, believing that any material interruption therefor will have a detrimental effect on the morale of the home for which we women are responsible."

Tiffany In Civil Air Post

Cincinnati—Jack Tiffany, chief engineer at WKRC, has been named communications officer of the Civil Air Patrol of this city.

stitute a sufficient reason for denial.

MBS Attorney Caldwell appeared briefly, explaining the Mutual setup and supporting the FCC contentions. He said that the network structure would not be broken down by the regulations, and declared that the result of the rules would be that the networks would be able to get the stations requested by any particular advertiser, because there are relatively few prospective program sponsors. He declared that the possibility of advertisers struggling for a particular time on a particular station, apparently depicted by the NBC and CBS attorneys, would be unlikely.

Dpt. Stores Advised On How To Use Radio

(Continued from Page 1)

Probably because it is an unfamiliar medium to them and they are too busy getting today's ad in tomorrow's newspaper for the serious study and consideration of a new medium.

"Not Unknown Factor"

Radio advertising today is not the unknown factor it was several years ago, Miss Nelson declares. "It can do almost everything—it sells the products that department stores promote—from drugs and cosmetics to clothing and household appliances. National advertisers . . . know from experience that radio moves merchandise, and they continue to use it as an essential part of their advertising campaigns."

Drawing on her extensive background in the agency field, which has led her to buy more radio time than almost any other individual in the country, Miss Nelson reviews for the benefit of prospective department store radio advertisers the ins and outs of setting up radio campaigns: evaluation of markets, types of messages, live vs. transcribed programs, program ideas, station and time selection, etc.

Points to Record

Look over a list of the station's present advertisers and find out how each has been on," she suggests. "This will help you decide whether to go in with the right group—if it sells for them why can't it sell for you?"

In conclusion, the JWT executive issues a warning and a challenge: "Don't expect radio to turn hand-pumps and produce astonishing results by the use of a few announcements or a short series of programs. Being established on the right station at the right times and with the right type of sales message takes a long time—and once you get the hang of it, you'll stay forever!"

Recording Division Sets Additional Pacts

Station WCHS, Charleston, West Virginia, has signed a contract with the NBC Radio-Recording Division, for the air feature, "Betty and Bob." The program will be sponsored locally by the Diamond Department Store. "Face of the War," by Sam Cuff, has been contracted for by WISH, Indianapolis, and will be sponsored by Huppinberg Motors, dealers for Ford and Plymouth. KSD, St. Louis, has renewed the same program for sponsorship by the St. Louis Federal Savings & Loan Association.

Two new contracts have been signed for the program "Let's Take A Look In Your Mirror." They are for C. Amarillo, Texas, where it will be sponsored by a ladies ready-to-wear shop, and WLBG, Bowling Green, Kentucky. This is a new program which has already made an outstanding impression on station operators.

Ohio 'U' Wartime Conference Attracts Record Attendance

(Continued from Page 1)

via a general session devoted to "Radio News Reports and Comments in Wartime."

As indicated by the opening subject, wartime side of radio will be stressed throughout the Institute, which has taken as its general theme "Radio in Wartime."

A. J. Klein to Preside

This morning's general session, which will be presided over by Arthur J. Klein, Dean of the College of Education, Ohio State, is a logical carryover from last night's initial general session which was devoted to "Radio Discussion in Wartime." With W. W. Charters, honorary director of the Institute, presiding, the session included a Mutual broadcast of the "American Forum of the Air" program, originating via WHKC. Among participants on the broadcast were William B. Lewis, radio director, Office of Facts and Figures; Ed Kirby, chief of the radio branch, War Department, and J. Harrison Hartley, chief of the radio section, U. S. Navy. The airing was followed by a discussion from the floor.

Awards to Be Made

Highlight of today's agenda, will be the announcement this morning of awards for the Sixth American Exhibition of Recordings of Educational Radio Programs.

Speakers on this morning's general session dealing with wartime news and comment, one of three such general discussions dealing with radio's place in the war effort, will be Morgan Beatty, military analyst of the Blue Network; H. V. Kaltenborn, NBC, and Gregor Ziemer, WLW, Cincinnati. Following the prepared speeches, a panel discussion of the issues raised will be participated in by the following special events directors: James Cassidy, Crosley Corp.; G. W. Johnstone, Blue Network; A. A. Schechter, NBC, and Paul W. White, CBS.

Wartime Drama

Other general sessions, scheduled for tomorrow and Wednesday, deal with wartime drama and religious broadcasting. Former will be held in the hotel ball room tomorrow with Norman Corwin and Arch Oboler as featured speakers. H. B. McCarthy, director of WHA, University of Wisconsin station, will preside, while the discussion panel will be composed of General Bartell, production manager, WHA; Philip Cohen, radio division, OFF; Frank Monaghan, of "Cavalcade of America"; Bernard Schoenfeld, radio director, Office of Emergency Management, and Norman Woelfel, associate director of the Evaluation of School Broadcasts project.

Lyman Bryson, educational director of CBS, will lead the discussion on religious broadcasts, which will be highlighted by an address to the Institute from London by the new Archbishop of Canterbury. Dr. William Temple, to be broadcast at this closing general session via CBS

facilities. A panel composed largely of former European war correspondents will discuss the religious broadcast question.

Annual Dinner Tomorrow

The annual Institute dinner tomorrow night will be given over to a testimonial for Walter Damrosch, among the first of the name artists 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, while speakers on the 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.

Edgar Kobak, executive vice-president of the Blue Network, will present to Ohio State University the Walter Damrosch music scholarship during this testimonial dinner program.

Work-Study Groups to Meet

Among the leaders of work-study groups which meet today and tomorrow will be Sidonie M. Gruenberg, director of the Child Study Association of America; Erik Barnouw, CBS; Earle McGill, CBS; G. E. Ferris, assistant editor of publications, department of agriculture, Ohio State University, and Paul Lazarsfeld, Columbia University.

Network representatives attending the Institute for Education by Radio in Columbus, O., include:

Blue Network—Edgar Kobak, Phillips Carlin, J. W. Johnstone, Harrison B. Summers, William Drips, Grace Johnsen, Morgan Beatty, Edward F. Evans, George Denny, John Schramm, Clete Roberts and Ron Ferguson.

CBS—Lyman Bryson, Leon Levine, Earle McGill, Lloyd Del Castillo, Mrs. L. S. Schwartz, Lester Spencer, Elizabeth Campbell, Jack Weldon, Hazel Kenyon, Luke L. Roberts and Betty Cushing Griffin.

MBS—Julius F. Seebach, Jr., Elsie Dick, John Moses, Bernice Foley and Myrtle Stahl.

Kaltenborn Attending

NBC—H. V. Kaltenborn, A. A. Schechter, Arch Oboler, Walter Damrosch, Thomas H. Rishworth, William Webb, Dr. James Rowland Angell, Wallace West, Margaret Cuthbert, Max Jordan and Sterling Fisher.

Columbus, O.—Prize winners in the contest sponsored by KIRO, Seattle, for the best 100-word statements on "If I Had a Radio Station, One of the Things I Would Do . . ." were announced here last night by George Jennings, vice-chairman of the KIRO Educational Radio Awards Committee, on the eve of opening today of the 13th annual Institute for Education by Radio sponsored by Ohio State University. First prize of \$150 went to Sabra Holbrook, ex-

Over 2,000 Students Potential Operators

(Continued from Page 1)

demands on stations, Block stated that he would forward requests of all broadcasters for personnel replacements to the 35 college stations, which his firm represents. Offer makes available over 2,000 students who have had experience in the technical, entertainment or administrative phases of the broadcasting business as a result of their extra-curricular activities at their college stations.

Many Carry Commercials

Growth of this type of station in the commercial field within the past year, according to Block, particularly qualifies the students, both men and women alike, to replace station personnel who have been called to duty in the war effort. Of the 35 stations in the mutual association, 16 have been carrying commercial broadcasts especially prepared and transmitted by student operators. Preliminary results of a recent survey conducted among retailers at 8 colleges carrying Beechnut Packing Co. commercials, reveals that the average increase of business reported was 18.56 per cent, Block said. Retailer survey agrees favorably with another conducted among student-listeners last December, which showed students listened regularly to their own college stations because of the high quality of program content and operation of said stations. Assuming that the student personnel was equally divided among the four classes at the individual schools and universities, there would be 500 or more qualified people available in the next month to work in various stations throughout the country, Block concluded.

Executive director, Youthbuilders, Inc., New York, who won over 400 other contestants representing every state with the following statement:

Winning Text

"If I had a radio station one of the things that I would do would be to use children's radio to develop among post war voters a devotion to Democracy as activating as the devotion to Totalitarianism which the dictators have developed among the young . . . I would notify my public service department that children's sustainers must be broadcast for children . . . not for the Federal Communications Commission . . . I would notify sponsors that commercial shows should be broadcast for living youngsters . . . not for the ghosts of the sponsors' childhood. For lessons in grammar, literature, fairy tales, baby talk and Superman, I would substitute realism . . . vivid, dynamic drama capturing the challenge of America's present and future."

Second prize of \$100 went to Olla B. Hiller, Pontiac Public Schools, Pontiac, Mich.

Sol Haas of KIRO, Seattle, and Hazel Kenyon of the same station sponsored the awards.



Coast-to-Coast



RUSSELL GOHRING, program director of WSPD, Toledo, has been elected president of the Toledo Automobile Club for the coming year. . . . Merrill Pheatt, public relations director of WSPD, who was a second lieutenant and flier during the first world war, has returned to the Air Corps as a first lieutenant, assigned to Santa Ana, Calif.

Paul Schubert, now broadcasting a news analysis of the war at sea for Benson and Hedges over WOR, Mutual's New York outlet, Mondays through Fridays, from 10:30-10:45 p.m., will also broadcast short wave to England each Thursday at 4 p.m. for British Broadcasting Corp., the Duane Jones Company has announced. This program is waxed and rebroadcast to Australia and other sections of the British Empire, coinciding with time differentials in these localities.

Lloyd G. Del Castillo, program and production manager of WEEI, Boston, and CBS education director for New England, is among the CBS officials who are participating in the Thirteenth Annual Institute of Education by Radio at the Deshler-Wallick Hotel, Columbus, Ohio, May 3-6. Castillo attended a meeting of CBS's station education directors on Sunday, at which Columbia's 1942-1943 educational plans were discussed. Among the other CBS executives in attendance were Lyman Bryson, Columbia's director of education and chairman of the CBS adult education board; Robert Wood, assistant director of news broadcasts; and Earle McGill, veteran director.

The Huntington Junior League has resumed broadcasting the "Children's Theater of the Air" every Tuesday at 2:15 p.m. over WSAZ, Huntington, W. Va. The plays presented by the League are directed by Olive Briscoe Rauch. . . . When the local Palmerian Society was inducted into the Mid-west Federation of American-Syrian Lebanon Clubs, WSAZ, Huntington, W. Va., invited notables of the organization to be interviewed on the station. Ted Arnold handled the broadcast.

WTRY, Troy, N. Y., is airing a new series entitled "The Swop Shop," conducted by Randy English and sponsored by a local insurance organization. Articles offered for exchange are announced on the program and lists of items available for swop are posted in the advertiser's offices in Troy, Albany and Schenectady.

Members of the artists' staff of WCAE, Pittsburgh, have volunteered their services for weekly shows being held at a local armory for soldiers stationed in the Pittsburgh area. . . . WCAE has arranged a tie-up with the local Warner Bros. movie house for a lobby poster promoting the station's new afternoon show, "The Tune Factory." Twenty-five pairs of tickets for the theater are being offered in a letter contest giving reasons for liking the new series. Theater receives plugs on the show in exchange for its cooperation.

Harold M. Coulter, director of advertising and promotion for KYW, Philadelphia, has begun a series of advertisements in the metropolitan papers and placed placards on 450 Public Service buses, to aid the United States government in its sale of "War Stamps." Copy for the "ad" is the jingle, "A War Stamp a Day Keeps 'Herr Doktor' Away," with a caricature of Germany's Propaganda Minister Paul Joseph Goebbels.

Esther Howard, pianist, has been added to the WOWO-WGL, Fort Wayne, musical staff as part-time accompanist. She is heard on the "Hale America" broadcast on WGL at 8:45 a.m. and on the "Old Songsmith" at 4:15 p.m. on WOWO.

As of May 1, 1942, Fulton Lewis, Jr., was sponsored on 53 different MBS outlets. Lewis' sponsors, however, numbered 56 as KFRC, San Francisco, has a split sponsorship with two different sponsors and KHJ, Los Angeles, another split sponsorship with three advertisers. News commentator's largest single account is Italian Swiss Colony Wine Co., which uses seven different stations to air his programs.

With the celebration of its 18th birthday, officials at WADC, Akron, pointed out that anybody at the station with less than ten years of service there was considered a comparative newcomer. Bob Wilson, commercial manager, and Red Hageman, program director, have been with the station well over a decade. Larry Hennigan, of the engineering staff; Ed Marchal and Pearl Fairall of the sales staff, and Frankie Renner, who presides over the office, have also been with the station for several years.

WIBX, Utica, N. Y., has scheduled two new program series to make use of talent among the announcers. Ernie Riep, known on the air as Jack Hamilton, is conducting a jive record show Monday nights with critical comments on swing styles. Hal Smith, another WIBX announcer, is conducting an early-riser's show from 6:30-8 a.m., with interruptions for news. The show features typical early-morning show buffoonery and live music.

Jay Seibel of the NBC guest relations staff ended a 33-week series of half-hour dramatic shows this Sunday night on WEST, Easton, Pa. Seibel, who produces and directs the shows, intends to resume production in the fall.

James Abbe, noted war correspondent, traveler and photographer, has joined the news staff of KGW-KEX in Portland, Oregon, according to an announcement from the stations' managing director, Arden X. Pangborn. . . . Axton Fisher Tobacco Company, through McCann-Erickson, have signed for a 13-week campaign of news and chain break announcements on KGW. One quarter-hour newscast a week and 13 chain breaks a week will continue through April, May and June. Hartley Sater, KGW announcer, is featured on the newscast, known as "The 10 O'clock News," each Saturday evening. The product advertised is Twenty Grand Imperials.

Bessie Beatty, who conducts "Woman's Hour" on WOR, New York, made a guest appearance yesterday on the "Stars Are Made" program via WQXR in New York City. WQXR series is presented weekly by the School of Radio Technique, which is offering a ten-week scholarship at the school for the most talented amateur to audition in its current contest.

Harry D. Goodwin, sales promotion manager of WBZ-WBZA, Boston-Springfield, became the proud father of a baby daughter last week. Baby has been named Priscilla Mary.

Pinehurst Cigarettes on Sunday May 3, began sponsorship of a 15 minute period over W65H, Hartford FM station. The 13-week contract was placed by the Gotham Advertising Agency, New York.

In competition with eight other newscasters, Jack White of the WJR, Detroit staff won the 11 p.m. newscast on WJR sponsored by Richman Brothers Clothes. Richman has held this nightly news spot for many years. Newscasting is no new venture for White. Not only has he handled news for WJR before but he was a newscaster for CKLW before joining WJR. White has also been given the 6:15 p.m. sports spot at WJR formerly held by Tom Harmon of football fame. Harmon is now in the U. S. Air Corps.

Craig Lawrence will be acting station manager of KSO-KRNT, Des Moines, for the war duration, replacing Luther L. Hill, who has been called to active duty in the air corps. Lawrence had been commercial manager of the stations and is also vice-president of the Iowa Broadcasting Co., licensee of the outlets. He has appointed Robert Dillon to act as local commercial manager.

J. L. Prescott Company begins participating sponsorship on Mary Margaret McBride's five-a-week series on WEAF, New York, today in the interests of Bull Dog Blue. Monroe F. Dreher Inc. is the agency.

Number of additional engineers have been added to the technical staff of the Magnavox Co., Inc., Fort Wayne, Ind., and R. C. Groffman, sales promotion manager, has assumed the additional duties of service manager, replacing Ray Yeranko, also added to the engineering staff. Newcomers include Carl Hart, designing engineers; Paul Ankrum, radio instructor at Indiana Technical College; William Leonard Clippard, Jr., of Little Rock, Ark., a specialist in broadcast transmitting and studio recording and master control equipment; and Dan Graef, transferred from the firm's test and inspection department.

★ TELEVISION ★

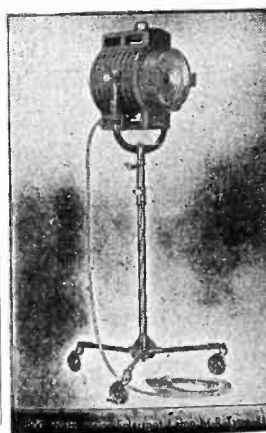
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Any Purpose Anytime Anywhere

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Circle 6-5470-1

CHARLES ROSS, Inc.



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

May 4

Gray Gordon Jane King
Walter Vaughn

W M BLUE NETWORK
Plattsburg, N. Y.

F F

CONSISTENTLY SELLING THE NORTH COUNTRY'S RICHEST MARKET
George P. Hollingbery, Rep.



RADIO DAILY



The National Daily Newspaper of Commercial Radio and Television

OL. 19, NO. 25

NEW YORK, N. Y., TUESDAY, MAY 5, 1942

TEN CENTS

Ohio 'U' Makes Awards

Freeze Order Queers Int'l Treaty Status

Washington Bureau, RADIO DAILY
Washington—The FCC "is giving attention" to the international broadcast situation which has developed from the American and Canadian construction freeze orders, Chairman James Lawrence Fly declared at a press conference yesterday. Nothing has been developed from the FCC standpoint, the Chairman stated, defining, however, to comment on the possible action of the State Department in the matter.
Effect of the broadcast construction
(Continued on Page 3)

Vestinghouse Stations Double-Check 'Speakers'

Philadelphia, Pa.—As a safeguard against subversive activity, identification cards will be required of all test speakers using the facilities of Westinghouse Radio Stations, Inc. regulation, promulgated by Lee B. Ailes, Westinghouse station general manager, follows a restriction put in effect several months ago, which permits admission to studio floors by visitors by ticket only. In practice, the new regulation provides each
(Continued on Page 3)

'General Motors' Show Planned As Soldier Letter

General Motors' hour radio program, "Cheers From the Camps," which is expected to get under way June 9 via the full CBS network, Tuesdays from 9:30-10:30 p.m., EWT, will seek to serve as "a sort of composite radio 'letter home'" from the soldiers in camp. Paul Garrett, vice-
(Continued on Page 2)

Morgan Fools Medicos

Clay Morgan, assistant to the president of NBC, is back at his desk at least several hours a day for the time being, having talked the doctors out of removing his appendix. On his own responsibility Morgan tried a few more blood counts and the ice packs. Will now divide the rest of the week between the office and said packs.

Statler Sold Out

Cleveland—John Patt, Chairman of the NAB Convention Housing Committee advises that all rooms of every type at the Statler Hotel, convention headquarters, have been reserved. Attendees desiring rooms during convention should specify some other hotel such as Hollenden or Carter which have suites and doubles available. Cleveland Hotel has some single rooms.

Sanders Hearing On; Cox Bill Deemed Dead

Washington Bureau, RADIO DAILY
Washington—With no further hearings yet called by House Rates Committee Chairman Sabath on the Cox resolution to investigate the FCC sessions will be resumed on the Sanders bill to revise the Communications Act today. The Cox proposal appears to be almost in the discard, and there has been no official move to blanket it in with the
(Continued on Page 7)

Network Actor To Seek Nomination For Cong.

Entering the political lists in avowed opposition to Rep. Hamilton Fish, Jr., whom he characterizes as "an isolationist," Arthur R. Vinton, widely known network radio actor, yesterday announced his candidacy for the Democratic nomination for Representative in the 26th Congressional District. He opened head-
(Continued on Page 2)

Radio Industry Comes Thru With Ideal Service Men's Kit

N. Y. State Champagne Debuts With Spot Test

Making its appearance on the market for the first time, Dry Emperor New York State Champagne is testing radio locally via 3 15-minute shots weekly on WNEW. Formerly an imported wine, Dry Emperor is being produced domestically by Robinson-
(Continued on Page 2)

Wartime Interest Dominates The Air As Educators-Broadcasters Open 13th Annual Conference

'Young People' Meet Strengthens Agenda

Columbus, O.—Additional details of the Conference on the Use of Radio for Young People, which will be held here Thursday and Friday following the annual Institute for Education by Radio, were announced yesterday by Howard Rowland of the Conference Planning Committee. Planned particularly for staff mem-
(Continued on Page 7)

See Congressmen Outlet In Abeyance For Duration

Washington Bureau, RADIO DAILY
Washington—The plans of Senators Robert LaFollette (P.) of Wisconsin, and D. Worth Clark (D.) of Idaho, to go into the broadcasting business have apparently been put aside for the duration. Some weeks ago it was announced that they, along with
(Continued on Page 2)

New War Info. Board Believed To Be Imminent

Washington Bureau, RADIO DAILY
Washington—Although no official word has come from the White House it is believed that this week will see the formation of a new War
(Continued on Page 7)

Columbus, O.—With war and the possibility of censorship occupying top positions on the agenda, the 13th Institute for Education by Radio, sponsored by Ohio State University, opened at the Deshler-Wallick Hotel here yesterday with over 600 persons registered. In an atmosphere static with frankness the awards for the Sixth American Exhibition of Recordings of Educational Radio
(Continued on Page 5)

Walkout At WFMD Follows Long Confab

Frederick, Md.—Believed to be the first actual strike against a radio station since the U. S. entered the war, technician members of the International Brotherhood of Electrical Workers (AFL) refused to put WFMD on the air here Sunday morning, the station remaining silent from
(Continued on Page 3)

Shell Oil Co. Cancels Spot Anns. In The East

Shell Oil Co. has cancelled its spot schedules in Eastern states. About 12 stations carrying the 1-min. ET Sonovox announcements are believed
(Continued on Page 3)

First-Hand Info

Sports Broadcasters Association are going to get their tips "straight from the horse's mother" today when the Jamaica Race Track will act as hosts to the group at the weekly luncheon meeting. Idea is to introduce the boys to people that they should know when they do track-side descriptions of races from the New York horserace track this season.

In cooperation with manufacturers, transcription firms, broadcasters, unions, advertisers and their agencies, the War Department has taken a long step toward solving one of the major morale problems facing Army officials: how to provide familiar entertainment for U. S. troops abroad at times they will be able to listen. That the necessity of providing AEF members with homelike music, news and
(Continued on Page 6)



Vol. 19, No. 25 Tues., May 5, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : : Editor

MARVIN KIRSCH : : Business Manager

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

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

FINANCIAL

(Monday, May 4)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	113 1/2	111 1/2	111 1/8	+ 1/8
CBS A	9 1/4	9 1/4	9 1/4	+ 1/8
Gen. Electric	23	22 3/4	22 3/4	- 1/4
RCA Common	2 7/8	2 3/4	2 3/4
RCA First Pfd.	47 1/4	47	47 1/4	+ 1/4
Stewart-Warner	5 7/8	5 3/4	5 7/8	+ 1/4
Westinghouse	121	121	121
Zenith Radio	10 7/8	10 5/8	10 7/8	+ 3/8

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	1 1/2	1 3/4
WCAO (Baltimore)	15	18
WJR (Detroit)	18	19 1/2

General Motors' Show Planned As Soldier Letter

(Continued from Page 1)
president and director of public relations for GM, stated yesterday. Outlining the scope and purpose of the program, which will be produced in cooperation with the USO and War Department, Garrett said:
"In 'Cheers From the Camps' the men, themselves, will be the 'stars' of the program. As we all know, the hundreds of army camps throughout the nation are teeming with talent of extraordinary worth—actors, singers, comedians, writers, composers, musical organizations and the like. In the hands of an able and experienced staff of radio experts, this talent will be shaped into a full hour entertainment which, it is hoped, will bring to the firesides of America the camaraderie, friendship, understanding and fun-loving spirit of the American soldier."

COME TO CLEVELAND

NAB

CONVENTION • MAY 11-14

WANTED

Special Service Branch of the War Department has immediate need of men in the service who have had practical experience in the transcription business, programming and traffic end of placing recorded programs. Commissioned officers only, are sought, or such men with the above mentioned knowledge who are about to be commissioned and are in officers' training camps, etc.

Assignments will be available in either Washington, or New York and Chicago where war department branches are to be opened. Officers themselves should communicate with Major Gordon Hittenmark, Special Service Branch, War Department, Washington, D. C. If you know of officers with such qualifications stationed in the U. S. please communicate the information to Major Hittenmark.

Network Actor To Seek Nomination For Cong.

(Continued from Page 1)
quarters at Newburgh and the Hotel Lincoln here.
Long associated with the acting end of the entertainment field, Vinton at the same time is a successful dairy farmer and promised that if nominated Fish would have "a real battle on his hands." He added: "I am a practical farmer and know the farmers' problems. I have been a member of an AFL union for 25 years and I understand and am sympathetic with the problems of labor."

Amusement Union Member
One of the organizers and founders of the Screen Actors Guild, Vinton also is a member of Actors Equity and the American Federation of Radio Artists. In the latter connection, William Adams, president of AFRA, yesterday hailed Vinton's candidacy and declared that: "He has the ability to make an outstanding representative of the people—willingness and ability to fight for what he thinks is right. Practically for the first time in national politics, the entertainment industry, which is the sixth largest in the country including both employees and employers, has the opportunity to be ably represented in the House of Representatives."

Currently Vinton, who also has done stage and screen work, restricts his activities to radio. He appears regularly on broadcasts of "The Shadow," "Gang Busters," "Mr. District Attorney" and others.

WBNX NEW YORK

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

5000 WATTS Directional
OVER METROPOLITAN NEW YORK

See Congressmen Outlet In Abeyance For Duration

(Continued from Page 1)
Herbert L. Pettey, general manager of WHN,, William Dolph and Mrs. Mark, vice-president and owner respectively of the American Broadcasting Co., operating WOL, here, were seeking a construction permit for a new station at Topeka, Kansas.
Construction of new facilities is, of course, out in view of the WPB construction order and the DCB freeze recommendation already adopted by the FCC and soon to be adopted by the WPB. But there has been a persistent rumor in Washington circles that the group had plans to buy a station in a nearby city. The only station in Topeka is that of Senator Arthur Capper (R.) who has already signified his intention to run for re-election.

Both Senator LaFollette and Attorney Herbert M. Bingham, counsel for the group, absolutely deny that there has been any move to purchase any other station. Although neither has said an offer to sell would not be considered, both are apparently of the opinion that no attempt to find a seller will be made. "I guess those orders have simply made it impossible" said Senator LaFollette. "Neither for the group nor as individuals has anyone discussed it with me, said Attorney Bingham.

What about **WOL?**

... it hits hard
Washington's \$572,000,000
Buying Power!

Get the facts from WOL—WASHINGTON, D. C.
Affiliated with MUTUAL BROADCASTING SYSTEM

1260 ON YOUR DIAL

COMING and GOING

WALTER J. ROTHSCHILD, commercial manager of WTAD, Quincy, has arrived from Massachusetts for a few days with the station's New York representatives.

JOHN R. LATHAM, executive vice-president of American Network, Inc., left by plane yesterday on a business trip to Pittsburgh.

MICHAEL M. SILLERMAN, president of Keystone Network, in Washington today and will leave the Capital tonight for a two-day visit in Memphis after which he will move on to Chicago and finally Cleveland, in time for the convention of the NAB.

CHARLES W. PHELAN, president of WESX, Salem, Mass., in town for a short visit on station business.

WAUHILLAU LA HAY, radio editor of the "Chicago Sun," in New York, expecting to remain a week or so.

EDWARD LORD, of WLOF, Orlando, up from Florida for a few days in New York.

HARRY VON ZELL, announcer on the "Duffy's Tavern" program, left yesterday for eight weeks on the Coast. In his absence Jimmy Wallington will take over his duties on the "Tavern" show.

RICHARD MARVIN, radio director of the William Esty Co., returned yesterday from a business trip to Hollywood.

E. C. MILLS, chairman of the administrative committee of Ascap, has returned from business trip to Cuba.

ALBERT PIEPMEYER, formerly of Columbia Recording Company here, has arrived in Cincinnati to join the engineering staff of WKRC.

N. Y. State Champagne Debuts With Spot Test

(Continued from Page 1)
Lloyds, Ltd., here. According to the agency on the account, Walter W. Wiley Advertising, expansion in radio will be undertaken later on, with no definite plans as yet. Product eventually will have national distribution, it was stated. New Jersey or Connecticut probably will be opened up next, with concomitant radio advertising.

On WNEW, Dry Emperor is being plugged Mondays, Wednesdays and Fridays via the "Dance Parade" from 12-12:15 p.m., EWT. Other media also being used.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

DO FIRST THINGS FIRST!

If you're picking your spots, sell Connecticut's 1st Market first! Reach more than a million people with one low-cost advertising campaign on WDRC. Basic CBS, Hartford.

Walkout At WFMD Follows Long Confab

(Continued from Page 1)

7:30 a.m. sign-on to 9:15 a.m. at which time it was put on the air by what the union described as non-union employees. IBEW justified its strike, despite no-strike pledges of national labor bodies, on grounds WFMD "is not considered essential to the community for the war emergency since powerful stations in both Baltimore and Washington serve this area." Union technicians were kept standing by to man the station in case of any emergency of a local nature, it was stated.

Station "Stalling," Says Rennaker
According to Russ Rennaker, international representative of the Associated Broadcast Technicians Unit of IBEW, the walkout climaxed one of the longest periods of negotiations in the history of the radio group. Accusing the WFMD management of stalling, Rennaker said the conferences began in September, 1941; an NLRB election was won by the union; charges of failure to bargain were filed, and negotiations finally were resumed under direction of the regional office of the National Labor Relations Board.

Talks again broke down last week and the walkout was voted, Rennaker said, when station management "steadfastly refused to recognize the basic form of union agreement in use almost universally throughout the industry by the IBEW." He said a compromise agreement—"the lowest possible form of contract the union has ever submitted to a radio station"—was turned down.

Whole Staff Included

Rennaker stated that the entire technician staff of five men participated in the walkout and added that efforts to contact Major Laurence Leonard, owner of the station, to settle the difficulty, had been unavailing up until a late hour Sunday night.

The IBEW strike against WFMD was believed to be first since Pearl Harbor although the AFM threatened action against Mutual recently in order to force discontinuance of service to an affiliate. A "token strike" was called by the musicians, but service to the network was uninterrupted.

WAR-PROGRAM IDEAS

Chemical Warfare

Talk on the subject of chemical warfare, in which actual demonstrations were the highlights, was broadcast by KROW, Oakland, as a public service feature recently. The speaker was Dr. Joel Hildebrand, dean of the College of Letters and Science at the University of California, who delivered his talk before the Executives Club.

Dr. Hildebrand was decorated in 1918 with the Distinguished Service Medal for his work as director of chemical warfare in Paris during World War I. Dr. Hildebrand debunked popular notions and called for a more cool approach to civilian defense by the public.

Defense Jobs

WMUR, Manchester, N. H., is inaugurating a new service, The Radio Correspondence Institute. Three evenings a week, Mondays, Wednesdays, and Fridays from 6:45-7, the course will be presented on the air. Intended for those seeking defense jobs, those seeking advancement in their present lines, and those wishing to enter specialized services of the armed forces, the opening courses will be of a pre-technical nature.

John S. French, Ph.D., director of studies at Emerson School, prominent New England private educational institution at Exeter, New Hampshire, is serving as the Institute's director.

Freeze Order Queers International Treaty Status

(Continued from Page 1)

freeze regulations has been that Cuba and Mexico have been more or less able to take the ball away from the United States and Canada in assigning frequencies to new stations, even under the international broadcast treaty. American and Canadian officials are understood to be somewhat alarmed at the possibility of the other two countries in the regional agreement, Cuba and Mexico, using up a large portion of the broadcast spectrum in granting new stations, while the two Northern nations are unable to allow any new authorizations.

The matter is regarded as rather delicate, however, because Mexico is understood to wish to break away from the agreement. It has been pointed out that it would be difficult for the United States and Canada to ask her to abide by the treaty in some respects, and yet suspend it in others by asking that Mexican broadcasting remain at the status quo in regard to new stations. However, the possibility that the post-war expansion of American broadcasting will be retarded because Mexican stations have an inordinate share of available frequencies will probably necessitate some action by American officials, probably through the medium of State Department intervention.

Westinghouse Stations Double-Check 'Speakers'

(Continued from Page 1)

guest with an identification card signed by the individual station's program manager. It affects KDKA, Pittsburgh; KYW, Philadelphia; WBZ - WBZA, Boston - Springfield, Mass.; WOWO-WGL, Fort Wayne, Ind.; WBOS, international station in Boston; and FM stations affiliated with these stations.

WCNW Becomes WLIB

WCNW, Brooklyn, has assumed its new call letters, WLIB, "The Voice of Liberty." Station will remain on 1600 kc., pending a switch to 1190 kc. about the middle of May.

Shell Oil Cancels Spot Anns. In The East

(Continued from Page 1)

to be involved. Skeds in other parts of the country are being continued, at least for the time being.

Cancellations follow the recent Government developments whereby car owners in 17 East Coast states and the District of Columbia will be put under a gas rationing system. Another move has been to fix prices on motor fuel, being done nationally.

J. Walter Thompson handles the Shell account.

Joins NBC Chi. Studio Staff

Chicago—Harry C. Johnson, formerly of American Airlines, has been added to the NBC staff here as studio engineer.



YOUR SHOWS CATCH ON QUICKER OVER



WFBR

BALTIMORE

THIS YEAR WE START OUR 21ST YEAR OF SERVING MARYLAND

NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.



920 CLUB
One of
America's Greatest
Local Radio Programs

WORL BOSTON, MASS.

Los Angeles

By JAC WILLEN

KMPC, Beverly Hills, recently probed the point of the "power of the voice of the people" in conjunction with the "power of air appeal." Faced with a situation when not able to rebroadcast reconstructed eastern baseball games to which thousands of Los Angeles listeners had formed the daily 1 p.m. habit of being tuned in during the last five years of Hal Berger's baseball airings, something had to be done about it. Phone calls deluged the studio, tying up the lines, demanding to know why Hal Berger was off the air. Many local fans even went so far as to not attend local baseball games feeling that perhaps therein was the answer. KMPC opened its "mikes" to Berger for an address and an appeal to baseball fans. Petitions were requested with the result that over 1,500 of these were distributed and each one started finding its way back to KMPC with 50 and more names signed on each. Most have already been returned to the studio with more still piling in with each mail: Result—KMPC now has its daily 1 p.m. reconstructed rebroadcast of eastern baseball with Hal Berger in there swinging the descriptions to the satisfaction of the myriad baseball fans.

Arlene Harris, the "human chatter box" on the Al Pearce show, recently made a personal appearance at the Victory House in Los Angeles, did one of her skits and was personally responsible for selling better than \$30,000 worth of war savings bonds and stamps.

Sylvia Bertram of the "Road of Life" show on the NBC Red is taking the role of "Mrs. North" in a Joliet, Illinois, amateur theatrical production of the stage hit, "Mr. and Mrs. North."

Olan Soule, Sam Ryder in "Bachelor's Children" and Ed Prentiss, Dwight Kramer in "Right To Happiness," are members of a current Chicago class of candidates for 32nd degree in the Masons.

Chicago radio officials planning a big turn out for the Cleveland NAB convention. Primary interest this year is to learn new ways of getting business.

Colored press are irate because a national weekly failed to name a Duke Ellington, Cab Calloway or Count Basie on its all-American swing band. Infers discrimination against the colored swingsters.

Principals of Blue Network's "Breakfast Club" back from a Buffalo appearance which was sponsored by the Scalp and Blade Club as a benefit for servicemen.



Bulletin Board!

● ● ● Sherman & Marquette for Colgate announced last week that a half-hour on CBS Fridays at 10 p.m. was optioned to put "Amazing Mr. Smith" with Jack Haley or one of three other packages under consideration into the slot. Now comes word that the agency dropped the time for at least thirty days and the shows under consideration have gone by the wayside. Housecleaning internally is believed to be the cause for the delay. Meanwhile, the Jack Haley show may get Leyer Brothers to sponsor the show!... Ezra Stone goes to Canada for an appearance on the Stoopnagle show Friday. Also, Stone and the "Aldrich Family" with Frank Black's orchestra make up a special program which NBC will donate to the Canadian Red Cross for airing in Canada only on CBC... Pressed for time on the musical he's preparing for the government caused Irving Berlin to cancel his appearance with D. Kilgallen this week but he'll be on as soon as possible... NBC begins a new series based on Freedom this Sunday in collaboration with the Coordinator of Inter-American Affairs... In addition to batoning the Dinah Shore series on Friday nites, Gordon Jenkins will also conduct the Friday nite "Best of the Week" programs on the Red Network... Previously heard on Wednesdays, "Powerhouse—With Raymond Scott" returns to CBS and will be heard Tuesdays at 10 p.m... Nelson Eddy's first few broadcasts on CBS will come from the Warner Brothers' KFWB studios but will eventually be moved to the Vine Street Theater in Hollywood... Horace Heidt is still looking for a successor to Larry Cotton, vocalist, who left for the army... WOR-MBS starts a series this week from nine different army and navy bases around the country. Idea is to devote one show each week to another base and not have the inland or out-of-the-way camps miss out on radio exploitation... Artie Shaw, who enlisted in the Navy, will first go out on four weeks of theater dates with Lee Castle's band before donning a bluejacket for the duration!... Orrin Tucker is slated to break up his band in six weeks to enter the Navy and Benny Goodman and Eddy Duchin have been enjoying 1-A classifications.

● ● ● Radio actor Arthur Vinton has finally reached a decision and will run against Ham Fish for Congress!... On each of his remaining programs Eddie Cantor will sing a medley of three hit songs of other years under the title "The Cantor Medley." (Last week's program needed more than tunes to help it!)... Other announcers who'll fill in for Harry Von Zell in addition to John Reed King on "We, The People" are J. Wallington on the Shirer and "Duffy's Tavern" programs and Dan Seymour on "Aldrich Family"... Harry Salter's musical setting of "Pledge to the Flag" sets the mood for the "Treasury Star Parade" presentation of "Education for Life" to be aired the week of May 11 with Henry Hull and a cast of children... "What Are You Fighting For" ends on CBS Thursday with Sgt. Alvin York the final speaker... John McCormick succeeds George Guyan, now in uniform, as the announcer of "Thus We Live"... "We, The People" will turn mobile unit occasionally during its war work service series, originating the show from a point where emphasis on the war effort can be suitably placed... Ginger Jones is the latest of the Windy City artists to come east and now she's heard in "The Story of Bess Johnson"... The Silver Masked Tenor will be the guest on "Those Good Old Days" Sunday... One of the best produced shows in behalf of the sale of bonds and stamps was the one heard on the Red Thursday nite with Ted Collins as emcee, Red Skelton, Jean Hersholt and Madeleine Carroll at her best! Sound effects and music were as great as Collins' simple straight from the shoulder appeal!

— Remember Pearl Harbor —

Chicago

By FRANK BURKE

"NATIONAL BARN DANCE" shows goes to Camp Custer, Battle Creek, Mich., on Saturday, May 9. This will mark the fourth pick-up of the NBC Red show from an army or navy post. The "Barn Dance" originated twice at the Naval Training Station at Great Lakes, Ill., and once from Chanute Field at Rantoul, Ill. Jerry Golden, studio guide, and William Donahue, head usher at WGN, are going on the air. They have been selected to be interviewed on the program, "This Is WGN," Friday, May 8, at 10:45 a.m.

Kenneth W. MacGregor, new director of production at WGN, attended the University of Maine was a class-mate of an up-and-coming saxophone player, Rudy Vallee.

Great Lakes Naval Training Station choir of 50 voices will journey to Chicago today to broadcast an "I Hear America Singing" program from the WGN studios. Show is a weekly feature produced by WGN-Mutual in cooperation with the United States Department of Justice.

The WBBM Speakers Training School, conducted by Producer O. J. Neuwerth, has graduated a class of 100 volunteer Treasury Department "Minute Men" and is currently planning the institution of two new courses. Supervisor-announcer Bob Cunningham will take over the courses taught by George Guyan, now a lieutenant in the army.

Van Doren CBS Series Scheduled To Start May 11

Mark Van Doren will open his new series on CBS, "The Radio Reader" with a reading of "The Scarlet Letter," first program being scheduled for May 11, 9:15-9:30 a.m. New five-day-a-week series, on which outstanding novels are to be read, will be heard daily thereafter Mondays thru Fridays, sometime. Van Doren is a Pulitzer prize poet and chairman of the CBS program, "Invitation to Learning." In announcing "The Radio Reader" Douglas Coulter, CBS director of broadcasts, said, "This is something new for CBS. If people like it, Columbia's plan is to continue this series." Van Doren will open each program with a synopsis of previous action.

Walter Winchell

in 850 newspapers said:

"ELLA FITZGERALD'S

Decca record

'I'm Gettin' Mighty Lonesome For You',

is something for the ears"

Backed by

"When I Come Back Crying"

Decca No. 4350

RADIO ARTIST?

Call

LExington 2-1100

FIRST AND FOREMOST

War-time Enthusiasm Dominates Air On Opening Day Of Ohio 'U' Meet

(Continued from Page 1)

Programs for the first time owing to the commercial side, making the educators to task. Initial session was devoted to discussion of radio news reports and comments in war-time, Arthur J. Klein, of Ohio State presiding. Speakers included Morgan Beatty, Blue Network; H. V. Kaltenborn, NBC; Leigh White, CBS, and Gregory Ziemer, WLW. In addition, serving on the panel, were James Cassidy, WLW; G. V. Johnstone, Blue Network; Schechter, NBC, and Robert Wood, CBS.

Ziemer, Kaltenborn, At Odds
By inference, frequently none too subtle, the fears of the broadcasting industry in regard to Governmental censorship and other regulations completely dominated the program. Responsible for hot off-the-record bulletins were the remarks by Ziemer when newscasting, he considered the station, sponsor and public in disorder. Kaltenborn objected, asserting he considered his own station and the public, station and sponsor, that order.

Kaltenborn stated that Americans as a group are all optimistic, and demand their right to hear criticism, with credit to the Administration not attempting to stop sincere criticism from expressing their views, pointing out that the criticism is essential to a democratic nation.

All speakers and panel members agreed that it is necessary at times to withhold information on war activities, but decried the use of deception. Kaltenborn said that airing of the absolute truth on troop movements would be of little value to the war because they wouldn't believe it in the first place.

CBS Gets Six Firsts

Concluding the session were announcements of the recording awards, Columbia stealing the show. CBS took six First Awards and an Honor Mention as compared to NBC's four Firsts and a like number of Honor Mentions. CBC duplicated the ratings. For award winners were singled out for special mention as being of unusual merit. There were: Cecil B. DeMille's eye-witness account of the sinking of the "Repulse" (CBS); "Blood and Iron," documentary program, "Blood and Iron"; Arch Oboler's "Johnny

Quinn, U.S.N." (NBC), and the CBS war program, "Quiet Victory."

Also cited for mention, although not winning awards, were three other programs, these listed because they were "interesting experiments." Listed were WHA's "Meet the Cesars," for "a significant use of the documentary method"; WOSU's "Ohio Builds a Nation," as an "appealing picture of the progress of education," and the CBC Round Table, "Susanna Moodie," which was presented in book review form.

Sees Dearth of Child Shows

The judges commented on "failure of educational organizations to make more effective use of the talk and the demonstration of program forms," and the "inadequate number of good programs for younger children."

Three hundred and nineteen programs were submitted, approximately 30 being heard in the finals. Judges were Kenneth Bartlett, Syracuse University; Hazel Kenyon, KIRO, Seattle, and Irwin Johnson, WBNS, Columbus.

The afternoon sessions of the Institute were devoted to a series of work-study groups, covering a wide variety of timely subjects. The most pretentious panel was on "Children's Programs" under the gavel of Mrs. Sidonie M. Gruenberg of the Child Study Association of America. Fifteen youth broadcasting names were on the panel. All aspects of the subject were covered by the speakers. Addresses were delivered by Dorothy Gordon, chairman of the Children's Radio Committee, U. S. Physical Fitness Commission; Julius Seebach, representing MBS; Dorothy Lewis, co-ordinator of listening activities for the NAB; George Hawkins, program supervisor for the Westinghouse radio stations, and Jo-sette Frank, of the Child Study Association of America.

Lazarsfeld Conducts Panel

The panel on "Research in Educational Broadcasting" was under the chairmanship of Paul F. Lazarsfeld, Director, Office of Radio Research at Columbia University. The opening session was devoted to the testing and pre-testing of radio programs and included reports of actual studies in the field as well as an overall picture of the present status of the testing techniques.

A feature of this meeting was a working demonstration of the WHO Audience Reactograph by the machine's developer, John Beeston, the station's research engineer. Members of the panel audience sat as the jury operating the individual controls which form the basis of the testing contact.

Banquet Last Night

At the banquet held last night a book of testimonials, the first such honor conferred by the association, was presented to Dr. W. W. Charters, honorary director of the institute and the guiding figure in its organization and development. Dr. Charters is retiring this year as the head of the

Bureau of Educational Research at the university.

Speakers at the presentation included Lindsley Wellington, North American director of the British Broadcasting Co., and Major Harold W. Kent, who made the presentation speech.

The subject of "agricultural and homemaking broadcasts" came up for an airing in the session directed by Co-Chairmen G. E. Ferris, assistant editor of agricultural publications, Ohio State University, and John P. Meville, radio specialist at the University of New Hampshire.

Religious Programs Discussed

Also speaking were Lance Hooks, Agricultural Marketing Administrator, U. S. Department of Agriculture, and Gordon Hubbell, U. S. Consumer Council.

Session on "religious broadcasts" was directed by Louis Minsky, of the National Conference of Christians and Jews.

Other panels held included: "Recordings for School Use" under Elizabeth Goudy, Los Angeles Schools; "School Broadcasting" under John W. Gunstream, director of radio and visual education, State Department of Education, Austin; "College

Coming Events

May 3-6: Institute for Education by Radio, 13th annual meeting, Deshler-Wallick Hotel, Columbus, O.

May 7-8: Conference on the Use of Radio for Young People, Deshler-Wallick Hotel, Columbus, O.

May 11-14: National Association of Broadcasters, 20th annual convention, Hotel Statler, Cleveland, Ohio.

May 16: Annual conference, International Affiliation of Sales and Advertising Clubs, General Brock Hotel, Niagara Falls, Ont.

May 18-19: American Association of Advertising Agencies, closed convention, Skytop Lodge, Skytop, Pa.

June 8-13: Annual convention of the American Federation of Musicians, Dallas.

June 15-17: Newspaper Advertising Executives Assn., Columbus, Ohio.

June 21-24: Advertising Federation of America, 38th annual convention, Hotel Commodore, New York, N. Y.

Sept. 28-29: Southern Newspaper Publishers Assn., Hot Springs, Ark.

Courses in Radio" with co-chairman Kenneth Bartlett, director, Radio Workshop, Syracuse University, Syracuse, and Warren Scott, chairman, Department of Cinema, University of Southern California, Los Angeles.



REACH THE WOMEN OF THE OHIO VALLEY WITH

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WCKY

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WATTS
CBS

THE *L. B. Wilson* STATION

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PLAYS FOR RADIO, STAGE & SCREEN
25 West 45th Street, New York
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Catalogue of Plays on Request

★ ★ Words And Music ★ ★

Radio Comes Through With New Soldier Kit

(Continued from Page 1)

commercial radio programs is acute has long been recognized by Army morale officers.

Portable Outfit

Result of this effort is development of a custom built portable radio-phonograph-library kit which will be sent in quantity to troops overseas as soon as available. Designed by the Special Service Branch of the Services of Supply of the Army, the "kits," in addition to a long and short wave radio receiver, contain a phonograph turntable, 50 phonograph records, 25 half-hour radio broadcast transcriptions of top network commercial programs, a collection of song books, several harmonicas, 100 paper-bound volumes of recent fiction, and spare batteries and tubes.

The complete kit is contained in a specially constructed wooden cabinet measuring 47 by 23 by 15 inches, and weighing only 250 pounds. It is described as "portable, shockproof, weather-proof, and so designed that the mechanical features can be manually operated when necessary." The operating mechanism of the phonograph unit is spring-driven and runs for 15 minutes on one hand winding. Also, it can be amplified with or without electrical power and has electrical and acoustical pick-ups.

WBS Cooperating

Through facilities of World Broadcasting System, which has devised a special minimum weight and size recording blank, sponsors of network programs will provide a regular flow of programs to be utilized in conjunction with the kits by the overseas troops. Initially, each of the portables will contain 25 commercial programs of a half-hour each, these to be supplemented by new programs later on as deliveries permit. The 25 records and the special carrying-case weigh only 6 lbs. in comparison with ordinary radio transcriptions with a similar playing time which would weigh 72 lbs.

Acting as agent for the Army in the matter, World currently is circularizing agencies and sponsors regarding inclusion of their commercials in the plan, with a number already reported to have okayed the deal. Shows will be taken off the network line, with commercials included, and World has arranged to dub in special salutes to the troops if the sponsor desires.

Unions Approve

Use of the transcriptions, according to the War Department, have been approved by the Radio Advisory Committee of the Advertising Council, and permission to make the recordings without extra compensation to artists was given by AFRA, AFM, Ascap and BMI.

NETWORK SONG FAVORITES

The following songs received the 50 highest Audience Coverage Index ratings for the past week. Partial choruses and signatures are not included in these tabulations. Period covered is April 26 to May 2, inclusive.

The Audience Coverage Index for a song is based on (1) the number of performances heard in New York City during the week over Stations 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.

TITLE	PUBLISHER	Audience Coverage Index
Don't Sit Under the Apple Tree (Robbins Music Corp.)		138.7
Tangerine (Famous Music Corp.)		88.7
Skylark (Morris Music Co.)		83.8
Sleepy Lagoon (Chappell & Co.)		71.9
Jersey Bounce (Lewis Music Co.)		69.2
Johnny Doughboy Found a Rose In Ireland (Crawford Music Co.)		63.3
Last Night I Said a Prayer (Block Music Co.)		62.6
I Don't Want to Walk Without You (Paramount Music Corp.)		62.4
I Remember You (Paramount Music Corp.)		61.9
Somebody Else Is Taking My Place (Shapiro-Bernstein, Inc.)		61.7
One Dozen Roses (Famous Music Corp.)		61.2
Always In My Heart (Remick Music Corp.)		56.8
Not Mine (Paramount Music Corp.)		50.3
Deep In The Heart of Texas (Melody Lane, Inc.)		48.8
Miss You (Santly-Joy-Select)		47.2
Moonlight Cocktail (Jewel Music Co.)		47.1
Me and My Melinda (Irving Berlin, Inc.)		45.3
Three Little Sisters (Santly-Joy-Select)		44.5
Breathless (Campbell, Loft & Porgie)		42.5
I Threw A Kiss In The Ocean (Irving Berlin, Inc.)		40.8
If You Build A Better Mousetrap (Famous Music Corp.)		36.9
Marines' Hymn (E. B. Marks Corp.)		36.7
Happy In Love (Leo Feist, Inc.)		34.6
What's The Score (Undetermined)		34.2
You Made Me Love You (Broadway Music Co.)		32.4
Embraceable You (New World)		32.2
Who Wouldn't Love You (Music World Publishing Co.)		31.3
We'll Meet Again (Dash, Connelly, Inc.)		31.0
Full Moon (Southern Music Co.)		30.8
Heavenly Isn't It (Greene-Revel, Inc.)		30.4
In Apple Blossom Time (Broadway Music Co.)		29.5
Fleet's In (Famous Music Corp.)		29.2
Angelus Rings Again (ABC Publications)		27.9
Blues In The Night (Remick Music Corp.)		27.5
As The Caissons Go Rolling Along (Shapiro-Bernstein, Inc.)		26.2
Summertime (Chappell & Co.)		25.5
Nightingale (E. B. Marks, Inc.)		24.9
How Do I Know It's Real (Chappell & Co.)		24.7
Buckle Down Buck Private (Chappel & Co.)		23.4
All I Need Is You (Miller Music Co.)		22.9
Lamplighter's Serenade (Robbins Music Corp.)		22.4
Story Of A Starry Night (Mutual Music Society, Inc.)		22.4
Poor You (Leo Feist, Inc.)		22.3
Blue Room (Harms, Inc.)		22.3
Blue Skies (Irving Berlin, Inc.)		21.6
There Won't Be A Shortage of Love (Leo Feist, Inc.)		21.6
Mem'ry of This Dance (Broadcast Music, Inc.)		21.5
She'll Always Remember (Witmark & Son)		20.8
Somebody Nobody Loves (Robbins Music Corp.)		20.7
There Are Rivers To Cross (T. B. Harms, Inc.)		20.1
Smoke Gets In Your Eyes (Harms, Inc.)		20.1

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Words About Music

By SID WEISS

IF you missed Raymond Scott's "Powerhouse" shows via CBS, he's doing another one tonite from 10:00 to 10:30. Scott cut four sides for Decca yesterday—all his own original tunes....Pinky Herman and Bernard Maltin have written a tune for the Fort Bragg army show, "Wacky in Khaki"....Victory Twins inaugurating a name policy on their JVA Saturday ayem shows. Joe DiMaggio was their first guest last week....Benny Davis and Cliff Friend have penned a new novelty called "On the Home Front" which Benny will introduce at Loew's State when he opens there on the 14th. Another of Benny's new songs, "Abe Lincoln" has been retitled "White House in the Sky."

Radio station engineers talking about the new Black Seal Glass Base Recording Blanks recently introduced by the Gould-Moody Co. Tests of all kinds have been made under normal operation conditions and the fidelity of transmission and quality of reproduction drew high praise.

This is National Music Week, in case you didn't already know it....Columbia Pictures seem to be going in for musical shorts. They've just completed one on Shep Fields and are set for another on the Glen Island Casino—cradle of top-flight bands....The two NBC page boys, Larry Marks and Dick Charles, who penned "Mad About Him, Sad Without Him" etc., have a couple of other tunes on deck....Columbia Records will junk their Okey discs with all artists moving over to the Red label....Cab Calloway opens at the Strand early next month....Woody Herman concludes his New Yorker engagement this Thursday for theater and one-riter tours. Opens at the Paramount on the 13th....Jo. my Long brings his crew back to the New Yorker for the summer starting May 8th....Musical director Lou Bring is experimenting with a new orchestral and voice combination, featuring woodwinds and a chorus of 14 voices, which promises to be one of the most revolutionary developments in music in years. Voices are cued into arrangements like instruments and the group can play and sing anything from concert to swing.

George Marlo Resigns From BMI Prof. Dept.

Broadcast Music, Inc., announced yesterday the resignation of George Marlo, head of its professional department. Marlo has refused to renew his contract with BMI which expires this month because of his determination to enter the national service. BMI, it was announced, will not fill the vacancy and will continue its professional activities with members of its present staff.

Sanders Hearing On; Cox Bill Deemed Dead

(Continued from Page 1)

Sanders hearings, which had previously been reported as a possibility. It is thought evident that Chairman Sabath, who has been in Washington for several days following a long sojourn in Chicago, is none too anxious to continue the Cox resolution sessions. No meeting of the Rules Committee has been called by its Chairman, which under assumed procedure would precede any designation of hearings on a proposal before the group. Because it is not a legislative committee, the Rules body meetings are on a day-to-day basis, with no regularly scheduled sessions.

Neville Miller to Appear

NAB President Neville Miller will be the first representative of the industry to go before the Interstate Commerce Committee in the resumed Sanders bill hearings.

Miller will probably be followed by the witness table by NBC representatives, although this is subject to last minute revision. Frank E. Allen, vice-president and general manager, and John T. Cahill, NBC attorney, have been designated to represent the chain, although it is almost certain that other NBC officials will appear. The network is expected to illustrate its presentation with lantern slides, a most unusual procedure for presentation of evidence to a Congressional committee. NBC is understood to have obtained special permission for the demonstration which will be given in darkened chambers.

W. S. Paley Expected

CBS is next in order, with President William S. Paley, Newscaster Herber Davis, Executive Committee Chairman Edward Klauber, Research Director Frank Stanton, and General Counsel John J. Burns announced as witnesses.

The hearings, which probably will terminate until nearly the end of May, are expected to be recessed after May 7 until May 19, so they will not conflict with the NAB convention. Following the industry representatives, the FCC representatives will begin their appearances. Chairman James Lawrence Fly is thought again to be the first Commission official to go before the committee, and will probably be followed by FCC legal department spokesmen.

ADVERTISING and Sales Promotion. Merchandising and Special Events. Excellent record of sales during seven years in broadcasting. Best references. Draft expert. Prefer metropolitan area East. Full details on request. Box 537, Radio Daily, 1501 Broadway, New York City.

New War Info. Board Believed To Be Imminent

(Continued from Page 1)

Information Board. It is believed that there is a good chance that the President may announce his new plan at his Friday press conference, and possibly today. Everybody is watching White House orders thru the week because the President has not been breaking many new stories at conferences lately.

For the first time inclusion of the Army and Navy press sections in the new setup is considered probable. An executive order is expected during the week to merge OFF, OGR and part of the staff of the Coordinator of Information (Colonel Wm. J. Donovan) with the Army, Navy and OEM (WPB) information staffs. On the board would be representatives of the State, War, Navy and Justice Departments and the War Production Board.

Six Possibilities Listed

Speculation is as wild as ever concerning who will be named to head the new board. If any one person has been selected word may have leaked out but there are so many reports floating around Washington that his identity is effectively screened. The six men most often mentioned these days are Elmer Davis, Walter Lippmann, Lyle Wilson, Washington United Press Chief, E. Palmer Hoyt of the Portland "Oregonian," Herbert Agar of the Louisville "Courier-Journal," and Fred Gaertner, Jr. of the Detroit "News." Lowell Mellett and Archibald MacLeish are no longer considered likely choices, nor is Robert E. Horton, OEM press chief, thought to be a strong candidate.

'Young People' Meet Strengthens Agenda

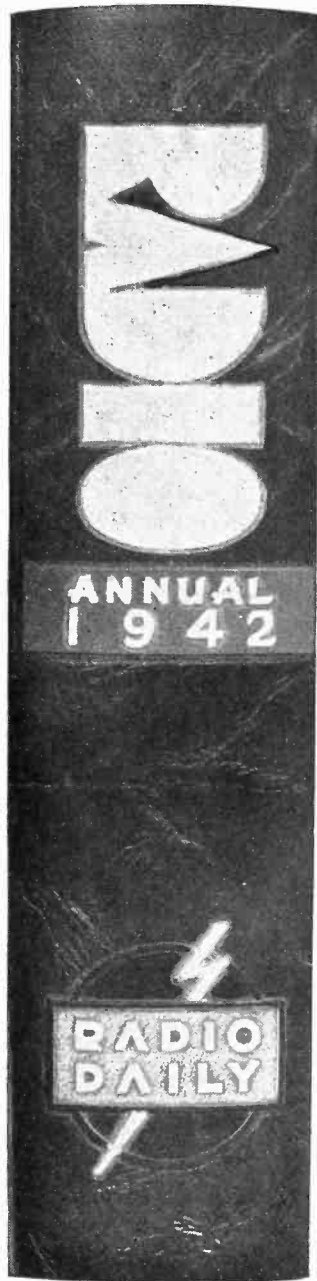
(Continued from Page 1)

Members of national youth organizations in order to provide a better understanding of how to use radio as a supplement to other educational experiences of young people, the conference is headed by J. Edward Sproul, chairman of the National Education-Recreation Council, and Mrs. Sidonie M. Gruenberg, director of the Child Study Association.

The program will include a discussion of "Youth Needs in Wartime," by Dr. Harry Stack Sullivan, president of the William Alanson White Psychiatric Foundation, Washington, D. C.; and "Radio and Youth," by Dr. I. Keith Tyler of the Evaluation of School Broadcasts Project, Ohio State University.

A group of specialists, presided over by Earle McGill of the CBS, will consider the problem of "Broadcasting by Youth Organizations." Another group will deal with "Audience Building and Evaluation." There will be a demonstration of a group utilization of the radio program "This Is War!" followed by a discussion of "Radio Listening as a Group Activity." The final session will be devoted to a series of brief talks on "Producing Radio Programs as a Group Activity," and a summary and evaluation of the conference.

THE ENTIRE RADIO INDUSTRY IN ONE VOLUME—



- TELEVISION
- NETWORKS
- FOREIGN MARKETS
- AGENCIES
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- PRODUCTION
- STATISTICS
- TECHNICAL
- EDUCATIONAL
- F. C. C.
- LEGAL
- RADIO SHOWMANSHIP
- SPOT BROADCASTING
- TALENT
- RATINGS AND POLLS
- PROGRAMS
- N. A. B.
- CENSUS FIGURES

AND EVERY OTHER PHASE OF THE RADIO INDUSTRY

Completely Covered In

THE 1942 RADIO ANNUAL

Your check for \$10 will bring you a copy of the 1942 Radio Annual plus the next 260 issues of Radio Daily



Coast-to-Coast



RROY BACUS, WBAP-KGKO, Fort Worth, sales manager, reports that local business is definitely on the upgrade. Several new programs and spot accounts have been added to a heavy political schedule. A few of the new accounts include, Big State Co.; Bowen Motor Coaches; Crystal Pure Milk & Ice Cream Co.; and the McDonald Hatchery.

KFI-KECA, Los Angeles, has announced that twelve members of their staff will exchange mufti for the uniform of some branch of the U. S. armed forces by the middle of May. Virtually every department of the two Los Angeles stations will be represented by a star in the huge new service flag, which was dedicated recently.

Ruskin Stone, a member of the sales department of WSPD, Toledo, was accepted by the Toledo Museum of Art, to display his oil painting of J. Harold Ryan, assistant director of censorship, radio division. Ryan is also associated with the Fort Industry Co... Frank McIntosh, also of WSPD, has left the station for a high spot on the War Production Board in Washington. He will assume the duties of Chief of the Radio Division, Communications Branch.

New programs on CKWX, Vancouver, Canada, include "Life Can Be Beautiful," Monday thru Friday for Procter & Gamble. It was placed through Compton Agency, and Weed & Co.

Willard Johnson, the "Religious News Reporter" of KWK, St. Louis, and Central Region Director of the National Conference of Christians and Jews, will read a paper entitled "Religious Intolerance in Radio" at the meeting of the Institute for Education by Radio being held at Ohio University at Columbus, Ohio, on May 4, 5, and 6.

KEX in Portland, Oregon has initiated a new sports program for the Spring and Summer seasons called "Sports Time," with Bill Mock, KGW-KEX special events chief behind the mike. Written by E. Anthony Browne, the station's continuity director, the show covers the entire field of sports, three evenings weekly. Special emphasis is placed on baseball and golf.

Bob Ingham, formerly sports announcer at WTOL, Toledo, is now at KLO, Ogden, Utah, doing baseball broadcasts.

The Embry Riddle School of Aviation, Miami Beach, Florida, is sponsoring "Imperial Leader," series of 52 quarter-hour transcribed shows distributed by Kasper-Gordon, Inc. of Boston. Programs dramatize the life story of Winston Churchill, British Prime Minister, and were produced in Australia with an all-star network cast. Other sponsors include: Old Regal Beer, New Orleans, La.; El Paso Electric Co., El Paso, Texas; George Weston, Ltd., Canada.

Peter Donald, the youngest member of the Lambs Club, has just been appointed radio editor of the theatrical organization newspaper, "The Lambs Script." Donald, the moderator of "Can You Top This?" is performing as master of ceremonies on the transcribed Carnation Milk show, heard twice weekly on Tuesday and Thursday, via WOR, New York.

KOY, Phoenix, has signed the Central Arizona Light & Power Co., for two quarter hours weekly. The program will be called "Home Service of the Air," and will feature their home service advisor, Ruth Krueger. Wendle Noble, KOY morning announcer and staff singer, was married to Gwenevere Gibson of Phoenix, recently. Ruth Swinney, traffic secretary for the Arizona network, stationed at KOY, has announced her engagement to Ed Berridge of Phoenix.

Clarence H. Talbot, assistant production manager, KOIN, Portland, Ore., supervised the formal dedication, and a special half hour dramatic show to mark the opening of George A. White's service men's club in downtown Portland. Show presented was "Angel on a Leash," featuring well known performers of the Northwest. Approximately 500 service men filled the auditorium to hear the broadcast.

KBIZ, Ottumwa, Iowa, celebrated its first complete year recently, with a rebroadcast of transcriptions made of outstanding events aired during the past twelve months. KBIZ, owned and operated by J. D. Falvey, was the first of a number of Iowa outlets granted by the commission. It is now operating on 250-watts unlimited.

WGL, Fort Wayne, is airing wire reports of the home games of the Chicago teams in both American and National Baseball Leagues. Broadcasts are sponsored locally and are handled by Hilliard Gates.

John E. Cone, Jr., Assistant Brooklyn District Attorney, will appear on Nancy (Alice Maslin) Craig's "Woman of Tomorrow" program on WJZ, 9-9:30 a.m., today, to discuss the need for more women jurors.

WNYC, New York, has been chosen by the Cincinnati Opera Association as the cooperating station in the New York area to aid, through broadcasting "aria auditions," in the selection of talented young operatic artists for a summer season grand opera company. The broadcast auditions are part of a nationwide search for outstanding American singers, with the regional winner to be awarded a professional appearance with the Cincinnati Opera Association group. Young operatic artists and students are invited to write to the city station, WNYC, Municipal Building, New York, for audition applications.

Jim McWilliams, former network emcee, who now makes his home in Charlottesville, Va., has made several appearances over WCHV of that city in behalf of the Naval Relief campaign. McWilliams is local chairman of the Citizens' Committee for Naval Relief.

Program of children's recordings, supervised and handled in the same manner that platter-spinners do for grown-up swing fans, has been inaugurated on WHN, New York. Gladys Shelly handles the programs which are aired on Saturday and Sunday mornings. Records are picked from an extensive collection of children's recordings.

KFXJ, Grand Junction, Colo., has inaugurated a new program called "Victory Bulletins." Program is written by Mildred Hart Shaw of station news staff, and is devoted to reports of activities of local Defense Council and other home front organizations. The program is also used to send instructions from the Defense Council to cooperative organizations of the protective services. Committees of about sixty organizations are required to listen to the broadcasts, and report the instructions to their groups. The program is aired at 5:45 p.m. each Wednesday. Rex Howell, station manager, is public relations officer of the Civilian Defense Council in Grand Junction.

Don A. Weitendorf, who announces under the name of Don Arthur, has joined the announcing staff of WTAQ, Green Bay, Wis. He came to WTAQ from WOMT, of Manitowoc, Wis., and the Procter and Gamble firm of Milwaukee. He formerly was associated with a WPA dramatic group that was heard over WTMJ, Milwaukee.

Kasper-Gordon, Inc. of Boston produced a new series of trans spots for syndication entitled "day's Fur Fact," featuring Walter Horvath, authority on furs and care. Series consist of 26 1/2 spots. Some of the stores that signed within two weeks after series was released are: J. N. Buffalo, N. Y.; Steiger's, Springfield, Massachusetts; Warner's, Binton, New York; The M. O'Neil, Akron, Ohio; Abrahamson & B. Jamestown, New York; S. L. man, Inc., Jackson, Michigan; Richmond, Virginia; Sams Company, Bay City, Michigan. The series retailers promote fur storage, ing, glazing, repairing and rearing of furs, and cooperates with Government drive to educate the summer on conservation of protection of furs for the duration of the

With New York blackouts continuing at frequent intervals, WWRL, New York, N. Y., is readying permanent blackout curtains. Last blackout WWRL broadcasting under candlelight... WWRL sportscaster J. Maxwell is currently dedicating shows to local army camps... W unit entertained at air raid wally on May 1... WWRL music director Dolph Gobel is appearing with trio at Park Terrace, Brooklyn night club.

Staff members of WFBL, Syracuse, are getting ready for the opening of the YMCA softball season, which starts this week. Station is represented in the local league by a team managed by Walter Stonger, control chief, and captained by John Bader, announcer... According to Noel Woodworth, WFBL general manager, the station's staff of 40 signed 100 per cent for payroll deductions on the purchase of War Savings Bonds.

Jacqueline Jones fills the first nine announcer's shift on W Danville, Va... William P. Hannan, WBTM program director, rector of local American Legion which has been invited to plan Memorial Day exercises at Arlington National Cemetery... F. A. Dail, WBTM announcer, has applied for a flying cadetship in the army corps.

WGBR Back On Air; Studios In New

Goldsboro, N. C.—Station W which was destroyed by fire several weeks ago, returned to the air this morning, it was announced by Hawkins, president of the Carolina Broadcasting Company. Studio and transmitter were located on a site about a mile of Goldsboro before the fire, but new studios are on the top of the Borden building with transmitter on the old site, it stated.

[1 9 4 2]										
B	I	R	T	H	D	A	I	D	A	S
17	18	19	20	21	22	23				
24	25	26	27	28	29	30				
May 5										
Dick Ralco		Alice Faye								
Freeman Gosden (Amos)										
Harold Ogden Johnson										
Tyrone Power			Ted N. Turner							

THE MIDDLE LINK IN COLUMBIA CHAIN FROM THE HUDSON TO THE GREAT LAKES

CBS BASIC SUPP. **WBX** 270,000 METRO M'K'T

UTICA, N. Y.'s ONLY RADIO STATION



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 19, NO. 26

NEW YORK, N. Y., WEDNESDAY, MAY 6, 1942

TEN CENTS

NBC-Sanders Testimony

Top Comedians In Tie Says Crossley Recap.

Involving a difference of only three-tenths of one per cent, S. C. Hanson's "Fibber McGee and Molly" program, the Chase & Sanborn-Edgar Bergen-Charlie McCarthy show and Dick Benny's General Foods airer rounded up the Winter season, 1941-42, a virtual tie, the April CAB (Crossley) report revealed yesterday. It marked the first time in CAB history that the seasonal recapitulation produced what amounted to a three-way photo finish.

Technically, however, "McGee" was (Continued on Page 6)

Nominating Committee Picks REC Candidates

Luncheon meeting today of the Radio Executives Club of New York to be held in the Empire Room of the Hotel Lexington, will include the business of the nominating committee submitting candidates for election of officers to be held shortly. The nominating committee comprises: Arthur Sinsheimer, Al Taranto, Bill Nelson and Art Tolchin.

Chosen by the committee as candidates (Continued on Page 2)

IO Groups Sets Plan To Sponsor Local Show

First regularly scheduled series of weekly commercial radio programs sponsored by a union organization in the metropolitan area is scheduled to get under way soon, probably via WQXR, with member unions of the Greater New York CIO Industrial Council producing and foot-

(Continued on Page 2)

No Sale . . . Yet

Prediction of a United States Supreme Court decision on the question of RCA's ownership of two national networks before the sale of the Blue Network subsidiary, was made by David Sarnoff, RCA president, at yesterday's annual meeting. Sarnoff said that "no one has appeared yet to make an offer for the (Blue Network's) broadcasting facilities.

"This Is War" Finale

Largest station hookup for a regular weekly series of programs makes its finale on Saturday when the last of the "This Is War" series is broadcast over the combined Blue, CBS, Mutual and NBC networks as well as many independent stations throughout the country. Final broadcast titled "Yours Received and Contents Noted" featuring Raymond Massey, was written by Norman Corwin.

RCA Quarterly Gross Reveals Rise Of 37%

The great duty that radio is being called upon to play in the war was stressed by David Sarnoff, president of the Radio Corporation of America in his statement to stockholders at the company's annual meeting held in New York yesterday at which time a net income of \$2,030,988 for the first quarter of 1942 was announced. The net income which makes a ten-

(Continued on Page 7)

BMI To Publish Score Of New Disney Picture

Broadcast Music, Inc., has signed contracts with Walt Disney whereby BMI will publish the entire score of the forthcoming feature production "Bambi." This is the first deal in which BMI is publisher of all of the songs in a major film. Preview of the film will be given during the

(Continued on Page 2)

Handling Of War Propaganda Major Subject At Ohio Confab

Keystone Affiliate Meet Set For Cleveland Monday

First large scale meeting of affiliates of the Keystone Broadcasting System will be held next Monday morning at the Hotel Cleveland at 9 a.m. coincident with the NAB convention in Cleveland. Purpose of the breakfast meeting, which will be highlighted by a talk by Louis

(Continued on Page 2)

Mullen, Using Lantern Slides, Presents Network's Viewpoint On Proposal To Change Communications Act

MBS April Billings Show 88.4% Increase

Up 88.4 per cent over April of last year, last month's Mutual billings amounted to \$904,845, the network reported yesterday. The four-month cumulative total was \$3,920,986 as compared with 1941's \$1,941,446, an increase of 101.96 per cent. For April, 1941, the total was \$480,284.

Paley Heads CBS Group Attending NAB Meeting

Headed by President William S. Paley, the CBS delegation to the NAB convention in Cleveland, which opens at the Hotel Statler, Monday, May 11, will be composed of the following: Edward Klauber, chairman of the executive committee; M. R.

(Continued on Page 2)

Lambert Extends Tests For Two Of Its Products

Lambert Pharmacal Co., which is testing in the national spot field for two of its products, Listerine Antiseptic and Listerine Toothpaste, has started one-minute transcribed announcement schedules on WERC,

(Continued on Page 2)

Washington Bureau, RADIO DAILY Washington—View that "preservation of the American System of Broadcasting should be the dominant principle" in any revision of existing communications law was strongly presented to the House Interstate and Foreign Commerce Committee, sitting in resumed hearings yesterday on the Sanders Bill, by Frank E. Mullen,



NBC Vice-President

(Continued on Page 8)

Navy Dept. Critical Of FCC's Authority

Washington Bureau, RADIO DAILY Washington—While the FCC was receiving a thorough going over yesterday before the House Judiciary Committee holding hearings on the

(Continued on Page 2)

100% Sales Increase Attributed To Radio

Baltimore—Credited largely to the effectiveness of radio advertising, Gunther Brewing Co. here, through

(Continued on Page 2)

Description

Columbus—The new WHO Audience Reactograph, scientific instrument developed by John Beeson, research engineer of the station, and which he demonstrated here on Monday, bears on its dial six descriptive words familiar to everybody for the purpose of rating a program. They are: "Excellent," "Good," "Fair," "Poor," "Bad" and "Lousy."

(Continued on Page 6)

RADIO DAILY



Vol. 19, No. 26 Wed., May 6, 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, May 5)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	112 1/2	111	112	+ 1/4
CBS A	9 3/8	9	9	- 1/4
CBS B	9	9	9	0
Gen. Electric	23	22 1/2	22 7/8	+ 1/4
RCA Common	27 3/8	27 1/4	27 3/4	0
RCA First Pfd.	47 1/8	47	47 1/8	- 1/8
Stewart-Warner	6	5 7/8	6	0
Westinghouse	68 1/2	67 7/8	68 1/4	+ 3/8
Zenith Radio	11 3/8	11 1/4	11 1/4	0
OVER THE COUNTER				
Farnsworth Tel. & Rad.			1 1/2	1 3/4
WCAO (Baltimore)			15	18
WJR (Detroit)			18 1/2	20

Nominating Committee Picks REC Candidates

(Continued from Page 1)
Candidates are: Murray Grabhorn and Tom Lynch for president; Linnea Nelson and Helen Thomas, for vice-president; Treasurer Peggy Stone; secretary, Charles Basch, Bevo Middleton and Paul Frank. Members at a future meeting will vote for one in each office.

Frank V. Becker

Cumberland, Md.—Frank V. Becker, president and general manager of WTBO of this city, died on Monday as result of injuries sustained in an airplane crash. Becker had recently purchased his own plane and was taking a lesson with his instructor-pilot when the accident occurred. Pilot was also injured fatally. Becker is survived by his widow.

COME TO CLEVELAND

NAB

CONVENTION • MAY 11-14

Paley Heads CBS Group Attending NAB Meeting

(Continued from Page 1)
Runyon, vice-president and director; Lawrence W. Lowman, vice-president in charge of operations; Herbert V. Akerberg, vice-president in charge of station relations; E. K. Cohan, director of engineering; Julius Brauner, attorney; Thomas D. Connolly, director of program promotion; George Crandall, assistant director of publicity; George Dunham, supervisor of promotion for M & O stations; Gilson Gray, commercial editor.
Also, John G. Gude, station relations manager; Arthur Hull Hayes, general manager of WABC; James Kane, director of publicity at WBBM, Chicago; John J. Karol, market research sales counsel; Howard Meighan, Eastern sales manager; Charles E. Midgley, sales service manager; Jerome Sill, manager of station service; Dr. Frank Stanton, director of research; Jack Cowden of station relations, and Robert R. Somerville of network sales dept.

Lambert Extends Tests For Two Of Its Products

(Continued from Page 1)
Erie, and WHP, Harrisburg, Pa., for the antiseptic. Move into these markets follows an initial test on WHDL, Olean, N. Y., and no further expansion is planned within the next few months pending study of results in the two Pennsylvania areas, according to the agency, Lambert & Feasley, Inc.
Test for Listerine Toothpaste continues via the WNEW "Make Believe Ballroom."

Keystone Affiliate Meet Set For Cleveland Monday

(Continued from Page 1)
J. Nelson, time buyer of the Wade Advertising Agency, is to review and discuss plans for the coming season. Keystone Broadcasting System, which has been in operation less than a year and a half, has 170 affiliated stations.

BMI To Publish Score Of New Disney Picture

(Continued from Page 1)
NAB Convention in Cleveland, on May 12. "Bambi" songs were written by Frank Churchill and Larry Morey. RKO Radio Pictures, Inc., is releasing the film. BMI member stations are being informed of the deal via letters from Merritt E. Thompkins, vice-president.

NBC Recording Biz

Three new contracts and two renewals for NBC Radio-Recording Division syndicated programs were signed last week. WEBR, Buffalo, N. Y., and KPFA, Helena, Mont., signed for "Let's Take A Look In Your Mirror," and WMBG, Richmond, Va., signed for "Who's News." WTRY, Troy, N. Y., renewed "Face of the War," while WEBR, Buffalo, signed for a re-run of "Secret Agent K-7 Returns."

CIO Groups Sets Plan To Sponsor Local Show

(Continued from Page 1)
ing the bills. Although still in recommendation form, the project has been worked out in detail by a special committee and is expected to be ratified by the Industrial Council executive committee later this week. If okayed the series, which would be integrated into the local CIO's "Win the War" campaign, will begin as soon as all production and casting details are ironed out, possibly in the Friday, 9-9:25 p.m. time on WQXR under a 26-week contract.
To be given elaborate professional production under the general supervision of Peter Lyon, writer of "Are You a Missing Heir?", "Cavalcade of America" and other network shows, who will serve as editor in chief, the series will fill a dual role: to sell the war effort and to dramatize labor's contributions to winning the struggle.

Composed largely of members of the New York Newspaper Guild, the committee formulating plans for the series is headed by Walter Engels, Guild organizer drawn from the staff of the "Daily News." In addition to Lyons, others on the planning committee include Saul Mills, secretary of the Industrial Council, I. Kaufman, Morris Watson and Leo Huberman.

Navy Dept. Critical Of FCC's Authority

(Continued from Page 1)
Sanders bill, in another part of the capital before a Senate Interstate Commerce sub-committee, a representative of the Navy Department, Rear Admiral S. C. Hooper, also was being highly critical of that same Government agency.
Admiral Hooper told the sub-committee considering legislation which would authorize a merger of domestic telegraph companies and consolidation of international communication companies into one system that the armed forces should retain veto power over any such merger. He said that the FCC, which would have authority over the proposed consolidation, had "little knowledge of the military requirements and principles involved."
"Experience has shown that a non-military commission has very little sympathy with the needs of the armed services, as compared with those of the public," the Navy Dept. spokesman said in urging reservation of the veto function.

Hollingbery Adds To Staff

Frank E. McCarthy, formerly of the "Chicago Tribune" and the Chicago "Herald and Examiner" food classification, has joined the George P. Hollingbery Co., Chicago office.

Sports Commentator

Experienced, now employed top-notch mid-west station. Excellent play-by-play. Live, interesting sports commentary. Young, married, family. College man. Draft exempt. Established producer. Better investigate. Write Radio Daily, Box 538, 1501 Broadway, New York City.

COMING and GOING

HOWARD LANE, general manager of California Radio System, chairman of the Network Station Advisory Committee and business manager of KFBK, Sacramento, spend a few days in New York prior to the opening of the NAB convention in Cleveland.

WILLIAM NOBLE, vice-president of W. P. Burn & Associates, leaves today on a business trip to Washington. Will return Friday.

W. E. WAGSTAFF, commercial manager KDYL, Salt Lake City, in New York for a short visit on station business.

EDDIE DUNN, announcer at WBBM, en route back to Chicago from Camp Robinson, Ark. where last night he conducted the CBS "Out for Fun" program for the entertainment of the soldiers.

JACK MCCARTHY, Blue Network announcer who went up to Narragansett to cover Rhode Island Handicap last week, is on way to Baltimore to report the Dixie Handicap to be run at Pimlico.

ED YOCUM, station manager of KGHL, Billings, Mont., in town yesterday for conference with the New York representatives of the station.

BOB HOPE, FRANCES LANGFORD, JEROME COLONNA and BOB KEATING in Chicago after having broadcast last night's program from Great Lakes Naval Training Station.

KAY KYSER and the members of his program company are here for tonight's broadcast of the "Kollege of Musical Knowledge" which will originate at the local studios of NBC.

ARCH OBOLER, NBC director of "Plays for Americans," is in Columbus attending the 13th annual meeting of the Institute for Educational Radio.

LESTER GOTTLIEB, publicity director of ME off yesterday on a trip which will take him to key cities between here and St. Louis. Plans to attend the Cleveland convention next week.

JOSEPH WILSON, of WGAR, Cleveland, in town yesterday paying a call at the offices of the New York reps.

100% Sales Increase Attributed To Radio

(Continued from Page 1)
its agency H. E. Hudgins Co., yesterday reported a 100 per cent sales increase for March. Said to be the largest beer sponsor of local radio program, Gunther currently is bankrolling 36 different programs on 1 stations for a total of more than 2 hours of air time per week, with more expected to be added shortly.
Current station list consists of WFBR, WCBM, WITH, WRC, WOJ, WINX, WJEJ, WBOC, WDEL, WBW, WTBO, WBLK.

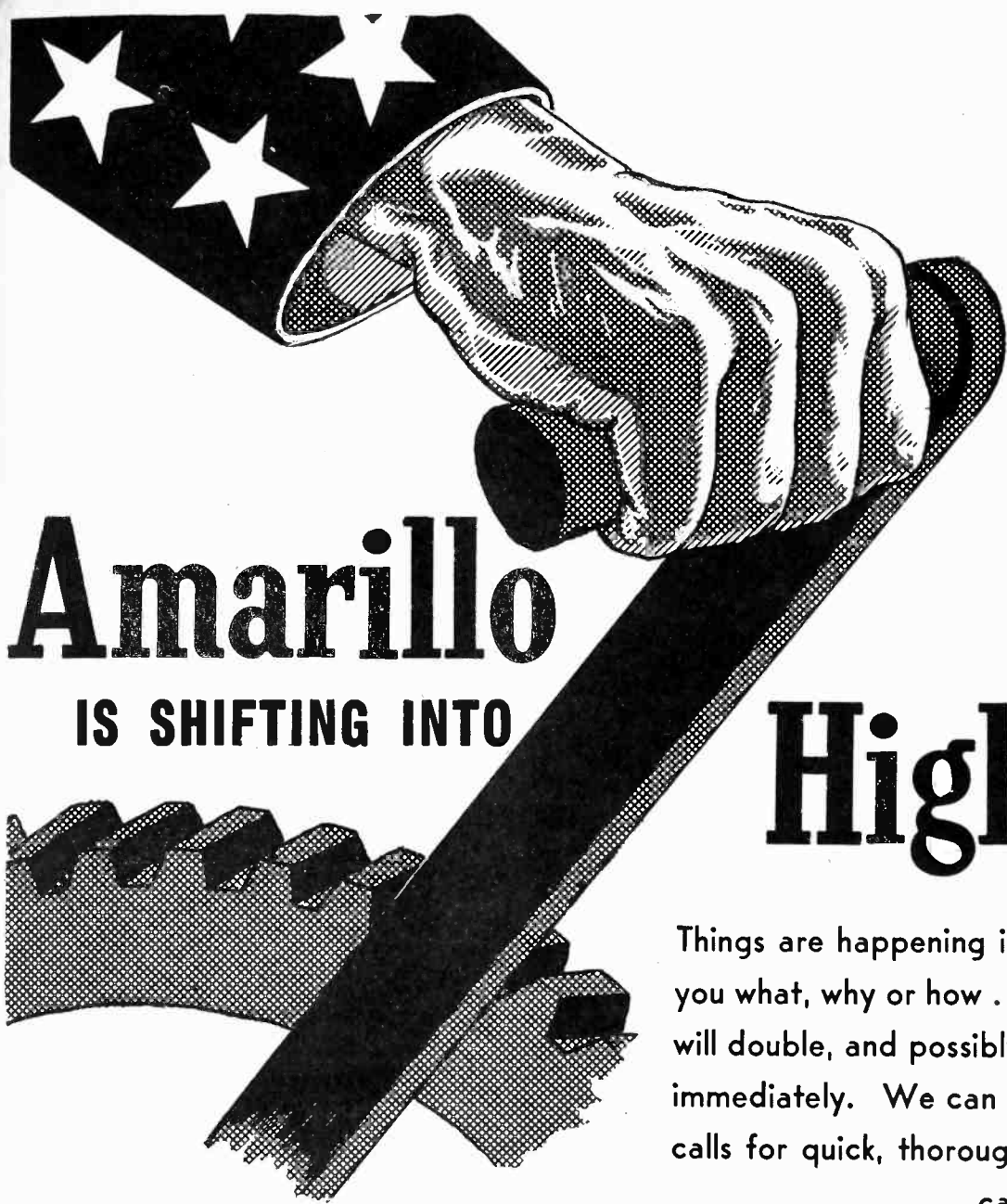
THE SMOOTHEST SHOW
ON RECORDS SHOW

WOODS AND MUSIC
SELLS
IN
PHILADELPHIA

5000 WATTS

WPEN

950 KC

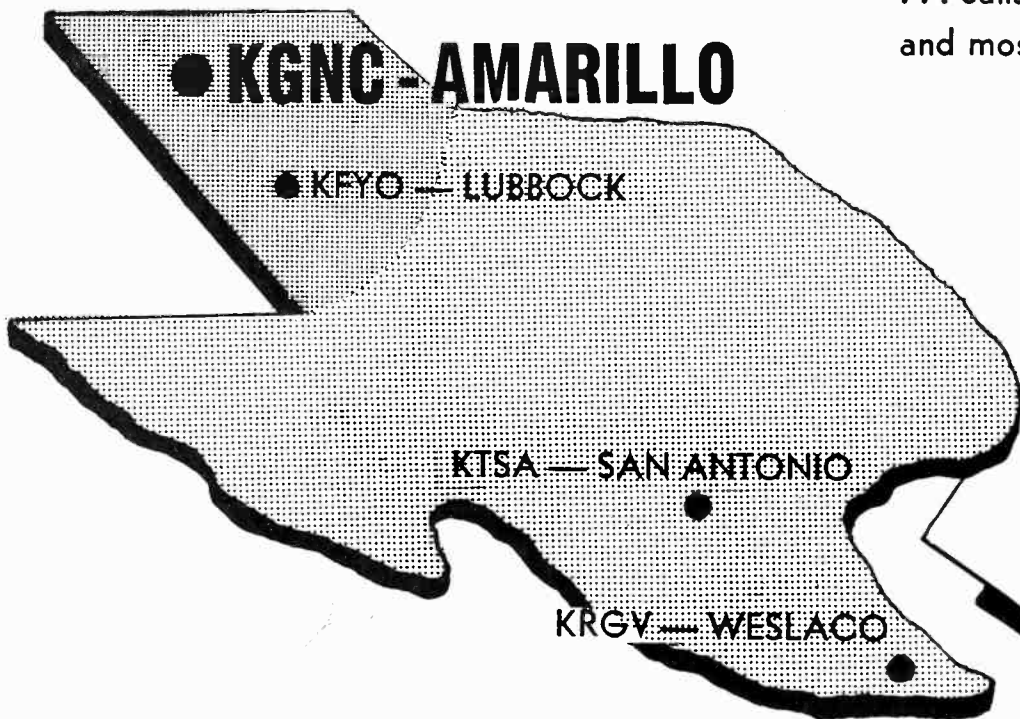


Amarillo

IS SHIFTING INTO

High Gear!

Things are happening in the Amarillo market. We can't tell you what, why or how . . . but take it from us, retail sales here will double, and possibly triple, all previous records, effective immediately. We can tell you, too, that smart sales strategy calls for quick, thorough coverage of this expanding market . . . calls for KGNC—the area's NBC outlet and most powerful sales medium.



Get The Attractive
Combination Rate
on the
TAYLOR-HOWE-
SNOWDEN
GROUP
Central Sales Office
805-6 Tower Petroleum Bldg.
Dallas, Texas
Ken L. Sibson
General Sales Manager
Telephone, Riverside 5663
TWX Dis. 297



Los Angeles

By JAC WILLEN

HARRY C. KOPF, v.-p. in charge of Central Division of NBC, stopping off in Hollywood for a few days on his return east from the San Francisco celebration which he attended.

The "Great Gildersleeve" (Hal Peary) will vacation from the NBC airplanes for eight weeks during the summer, during which period Peary will be a picture making.

Dinah Shore proved herself a terrific "swinger of ad lib" as well as a top songstress at the Knickerbocker reception, April 30, welcoming her return to Hollywood. Hosted by Bernie Milligan (Earle Ferris) and William Lawrence (Pedlar and Ryan) Dinah was toasted roundly by the members of the press and studio guests. First of her Bristol Myers' airings hit the airplanes May 1.

Bane of the page boy's life who guards the entrance of CBS's inner studio is Ransom Sherman. Like others entering the building, Sherman is required to sign his name at the entrance desk. The comic obliges, but with a microscopic signature that falls on the short side of a sixty-fourth of an inch. It's an old trick of Sherman's, who carries with him constantly an especially fine point pencil for just such occasions.

Dr. Miklas Rozsa will lecture on the vicissitudes of film music at Paramount Studio Theater this week before members of the National Federation of Motion Picture Clubs and the Academy of Motion Picture Arts and Sciences. Recordings from his last four pictures, "Jungle Book," "Lydia," "Sundown," and "Thief of Bagdad" will be played.

Knox Manning, CBS newscaster, has been signed by Warner Bros. to do the narration of the "Hunter's Paradise," a short subject.

Harry James hit the Mutual "Spotlight Band" spot for the seventh time on Saturday, May 2, and which marked the last broadcast of the Coca-Cola Mutual series, for the time being, at least. James is the all-time winner of the visiting bands on the show and was presented with a "gold platter" instead of the usual "silver" of which he has now six to his credit. For the first time he played a new tune, "Sleepy Lagoon," with which he hit the "top-of-the-week" sales on recordings. All six other awards to him were for his recording of "I Don't Want to Walk Without You." Tommy Dorsey was runner-up to James with five visits to the stanza for his recording of "This Love of Mine."

Betty Jane Rhodes visited San Diego Saturday, May 2, to join the Navy broadcast, "Anchors Aweigh," which was released over the Mutual-Don Lee network.

RAY WINTERS ANNOUNCER

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

LA 4-1200



Slug: OVERMATTER.

● ● ● Expect an announcement shortly heralding the fact that Milton Biow's advertising agency has the Teel (Procter & Gamble liquid dentifrice) account in the shop!... Clarence Menser's marriage to Irene Sexton Sunday came as a complete surprise to his many friends. C.L. went on a short honeymoon and forgot to tell Frank Mullen, Niles Trammell and Sid Strotz. (Now we lose the only guy who would play golf with us!)... Ina Ray Hutton, opening at the Roosevelt Hotel in Washington for two weeks, will be given a spread in a national picture mag... Red Evans and Kay Lorraine with the "Korn Kobblers" have just completed a series of transcriptions for Fred Ziv... Alan Courtney has been signed for a series of shorts by Columbia Pictures... "We, the People" is arranging with the Army to broadcast from a bomber in flight with a description from it of an actual target power dive on Sunday... David Broeckman and his great orchestra will supply the music for the Treasury Star Parade transcriptions which will be made in Hollywood the end of the month... Jean Tennyson takes a rare vacation from "Great Moments in Music" May 15th and Florence Easton will be on instead... Another change finds Lucia Albanese replacing Josephine Tuminia on "Treasure Hour of Song" via MBS Friday nite while the latter makes a concert tour.

● ● ● Chet (Lum) Lauck had to scratch "Lum's Pride" from the Kentucky Derby at the last minute because of a serious leg injury which might have resulted in a permanent disablement for the horse... Those four open air concerts Kay Kyser gave in the streets of Chicago sold eight million dollars worth of war bonds and stamps and now Kyser is so enthused over the results he may do the same thing in other cities!... Douglas Moore, head of Columbia University's School of Music, is the composer of "The Devil and Daniel Webster," second opera to be heard on the MBS American Opera Festival May 14... Although announced for a time change, "Tune Up America" will remain in its Wednesday 11:30 p.m. spot on MBS... NBC has scheduled a special concert May 16th conducted by Frank Black as a salute to President Manuel Prado of Peru, now visiting U.S.A.

● ● ● "The Great (Hal Perry) Gildersleeve" will vacation for eight summer weeks with no substitute planned... Arch Oboler's "Plays for Americans" will continue on the Red net as long as he wants to write 'em, according to an agreement just reached between Oboler and NBC... Henry Levine, trumpet-maestro of "Basin Street," until he joined the army recently, was asked to record "Reveille" for army camps all over the country as his first assignment as a soldier... During the "Carnation Contented" show Monday nite Storm Bull, a pianist, will be inducted into the navy by Lieut. David N. Goldenson... Joe Denman, NBC correspondent in Stockholm, has just returned to this country... Jack Benny is scheduled to air from Mather Field and McClellan Field, both in California... Clem McCarthy handles the Preakness Stakes for NBC Sat... Carrie Jacobs Bond, whose latest song is "The Flying Flag," proceeds of which go to the American Red Cross, has been elected "Honorary Mother" by the American Mothers Committee of the Golden Rule Foundation to succeed the late Mrs. Sara Delano Roosevelt... Shirley Temple was given a diamond ring (her first) on her birthday... Howard Barlow now is starting his sixteenth year on the air with the CBSunday afternoon summer concerts... John B. Kennedy has been appointed by Mayor LaGuardia to the official committee to help formulate plans for the celebration of "I Am An American Day" and "New York City at War Day"... Has it been reported that H. D. Henshel, manager of WOV, who has a son in the armed forces now, asked the government to enlist him for active service immediately?... Teddy Powell's recording of "Serenade to a Maid" is a collector's item these days.

— Remember Pearl Harbor —

Chicago

By FRANK BURKE

HERBERT HOOVER, former President of the U. S. A., and Paul McNutt, Administrator of Federal Security, will be heard over WGN-Material when they address the 36th annual convention of the Boys' Club of America, 8:30-9 p.m., tomorrow. Program will originate at the Drake Hotel in Chicago.

Dick Wells, announcer on the NBC "Ma Perkins" show, has returned the mike after a tussle with influenza.

Marvin Mueller, radio actor, has been named a Legionnaire of Honor in the Order of De Molay because he is "outstanding in his field of endeavor."

Leo Nejeleski, who made his debut as a radio playwright with the Blue Theater Players' presentation of "Going Home" on the Blue Network, Sunday May 3, was formerly advertising director of Swift and Company, Chicago and is now associated with the American Home Products Corporation in New York.

Mr. and Mrs. Kenneth D. Fry (he head of the NBC Central Division special events department) took the leading roles in a dramatic skit presented last week by the Wheaton Ill., Parent-Teachers Association.

NBC Chicagoans who started vacationing last week-end are Aryl D. E. Fred and Hubert Abfalter, engineering; Norman Barry, announcing; Harold Bean, production; George (Feierabend, Jr.), guest relations; John Wehrheim, accounting; Frank I. Golder, Central Division traffic manager, and Wynn P. Wright, Central Division production manager.

It was announced this week that Howard D. Crissey, staff clerk in the NBC Central Division engineering department, and the former Margaret Miller of Chicago were recently married at Springfield, Ill.

Nat Green of the "Billboard" and your correspondent are collaborating on a Victory garden at the writer's suburban abode. How about expert advice from Horticulturist Kirsch?

Jayne Cozzens, coloratura soprano arrives in Chicago this week to begin one engagement as guest artist with the "Carnation Contented" program on NBC and to end another by marrying Kelly Dalton, young English-born baritone now living in Chicago. Her wedding plans have not been completed.

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

WARTIME PROMOTION

Bond Pledge Drive

Backing Worcester's War Bond pledge campaign to the limit, WTAG has launched an intensive large-scale drive in which full facilities of the station will be utilized to publicize the Treasury Department's "sign-up" plan. Inaugurating the WTAG radio parade was a half-hour program entitled "Bonds for Liberty." A patriotic extravaganza, the broadcast was opened with a message from Mayor William A. Bennett, followed by a dramatized skit comparing the significance of a "knock on the door" in America with Nazi-dominated countries. Music was furnished by the WTAG orchestra and talent by the station's workshop players. Unusual feature of the program was an actual visit to a Worcester family by a War and Minute Man as a "sample" demonstration of similar calls to be made upon the city's 50,000 income receivers. Program was the first in a series to be heard weekly over WTAG in behalf of the war effort.

Editors of WTAG's women's programs, Isabelle Whitaker and Mildred Key, have been enlisted to acquaint large femme audiences with information regarding the bond-buying campaign, while all programs originating in the WTAG studios will include tie-ins calling attention to the drive. Over 25 announcements a day, at every available station, will be used by WTAG to remind listeners "Don't forget to sign your bond pledge."

Camp Remotes

Further extending the scope of its service, WOWO, Fort Wayne, has ordered permanent lines to Baer Field, U. S. Army air base located a few miles southwest of Fort Wayne. According to J. B. Conley, general manager, series of special morale-building programs designed for both soldier and civilian consumption will be staged from the air base recreation hall at the point where the lines terminate.

Opening program in the series was a special Army Day broadcast worked out by station staff and field public relations office.

American Opera Festival

WOR, in promoting the First American Opera Festival, has prepared two special publications; a press book, and a four-page illustrated program booklet. Press book, with an attractive cover by the WOR promotion department, contains a sheaf of news stories, short features, biographies of the composers, synopses of the opera, mats and photos, and is being sent out to radio editors in the WOR area. The program booklet, with notes and pictures on the operas and short articles about the Festival, is made available to listeners for a three cent stamp to cover mailing costs. Arrangements have been made for other Mutual stations to distribute the Opera booklet to music lovers.

NBC "Down Mexico Way" Extended Indefinitely

Because of popular response and incident with winning of a first prize in the Sixth American Exhibition of Recordings of Educational Radio Programs announced at the 13th Annual Institute for Education by Columbus, O., the NBC public service feature, "Down Mexico Way," has been extended indefinitely, the network announced yesterday. Originally scheduled to fold with the June broadcast the series, which is devoted to promoting better understanding of Mexican music, language and customs, will continue to be aired weekdays at 4 p.m., EWT. The series stars Richard Kolmar, Gould and Louis van Rooten.

SMPE Sees Adaptation Of Movies For Television

West Coast Bureau, RADIO DAILY

Hollywood—Facilities for adapting motion pictures to television transmission will be demonstrated at the Paramount studios today to the delegates to the 51st semi-annual convention of the Society of Motion Picture Engineers. Equipment developed by Television Production, Inc., a Paramount affiliate, will be demonstrated and described by officials as part of the emphasis placed on television during the convention. Portable television camera equipment and other developments will be subjects of consideration at Friday's session.

Last night the delegates participated in a comprehensive sound session, during which many of the technical aspects of motion picture sound recording and reproducing practices were discussed in formal papers and in question and answer periods. Committee reports will be heard this morning.

LEN STERLING

Now available on ALL networks as Announcer, Newscaster, M.C., Narrator. Currently announcing Boake Carter on MBS and Commercials 11 a.m., WOR News. Call LA 4-1200.

WHEN YOU SEE *this*—



Only then YOU'LL SEE A LOWER COST THAN WTAM'S \$.000073 *per* FAMILY

Compare WTAM's cost per family with each and every Station or combination of Stations in the Cleveland Area. First, divide the 15 minute Day-time Rate of each station by the number of families each claims in its Primary Area. Then, check the Surveys for actual listeners. WTAM leads. All day . . . all night . . . all week. *First* in coverage but lowest in cost per listener. That's why WTAM is *first* choice of smart time buyers, local, spot and network, coast to coast.

WTAM
CLEVELAND-OHIO

50,000 WATTS

NBC RED NETWORK

OWNED AND OPERATED BY NBC

REPRESENTED NATIONALLY BY SPOT SALES OFFICES

JUST MONROE COUNTY

WTAM

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

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

Wartime Propaganda Discussed At Ohio U.

(Continued from Page 1)

memories. Music was furnished by the Ohio State Symphony Orchestra and the University's Men's Glee Club.

Dorothy Gordon Heard

Addressing a morning breakfast meeting of the Radio Council for Children's Programs held in conjunction with the IER, Dorothy Gordon described the use of "Radio As An Indoctrinator." Miss Gordon is chairman of the Children's Radio Committee of the U. S. Physical Fitness Commission. Summing up her message she said: "Radio in America can well borrow leaves from the books of the dictators to concentrate on the children to give them great art, an understanding of our aims and purposes, and a fanatic desire to keep our freedoms alive, which includes freedom of speech. Only thus will freedom of radio be assured for the future."

Dorothy Lewis, NAB co-ordinator of listener activities, suggested that the pickup of children's programs from affiliated stations be extended and used by all major networks.

The children's session was highlighted by other addresses delivered by Harriet Hester, educational director of WLS, Chicago; Doris Corwith, of NBC, and Catherine Pennell, educational director of WLOK, Lima.

Lyman Bryson Featured

An enlarged Monday evening panel session combining several scheduled meetings brought forth a group of the industry's prominent names under the gavel of Edward L. Bernays, publicist, New York. Participants were Lyman Bryson, educational director, CBS; George V. Denny, Jr., director "America's Town Meeting of the Air"; Carl J. Friedrich, director Radio Broadcasting Research Project, Harvard University; Victor Sholis, Clear Channel Broadcasting Service, New York, and Sherman Dreier, University of Chicago.

Bryson expressed the opinion that the era of radio entertainment as a goal was at an end and that in the future such entertainment would be merely a means and not an end. He said that he did not care whether the programs are any good or not so long as they are effective propaganda.

"Soap Operas" Criticized

Noting that there was room for increases of war-plugs in the soap operas, Sholis prompted a floor speech by Philip Cohen of the OFF Radio Division. Cohen made dual points (1) his office has found that the soapers are overdoing the war propaganda, (2) there is too much loose talk in the radio industry about master strategy. Robert Landry noted in the propaganda picture what he termed a "failure of eloquence." To correct this alleged failure he proposed a rip-roaring era of fervent nationalism and emotional drive which appeared to be a sort of Americanized Fascism which he called "Yankee Doodlism."

An unusual session devoted to

WHO'S WHO IN RADIO

CHARLES B. BROWN

NATIVE-BORN Canadian, Charles B. Brown, brings a wealth of experience to his recently acquired duties as sales promotion manager of the NBC Red Network. Born in Victoria, B. C., Brown attended the University of San Francisco and the University of California. Since leaving school, his life has been tied up with selling and sales promotion.

His record briefly is as follows: in 1921 he handled district sales promotion for the International Magazine Co., New York; the following year he held a similar position with the Hodgkinson Film Co.; in 1923 he joined the Westgate Metal Products Co. as district sales manager and followed this with two years as sales representative for the Parafine Companies, Inc.; in 1925-26 he was Oakland, Calif., district factory representative for the Chevrolet Motor Co.; Commercial Soap Co. was his next connection as vice-president in charge of sales and advertising.

Brown's entrance into the media field was made through Foster & Kleiser, West Coast outdoor advertising company, where he remained ten years as sales promotion manager. In 1938 he left that company to join the National Broadcasting Co. Following a year's service as sales promotion manager of KPO-KGO in San Francisco, he was moved to Hollywood as Western Division Sales Promotion Manager. He was subsequently promoted to sales promotion manager of the network's Managed and Operated stations and then to sales promotion manager of the network.

With Ken Dyke, NBC director of promotion, on leave of absence with the army, Brown has the added responsibilities of directing the promotion activities of the chain. His long experience in radio and sales promotion leaves no doubt that he will handle the job in his usual most capable manner. Brown is married and has one son.



The Red's Brown

"Broadcasting for Women" and featured a round-table of prominent women in various phases of the industry. Presiding was Margaret Cuthbert, of NBC program department.

Sandra Michael Describes Shift

Sandra Michael, author of Procter & Gamble's Peabody Award Winner "Against the Storm," described how she moved counter to the escapist trend and switched her soap serial into the soft soap field of propaganda by moving her characters from the peaceful pursuits into army camps and arms factories with a flick of the pen.

Joining the flag-waving show was Helen Heitt, formerly on the European beat and currently commentating daily on the news for NBC. She described her left-handed technique for lining up the distaff side behind the war movement noting, "I believe that it is a Fascist tendency when people say they must be told what to do to help win the war."

Speaker List Impressive

Other speakers on the round-table were Helen Kennedy, radio director of Kroger Grocery & Baking Co., Cincinnati, which sponsors 5 adult serials; Mary Taylor, creator of NBC "Consumer Time" and assistant director of consumer's counsel division, U. S. D. A.; Jane Weaver, director of Women's Activities, WTAM, Cleveland; Georgia Lee Layton, Wildreck Miller Agency, Sidonie M. Gruenberg, Director, Child Study Assn. of America; Gloria Chandler, Children's Radio Staff, Association of Junior Leagues of America; Lethia C. Fleming, radio director for Na-

tional Association of Colored Women's Clubs; Doris Corwith, NBC Assistant Public Service Counsellor.

"Radio's future is in the hands of the schools and the students in the schools," said Charles Urquhardt, NBC, Chicago, in addressing teachers and pupils at the meeting on "In-school Broadcasting." Pointing out that there are no "exes" in radio he noted that the industry's development has all come through people still working in the industry. However, Urquhardt reminded his audience that the survival of radio depends on new and better "brains" which must come from the school systems.

Work-Study Panels Continue

The Work-Study Group Panels begun Monday afternoon continued in the afternoon sessions yesterday. "Children's Programs" group was again staffed by an eminent array of youth radio specialists under the capable direction of Mrs. Sidonie M. Gruenberg. Outstanding was the talk by Margaret H. Johnson who was accorded unusual applause by the audience. Mrs. Johnson is Young People's Editor of the Cleveland "News."

Corwin-Oboler Speak

Norman Corwin, CBS playwright and author of the "This Is War!" show, and Arch Oboler, NBC writer and author of "Plays for Americans," the annual sideshow duo of the institute, hit their stride in the Tuesday morning session on "drama in wartime." They were the morning's featured speakers and performed in accepted headliner style.

Working up into his most dramatic

Top Comedians In Te Says Crossley Rec

(Continued from Page 1)

officially declared top program of the season, although A. W. Lehman, manager, noted that the narrow margin between the averaged ratings of the three programs, making allowance for statistical deviation, actually amounted to a tie. They finished thusly: "McGee" 36.5, McCauley 36.4, Benny 36.2.

First Season on Top

It marked the first time the Johnson program was awarded top seasonal rating, an honor which McGee captured for 1939-40 and Benny for 1940-41. That "McGee" was America's most popular show with a rating of 35.5 clinched the top spot. Benny the March favorite, was third in the race with a rating of 34.8, while McCauley was in between for the month with an even 35.

The top ten programs of the winter season, as clocked by CAB, included in addition to the three leaders the following programs: "Aldrich Family," "Lux Radio Theater," Bob Hope, "Maxwell House Coffee Time," "The Music Hall," Kate Smith and Winchell.

FCC Denies WGAR Plea To Reconsider Action

Washington Bureau, RADIO DAILY

Washington—The FCC at its meeting yesterday denied the petition of WGAR, Cleveland, for reconsideration of its application to change frequency from 1480 to 1220 kc., which had been designated for hearing May 7. The WGAR application is understood to have been one of the petitions which were considered by the commission just before the broadcast contravention order went into effect.

The 1220 kc. channel had been classified by agreement of Mexico and Canada, it is thought, so it could be used in Ohio but apparently the Commission felt that the situation was not appropriate for the license grant. Under the Treaty, priority rights for frequency assignments terminated March 29, but were exercisable to Sept. 29.

At the same time WGNY, Newburgh, N. Y., was denied its special service authorization to operate on 1220 kc. with 1 kw. power, unless time.

mood, Corwin demanded that dramatists "explain the war to the people, indoctrinate them with the facts of their enemies; even at this intervention there has been too much hush-hush, too much platitudinous generalization. Why don't we get out and name names?" He then proceeded to contribute his bit toward national unity by itemizing a list of the pre-war non-interventionists.

Echoing many of Corwin's broad beatings, Oboler offered the opinion that the American people are ignorant of facts and asked for more emotional use of the radio medium to further the war effort.

RCA Quarterly Gross Reveals Rise Of 37%

(Continued from Page 1)

ve provision for additional 1942 federal taxes and other taxes, comes with \$1,922,174 for the same period last year and represents an increase of 6 per cent. Consolidated gross business of the company was reported as amounting to \$44,541,395, an increase of 37 per cent over the corresponding period last year; deductions for Federal taxes for the quarter were listed as \$5,853,700, an increase of 154 per cent over the amount paid in 1941.

Lauds War Efforts

In his statement Sarnoff reviewed the financial progress of the company in 1942 comparing it with last year and then turned to RCA's comprehensive activities in aiding the government in the prosecution of the war. In reviewing the cooperation of its broadcasting subsidiaries, the National Broadcasting Co. and the Radio Network Co., in the war program, he said, "Radio has rallied the American press service of the American press in the coverage of the war, radio has won high recognition for its daily news bulletins and commentaries. The solidarity of the Western Hemisphere is cemented by radio's lightforward news and friendly program exchange." Television was commended by the RCA president for its part in civilian defense education. In conclusion and looking forward to the future Sarnoff outlined three important responsibilities being assumed by RCA: first, to help win the war as quickly as possible; second, to maintain a sound social condition during extraordinary times of danger, change and uncertainty; third, to lay the foundation for the return of peace when new products and services will be needed to help rebuild a better world in which to live.

Hawley Guests Listed

Guests for this week on Adelaide Hawley's "Women's Page of the Air" broadcast at 8:45 a.m. each day on WABC are today, Francis B. Kelley, p.a. for Ringling Circus; Thursday, Hazel Brown, negro pianist; Friday, Winifred Barn, manager of the Art Director Club, and Mme. Rose Tafel, mo-

Russian Relief Dinner Scheduled For Airing

Program committee, headed by Norman Corwin, for the dinner of the Radio, Film, Theater and Arts Division of Russian War Relief, which will be held Monday, May 18, at the Waldorf-Astoria here, was announced yesterday. Entertainment portion of the dinner, which is part of the 1942 RWR drive for \$6,000,000 opened last Sunday by Gov. Herbert H. Lehman and Mayor Fiorello H. LaGuardia, will be written and directed by Corwin, with music under the direction of Morton Gould. Others on the program committee include Garson Kanin, Jean Muir, Victor Ratner, Bob Heller, Dick Pack and Bret Warren.

Arrangements are being completed to broadcast a portion of the program over one of the major networks.

Sponsored by more than 350 top executives and artists of the entertainment world, the May 18 dinner is expected to signalize increased participation by the allied arts fields in the drive to raise funds for medical supplies and surgical instruments for the Russian people. Gov. Lehman and Mayor LaGuardia are serving as honorary chairman of the campaign.

Gilbert Miller and J. Robert Rubin head the Radio, Film, Theater, Arts Division of RWR, with co-chairmen representing the various subdivisions as follows: Thomas F. Harrington, radio; Garson Kanin, film; Brock Pemberton, theater; Paul Manship, art; Adolf Busch, music; Paul Draper, dance. Herman Shumlin is treasurer.

Additional sponsors of the May 18 affair, announced yesterday, are: Dorothy Gish, Joseph Szigeti, Thomas D. A. Brophy, Leon Goldstein, Tatiana Riabouchinska and Charles Vanda.

"Magic Carpet" Sold Out

Art Green, platter-spinner on WMCA, New York, daily from 12 noon to 1 p.m., is sold completely across the board following the signing of Dioxygen Cream last week. Other sponsors participating in the "Magic Carpet" airings are Crawford Clothes, Stewart Cafeterias, and Michael Bros., department store.

Stork News

Tom Fry, of the Blue Network sales staff, became the father of his second child last week when his wife presented him with a baby girl. She has been christened Heidi.

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May 6

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|------------------|-----------------|
| Arline Blackburn | Loretta Clemens |
| David Elman | Carolyn Grey |
| Toni Kavelin | Alice Reinheart |
| Lyle Smith | Orson Welles |



dominant ... on all counts

WMAQ is the station most Chicagoans listen to most.

WMAQ is the station which carries 7 of the 8 most popular programs on the air.

WMAQ is the station most people in 33 important trading centers listen to most.

WMAQ is the Chicago station listened to most in 9 metropolitan centers.

WMAQ is the station that most people in 123 counties of Illinois, Indiana, Michigan, Iowa and Wisconsin listen to most.

And as a consequence, it is the best vehicle for your sales message in the Nation's second market.

WMAQ Chicago

Key NBC Network Station in Chicago

Represented by NBC Spot Offices in
New York Chicago Boston Washington Cleveland
Denver San Francisco Hollywood

PEOPLE WHO PREFER FRIENDLY SERVICE USE

Postal Telegraph

CHARGES FOR TELEGRAMS 'PHONED IN APPEAR ON YOUR TELEPHONE BILL.

NBC-Sanders Testimony

Communication Act Outmoded Today, Says Mullen

(Continued from Page 1)

vice-president and general manager of NBC.

Mullen, whose appearance was highlighted by a novelty in Congressional hearings, illustration of his points by means of colored slides projected in the darkened hearing room, addressed his remarks to the largest attendance of committee members yet present at a Sanders Bill hearing. Virtually the entire group of Congressmen were on the bench when the session began.

The NBC vice-president emphasized that the Communications Act of 1934 is practically outmoded as regards the broadcasting industry, because few of the present problems of the business existed when the Communications Act, in many respects almost the same as the Federal Radio Act of 1927, was passed. He declared that "as an ever changing art and science radio needs flexibility to permit its normal future evolution."

Cites New Developments

Pointing out that "had it not been for the war, we would now find ourselves in one of the most important technical developments in radio history," Mullen recalled that the industry was on the verge of the extensive use of new services through the wider use of the ultra high frequencies—television, frequency modulation, and facsimile.

"These new services," he declared, "are certain to exert a revolutionary influence upon our social and economic life in years to come, and will raise problems vastly greater than any problem which may exist in radio today."

Mullen's statement, like that of NAB President Neville Miller, who preceded him on the stand at yesterday's hearing, drew few questions from the Congressmen. Rep. Sanders (D., La.), sponsor of the bill to make procedural revisions in the Communications Act and divide the FCC into two sections to handle private and public communications, which the committee is considering, drew from Mullen a statement of the dangers of such Commission actions as the newspaper-radio case. Rep. Bulwinkle (D., N. C.) and Rep. Hinshaw (R., Calif.) were the only other committee members who questioned the witness at any length.

Miller Appearance Brief

Miller's appearance at the session was brief. He concluded his prepared statement, which he almost finished at the preceding hearings more than two weeks ago, and replied in answer to a few questions by Rep. Sanders that he saw the possibility that any prohibition of the ownership of stations by newspapers might lead into a similar ban for the operators of other media of public expression.

Other NBC witnesses, headed by

Counsel John T. Cahill, will follow Mullen on the stand today. The NBC general manager, however, will probably be called back for his views on several subjects, including the network licensing matter. The NBC representatives will probably take most of the week's hearings, slated to end May 7. CBS spokesmen will go on with their presentation probably May 19, as Chairman Lea is expected to recess the proceedings next week to permit the witnesses to attend the NAB Convention.

Lauds Newspapers

Mullen declared, in answer to a question by Rep. Sanders, that he "generally approves" the legislative recommendations of the FCC Bar Association, presented at the earlier hearings by Herbert M. Bingham, and the proposals of the NAB. He said NBC was reluctant to offer its own recommendations because "we are too busy with the war effort."

He declared, after Rep. Sanders had asked if he saw dangers in the newspaper ownership inquiry, that "the newspapers have done a magnificent job in running stations. There is a close and desirable relationship between newspapers and radio stations. I don't think broadcasting would have made its way in the early days without the help of the press. I don't think the law should be made discriminatory."

Positive Action Unlikely

The FCC inquiry into the newspaper ownership of radio stations, incidentally, will probably lie dormant for the duration of the war, it has been indicated here. While there are a few "gaps" remaining in the hearings record, which may necessitate brief hearings for a day or two, it is considered quite certain that no positive action will be taken on the subject as long as the war lasts.

It is understood that the staff which worked on the inquiry has been assigned to other duties, more important in the Commission's war efforts and thus it is unlikely that any more work will be done on the case for the rest of the summer. While a digest of the hearings for the information of the Commissioners may be prepared, it seems certain that, because of the pressure of other work, the matter will not be the subject of any formal FCC discussions.

Publishers Own 201 Stations

In regard to the newspaper ownership matter, it is interesting to note that the statistical presentation of the American and world broadcasting situations made by Mullen revealed that newspapers own 201 of the nation's 924 stations. Forty-six of NBC's 129 stations are owned by newspapers.

Mullen stressed that "the concept of a free radio must be adhered to if we are to emerge into post-war days as a strong and vigorous agency for the work of reconstruction." This drew some questioning from Rep. Wolfenden (R., Pa.) who asked if radio speeches are censored in any way.

The NBC vice-president stated that

occasionally persons making addresses on the air must first submit them to broadcasting authorities for approval, when libel or bad taste may be involved. The Pennsylvania Representative then asked who decides who shall have a particular time when two or more advertisers want it. Mullen replied that the policy of "first come, first served," applies.

He told the Committee that the rates are fixed, so that one advertiser cannot outbid another, and pointed out that the most desirable times are generally "sewed up" by the sponsors who have been using them. He declared that NBC has applications on file for such times as 7 p.m. Sunday, so that if the present advertiser decides not to renew the filer of the first application is given an opportunity to take over the spot.

Sees Need for Flexibility

The question of advertising rate-fixing was raised by Rep. Wolfenden, who said that the Committee was accustomed to setting rates through its consideration of transportation laws. Mullen replied that if broadcast advertising rates are fixed the logical step would be to follow through with newspapers, magazines, and other media. He said, when it was pointed out by Rep. Wolfenden that a license grant gives a station a certain monopoly in broadcasting, that this should be a consideration in other regulatory matters, but not in the fixing of advertising rates. He pointed out that the law of supply and demand effectively regulates radio time rates, because advertisers could turn to publications, bill boards, etc., if broadcasting rates became too high.

Must Cover All Markets

At the outset of his discussion, Mullen declared that "only networks plus national advertisers can assemble for local station audiences the world's leading entertainment. It is obvious that if a network broadcast is to be of value to the advertiser, it must make it possible for him to reach all of his markets with his program simultaneously. If the network is unable to deliver even one or two principal markets the entire program may be called off."

"A national network can offer advertisers this opportunity of simultaneous coverage of all markets only if it can be assured uniform clearance of time on its affiliated stations. The importance of such uniform time clearance is obvious when we realize the varying market requirement of advertisers and the fact that station requirements of any advertiser may change radically from year to year."

U. S. Leads in Sets

The United States has 425 radio sets per thousand population, seven times the 82 radios per thousand of the Axis nations, Mullen said, pointing out that "the essence of our progress has been freedom on the air." "A free radio supported by private enterprise, free from government subsidy or ownership, is one of our

Asks Americanism As The Guide In Any Changes

democratic bulwarks," he said. A combination of science, art and sound business management has given the public and American business a national broadcasting service without equal. It has made it possible for the voice of the President to reach an entire nation at the same instant. World-shaking events are told most as they occur. The American people are united in a common objective as the program of the nation war effort is reported. "There always has been a realization by broadcasters that this is an enterprise uniquely dedicated to public service. This fundamental policy has always guided the National Broadcasting Company."

Full Cooperation Offered

Declaring that NBC appeared before the Committee with a desire to offer full cooperation with the objectives which Congress may wish to achieve in the revision or clarification of existing radio law, Mullen declared, "It is clear that regulation both self-regulation and government regulation must play an important part in the free and continuous functioning of our broadcast structure. Technical as well as social factors must be evaluated and a clear appraisal made of both the rights and the duties of the broadcaster."

Mullen in his talk and by the picture exhibits showed that power radio stations alone does not give true picture of the area a station covers. He showed that a theoretical 250 watt station in North Dakota would cover a 99-mile radius, while a theoretical 50,000 watt station in eastern Massachusetts would cover but a 41-mile radius, due to varying soil conditions and wave-length of the station. But he showed that while the station in North Dakota might reach but 839,000 people, the eastern Massachusetts one would reach 3,200,000 people.

Webs Own Only 30 Outlets

In the United States, 526 radio stations are affiliated with networks, and 398 are non-network stations, Mullen said. He read to the committee a list of ownership of radio stations covering almost all phases of endeavor.

Network companies, he declared, own but 30 stations, and of these NBC owns six stations.

Networks have made it possible to bring the greatest national program and world events to the people, even the most remote areas, Mullen said, pointing out that there are 20 network stations in areas with less than 50,000 population.

To afford its affiliated stations full coverage of the world, National Broadcasting Company has 81 studios in its six stations, and employs 2,000 trained people, Mullen pointed out.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 19, NO. 27

NEW YORK, N. Y., THURSDAY, MAY 7, 1942

TEN CENTS

Paley On FCC Revision

All Mall Returning In 5 Major Markets

American Cigarette & Cigar Co.'s extensive national spot campaign for All Mall cigarettes, which is placed on an alternating basis with Lifebuoy (Ever Bros.) plugs in various markets, next week will return to the New York, Chicago, Philadelphia, Buffalo and Detroit areas, with 18 additional cities to be opened up by May 18. Pall Mall is using the recently revised one-minute transcripts based on Sammy Kaye's "On Land, Sea, and Air" ditty which he wrote under the inspiration of the original Pall Mall "boeep, boeep, boeep" disks.

The Pall Mall spot campaign, which

(Continued on Page 2)

—Buy War Bonds and Stamps—

WGST Signs Stipulation Agreeing To FTC Rules

Southern Broadcasting Stations, Inc., Atlanta, Ga., stipulated to the Federal Trade Commission, that in the sale of the facilities of its radio station, WGST, Atlanta, for advertising purposes, it will discontinue representing that WGST has more listeners than any other radio station

(Continued on Page 2)

—Buy War Bonds and Stamps—

Boston Games On WSPR; Confab Clears Atmosphere

Springfield, Mass.—Along with an announcement yesterday that WSPR would resume broadcasting of big league baseball games in Boston at Quincy A. Brackett, president and general manager of the station, issued a final explanation of why the

(Continued on Page 2)

Philly Night Games

Philadelphia—All night games by local big league teams, of which 28 are scheduled, will be heard over WPEN beginning May 22. General Mills and Atlantic Refining sponsors. Games originally were set over WIBG but when priorities delayed the station's power boost, Paul Harron of that outlet and Arthur Simon of WPEN concluded a deal.

Colonel Callahan

Santa Fe—Vincent F. Callahan, Director of Press and Radio of the War Savings Staff, Treasury Department, has been appointed a Colonel Aide-de-camp on the staff of Governor John E. Miles of New Mexico. The appointment was made in recognition of outstanding War Bonds radio and newspaper publicity work done in the State.

WJZ's New Policies—Station-Break Anns.

WJZ, which has been breaking long established precedent right and left since separation of the Blue and Red, yesterday opened up its schedules to station break announcement business. Since establishment of WJZ's own management under John H. McNeil, the station has put on a concerted drive for new business in the process of which a number of restrictions heretofore adhered to religiously by metropolitan network key station have gone by the board.

Policy of accepting station breaks,

(Continued on Page 2)

—Buy War Bonds and Stamps—

New Dept. Store Program Setting Time Over WQXR

New kind of program idea, whereby a department store can use radio for institutional advertising as well as direct selling, and, at the same time provide a guidance service to women shoppers in line with the patriotic

(Continued on Page 2)

NBC And Northwestern Univ. Plan Summer School Co-Op

New Govt. Disk Series Starts N. Y. Area Test

Test run of a proposed Government radio series, which would be transcribed and released to stations throughout the country, will begin on WWRL, here, Thursday, May 14, 10:30-11 p.m., EWT. Titled "Your Neighbor," the half-hour dramatized series is intended to focus public at

(Continued on Page 2)

Testimony At Hearing On Sanders Bill Asks That Commission Be Limited To Regulation Of Traffic

Advertising Council Outlines Objectives

Advertising Council, formed last fall at a joint convention of the ANA and AAAA, has issued a printed statement of its functions and objectives as promulgated by its purpose as stated in the by-laws of "marshalling the forces of advertising so that they will be of maximum aid in the successful prosecution of the war." The Council, according to the statement, functions as follows: as a clearing

(Continued on Page 3)

—Buy War Bonds and Stamps—

Wythe Williams On MBS For Local Sponsorship

Wythe Williams, news analyst returns to the Mutual network next Sunday in a new weekly series to be heard 6-6:15 p.m., EWT. Broadcasts will originate via station WEST,

(Continued on Page 5)

—Buy War Bonds and Stamps—

Seaside Oil Co. Signs Blue Net Coast Outlets

Seaside Oil Co., Santa Barbara, Cal., will launch a thrice-weekly news program on seven Pacific Coast stations of the Blue Network May 18,

(Continued on Page 2)

Washington Bureau, RADIO DAILY

Washington—The FCC should be limited in its powers to traffic regulatory activities necessary to prevent confusion in the broadcast channels, William S. Paley, president of CBS, recommended to the House Interstate and Foreign Commerce Committee yesterday. Paley, emphasizing in his statement contentions that the FCC has far exceeded its authority in issuing the network monopoly rules, declared that he "suspected" possible future encroach-



William S. Paley

(Continued on Page 6)

—Buy War Bonds and Stamps—

Seek 6-Point Guide For Religious Talks

Columbus, Ohio—A six-point program of recommendations for religious broadcasting, startling charges

(Continued on Page 3)

—Buy War Bonds and Stamps—

Russian Relief Society Sets Shows On WNEW

Russian War Relief Society will start a new 7-week series of pro-

(Continued on Page 2)

'E' Award On WJZ

Bethlehem Steel Co., whose Staten Island Yard has won the Navy "E" award for excellence of its shipbuilding record, has bought a half hour on WJZ, Saturday, May 9, to broadcast the award ceremony. Rear Admiral George H. Rock, retired, will present the award to C. N. Boylan, manager of Bethlehem Steel's Staten Island Yard.

RADIO DAILY



Vol. 19, No. 27 Thurs., May 7, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

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

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

FINANCIAL

(Wednesday, May 6)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	111 3/4	110 3/4	110 7/8
Gen. Electric	22 7/8	22 5/8	22 7/8
RCA Common	2 3/4	2 3/4	2 3/4
RCA First Pfd.	47	47	47	- 1/8
Stewart-Warner	6	6	6
Westinghouse	68	67 3/4	67 7/8	- 3/8
Zenith Radio	11 1/2	11 1/8	11 3/8	+ 1/8

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	18
WJR (Detroit)	17	19

New Govt. Disk Series Starts N. Y. Area Test

(Continued from Page 1)

tention on the problems that have arisen due to the war and of the importance of good health and physical fitness in the victory campaign on the home front.

The program was originated by Elizabeth Calhoun, former Co-ordinator for Women's Programs for the Division of Physical Fitness of the OCD, and now serving in a consultant capacity to Ira Walsh, Director of Radio, Division of Physical Fitness of the Federal Security Agency. The series will be written and produced by Albert Morgan, director of WWRL's dramatic group, "The Studio Players." Dorothy French, stage actress, recently featured in "You Can't Take It With You," will be starred in the series.

WJZ Policy Changes—Sells Station-Break Anns.

(Continued from Page 1)

which are limited to 25 words, follows earlier action of permitting spot announcements on the station during regular daytime hours, a practice formerly frowned on by the network keys. Neither WABC nor WEAJ accept station breaks during normal operating hours (WABC accepts them from 1-6 a.m.).

In announcing the policy change yesterday, WJZ at the same time reported its first station break sale. Beginning May 18, Procter & Gamble, for Duz, will run seven weekly under 52-week contract placed through Compton Advertising, Inc.

WJZ's next rate card will list the breaks at \$120 each for one or two per week; \$115 each for three or four per week, and \$110 each for five or more weekly.

Russian Relief Society Sets Shows On WNEW

(Continued from Page 1)

grams over WNEW next Wednesday, from 8-8:15 p.m., presenting stars of stage, screen and radio in authenticated playlets dramatizing the war efforts and exploits of Russia's soldiers, guerrillas and civilians in their war against the Nazis. Each program will be rounded out with the appearance of a name speaker who will outline the spring campaign of the Russian War Relief Society. The campaign is to raise funds to provide help to the Russians this spring.

Series will be inaugurated by Morris Carnovsky, star of the current Broadway success "Cafe Crown," and Patricia Peardon, featured in "Junior Miss," in a story about a young girl guerrilla and a Russian soldier whose life she saved after his capture by the Nazis. The script will be written by either Norman Corwin, or Pete Lyon, writer of the network series "Court of Missing Heirs." Director of the first production will be William Watts, Paramount picture director.

The guest speaker on the inaugural program will be Vincent Sheean.

WGST Signs Stipulation Agreeing To FTC Rules

(Continued from Page 1)

in Atlanta, unless they can prove it a fact. Also stipulated that it would discontinue representing their station as operating under the power of 5000 watts, unless such power is actually authorized by the Commission, and used by the station during its entire broadcasting period. If WGST uses such power, during certain specified hours, the Commission has granted this could be mentioned if fully explained.

Planters Oil On WGES

Chicago—Planters Edible Oil Co., Wilkes-Barre, Pa., through Goodkind, Joyce & Morgan here, has bought 15 minutes daily, Monday through Saturday, on WGES to introduce Planters Peanut Oil. Show is a live musical featuring Corrado Vaselli, Dario Bonetti and Emilio Margiotta.

Boston Games On WSPR: Confab Clears Atmosphere

(Continued from Page 1)

games were not broadcast up to now. Baseball fans, who missed the running accounts of these games, have been plain in making their desires known. Brackett's statement follows:

"In an effort to clear up the misunderstanding which has prevailed over the radio broadcasting of baseball games, a conference was held today. The meeting was attended by Messrs. Sayre and Kelliher of the Springfield Baseball Club, Milton Stoughton of WSPR, and Wallace Orr and Thomas McDermott of N. W. Ayer and Son, Inc., and a solution of the misunderstanding that has prevailed in connection with the broadcasting of Boston baseball club games, was worked out.

"Mr. Brackett wants to assure the public that it was through no fault of the Springfield Baseball Club, WSPR, or the Atlantic Refining Company, that the broadcasts had not been held, but that through a technical oversight permission to broadcast the games was never asked for or obtained from the Springfield Baseball Club, or the president and directors of the Eastern League. This permission was asked for and has now been obtained."

Pall Mall Returning In 5 Major Markets

(Continued from Page 1)

was developed and is placed by Ruthrauff & Ryan, has been running nationally since March, 1941, entering a market on a blanket coverage basis for varying periods of time, usually eight weeks, and then withdrawing for a similar period in favor of the Lifebuoy Sonovox transcriptions.

Locally, American Cigarettes will use WJZ, WOR, WHN, WMCA, and WEAJ, the latter breaking its policy of no spot announcements for the first time. These outlets begin on May 11.

With the additions of May 18, Pall Mall ETs will be running on approximately 150 stations throughout the country. This will represent about the average number of stations used by the account on a continuing national basis. Other markets will be added subsequently, it was stated, at the rate of about one per week until a top Summer seasonal peak is reached.

"Red Ryder" On Mutual To Replace 'Ranger' Show

Replacing "The Lone Ranger" which General Mills moved to the Blue, and competing with it for listeners in many markets, Mutual has started "Red Ryder" on a Monday, Wednesday, Friday basis. 7:30-8 p.m., EWT. Based on the NEA comic strip of the same title, "Ryder" originates at KHJ, Los Angeles, and is written and produced by Paul Franklin. Reed Hadley is "Red" and Tommy Cook "Little Beaver."

A sustainer, the program hopes to tap the estimated 13,000,000 reached by newspapers carrying the strip.

COMING and GOING

JONAS WEILAND, owner and president of WFTC, Kinston, has arrived from North Carolina for a few days on station and network business.

JERRY KING, president of Standard Radio, Hollywood, spending some time here before leaving for Cleveland. Dropped in yesterday the Blue Network.

CECIL BROWN, CBS Far Eastern correspondent, leaving for Des Moines where, on Saturday, he will deliver the first lecture in a series that will extend to June 8 and will cover the country from coast-to-coast.

RICHARD W. DAVIS, general manager of WNBC, Blue Network outlet in Hartford, on a short business trip to New York.

ARTHUR BECKWITH, of Associated Newspapers, Inc., has returned from a tour of the South and Midwest. He was away almost a year.

WARNER HALL, sales service manager of WJZ, has left for Yaphank and his Army duties.

M. LAWRENCE SWARS, director of Walter P. Burn & Associates, left yesterday for Detroit where he will stay a few days before going on to the NAB convention at Cleveland.

BILL CARBERRY, announcer at KMYC, Modesto, Calif., has arrived in San Francisco to join the staff of KSNB.

New Dept. Store Program Setting Time Over WQXR

(Continued from Page 1)

"buy less" motif, has been set. It is understood, by Bloomingdale Bros. for airing shortly on WQXR.

Show will be handled as a women's commentary, with program content covering all phases of women's participation in the war effort. It will have stories of unsung heroines, the women over the world who help by going into industry, community service by staying at home. It will cover developments in Washington which affect the homemaker, and will provide service ideas for dressing a living within the scope determined by priorities, shortages and fixed prices.

Where necessary, it is said, listeners will be advised not to buy, in the interest of the war effort, some of the items Bloomingdale's may have in stock. The department store's idiom for the program is "give, not get."

Commercials are expected to promote "radio specials," daily series of items which will not appear in the store's general stock, but will be available at very low prices.

Seaside Oil Co. Signs Blue Net Coast Outlet

(Continued from Page 1)

the series to be aired for a period of 26 weeks from 5:30-5:45 p.m., PW with a pre-repeat for the Arizona Group of Blue stations at 5:30 p.m. MWT. McCarty Company, Los Angeles, handles the Seaside account.

Sterling To Freelance

Len Sterling, announcer, has resigned from the staff of the Mutual Broadcasting System to do freelance announcing. Sterling has announced for Boake Carter, the Calox newscast periods and other programs.

COME TO CLEVELAND
NAB
CONVENTION • MAY 11-14

Week 6-Point Guide For Religious Talks

(Continued from Page 1)

Against eight women's serials by a leading psychiatrist, and a religious radio panel with an unusually distinguished group of church leaders were the highlights of yesterday's evening day sessions of the Thirteenth Institute for Education by Radio at the Deshler-Wallick Hotel.

Discussion sessions as well as corroboration talk during the day gave major attention to the sensational pep talks of the day before by Arch Oboler and Herman Corwin, CBS writer also with the OFF. Speaking on radio drama in wartime this duet, which usually provides many of the Institute's laughs, demanded more hate-aping on the air with a blood and thunder technique suggesting less use of factual shows, more stress on emotions.

Objections to "Hate"

Following the pattern begun in the "Work Study Groups" panels yesterday, speakers and audience alike took a sharp issue with the hate psychology proposals advanced by Corwin and Oboler. Those who came to their defense were few and they concentrated more on interpreting the views than on upholding them. Some saw the danger of loosing public facts, some of mental exhaustion from continual emotional crisis, still another school felt that reaction against hate propaganda would endanger the entire democratic system. The psychological thought saw adverse public reaction to the theme and predicted that it was predestined to failure here as hate promotions have largely failed abroad.

Ask Religious Good-Will

Adoption of a specific set of recommendations by the Religious Broadcasters Section of the Institute is expected to bring new correlated standards to church-in-radio. The section adopted Recommendation Six unanimously and without a single question. This recommendation spared words in denouncing the hate theme and further advocated contribution by religious radio to world goodwill. The point as adopted reads: "That religious broadcasts in wartime as well as in peace times should not only avoid stirring up hatred against human beings of any race, nation or creed but should seek to contribute to the understanding and goodwill which are basic to a lasting and durable peace among the peoples of the world."

After an open discussion a preamble at the five other points on the recommendations were accepted and approved. The prefaced preamble read:

Recommendations Outlined

As representatives of the Protestant, Catholic and Jewish faiths, we recognize the importance of religious broadcasts in providing spiritual inspiration and guidance to the American people and in strengthening the moral and ethical values on which our democratic institutions are built. More than ever at this time, the religious forces of the nation are

PROMOTION

NBC 'Frisco Brochure

By issuing a twelve-page, highly decorative brochure, highlighting and detailing the intricacies of their new Radio City, KPO, San Francisco, gives a formal announcement that they are ready for business. The booklet contains floor plans, and half-tone pictures of different parts of the plant, also an explanation of the new equipment and sound-proofing used in the studios, ten in all. According to pictures of the building, it is windowless throughout, and fully air-conditioned. Large murals panel the hallways and foyers, one depicting radio's universal service to all peoples of the earth.

being called to contribute to the idealism, courage and sense of individual responsibility among our people. To render their ministry most effective, religious bodies need the sympathetic cooperation of radio management and the support of both sponsors and broadcasters of religious programs in certain procedures pertaining to all religious radio programs.

Three Faiths of One Mind

"Therefore, as members of the three faiths we join herein in urging acceptance both by sponsors of religious programs and by management of networks and independent broadcasting companies of the following recommendations for religious radio broadcasts.

"It is recommended:

"1. That religious programs intended for the listening of individuals of differing or no religious faith should be addressed without dilution of doctrinal teaching to the understanding of that public.

"2. That religious programs should not attack religious teachings of members of other faiths. When doctrines are expounded on the air, the presentation should be affirmative.

"3. That the time for the broadcasting of religious programs should be provided by radio stations in keeping with their responsibility to serve the public interest, convenience and necessity. Religious programs should be presented, wherever possible, on a sustaining basis.

Seek Fair Time Treatment

"4. That time available, be allocated by networks or local station management in cooperation with advisory committees from the various faiths, in order to insure fair treatment of the various religious bodies seeking representation on the air. Also, that time for religion on the air should be provided in accordance with (a) the merit of the program for which time is sought and (b) the numerical strength of the various religious faiths within the service areas of the networks or local stations.

"5. That no regular religious radio programs should appeal over the air for contributions for the support of the radio program itself. Nor should a charge for sermons, pamphlets or religious objects, distributed through religious programs, be used by the

Institutional Plaque

"When You Buy Time, Buy An Audience" is the legend on a heavy cardboard promotion piece which is being sent to advertisers and agencies by WTAG, Worcester, Mass. Promotion is designed to be hung on the executive's office wall and simulates a bronze metal plaque. Only station identification is the call letters in the lower right hand corner through which is a design of a vertical antenna, symbolizing radio. Promotion gives the character of simplicity and dignity. Characteristics of simplicity and dignity more or less guarantee the plaque a place in the offices of the executives receiving it.

sponsor as a means of raising funds."

The most colorful fireworks were the sensational charges against eight daytime women's serials by Dr. Louis Berg, prominent New York psychiatrist. His assertions were based on his detailed clinical study of the programs themselves and their physical as well as mental effects upon the listener.

Dr. Berg Highly Critical

"The patterns of the programs studied betray a morbid preoccupation with the abnormal," said Dr. Berg. He charged "the daytime serial is a morality play in reverse."

"Essentially the basic dramatic material for these programs is offered as family life," said Berg, "but it is family life in which the abnormal and subnormal are substituted for the normal. For this is a world in which murder, insanity, suicide, disease, pathological love, heartbreak, revulsion, rankling hatred, the ultimate in human vileness are the morsels offered to tempt the radio palate."

The one pattern which Dr. Berg found in all programs studied was their common creation of an acute state of anxiety—measured by an increased pulse rate and a rise in blood pressure. He noted that this type of stimulus repeated days and months cannot fail to produce a dangerous "over-anxiety state" which saps productive energies and lays the groundwork for national panic.

Bryson Disagrees

Lyman Bryson, CBS educational director, expressed his doubts that 20 million American women were abnormal, as he said the charges would seem to indicate. Robert J. Landry, radio editor of "Variety," observed that the soap operas were the only form of literature available to many of the women throughout the country.

"Production Techniques" was the seminar subject of Earle McGill, CBS

Advertising Council Outlines Objectives

(Continued from Page 1)

house of information and an interpretative agency for agencies and advertisers seeking information regarding government policies; as a coordinating factor in the more effective use of sponsored radio and other advertising media; as a source of volunteer aid for government activity; as a consultant to the government involving all advertising as a medium of communication.

To accomplish its purposes the Advertising Council intends to make available detailed information on subjects pertaining to the war effort via bulletins issued as the need demands. A budget of \$100,000 has been pledged by radio, magazines, newspapers and outdoor groups in association with the ANA and the AAAA for the administration of the Council which will maintain offices in New York City and also in Washington, under the direction of Dr. Miller McClinck, executive director.

According to the statement, advertising will be asked to cooperate in the work of the Advertising Council by planning along three general principles: the "good citizenship" of American business; selling the idea of "total war" to the American public; specific mention of war effort activities such as rationing and War Stamps and Bonds.

director and producer. The emphasis was placed on the various aspects of timing productions under the unusual conditions of today.

The final session yesterday afternoon was a general one devoted to "Religious Broadcasting in War Time" with Bryson presiding. There were four prominent speakers: Walter Van Kirk, Federal Council of Churches of Christ in America; Max Jordon, former European correspondent for NBC; Rev. Edward J. Flanagan, Boys' Town, Nebraska, and Israel Goldstein, president, Synagogue Council of America.

Following the concluding session some audience members stayed to hear the broadcast of the new archbishop of Canterbury.

KONO **SAN ANTONIO**
92% MUSIC
Ask FOR JOE
CHICAGO-NEW YORK

When you buy time—
BUY AN AUDIENCE

WTAG WORCESTER

Los Angeles

By JAC WILLEN

"A DATE WITH JUDY," which was written by Aleen Westein and Jerome Lawrence, has been sold to Pepsodent and will be used as the summer replacement show for the Bob Hope airer.

Bob Garred adds soap to a long list of products he sells on the air when he begins a series of CBS newscasts for a soap firm this week.

Having heard the news that "Big Town" is now being played against a background of war-harassed Europe, Upton Sinclair has sent Edward G. Robinson a copy of his latest best-seller, "Dragon's Teeth," which graphically deals with the Nazi horror.

Secretary of the Navy Frank Knox was heard in an exclusive broadcast over the coast-to-coast Blue Net, May 4, from 1:15-1:45 p.m., PWT. Speaking from the Biltmore Bowl in Los Angeles, Secretary Knox discussed "The Navy in Action."

Bob Hope planed east to catch up with the Victory Train Troupe out of Hollywood, which he had been forced to miss due to his Tuesday broadcast which in turn was cancelled in favor of President Roosevelt's speech. Hope, however, rigged up a loud speaker system at the Army Camp he was to broadcast from and put on a wow of a show for the boys.

Bill Thompson (Mr. Wimple, the Old Timer and Nick de Populus of the Fibber McGee show) joined Al Pearce in a series of special shows for men at the Navy reception center at Treasure Island, Friday May 1.

Chase & Sanborn will broadcast from Alameda, California, Sunday, May 10.

John W. Elwood has been appointed by Sidney N. Strotz, NBC v.-p. in charge of Western Division, to succeed Al Nelson in the position of manager of KPO in San Francisco. Nelson resigned and has made no announcements of his future plans or affiliations. Elwood was formerly secretary of RCA, and associate of Owen D. Young when the RCA, parent company of NBC, was created. Elwood has been inseparable from radio and is, and has been, a key man in radio as well as of long affiliation with NBC in many executive capacities.

Fort Industry Seeking Ohio Tax Reductions

Toledo, Ohio—Fort Industry Co., which operates six stations in Ohio, Georgia, and West Virginia, has petitioned the Ohio Board of Tax Appeals for a reduction of valuation of broadcasting equipment for its three Ohio stations—WSPD, Toledo; WLOK, Lima; and WALR, Zanesville. The applications concern WSPD property for 1936 to 1939, inclusive, and WLOK and WALR property for 1938 and 1939. It is contended that equipment, furniture and fixtures purchased in previous years which had been disposed of had not been deducted from the book valuation of the concern. The appeal was taken under advisement.



The Sounding-Off Board!

● ● ● Inaugurated by Mutual a short time ago, we think every station in the nation should follow suit. . . . Every nite at six (EWT) WOR carries one-minute of prayer, reading a text from the Bible for the day—originating from cities all over the country by preachers and ministers. Often the prayer is for the fighting men or for the well-being of our country. . . . Speaking of the nation, reminds this reporter that the "Treasury Star Parade" transcriptions which we watched being cut the other day, is one of the best produced government-agency shows around these days. . . . Not only does it serve to sell bonds and stamps but it has great morale and propoganda meat packed into fifteen minutes. . . . They don't "brow-beat" the listener with reminders that unless he buys stamps or bonds, he's a traitor. Instead emphasis is placed on the fact that bonds and stamps purchasing is merely incidental to the job we in this country have to do. . . . We witnessed Lynn Fontanne and Alfred Lunt perform in Norman Rosten's "Miss Liberty Goes To Town" in which Miss Fontanne as the "Statue of Liberty" leaves Bedloe Island for a tour of New York City which, for many years, has been going on about its business behind her back. Bill Bacher directed the show. . . . We'd like to hear members of Congress criticize the radio or acting profession again. If they want to see what actors are doing to build up morale and promote the sales of stamps and bonds, it's suggested they visit World Broadcasting studios on 5th Ave. any Tuesday. They'd witness a great star like Henry Hull playing a small part without billing; they'd see Alfred Lunt who has a habit of tapping his left foot while reading speeches, remove his shoes before a large audience and work from a carpeted floor while another actor holds that left foot steady. . . . Yes, they'd see a great many things where inconvenience and ridicule mean nothing in an effort to serve in some small way to help our country.

● ● ● Another instance the Bob Hope program the other night which originated from the Great Lakes Naval Training Station and had Claudette Colbert as guestar. . . . Miss Colbert's presence thrilled the men—judging from their cat-calls and applause. . . . To top off an evening of contributing to the enjoyment of the men, Hope announced that Miss Colbert's salary for appearing on the program, had been turned over to the Hollywood Victory Caravan (for combined Army and Navy Relief) to purchase admission tickets for the bluejackets to witness the monster one-nighter in Chicago. . . . Appearances of this sort on radio programs are an actor's stock in trade. . . . Yet, Miss Colbert made an additional grand gesture with her contribution. . . . We foresee that the plan submitted here some time ago whereby entire radio shows would give up a week's salary for Army, Navy, Red Cross or other emergency relief funds, will go into effect en masse. . . . The President's speech of last week covering a ceiling on incomes will be the main reason for such action. . . . We doubt that there will be a single performer who will cut down on work because incomes are limited. . . . An actor wants to stay in the limelight regardless of compensation. The thrill of cheers and applause, good notices and votes of thanks, mean as much to most of the top stars as an extra dividend check on a phony oil well or other investment. . . . Curtailment of activity is an attempt to limit incomes is silly to conceive in the acting profession. . . . How big a rating would Jack Benny have if he stayed on the air just so many weeks to reach his income limit? . . . Could Bob Hope completely cut off making motion pictures because his radio salary covers his income quota? Sure he could—if he wanted to end his picture career permanently—and at the same time minimize his radio success! . . . Actors in all branches of the entertainment fields are as patriotic and hard-working as the man behind a drill press. More so, we feel. . . . A drill pressman may be doing his job automatically awaiting the go-home whistle. . . . Actors work and work any and all times and enjoy working!

Chicago

By FRANK BURKE

DON FINLAYSON, WLS promoter and publicity department, kept busy during his vacation by planting a Victory garden, painting and landscaping at his new home in Grayslake, Ill.

Connee Boswell at the Chicago Theater this week and next week moves on to Buffalo for a theater engagement there.

While Skyland Scotty Wiseman the "National Barn Dance" is classed as a "hillbilly" entertainer he attended Duke University and taught English before entering radio.

Looks like this is the open season for radio singers seeking theater engagements. Dennis Day, Jack Benntenor, and Jimmy Cash, heard with Paul Whiteman on the Burns and Allen show, both have been offered for local theater dates in the summer.

Al Boyd, WLS production manager and Jack Stilwill, announcer, both from spending several days in Cleveland staging the "Meet Your Navy" show.

Pat Flannigan, veteran WBF sports announcer, still has a vibrant voice which betrays his radio age which dates back twenty years starting at WOC, Davenport, Ia.

Bob Trendler, musical director of the NBC "Plantation Party" show and Whitey Ford (Duke of Paducah) on the same show, will celebrate their birthdays together. Bob's falls on May 11 and Whitey's on May 12.

Latest addition to the cast of Arno Grimm's Daughter, NBC Red, is Geraldine Kay, who will have the role of "Mrs. Taffy Jones." Miss Kay played "Barbara Pratt" in the New York production of "Orphans Divorce" before coming to Chicago.

Canada Radio Store Sales Show Increase For March

Montreal—Retail sales of radio receiving sets through radio and electrical stores in Canada during March increased 7.5 per cent over March 1941, 57.7 per cent over March, 1940 and 17.5 per cent over February 1940. For the first quarter of 1942 the increase was 6.3 per cent over the corresponding period last year.

The Dominion Bureau of Statistics sold radios, musical instruments and supplies totalling \$351,306 in March compared with \$291,450 in March 1941, an increase of 20.5 per cent.

DeWitt Takes War Job

Nashville—Jack DeWitt, chief engineer of WSM, has taken leave of absence for the duration to accept a defense work position with the Bell Laboratories at Whippany, N. J. His duties will be taken over by George Reynolds, of the engineering staff.

Walter E. Bearden, also of the engineering staff, is now with the Columbia University branch of the National Defense Research Council and is stationed at Lakehurst, N. J.

GUEST-ING

GRACIE FIELDS, on the Rudy Allee program, today (NBC Red, 8 p.m.).

LOUIS FISCHER and PIERRE J. USS, foreign correspondents, on the "People's Platform" program, today (WABC-CBS, 8:30 p.m.).

RIELLE THOMSON, public relations director of the Department of Munitions and Supplies in the Dominion of Canada, on "Double Or Nothing," tomorrow (WOR-Mutual, 11:15 p.m.).

MARGARET WEBSTER, authority on Shakespeare, and RICHARD HANEY, publicist, on "Information Please," tomorrow (NBC Red, 8:30 p.m.).

ANNA NEAGLE, on the Kate Smith program, tomorrow (WABC-CBS, 12 noon).

THOMAS L. THOMAS, baritone, on the "America Loves a Melody" show, Saturday (WOR-Mutual, 9 p.m.).

DOROTHY LAMOUR, on the Philip Morris Playhouse, tomorrow (ABC-CBS, 9 p.m.).

LAY KYSER, on "Matinee at Meadowbrook," Saturday (WABC-CBS, 4 p.m.).

ALEXANDER KIPNIS, basso, on "America Preferred," Saturday (WOR-Mutual, 10:15 p.m.).

WTMA Boosts Power

The National Broadcasting Company has been notified by station WTMA, NBC Red Network Southern Group outlet in Charleston, South Carolina, that it expects to increase its broadcasting with 1,000 watts per day and night, as of today.

WTMA operates on the frequency of 1,250 kilocycles, and has been using 250 watts power, unlimited time. When the power increase the frequency will remain the same but WTMA will use a directional antenna at night.

W I A C

580 KC.
5000 WATTS

First on all Puerto Rico dials

BOX 4504
SAN JUAN, P. R.

NEW PROGRAMS—IDEAS

"Announcers' I. Q."

"Announcers' I. Q.," a new program designed to acquaint the listeners with the announcers as they really are, gets under way today over WWVA, Wheeling, W. Va. With Paul Miller, WWVA production manager, as quizmaster, the program will consist of questions fired at all the announcers. The questions are being contributed by listeners, and will not be seen beforehand by any of the participants. The show will be unrehearsed and entirely ad lib. Each week, a guest "expert" from the clerical, commercial, sales, or engineering departments will sit with the announcers to help answer questions. The idea was developed to give the listeners an opportunity to hear their announcers under normal conditions and to find out what kinds of personalities are behind the microphone voices.

No Announcer

Cute trick is being worked out on the "Strictly Music" local show on WGL, Fort Wayne. Ed King, producer, and Dick Galbreath, staff arranger, have collaborated on a musical theme for the show which surmounts the last barrier in achieving their dream of a half hour period unsullied by an announcer's gab. Show features the vocals of Bonnie James and Cliff Garfield and the novel orchestrations of the Debonaire. No announcer is used. Even the call letters at the end of the program are sung.

NBC And Northwestern U. Set School Cooperation

(Continued from Page 1)
terday. Intensive eight weeks' course will include instruction in radio writing, acting, announcing, production, administration, planning and production of public service programs designed both for general civic betterment and to aid the war effort.

The course is designed for selected students from high schools and universities and persons employed in radio. Lectures will be given at the university and studio work in the NBC Central Division studios.

An anticipated shortage in trained radio personnel to replace those called for military and civilian war duty led NBC to collaborate in a course of instruction in the various phases of broadcasting, according to Kopf. Although NBC is taking an active part in the course, enrollment is not restricted to NBC employees or the employees of affiliated stations, nor is the course designed to train students for employment at any particular station or network.

NBC instructors will include Judith Waller, public service director; Wynn Wright, production director of the NBC Central Division; Charles C. Urquhart, assistant production manager, and Martin Magner, also of the production staff.

Students will be given an opportunity to observe the rehearsal and

New Children's Show

Unusual children's program was recently started over WFIL, Philadelphia, when "Cuthbert the Pup" was introduced to the local listeners. The canine Cuthbert in the course of ten programs will manage to visit as many national parks, and will tell of their history and purpose. The cast of the programs will be composed entirely of school children who have been selected for their roles after seven weeks of auditions in the Philadelphia schools.

"Around The Town"

Roger Patrick, announcer at WCBS, Springfield, Ill., is using a novel idea on his "Around the Town" program. An elaborate sound effect arrangement simulates dropping the nickel in a juke box, and Patrick plays thirty minutes of "juke box" favorites, and points out the town's entertainment spots. The show is heard over WCBS six nights per week for half an hour at 10:30 p.m.

Public Library Series

"Library Caravan" is the title of a new series of seven programs to be heard each Thursday, at 9:45 a.m., over WADC, Akron, for the benefit of school children listeners, sponsored by the Akron Public Library. Programs are to remind children that the library will be open to them throughout the summer. Harriet Leaf is the voice for the series, which started April 30.

Summer Radio Workshop Starts 9th Season July 6

Plans and teaching staff of New York University's Summer Radio Workshop, which will begin its ninth season July 6, have been announced by Douglas Coulter, director of the workshop and acting director of broadcasts of the Columbia Broadcasting System. Teaching staff of the workshop includes Earl Lewis McGill, CBS casting director; Luella Hoskins of the university's staff; Rudolph R. A. Schramm, formerly assistant director of the radio division of the United States Office of Education; A. Murray Dyer, CBS script writer; and Charles Jackson, freelance script writer.

Course offers six weeks of intensive training in broadcasting techniques to a selected group of students interested in the educational aspects of radio. In addition to the regular classes in radio writing and production, it will include a series of lectures on the planning and production of wartime radio.

production of actual NBC network programs during the course.

Applications for enrollment can be made to Albert Crews, director, Summer Radio Institute, School of Speech, Northwestern University, Evanston, Ill., closing date for enrollment being June 1st.

AGENCIES

SHIFT of the Super Suds account from Sherman & Marquette to William Esty & Co. was announced this week by Robert E. Lusk, vice-president of Colgate-Palmolive-Peet Co. What effect, if any, the change will have on Super Suds radio advertising could not be determined at this time pending a study of the situation by the new agency. C-P-P sponsors "Bess Johnson" on 65 NBC stations, Monday through Friday from 10:10:15 a.m., EWT. Sherman & Marquette will continue to handle the other Colgate products which they placed in the past.

LES COMBS, former continuity chief of WHB, Kansas City, Mo., has been appointed radio director of the Potts-Turnbull Co., local advertising agency, replacing Ernie Whitney, who resigned to enlist in the Army. Previous to joining Potts-Turnbull, Whitney was writer, producer and sportscaster for Falstaff Beer.

WHITEHALL Pharmacal, Inc., has denied allegation of an FTC complaint re advertising of Aspertane. Hearings will be held.

SHERMAN K. ELLIS & CO., Chicago, named by Quaker Oats Co. to handle advertising of Muffets. Radio will be used.

PRINCE MACARONI CO., Boston, appoints Director & Lane, with radio among media to be used.

HILL BROTHERS CO. has cancelled spot schedules for its cake mix, due to the tin shortage. Biow Co. handles.

BLOUNT SLADE has been appointed a vice-president of Brooke, Smith, French & Dorrance, Inc.

Wythe Williams On MBS For Local Sponsorship

(Continued from Page 1)
at Easton, Pa., and will be available for local sponsorship on Mutual outlets. Williams is credited with having predicted many important events in connection with the war, and of late has been heard over WHN.

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

Paley On FCC Revision

Head of CBS Sees Monopoly Fear As 'Fiction'

(Continued from Page 1)

ment by the Commission on the networks' program structure, although this is specifically forbidden in the Communications Act.

The CBS president urged that the allocation of wave lengths and other forms of purely technical supervision should be the sole function of the FCC in its regulation of broadcasting, and declared that radio "cannot be half slave and half free."

Questioned on "Usurpation"

The attack of the CBS chieftain on the alleged usurpation by the Commission of powers not intended by Congress in the passage of the Communications Act drew the particular attention of Rep. Wolfenden (R., Pa.), as did the contentions along the same line earlier presented by NBC counsel John T. Cahill. The Pennsylvania Republican, pointing out that Paley's presentation was based largely on his own opinions, asked that the CBS president present the Committee with facts concerning "what the FCC has done and what it contemplates doing that violates the law."

Judge Burns to Answer

Paley replied that his network's counsel, John J. Burns, would go deeply into the chain monopoly regulations announced by the FCC last May, and present a statement of the legal reasons why the issuance of the rules is dangerous to the network structure. Judge Burns will go before the Committee today as the next CBS witness. After the sessions, it is probable that the hearings will be recessed until May 19.

The Committee is considering the Sanders Bill to revise the Communications Act. Yesterday's session, which ran all day for the first time since the inception of hearings on the measure, was again attended by a majority of the Committee members, a number of whom took part in the questioning of the two witnesses.

Cahill Asks Clarification

Cahill in a brief statement stressed that the Commission should be limited in its regulatory activities by a clear definition of the terms "public interest, convenience, and necessity." He declared that the "functions of the Commission are built upon the framework of its licensing power over radio stations," and pointed out that "the licensing power is a power over life and death, to be exercised in strict accord with the legislative mandate."

The NBC counsel's objection to the assumption of regulatory powers beyond those specified in the Act, particularly with regard to business practices, drew sustained questioning from Rep. Wolfenden. The Congressman insisted that a particular advertiser was placed in a position of relying on the networks' grace to grant him a desired time over a particular

chain, although Cahill repeatedly pointed out that there is no such competition between advertisers for time on the air, and that the use of the air is denied to no advertiser.

The Pennsylvania Republican and the NBC attorney showed a difference in opinion in their concepts of the term "monopoly," with Wolfenden declaring that the grant of the privilege to operate over a particular frequency constitutes a monopoly, and Cahill pointing out that the station operator has a monopoly only in a technical sense, and that in virtually every section of the country primary service is available from two or more stations.

Elmer Davis Testifies

The Committee also heard Elmer Davis, CBS news analyst, present the background of the network's news processing, particularly as it pertains to his broadcasts. Davis drew a graphic picture of the possibility of Government censorship or supervision of broadcast news, declaring that "my experience and observation in radio would not suggest that any advantage could be gained by Government control over news or other programs, whether such control were exercised directly or indirectly."

The Paley statement presented, in the words of the CBS president, a "new concept" of broadcasting regulatory law. He declared at the outset of his remarks that "it is not at all unlikely that before you have concluded your deliberations the lenses will have been widened for a view of the whole picture of the legislative situation in which broadcasting finds itself."

Seeks Power Limitation

Pointing to the possible dangers of Commission usurpation of authority, not intended for it by Congress, the CBS president in asking that the powers of the FCC be strictly limited by statute to traffic regulation, stated that "to a remarkable extent we have been self-regulating. We have recognized and corrected many of our faults. We have learned, very quickly and in many ways, when the public disagreed with us or disliked what we were doing."

He said that if the FCC was able to obtain program control, which he declared might be attempted, judging from the indications reaching him, the Commission would be so powerful that no broadcaster would be able to defy it. He stressed that the FCC licensing power was that of life or death over the stations, and that if the Commission disapproved broadcast policy "a quiet word to the broadcasters" might be enough to enforce compliance with its wishes.

Sees Ample Check Today

He said that under his concept the regulatory law business practices would, as now, be legally overseen by the Federal Trade Commission and the anti-trust division of the Justice Department. He declared that if any network abuse tended toward trust or monopoly, the Justice

Department agency could prosecute the case, and that any missteps of advertisers would be handled by FTC.

In response to several questions, Paley informed the committee that the networks are subject to the laws relating to obscenity, libel, etc., and would be prosecuted by public officers in the event of violation. He pointed out that the networks are the only possible censors of material transmitted to their affiliates, and stated that only occasionally is it asked that scripts be submitted in advance. The CBS head added that the chains are responsible for everything that goes out over their facilities.

In Favor of Licensing

Paley provided the first major difference of witness opinion with Rep. Sanders, sponsor of the bill, at the afternoon session when he declared that the networks should be licensed. The measure's sponsor had indicated his opposition to such a process, pointing out that it would be additional regulation on the part of the FCC and might tend to freeze the network business, making it more difficult for new chains to enter the field.

Paley replied that his position was that the networks, because they are not validated by law, have been the subject of "smears" because their rights are considered derived from their affiliated stations. He said he believed that networks constitute the "most important element in broadcasting today" and asked that they be given some standing through a license or other means.

Reads Previous Statement

The CBS president read the committee his statement before the Senate Interstate Commerce Committee last year, in which he favored the licensing of networks, because the FCC has been "obsessed" with the idea that the radio stations, and not the networks, have all the rights as licensees. "The time has come," he quoted his own words, "when Congress should recognize the networks and license them."

He qualified this position at yesterday's hearings, however, by adding that the chains should be licensed only if regulation approximating the present authority is practiced by the Commission. He said that he had come to the committee with a new philosophy of broadcast regulatory law, and that if this proved acceptable, licensing would not be necessary.

Shows Value of Networks

He pointed out that under existing practice the FCC cannot deal with the chains directly but must go through the "back alley" at the stations. If there is to be regulation, he contended, it should be "in the open."

Pointing out that the reasons for the purchase or lease of stations by networks, Paley said that the necessity of having origination points for programs, plus the fact that certain areas do not have the facilities neces-

Suggests Licensing Of Networks As "Validation"

sary for public service program speeches, etc., occasioned the purchases. He said that CBS had bought WJSV in Washington because of former affiliation agreement with Washington station often made it impossible to carry speeches and special events broadcast from Washington.

CBS Owns But 6 Stations

The CBS president directed the committee's attention to the fact that Columbia owns only six of the more than 100 stations in its chain at least one. He said that the proposal for a limitation on the number of individual stations a chain can own, apparently occasioned by the fact that networks would dominate the field of expression if they operated too many outlets directly, is "completely theoretical" and that no problem exists at the present.

Rep. McGranery (D., Pa.) inquired if there was not some analogy between the network situation and the newspaper "monopoly" of the mass press services. Paley said he thought any fear of any monopoly in the fields was "fictitious," and pointed out that despite the lack of statutory or regulatory limits only three large news services and four weekly magazines with big circulations exist. He said the number is determined "natural limitations."

Contracts Not Assignable

In answer to questions by Rep. Hinshaw (D., Cal.) the CBS president told the committee that Columbia in its affiliation contracts grants exclusive rights to its stations in the cities where they are located. He said that the only exception to this is where two part-time stations are used. When Rep. Hinshaw asked if the contracts were assignable to certain press association memberships, Paley said they are not.

Cahill, in a short prepared statement, reviewed the past policies of broadcasting regulatory commission and laws. He emphasized that the regulation of business practice should be left to the FTC and Justice Department.

Supreme Court Quoted

The NBC counsel quoted the Supreme Court in the 1940 *Sanderson Brothers* case, in the majority opinion which declared "the act does not essay to regulate the business of the licensee. The Commission is given no supervisory control of the programs, of business management or of policy. In short, the broadcasting field is open to anyone, provided there be an available frequency 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."



The 20th Annual Convention

of the

National Association

of

Broadcasters

(May 11-12-13-14, Statler Hotel, Cleveland, O.)

will be one of the most
important meetings in
broadcasting history . . .

Represented by a staff including Marvin Kirsch,
M. H. Shapiro, and Sid Weiss, *Radio Daily* will
carry a complete, daily, on-the-spot record of
all activities.

NEW BUSINESS

KFRC, San Francisco: Sommer & Kaufmann Co. (shoes), anns., through W. J. Wilkin Adv.; White Labs. (Chooz), anns. ETs, through H. W. Kastor & Sons; Beneficial Casualty Co. (insurance), talk ETs, through Stodel Adv.; American Chiclet Co. (Adam's clove gum), anns. ETs, through Badger, Browning Inc.; Cook Products (Girard salad dressing), news, through Rhoades & Davis; Langerdorf United Bakeries (Homestead bread), anns. ETs, through Ruthrauff & Ryan; Carter Products Co. (Arrid), anns., through Spot Broadcasting; McIlhenny Co. (Tabasco Sauce), anns., through Aubrey, Moore, Wallace; Mothers Cake & Cookie Co., anns., through Emil Reinhardt; Beaver Fur Co., anns., through The Connor Co.; Nestle's Milk Products (Nescafe). "Breakfast Club" participation, through Leon Livingston Adv.

KROY, Sacramento: Folger Coffee Co., "Public Service Programs," thru Raymond R. Morgan agency; McKesson & Robbins (drugs), news, thru J. D. Tarcher & Co.; Chamberlain Sales Corp. (hand lotion), Dave Lane's songs, thru Gary-Ainsworth, Inc.; General Petroleum Corp., "I Was There," personal dramas, thru Smith & Drum.

REC. Mails Out Ballots; No Meeting Next Week

Because of the NAB convention in Cleveland next week, there will be no meeting here of the Radio Executives Club, Wednesday, May 13. Ballots for the nomination of officers will be mailed to all members, and the results will be announced at the next meeting, May 20. Nominees were reported in these columns yesterday.

Yesterday's regular weekly REC meeting at the Lexington was informed that so far 30 members have signified that they are going to the convention, and the planned activities of the club include a discussion on the subject "The Agency Looks at the Station" by William Millefert of Compton agency and Carlos Franco of Young & Rubicam. Frances Scott will interview several REC members on "What Burns Us Up." Some of these interviews have been recorded so members who cannot attend the convention will have a voice.

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

May 7

Morton Bowe Gary Cooper
Sam Herman Billy House
Carlton Kelsey
Edmund MacDonald
Georgie Stoll

WORDS AND MUSIC

By Sid Weiss

TALK AROUND RADIO ROW: The jitters in one of the NBC departments (not the press) where the axe hangs low... Whether the Milton Berle show will come back in the fall... Ezra Stone and Irving Berlin who are now together at Camp Upton, boiling down to the fact that Ezra is helping Irving with his revival of "Yip, Yip, Yaphank"... Bing Crosby's refusal to fanfare his 10th radio anniversary. Said it made him feel too old... Ed Byron's hats... Diane Courtney's Colonel pins which cause passing soldiers to try and date her so they can say "they were out with a Colonel." And that isn't the only reason!... Jay Hanna: Your former assistant, Maysie Bolhower (who is a ringer in the trade as she is capable) resigned from Phil Lord's show and is considering an offer from one of the bigger agencies... The effect of the shellac ruling on the radio stations which depend upon this (records) type of entertainment. There'll be an immediate slackening of new releases—and the record reviewers are seeing the handwriting on the wall so far as their free discs are concerned.

★ ★ ★

Mary Margaret McBride celebrated her 8th year on the air Monday with an all-star birthday broadcast. Among other celebs who appeared were Geraldine Farrar making her first public appearance in twenty years. Other featured guests included Peggy Wood, Florence Reed and Helen Menken. NBC gave Mary Margaret studio 8-H for the occasion to take care of the terrific audience.

★ ★ ★

Johnny Wilson's short-wave airings to England via CBS in conjunction with the Stage Door Canteen. Monday's stanza featured Gertrude Lawrence, Danny Kaye, C. Aubrey Smith, Constance Collier, Betty Lawford and Radie Harris and the Stage Door hostesses... Eddie Forman, former crack comedy writer with Warners, now doing the Kay Kyser shows. Eddie just finished the Frank Fay series... Bea Wain and Andy Baruch celebrating their 4th wedding anniversary... Aside to Harry Frazee: Jacques Renard would be very interested in that idea of yours... Abe Schechter's secretary, Virginia Latimer, who left Friday to go with the War Dept... Jack Haley who owns over 50 per cent of the Child's Restaurant chain... The latest award won by WBNX for public service... Bill Lewis' firm grip on the radio situation... Benny Goodman's spurt in popularity which has at least one agency hot about a new show for the perennial King of Swing... That photo of Gertrude Kay (from Chicago) which is decorating the press dept. wall and tying up traffic there... N.Y. "Post" latest of the dailies to drop its radio column.

★ ★ ★

Al Jolson's possible army commission and his plan to fly to Pearl Harbor to entertain the troops there. The pretty gals flirting with the soldiers on those NBC tours and paying absolutely no attention to the guides... The boys in the Blue Network telling the boys in the Red that the Blue will never go in the Red which should make the Red blue... Harriet Gould, of the Earle Ferris office, signing up for flying instructions... Ed Gardner moaning that he can't date his wife anymore since she's been spending her nites at the Stage Door Canteen... Ken Lyons' wizardry with words... Paul Mosher's potent press agency for Kay Kyser... Nick & Charlie Kenny's tune, "The Air-Raid Warden," which looks like another click. Joe Davis is publishing... Vicky Abbott (James Truex's wife) who is doing so well in "Pursuit of Happiness" that Geo. Lederer is planning to use her in "Private Lives"... Julie Stern talking about joining the Air Force... Type casting: Lotte Staviscky as a refugee actress from Vienna on the "Easy Aces"... Now they're mentioning Jack Haley and Martha Raye for Eddie Davis' show, "Follow Your Leader"... Nancy Ruth Hirst, former Film Daily staffer, now with Bill Stern... Mandell Kramer signed for a leading role on "Grand Central Station" this week.

★ ★ ★

—Remember Pearl Harbor—

To the Colors!

TIM GALE, head of the book department of the Gale Agency, agent handlers, has joined the army. Moe Gale will continue to operate the firm during his absence.

—vvv—

TERRY COWLING, formerly with WICC, Bridgeport and WOV, New York, and more recently with WCVB Boston, joined the U. S. Army May 1.

—vvv—

GEORGE GUYAN, announcing supervisor at WBBM-CBS, Chicago, received his commission as a second lieutenant and is now stationed in Miami, Fla.

—vvv—

GUS CHAN, Chinese announcer at WWRL, Woodside, N. Y., has entered the armed forces.

—vvv—

PHIL BECKER, chief announcer at WTIC, Hartford, has severed his connection with the station and is now at Camp Devens in Massachusetts. He is the sixth member of the WTIC staff to enter the armed forces. Others are Captain Murray O'Neil, Frank Stuhlman, Corporal Bruce Kern, Ernest Peterson and John Welch.

Mutual Completes Plan Re Disks To Australia

Mutual has completed arrangements with the American Red Cross and the Australian Broadcasting Commission for the presentation of families of troops in Australia recordings of the soldiers' voices brought to America by short-wave. Through the new cooperative plan Mutual will pick up the daily broadcasts short-waved from Australia and will feed the programs to its affiliate stations from coast-to-coast. Memoranda will make recordings of portions of these broadcasts devoted to messages from American servicemen to their families back home. These recordings, in turn, will be made available to the Red Cross distribution.

The practice of giving away these recordings of Australian broadcasts was originated by Mutual several weeks ago, the new arrangement merely dividing the task equally and allowing Mutual, as well as the Red Cross, to do that part of the job for which each is best equipped. Australian Broadcasting Commission will continue to send Mutual daily broadcasts.

Cecil Brown Tour

Cecil Brown, CBS correspondent whose broadcast of the sinking of the British battle cruiser "Repulse" and the battleship "Prince of Wales" was singled out for special mention as being of special merit at the Institute of Education by Radio this week, scheduled lecture appearances in the mid-west and Pacific coast circuit. Tour ends in Los Angeles on June 1.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 19, NO. 28

NEW YORK, N. Y., FRIDAY, MAY 8, 1942

TEN CENTS

War Dept. Makes Request

AMA Cuts Its Agenda To 1-Day Convention

Washington Bureau, *RADIO DAILY*
Washington—William L. Batt, War Production Board director of materials, will deliver the feature address at the one-day annual convention of the Radio Manufacturers' Association in Chicago June 9. Batt will deal with the industry's conversion to war manufacture at the session, which will be a "strictly business" affair devoid of the usual social events and excursions.

At the luncheon session of the convention, President Paul V. Galvin will deliver a report on the present and future war problems of the industry, which has been a leader in the field.

(Continued on Page 5)

Language' Trade Assn. Files Corporation Papers

Albany—Membership corporation papers have been issued by the Secretary of State here to the Foreign Language Radio Institute, Inc., New York.

Apparently intended as a form of trade association for foreign language stations throughout the country, the Foreign Language Radio Institute was organized in New York.

(Continued on Page 2)

Blue Net Gave 83 Hours To War Effort In April

The Blue Network contributed more than 83 hours to the war effort during April, according to a program analysis released yesterday. A breakdown of programs showed 30 hours of news, 20 hours of drama, 15 hours of music, 10 hours of sports, 5 hours of children's programs, 3 hours of religious programs, 2 hours of educational programs, and 1 hour of other programs.

(Continued on Page 2)

Sabotage

Elmer Davis, CBS newscaster, is the author of "The Road to Jericho." In an article in "Time" magazine, just issued, he tells how the NBC press agents "triumphed" when announcing the sketch as the vehicle for Tallulah Bankhead on the Phillip Morris program of last Tuesday. The listeners to the program heard: "The Road to Jericho," by E. Davis."

Hi Yo Red!

And now it develops that "Red Ryder," which Mutual spotted sustaining to compete with General Mills' "Lone Ranger" on the Blue Network, already has a sponsor—on the Blue Network. Aired Mondays, Wednesdays and Fridays on MBS, "Red Ryder" is sponsored Tuesdays, Thursdays and Saturdays by Langendorf United Bakeries on 10 Pacific Coast Blue stations.

Power Control Ruling Includes Broadcasting

Washington Bureau, *RADIO DAILY*
Washington—A mechanism to handle power shortages which may force radio broadcasting stations to go off the air for limited periods if severe curtailments are necessary in particular areas was set up yesterday by the War Production Board. The WPB order, which establishes machinery for mandatory power curtailments, when necessary, specifically covers radio broadcasting.

(Continued on Page 5)

P. & G. War Bond Contest Totals \$51,000 In Prizes

War Bond contest with prizes totaling \$51,000 is being inaugurated this month under the sponsorship of Procter & Gamble. Contest consists in completing in 25 words or less the sentence, "I want to own U. S. War Bonds because . . ." and will be held in all major cities.

(Continued on Page 7)

Inquiry Into CBC Arranged By Parliamentary Committee

WOR Starts Own Drive To Conserve Materials

Apparently under the spell of its wartime salvage plugs, WOR has gone all-out against waste within its organization. Under J. R. Poppele, WOR's chief engineer who has been named Chief Waste Warden, the drive to conserve all material, equipment and supplies got under way yesterday.

(Continued on Page 2)

Radio's Key Morale Job Is Illustrated By Army's Demand Sponsors Add Hawaiian Station To Hookups

CBS Resumes Attack At Sanders Hearing

Washington Bureau, *RADIO DAILY*
Washington—A continued CBS attack on the FCC's proposed network monopoly regulations, as indicative of the Commission's assumption of powers which Congress never intended it should have in the passage of the Communications Act of 1934, came yesterday from Judge John J. Quinn.

(Continued on Page 7)

Lehman Signs Milk Bill; \$250,000 Advt. Budget

Albany—Governor Herbert H. Lehman yesterday signed the Parsons-Stokes Bill to continue the milk advertising publicity campaign under state administration, which extends the campaign until June 30, 1943, and appropriates \$250,000 to be defrayed by a tax on milk producers.

(Continued on Page 3)

See No Relief From ODT On Easing Delivery Order

Washington Bureau, *RADIO DAILY*
Washington—No relief for publishers from the Office of Defense Transportation order which in effect limits the amount of newsprint that can be used for advertising.

(Continued on Page 7)

Under indirect pressure from the War Department, sponsors are being asked for patriotic reasons to augment their present networks by the addition of a single station. For the nominal outlay required—about \$90 per week for a half-hour show—the agency and other industry executives, would pay off many times over in good-will and after-the-war sales. Although the drive has only just gotten under way, already a number of advertisers have agreed to the plan, it is understood.

The single station referred to is . . .

(Continued on Page 5)

Web Plans Institute For Inter-Amer. Study

Columbus—An Institute of Inter-American Studies is being organized in New York City by NBC in connection with its new "Inter-American University of the Air," it was announced here by Sterling Fisher at the thirteenth Institute for Education.

(Continued on Page 3)

General Mills Renews Serial Shows On NBC

Chicago—Renewal of the General Mills' "Gold Medal Hour" on NBC for another year effective Monday, June 1, led off a strong line-up of new programs.

(Continued on Page 2)

Hull On 'Vox Pop'

Warren Hull, well known actor, has been set as the permanent partner of Parks Johnson on the "Vox Pop" program, in place of Wally Butterworth who recently resigned. Hull, from films and stage, has been emceeing radio programs and was heard on the "Vox Pop" show Monday night. Next Monday he starts on the regular run.

Montreal—Consideration of the annual report of CBC as well as a close examination of its policies will be demanded in the impending investigation of its activities, it was stated here yesterday by Dr. J. J. McCann (Liberal, Renfrew South), who has been selected as chairman of the House of Commons special committee on radio broadcasting which will conduct the probe.

M. J. Coldwell, House leader, expects to report on the probe.

(Continued on Page 3)



Vol. 19, No. 28 Fri., May 8, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

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

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

FINANCIAL

(Thursday, May 7)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	112 1/8	111	111 3/4	+ 1/2
Gen. Electric	23 5/8	23 1/8	23 1/2	+ 1/2
RCA Common	23 3/4	23 3/4	23 3/4	0
RCA First Pfd.	47 3/8	47 3/8	47 3/8	0
Westinghouse	69 1/4	68 1/2	69 1/4	+ 1/4
Zenith Radio	11 5/8	11 1/2	11 5/8	+ 1/2

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	11 1/2	13 3/4
WCAO (Baltimore)	16	18
WJR (Detroit)	18	20

'Language' Trade Assn. Files Corporation Papers

(Continued from Page 1)

tute will be formally unveiled at the NAB convention in Cleveland next week at which time its board of directors, aims and functions will be announced, probably at the foreign language station breakfast Wednesday. It is understood the Institute is planned as a central coordinating body for foreign language outlets and as a liaison group with Government and other war agencies.

Joseph Lang, general manager of WHOM, Jersey City, was among the incorporators of the Institute.

New Lewis Series On WGN

Chicago—Forrest Lewis this week launched a new series called "Star Gazing," featuring inside information concerning stars of the radio, stage and screen. It will be heard on WGN each Monday at 10 p.m., CWT.

COME TO CLEVELAND
NAB
CONVENTION - MAY 11-14

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.



KFUO, St. Louis; WAZL, Hazelton, Penna.; KHUB, Watsonville, Calif.; WGRM, Greenwood, Miss.; KDRO, Sedalia, Mo.; KAST, Astoria, Oregon; KROD, El Paso; WWNV, Watertown, N. Y.; WFOR, Hattiesburg, Miss., and WIBC, Indianapolis.

WOR Starts Own Drive To Conserve Materials

(Continued from Page 1)

day with the slogan, "Don't Throw It Away—Stow It Away!" Waste Wardens were appointed for each department to supervise collection, rationing and salvaging activities therein and a four-page bulletin was issued to the entire staff outlining 24 different ways in which conservation could be aided.

Noting that the supply of materials needed to carry on business has been seriously reduced and will be further limited as time goes on, WOR draws the moral: "The longer we can stretch the lifeline of these supplies, the longer civilian business—of which WOR is a part—can continue. We all know that when civilian business starts to collapse, the war effort which is completely dependent upon that civilian economy, starts to collapse too. Our campaign to conserve supplies is therefore part of your and WOR's contribution to the war effort."

Canada Unifies Censoring Of Radio, Press Services

Ottawa—Col. R. P. Landry, Canadian radio broadcasting censor, has been named Assistant Censorship Director in Charge of Radio Broadcasting in a new move which puts censorship of all communication systems under War Services Minister J. D. Thorson and Col. O. M. Bigger, Canadian chairman of the Canadian-United States Permanent Joint Defense Board. Postal, telegraph, cable, telephone, press and radio are included in the realignment. Censor offices are expected to remain in Ottawa.

Prime Minister Mackenzie King, informing the House of Commons of the unification, stated that the move follows closely that of the United States and the United Kingdom in establishing unified control and that the change will make for closer collaboration of the two nations in the prevention of leakage of valuable information.

KLO Joining Mutual

Effective Sept. 1, KLO, Ogden, Utah, becomes a full-time, exclusive affiliate of Mutual in that area. KLO operates with 5,000 watts day and night, on 1,430 kc.

General Mills Renews Serial Shows On NBC

(Continued from Page 1)

renewals and new business here the past week. Programs included in General Mills' renewal are "Light of the World," "Arnold Grimm's Daughter," "The Guiding Light," "Hymns of All Churches" and Betty Crocker. Agencies handling the account are Blacket-Sample-Hummert and Knox-Reeves.

Broadcast Monday through Friday from 2-3 p.m., EWT, Gold Medal Hour total station list remains the same, 28 outlets for "Light of the World" and "Grimm's Daughter" and 29 for the other three. In renewing, however, the sponsor dropped WMBG, Richmond, Va., and added WDAY, Fargo.

New series of spot orders at WMAQ include: Kellogg Corn Flakes, through J. Walter Thompson, 100 announcements for a 20-week period beginning this week; Procter & Gamble, through Biow Co., increasing the Lava soap sked to 16-a-week for the next 48 weeks.

At WENR the Kellogg Co. began sponsorship of a five-minute "sport Review" program Mondays through Fridays with show conducted by announcer Marx Hartman. Walgreen Co. added five additional five-minute news programs per week on WENR and Atlantic Brewing Co. has contracted for station breaks twice weekly for 13 weeks.

Blue Net Gave 83 Hours To War Effort In April

(Continued from Page 1)

and 34 minutes of network sustaining time, 35 hours and 53 minutes of network sponsored time, making total of 66 hours and 21 minutes of network time devoted to the war effort. In addition, 16 hours and 56 minutes were contributed on WJZ, making the grand total of 83 hours and 23 minutes.

"Eagle Club" On MBS

By special arrangement with the BBC, the Mutual network is scheduling the weekly meetings of the famous "American Eagle Club" direct from London. The Club, composed of American service men on duty in England, meets every Saturday, and the BBC has advanced the hour of its own broadcast so that Mutual may bring the event to its listeners on that night from 8 to 8:30 p.m., EWT, starting May 9.

COMING and GOING

ARTHUR J. KEMP, Pacific Network manager for CBS, back at his desk following a business trip to the East.

EDGAR BERGEN, CHARLIE MCCARTHY, JAWITHERS, ABBOTT AND COSTELLO, NOBLE and BUDDY TWISS leaving tomorrow for Alameda, Cal., where they will air Sunday stanza of the Chase & Sanborn program for the U. S. Naval Training Station.

C. M. FINNEY, BOB KELLER, JOHN MA and ARTHUR BECKWITH, of Associated Music Publishers, Inc., off for Cleveland this weekend to attend the NAB convention.

BURRIDGE D. BUTLER, operator of KX Phoenix, and KTUC, Tucson, and president WLS, Chicago, has returned to the Windy City following an extended stay in Arizona.

LINNEA NELSON, time buyer for J. Walter Thompson, leaving for the Cleveland convention of the NAB, after which she will vacate for a week, returning to her desk here May 25.

CLEM MCCARTHY, racing commentator, BOB STANTON and CLIFF ENGLE, of the N staff, are at Pimlico, where they will report tomorrow's running of the Preakness Stakes.

JACK BENNY, MARY LIVINGSTONE, DENNY DAY, PHIL HARRIS, DON WILSON and "ROCK ESTER" en route to Sacramento for the broadcasting of Sunday's program from Mather Field.

Watson's Senate Support Portends Backing For FCC

Washington Bureau, RADIO DAILY

Washington—The unexpected Senate support shown for Dr. Goodway Watson, chief analyst of the FCC foreign broadcast monitoring service in the Senate amendment striking from the Independent Offices Appropriations Bill the provision barring the Commission from paying Dr. Watson's salary, may be indicative of strong backing for the nomination of FCC chairman James Lawrence Fly, it is thought here.

Despite some Capital gossip that the FCC chieftain might have difficulty in winning Senate confirmation should he be appointed for another term as chairman, the powerful Administration support which results in a majority of the Senators voting to restore Dr. Watson to the Commission payroll can be considered a personal triumph for Fly.

Stiff Fight Seen

The FCC chairman supported Watson in hearings before the House and Senate appropriations committee but the House passed the provision barring the FCC from using any of its funds to pay the FBMS chief analyst a salary after June 30, and the Senate committee voted favorably on that portion of the bill. In the Senate debate on the measure before its passage, however, Senator Barkley, the majority leader, sprang to Watson's defense, and was joined by Senator Danaher and others. Barkley offered an amendment to strike the provision from the bill, and it was passed.

A stiff fight on the Watson matter is in prospect in the joint conference committee sessions to iron out the differences in the House and Senate versions of the bill, however.

Web Plans Institute or Inter-Amer. Study

(Continued from Page 1)

Radio held here under auspices of Ohio State University. As at present planned, the first institute will be held during the next two weeks of July. Its classes will be open without charge to students interested in learning more about the social, cultural, political, economic and historical structure of the 21 American Republics. Next year it is hoped to lengthen sessions at the Inter-American Institute to six weeks and to present college credit to those completing its courses. It is also hoped that the New York Institute will be one of a number of similar study groups organized at universities and colleges throughout the United States and its sister nations below the Rio Grande and linked together by radio.

Report Rapid Progress

Fisher, well known radio educator, who is one of the organizers of the new NBC Inter-American University, made his announcement at a luncheon presided over by Dr. James Ewland Angell, public service counselor of NBC and President Emeritus of Yale University. He was encouraged to do so, he said, by the tremendous interest in the radio venture expressed by delegates to the meetings held here this week.

Fisher also reported that plans are being rapidly forward for the opening of the air university itself within the next two or three weeks. Its courses are to be broadcast over the network and over 120 transmitters of the NBC Pan-American Network.

Translations to Be Made

The first course, entitled "Land of the Free" is history course dealing with the development of freedom in the Western Hemisphere. Music, literature and science courses, as well as a seminar also are in preparation, he said. In addition to being broadcast, these will all be recorded and made available in Spanish and Portuguese translations to Latin-American stations. Scripts of the various courses also are to be translated and sent southward with permission to other stations to reproduce them with changes necessitated by local conditions.

Fisher also reported that the first series of listener aids, a special edition of the Hammond Atlas, is off the presses, that a history course aid would be forthcoming in a few weeks and that Preston James' book, "Latin America," has been adopted as a semi-textbook by the university.

Lands T.U. and L.S.U.

In conclusion, the radio educator will contribute to the University of Texas and Louisiana State University, he said, already had broken ground for the new NBC venture by their Inter-American educational broadcasts and expressed the hope that in the not too distant future, other colleges throughout the nation, and perhaps throughout the hemisphere, would be originating programs for use by the NBC school.

WAR-PROGRAM IDEAS

"Whose War Is This?"

WSUN, St. Petersburg, airs a new show entitled "Whose War Is This?" sponsored by the St. Petersburg Defense Council, and devoted to the civilian defense picture in general, with emphasis upon counteracting complacency, rumor merchants, and other bottlenecks in the production of national morale, also featuring the various defense departments, and their activities. The main theme of the program is carried by a narrator, and the cast is composed of citizen volunteers, who provide "spot" voices, effecting the story idea instead of dry speeches and interviews. Short dramatic sketches are used whenever possible.

"Front Line"

WDRC, Hartford's, new war effort show, "The Front-Line," is presenting leading Connecticut personalities in pep talk shows. Chester Bowles, of Benton & Bowles, who is Connecticut's Rationing Administrator, and Secretary of State Mrs. Chase Going Woodhouse, prominent economist, were interviewed recently, and other top-flight personalities will soon be on the air.

NBC-Blue Chi. Offices In Personnel Changes

Chicago—The continuing turnover of personnel brought about by the steady flow of men into the armed services has resulted in additional appointments at NBC and Blue Network headquarters here. J. Clinton Stanley, veteran NBC and Blue director, has been named assistant production manager of the Blue's Central Division, and on May 15, Ted McMurray, a Vanderbilt University graduate who entered radio in 1925, will become a Blue staff director.

Tom Casey, news and dance band announcer with the Blue, has resigned to enter the Army Air Corps as a cadet at Fort Thomas, Ky.

Dutton on Leave

New additions to the Blue continuity department are Chris Ford, formerly of WIRE, Indianapolis, and Russell W. Tolg, for ten years associated with WTMJ, Milwaukee, in continuity, publicity and sales promotion.

Lawrence E. Dutton, studio engineer at NBC Central Division, has been granted leave of absence to accept a Civil Service appointment with the Army Signal Corps. Two new engineers added to NBC staff this week are Don R. Fitch, Jr., formerly of WOAI, San Antonio, and Arthur W. Hjorth of Duncan, Okla.

Carlborg To Radio Sales

Herbert Carlborg, formerly with the Detroit office of CBS Radio Sales, has joined the Eastern office here under Howard Meighan as an account executive. Detroit Radio Sales office was closed shortly after the first of the year and Carlborg spent the intervening time before coming to New York in the Chicago office.

"Uncle Sam Speaks"

To serve as a clearing house for the many news releases and bulletins from various government agencies, WWRL, New York, has inaugurated "Uncle Sam Speaks," a thrice weekly program aired on Monday, Wednesday and Friday at 10:05-10:15 a.m. Utilizing information released by the Navy, Army, Treasury, OEM, WPB, Co-ordinator of Inter-American Affairs, and other governmental agencies, the program features two members of the American Women's Voluntary Services interviewing "Uncle Sam" who culls the highlights from the government news releases. The program is produced by Maurice Dreicer and is presented over WWRL in co-operation with the Office of Facts and Figures which approves all scripts.

"Women at War"

"Women At War," new public service feature conducted by Lorraine Hall and Mary Conway, British lecturer and writer, made its bow on WBBM yesterday at 3:45 p.m., CWT. It is a twice-weekly series, Mondays and Thursdays.

Lehman Signs Milk Bill; \$250,000 Advt. Budget

(Continued from Page 1)

ever, the Governor again vetoed the bill to liberalize present restrictions on children under 16 participating in radio and theatrical performances. Measure would have allowed six months' permits for two hours weekly by educational authorities for children on commercial radio programs and obviated the necessity of obtaining permission up to that limit for non-commercial appearances.

Quotes Mayor La Guardia

In his veto message, Governor Lehman quoted Mayor LaGuardia's objections. LaGuardia said: "I am not opposed to this bill in principle, but I believe that the proposed change in procedure will present practical problems in enforcement. Moreover, the Board of Education informs me that in order to carry out the new duties imposed upon it by this bill, a new division would be required, staffed with specially trained employees and headed by an assistant superintendent. The city just cannot assume additional expenses at this time, and the Board of Education does not wish to be burdened with this extra-curricular function of regulating consents."

The bill, sponsored by Assemblyman Harold B. Ehrlich of Buffalo, passed the legislature unanimously both in 1941 and this year. As drawn this session, it had the support of radio stations, in as much as the present labor and penal laws prohibit certain appearances.

Robson Signs As CBS Director

William N. Robson, who has been radio director of Lennen & Mitchell since 1940, has joined CBS as a producer-director.

CBC Probe Arranged By Canada Committee

(Continued from Page 1)

pressed the belief that former employees of CBC would be called to give such evidence as might be sought by the investigating body.

Dr. McCann said Hon. J. T. Thomson, War Services Minister, is expected to give a review of CBC activities at the next committee meeting planned for Tuesday. D. G. Ross (Cons., Toronto-St. Paul's) said full information should be made available to the committee or its work would be useless. The committee should know, he declared, how the money obtained from the \$2.50 annual radio license fee is spent in the Dominion.

Minutes to Be Sought

Gordon Graydon (Cons., Peel) stated that the committee should take the stand that minutes of the CBC board of governors' meetings should be available to it, although they would not necessarily be made public. Data on contracts and accounts should be provided, he added. The committee would be required to see that all money collected by CBC was accounted for.

A report on CBC by the late Alan B. Plaunt of Ottawa, a former governor, and another report on the CBC structure and finances prepared in 1939 should be available to committee members, Graydon said.

Arthur Slaght (Liberal, Parry Sound) said he agreed the CBC board minutes should be available to the committee.

Dr. McCann declared that no member should start out with the assumption that any information was to be withheld.

The report of an agenda committee will be received on Tuesday.

Treasury Dept. Gets Break On Final "This is War"

Office of Facts and Figures has turned over the greater part of tomorrow's broadcast on the "This is War" series to the Treasury Department's War Bond Quota Campaign. Script, "Yours Received And Contents Noted" by Norman Corwin featuring Raymond Massey explains the whys and wherefores of investing one out of every \$10 earned in war bonds and stamps.

THE PENTHOUSE

SERENADE

with
Latin American Tunes

Does
A SELLING JOB

IN PHILADELPHIA

WPEN

5000 WATTS 950 KC

Los Angeles

By JAC WILLEN

EVERYONE around the "Big Town," CBS show, is elated over the jump in its Crossley to 14.0 from 13.4 in the face of a general downward trend. Rise is taken as vindication of the Rinso show's new policy on stories which now deal with out-and-out action against a background of warring Europe.

Raymond R. Morgan Company withdrew the WPB radio program, "Three Thirds of a Nation," on the Blue Network. A matter of policy was the reason given as responsible for the withdrawal. Morgan Company has been in charge of WPB radio in the West. Whether Morgan Company will continue to handle production of transcriptions and other programs was not announced.

Ted Gailey of Glasser-Gailey & Co. Advertising Agency, L. A., in San Francisco this week conducting sales meetings for Mode O'Day. Mode O'Day sponsors the Knox Manning broadcasts over CBS-Pacific network.

Norma Shearer and Walter Pidgeon will visit the "Lux Radio Theater" on Monday and will be heard in "The Last of Mrs. Cheyney."

Susan Hayward's visit to the "Kraft Music Hall" gave Paramount its 45th national radio plug for "Reap the Wild Wind."

Werner Janssen, eminent American conductor currently presenting the Thursday evening "Standard Symphony Hour" series over KHJ and Don Lee network, received word this week that his 17-year-old son, Werner Janssen, Jr., has been made clarinetist with the National Orchestral Association, playing in Carnegie Hall, N. Y. Young Janssen also plays with the Jersey Symphony, and this summer will have a scholarship with the Boston Symphony.

Latest orchestra leader to feature Meredith Willson's patriotic composition, "America Calling," is Horace Heidt, who played the number on his "Treasure Chest" this week.

Virgil Reimer, "Fibber McGee" sound man, joined the air corps as an instructor this week and immediately reported to Bishop, California, for preliminary training. Frank Pitman, "Great Gildersleeve" sound man, replaced Reimer.

Members of NBC and Blue Network staffs in Hollywood last week pooled their pennies to place a future book wager on Lum's Pride in the Kentucky Derby. Owned by Chet Lauck of "Lum and Abner," the colt was quoted at 100 to 1.

Billy Mills has been selected to direct a fifty-piece orchestra at the Covina, Calif., Orphanage benefit which Southern California Masons annually stage in Los Angeles in May. Rehearsals started this week.

LEN STERLING

Now available on ALL networks as Announcer, Newscaster, M.C., Narrator. Currently announcing Boake Carter on MBS and Calox Commercials 11 a.m., WOR News. Call LA 4-1200.



Personal Postcards To:—

● ● ● VINCENT CALLAHAN: After hearing a few of those "Treasury Star Parade" transcriptions, we'd like to make the suggestion that they be distributed to defense plants throughout the country to be played via the plant's loudspeakers during the lunch hours. Two purposes would be served in reaching a multitude of workers: First these people have the steady incomes to purchase bonds and stamps regularly—secondly, it's great morale-builders for these armament-workers!...GEORGE GRUSKIN: Hal Hackett departs for the coast tonite for a week's look-see...RALPH WONDERS: Mike Nidorf, the ribber, reported behind that bandleader-manager fracas, wasn't responsible this time. He just took his physical for the air corps!...MILTON BERLE: Report around that John Carradine may continue on your last remaining air shows before the summer...OZZIE NELSON: Hear that if Red Skelton can clear up his west coast business in time, he intends to do his last two broadcasts from New York...TED COLLINS: Because Kate Smith's evening hour show is short-waved overseas, requests have been received to do the same with the daily daytime stanza...WALTER COMPTON: "Double or Nothing" moves to Fridays at 9:30 via MBS effective tonite...DINAH SHORE: Diane Courtney is due for the same publicity powwow made over you—and is following so closely in your footsteps, that she may also be in pictures soon.

● ● ● FRED ALLEN: When Jack Benny guests on Eda Cantor's program next month it should make the nation laugh loud enuff to be heard in Tokyo. Wonder, though, whether it'll be as great a thriller as the time last year Al Jolson appeared with Cantor?...PHIL BAKER: Bob Hawk's quiz moves to Fridays at 10 p.m. on CBS...ABBOTT & COSTELLO: A new comedy team or spot is already being sought to take your place on the Chase & Sanborn show next fall...FRANK BLACK: George Sebastian has signed Russell Bennett and Hans Spialek to arrange the summer music on the Celanese show...ARTIE SHAW: Benny Goodman feels that the record-spinners on local stations haven't been given enuff recognition in the various radio polls—so he's canvassing the radio editors to vote for their favorites and he'll make an annual award to the winner...CHARLES MARTIN: The fact that "Perfect Crime" will take the Tuesday nite Tallulah Bankhead spot, was forecast here a week or so back. It'll give you time to do a play now.

● ● ● EDDIE CANTOR: Your Mad Russian, Bert Gordon, is slated to make two pictures in Hollywood this summer...EZRA STONE: Heard that you've turned over your salary for "The Ontario Show" to the Canadian War Relief...BEA WAIN: So soddy we left your name off that list of people who appeared on the retail druggists' radio show for defense stamps last week...JIM PETRILLO: The Blue Network starts a "battle of music" with Erskine Hawkins at the Savoy ballroom and Charles Spivak at the Pennsylvania Hotel next Saturday between 5 and 6 p.m. with a dual hook-up which allows 'em to alternate in numbers and try to top each other...HENRY SOUVAINE: Your firm's accountant, Archie Braunfeld, has been appointed to the accountants' committee of Navy Relief...PRESIDENT ROOSEVELT: "Spirit of '42" will have a London pick-up Sunday when an American soldier will speak from there to his mother in America...WILLIAM WEISMAN: Those test programs sound awfully good...BLUE BARRON: Understand that Bette Davis is scheduled to appear on your show Sunday in honor of Mothers' Day...SHEP FIELDS: When will you make that announcement?...BILL MURRAY: "In His Footsteps" by Harvey Harding and Paul Wing, is now up for sponsor consideration...BOB HOPE: General Motors' "Cheers From the Camps" will be heard on CBS Tuesday from 9:30 p.m....HARRY MAIZLISH: Long time no hear. Report around here is that you were "drafted" to go with the Hollywood Victory Caravan on arriving in Hollywood.

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

BOB HOPE proved conclusively B came from tried and tr "trouper" stock when he original his show before the Great Lak Naval Training Station sailors th week. Suffering from a severe thro infection and talking with difficul he not only did a workmanlike j of presenting his own radio sho but led in a half hour's informal e tertainment afterwards during whi he sang, gagged for the sailors, a got Jerry Colonna, Frances Langfoi Vera Vague and Claudette Colbert join in the merry-making. Skinn Ennis, after Hope had knocked hi self out, declined an invitation sing because the musicians had n rehearsed him in any numbers. Ski may might have taken his cue fro overworked Hope and obliged wi an informal try at some pop tune.

Frances Paley of W67C and Vi ginia Thalen of WBBM's music d partment are regular visitors at th Chicago Servicemen's Center whe Frances tickles the ivories and Vi ginia leads the group sing-fests.

Bill Miller, "Carnation Contente, tenor soloist on NBC, is a hero his son, Bruce, 5 years old. This we Bill signed up for the duration wi the Flossmor, Ill., auxiliary volu teer fire department.

Guy Savage, sports announcer, h switched from bowling to golf an will become golf reporter on WGN.

Gus Edwards, known to vaud villians as "The Star Maker," will honored on the "Man Behind th Music" show over WIND on Sunda 12:30 p.m.

Latest dope is that the Marsha Field organization is taking ov WHIP lock, stock and barrel and son revolutionary things will happen the next few weeks as to station sta power, and spot on the dial.

Jimmy Durante of "Schnozzo Fame" hobnobbed with Colonel C. J Sawyer of the Army Signal Corps the Sixth Corps Area when Ru Shaheen interviews them on WJJJ Saturday, May 9.

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

Power Control Ruling Includes Broadcasting

(Continued from Page 1)

cluded radio stations exemption under its provisions.

On the list of exempted users is radio communication (not including commercial broadcasting). It was emphasized by WPB officials, however, that the regulation cannot be considered a power rationing order, like those recently issued for several sections of the country. What it may require is that broadcast stations never go off the air completely during periods of peak load, or divide their restricted time with other stations when a power shortage in a particular area is so severe that no other course would be open.

Emergency Measure

When a power shortage develops, the director of industry operation will define the shortage area and issue specific instructions to utilities, utility power producers and consumers to relieve the shortage. He will issue emergency curtailment schedules and put into operation any necessary power-saving programs.

The program, it is thought, is as a safeguard for emergencies like air raids and sabotage, where power facilities may be temporarily curtailed, as for shortages as a result of heavy industrial use or droughts. It is set up as temporary, short-term plan. However, anticipated shortages in northern regions, and others where the aluminum and magnesium plants are in operation, may result in additional power rationing with possible effects on broadcasting.

Keep 'Em Rolling' Sets 3-Way Hookup

A three-way radio hook-up involving New York, London and Washington with distinguished personalities speaking from each city in a salute to the heroic people of Great Britain, will feature Mutual's "Keep 'Em Rolling" broadcast on Sunday, May 10 at 10:30 p.m., EWT. Quentin Reynolds, foreign correspondent, and Anne Neagle, English musical comedy star, will participate, Reynolds as emcee.

From London Mutual will bring the voice of Oliver Lyttleton, Provision Minister of Great Britain. The Washington speaker will be Don M. Nelson, Chairman of the WPB. The Quentin Reynolds will speak from New York.

The radio adaptation of Paul Gallico's short story, "Snow Goose," an account of the English evacuation of troops from Dunkirk, will be dramatic on the show.

MAPS 1940
MAIL OR MV. CENSUS
 WALTER P. BURN DATA
 WEST 44
 NEW YORK & ASSOCIATES, Inc.

Radio's Wartime Morale Job—War Dept's. Special 'Request'

(Continued from Page 1)

the Honolulu affiliate of the advertiser's particular network: KGU on NBC and the Blue Network, and KGMB, the CBS and Mutual outlet.

Radio's crucial and key importance to the war effort has been graphically illustrated by the situation which has developed in the Hawaiian Islands where U. S. Army officials have issued a virtual ultimatum to the local radio stations that better programming service must be provided at any cost for reasons of morale.

Martial Law in Effect

With the Army under General Emmons in full control and a state of martial law in effect, radio has become practically the sole medium of communication with the outside world and the only source of entertainment, at least during the non-daylight hours, for the entire population of the Islands and the American troops stationed there. Newspapers have been reduced to one edition per day.

Since Pearl Harbor, the Islands have undergone a nightly blackout coincident with sundown, at about 7:30 p.m., Hawaiian time, and an absolute curfew at 9:30. Thus, with theaters, restaurants and other entertainment spots closed down as of 7:30 and all persons except the properly designated military confined to homes or barracks as of 9:30 p.m., the Island's nightly radio fare assumes major importance from a morale and welfare standpoint and is being so regarded by the War Department.

Job a Hard One

However, providing a top-notch or even adequate radio program service in the Islands is a highly complex business. It's one thing for the military to order the local stations to cease and desist from a continuous round of broadcasting phonograph records, and it's another thing for the stations, with their limited facilities and revenue, to immediately embark on an elaborate program schedule.

This complexity was recognized by the military and, in conjunction with local station managers, the Office of the Coordinator of Information (Donovan Committee), the Post Office Department and the networks a solution is gradually being evolved. However, it requires the additional cooperation of U. S. network advertisers.

Priorities in Effect

Hawaiian stations were hard hit by the Pearl Harbor attack. They lost immediately a lot of local advertising, including all foreign (Filipino and Japanese) language advertising. In addition shipments of consumer goods to the Islands have been put on a priorities basis, with luxury goods, which are among the most heavily advertised, taking it on the chin.

Most network advertisers using Honolulu stations before Pearl Har-

bor have not dropped the stations, although their sales there undoubtedly are greatly reduced. But these never constituted any considerable portion of the stations' programming or revenue, nor do these programs add up to the type of continuous high quality radio fare which members of the U. S. forces in the Islands were accustomed to back home.

ET's Used

Under prodding from the Army, the Honolulu stations and their network headquarters pitched in to try to remedy the situation, the former repeating their commercials (most aired via ET delayed broadcast) twice or even more times and the webs endeavoring to provide transcriptions of any and all U. S. network sustainers, themselves absorbing recording and transportation costs. Unable to broadcast live participation shows at night because of blackout conditions, the local stations put them on in the daytime, recording them for nighttime broadcast. Similar subterfuges and gimmicks were utilized, but it still didn't add up to first class programming—there remained too many platter sessions and too few high class network commercial programs.

Revenue Factor Vital

Nor could this be rectified by having transcriptions of any and all network shows shipped in for the Honolulu stations to play at will, a procedure which U. S. advertisers would have okayed, of course, but which would have left the Island stations out on a limb financially. With their local and national spot business curtailed considerably, the stations were increasingly dependent for the revenue necessary to keep them on the air upon what was derived from their network affiliation.

You couldn't have a few advertisers paying to have their programs on the stations while many others, even though they had no distribution in the Islands, were using the stations on a gratis basis. It was either one or the other and this was recognized by the War Department. If the shows went on free, the Army would have to take over the stations and this, apparently, they do not want to do. Out of this dilemma developed the current drive, which is being conducted by network sales departments and station reps here, to get advertisers to include the Honolulu stations on their networks even if their sales have been seriously curtailed in the Islands or if they never did have distribution in the territory.

Good Will Emphasized

Special explanatory cut-in announcements have been devised for such advertisers whereby the regular network "selling" commercials are omitted and Honolulu station announcers point out to the American boys stationed in the Islands that the programs are brought to them as a purely good-will gesture on the part of the advertiser and remind them

RMA Cuts Its Agenda To 1-Day Convention

(Continued from Page 1)

changeover of its facilities to the production of military material for the war effort.

The Annual National Parts Trade Show was cancelled because few of the manufacturers are making any more parts, but tentative plans are being made for a meeting of the National Radio Parts Distributors association to be held in conjunction with the RMA convention.

Ellis Heads New Branch

The convention program includes a board of directors' meeting, election of officers and directors for the year and meeting of the various RMA sections and divisions—export, service, credit, set, tube, parts and accessories, speaker and transmitter.

At the same time, the radio and color groups of the WPB Production Division, which have been speeding the conversion of the industry to war work, have been organized into a new branch. It is headed by Ray Ellis, chief of the former radio division.

that the sponsor's product is not sold in the Islands, but will still be around back home when they've won the war, etc.

Following are the network advertisers currently using Honolulu stations: NBC—American Tobacco (Kay Kyser and "Information Please"), Liggett & Myers (Fred Waring), Chase & Sanborn (Charlie McCarthy), General Foods (Jack Benny and "Aldrich Family"), S. C. Johnson ("Fibber McGee & Molly"), R. J. Reynolds (Al Pearce), Brown & Williamson (Red Skelton) and Pepsi (Bob Hope).

CBS—American Tobacco ("Hit Parade"), Coca-Cola (Andre Kostelanetz), Colgate-Palmolive-Peet (Guy Lombardo), Eversharp ("Take It Or Leave It"), General Foods (Kate Smith), Lever Bros. ("Big Town") and R. J. Reynolds (Bob Hawk).

Understood to have agreed to add KMBG to their CBS network in the near future are Texas Co. (Fred Allen) and Campbell Soup (Bob Burns) although Texaco has no distribution at all in the Islands and Campbell is seriously restricted by the tin shortage.

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

PROGRAM REVIEWS

"Mr. District Attorney"

Sponsored by Bristol-Myers in behalf of Vitalis hair tonic, this dramatic half-hour on NBC Wednesday nights at 9:30 p.m., EWT, stepped away from the customary cops-an-robbers type of script the other nite to indulge in a bit of Fifth Column story called "The Case of the Whispered Word." Jay Jostyn, as the fighting district attorney of a big city with his aide, Harrington and Millett, the secretary to the D.A., who always manages to do her work away from a typewriter or telephone, were approached to find the sailor of a girl who missed him after a session in a beer saloon.

Much concern seemed to be expressed over the material used on the program because of a network policy to lay off spy stories. Yet the material aired had plenty of punch in conveying two things: Keep your mouth shut regarding military movements and sailing of ships; and regardless of the torture inflicted on Joe, the American sailor, by a Nazi espionage agent, Joe died with the information. Nothing wrong with that type of material, we thought. It told a story of bravery of an average American—just like the Paul Gallico mag and movie story, "Joe Smith: American." There should be more of these tales on the air.

However, one mistake seemed to have been made, no doubt in an attempt to "apologize" for the story portrayed. Entire middle commercial was devoted to explaining by the announcer of the situation Joe was in—as if you hadn't already heard the "terror and hardship portrayed a few seconds previous. Then plugs were made for the peddling of war Stamps and Bonds—to sort of offset the pungency of the radio drama—in case listeners were offended!

"Victory Begins at Home"

Heard on CBS, Monday, Wednesday and Friday mornings at 11 a.m., Arthur Godfrey's "Victory Begins at Home" series is, paradoxically enough, informal and authoritative. Designed to inform the housewife of the war uses to which curtailed units are being put, Godfrey tosses a song or two, a joke or two and an observation or two in between his remarks. Feature of the show is the definite conviction that no script is used, all information being "feed-box" stuff from Godfrey's Washington sources. On Monday Godfrey injected something new, a call for "Victory Volunteers," a request that everybody do something every day to help win the war.

Edward Ralph Goble

Chicago—Funeral services for Edward Ralph Goble, 59, president of the Stack-Goble Advertising Agency, who died Wednesday, will be held today. He was president of the agency which he helped organize in 1910, since 1921.

WORDS AND MUSIC

By Sid Weiss

BIGTOWN SMALL TALK: The stork is hovering around the homesteads of Howard Reilly (he's Fred Allen's director), Redd Evans and Herb Gordon. Herb, incidentally, just signed Clark Dennis for a transcription series, proving that Herb is a lot smarter than the rest because Clark is some pumpkins as a singer....Connie Elrod thought she could keep her marriage (April 17th) to Lieut. Francis Merrill a secret—and she could, too, if we weren't such an old meanie....Paramount pix are paging Patsy Campbell—and for good reason, too, if you knew Patsy like we know Patsy....Hy Zaret, he's the fella who started that opposition group which threatened to buck BMI and Ascaph, has changed his mind. We hear he's now joining Ascaph....Everytime we hum that tune, "Don't Sit Under the Apple Tree," we wind up either on "There's a Long, Long Trail" or "He's I-A in the Army"....Some juicy feuds along the street now. Leo Reisman and the music pubs are making faces at each other—and Paul Draper and Willie Howard are too polite.

★ ★ ★

Lou Likker is now in the mechanized unit at Bowling Green, Va., and sez there's plenty of Broadwayites he'd like to get in a tank with him....Benny Goodman's offer of a plaque to the most popular record-spinner is a neat switch, we think....Too bad about Cy Schribman. Hear he's the victim of a nervous breakdown....The army just got John Ray, scripter of "Famous Jury Trials," and we understand director Bill Rousseau is looking for experienced radio writers....Judy Marshall, who they say is quite a singer, is being given the glad eye at the Blue....That Souvaine office must be the busiest in town what with the General Motors show, "Listen, America," "Pearson & Allen" and some five or six others they're readying. Incidentally, Arthur Hoyt has taken over the reins on "Listen, America"....That was mighty quick thinking on the part of Joyce Hayward the other nite when she covered up Melvyn Douglas who had skipped a whole page in the script. The western gal covered up so neatly that the audience never tumbled—and neither would we if someone hadn't a-told us.

★ ★ ★

For a spine-tingling wallop, get Jerry McGill to play that five-minute recording of his with Matt Crowley discussing the war and its problems just like the guy next door. No fanfare, no introduction, no shouting or hysterics—just plain talk from a plain guy. Put that thing on every nite for five minutes and it'll do more good than some of the Defense shows.... Actors will like the news that Lester Lewis, through the Ed Wolf office, has bought Rex Stout's "Nero Wolfe" series. He auditions the famous detective in two weeks....That screen, stage and radio star, they tell me, stays "happily" married because he won't agree to his wife's idea of a cash settlement....Things I Never Knew 'Til Now: That Joe Daly, the NBC production man, once had an all-girls' unit called "Joe Daly and his Co-Eds" back in '30. Joe used to accompany Grace Moore in vaudeville, too.... Those Stage Door Canteen hostesses sure deserve plenty of credit. It's a bad nite when less than 2,500 service men crowd in.

★ ★ ★

BETWEEN US: Walter Winchell: Ben Bernie will demonstrate the fiddle on Fred Allen's show on the 31st....Bob Kerr: Where'd you get that swell tan, as if we didn't know....Harry Frazee: Understand you're considering a new show with Jack White, Frankie Hyers and Pat Harrington as soon as Jack is up and around. Take it from us—with that trio you can't miss!....Marjorie Moffett: Everybody is raving about the terrific job you turned in on Mary Margaret McBride's 8th anniversary show....Fred Allen: Did you know that your's was the only comedy program to show a tilt in the latest Crossley?...Dick Murray: Congratulations. I see that three of your firms' (Paramount & Famous) tunes are listed among the first ten on the sheet—and five of them landed among the top 15....Boris Marshalov: Nice work on "The Sheik." Very believable.

★ ★ ★

— Remember Pearl Harbor —

GUEST-ING

GLENDIA FARRELL, on the "T. Coln Highway" program, tomorrow (NBC Red, 11 a.m.).

FRANZ WERFEL, author, on "Men and Books," tomorrow (WABC-CBS, 2:05 p.m.).

"PRINCE" MICHAEL ROMANOFF, BRENDA MARSHALL and MARY D. BRIGGS, on "A Luncheon with Ilka Chase," tomorrow (NBC Red, 12:30 p.m.).

BURGESS MEREDITH, on "Astrostrong's Theater of Today," tomorrow (WABC-CBS, 12 noon).

MARLENE DIETRICH, on the Fred Allen program, Sunday (WABC-CBS, 9 p.m.).

BILLIE BURKE, on "Nobodies Children," Sunday (WOR-Mutual, 7:30 p.m.).

NADINE CONNOR, soprano, on the Coca-Cola program, Sunday (WABC-CBS, 4:30 p.m.).

REV. ROBERT I. GANNON, president of Fordham University, on "Mutual's Radio Chapel," Sunday (WOR-Mutual, 11:35 a.m.).

COL. EDDIE RICKENBACKER, "We, the People," Sunday (WABC-CBS, 7:30 p.m.).

KSL Realigns Personnel To Meet Wartime Demands

Salt Lake City—Realignment of staff due to the war-time demands on trained radio personnel has been announced by Ivor Sharp, KSL manager. Ralph Hardy, formerly the sales staff, has been named transmitter and defense co-ordinator. New musical director is Foster Coe, formerly with NBC in San Francisco who replaces Reid Tanner, resigned. Another addition to the music staff is Helen Ann Young, who is in charge of both music and transcription libraries.

Melvin B. Wright has been switched from his job as studio supervisor to studio engineer. Victor Bell, formerly assistant promotion director, now working as a producer and program consultant as well as part-time announcer. Ray Sentker, KSL news editor, has replaced Bell in the promotion department. Elaine Braby has joined the staff as a continuity writer and secretary to Glen Shaw, production manager.

WJW Plans Power Boost

Akron, O.—William O'Neil, owner of WJW, Akron, has announced that the station will operate on its increased power of 5,000 watts on new frequency, 850 kilocycles, July 15, barring unforeseen complications. New transmitter location about a half mile north of Botzum.

CBS Resumes Attack At Sanders Hearing

(Continued from Page 1)

ns, the network's general counsel, hearings before the House Inter- and Foreign Commerce Com- ee on the Sanders Bill.

idge Burns' testimony, and the tions asked him by committee bers, dealt almost wholly with Commission rules, the litigation ounding them, and their effects network broadcasting. The CBS isel emphasized that promulga- of the regulations through the eal of station licenses by the Com- ion would break down the struc- of chain broadcasting as it is wn today and result particularly e loss of public service features.

Regulations Examined

Commission regulations them- drew the particular attention e committee. The Congressmen id to have the rules and their fications explained in detail, and eneral indicated some apprehen- regarding their possible results. ter the appearance of the final witnesses, Judge Burns and Dr. rk N. Stanton, the network's rtor of research, the hearings e recessed until May 19. At that n, Mutual Broadcasting System, espaper-Radio Committee, and spokesmen are expected to be- their presentations, probably in e order.

Paley's Views Endorsed

le CBS counsel endorsed com- ly the recommendations of CBS dcent William S. Paley, presented e FCC Wednesday, that a new pt of broadcasting regulatory should arise to define the Com- on's powers and limit them to e regulations. He stressed re- dly that the Commission issu- of the network rules was con- to all previous broadcasting atory procedure, and meant the ption of powers by the FCC a had not previously been con- ded within its statutory authority. eclared that the legislative rec- s clear that Congress did not e to give the Commission the de- nation of monopolies.

ge Burns contended that this r rests with the Department of e. He added that the Justice e apparently believes also that s this power, because "we are eendants in an anti-trust suit ht by them in Chicago."

Fears Loss of Incentive

CBS attorney drove home the hat Columbia, or any other net- would not have the incentive ecrease its coverage or facilities ould not be assured that those ies would be available at any ular time. He said, as did the rk attorneys presenting their o the Supreme Court last week, e the inevitable result of the oly rules would be that big ns would prosper and small ould suffer, and that "the radio ss would lose its power to e."

s, he insisted, would be espe-

WHO'S WHO IN RADIO

EUGENE CARR

ONE of the busiest men at the NAB convention in Cleveland next week will be Eugene Carr, assistant manager in charge of sales of WGAR, Cleveland. Gene, as he is known to the industry, will have the two-fold duties of acting as one of the hosts of the convention and also of presiding over the gatherings of the NAB Sales Managers' Committee of which he is chairman. Judging by past experience, this activity will be child's play to WGAR's soft-spoken head of sales.

Carr is in his present position in broadcasting as a result of his desire to sing on the radio. In February 1929 he took a six-month leave of absence from a job as voice instructor at the University of Oregon in order to fulfill his vocalistic ambitions. Talent and ability and a queer turn of fate killed all chance of his returning to the ranks of the singing teachers or, for that matter, to a singing career, which was cut short when he was made program director of NBC in Cleveland. He remained with NBC until 1933 when he resigned to become associated with an advertising agency. Shortly after he became program director of WGAR and in 1936 was appointed assistant manager in charge of sales, a position which he holds today.



Busy Carr

In June, it will be a year since Gene Carr was named chairman of the NAB Sales Managers' Committee. The innovations made by him in his work with the committee has received commendation of stations, advertisers and agency men alike. His report to the convention is awaited by the entire industry who have come to know and admire him as a result of his extensive tours of the various NAB districts during the past year. The work of his committee undoubtedly will be one of the outstanding features of the entire convention. That work is a result of Carr's genius for analyzing sales problems and then doing something about them.

Carr was born in Shelbyville, Ill., in 1903 and attended Eureka College in Illinois and Westminster College in Pennsylvania. He is married and has one daughter. Hobbies, in order of their importance are radio, baseball and classical music.

cially disastrous to sustaining and public service programs now produced and transmitted without revenue to the chains. He said that, if only a skeleton network existed, or if the chains were limited to those stations they leased or owned, that competition and the struggle for survival would be so severe that no one would spend money on public service programs. He added that under the rules local stations would be reluctant to carry sustaining shows, because they would find greater necessity to get sponsored material.

Sees Clearance Difficulties

Asked if it would then be difficult to clear time for a program of national importance, for example a speech of the President, if this had to be done on short notice, Burns replied that this would be very involved, and would present extreme difficulties.

Rep. McGranery asked if "in short, you feel that radio should have long pants instead of short pants?" and Judge Burns drew laughter from the entire committee and audience when he replied, "instead of no pants at all."

The CBS counsel in his testimony went at length into the hearings held on the network monopoly matter two years before the regulations were announced by the FCC. He pointed out that only two of the commissioners who voted for the rules were in office at the time the hearings were held, and suggested that the committee should read Commissioner Craven's minority opinion. He said

he hoped the committee would ask Commissioner Craven to testify in the hearings, and termed him (the commissioner) "best fitted to discuss broadcasting matters."

Burns said he favored the Sanders Bill and added that Congress was the logical agency to step in and determine whether the FCC should have separate divisions. He declared he could not see the common denominator between carrier and broadcasting regulation. He disagreed, however, with the recommendation of the FCC Bar Association that policy decisions should be made by the full Commission.

The CBS counsel declared that the network did not come to the hearings to ask special privileges, but to ask Congress to lay down a fundamental philosophy of regulatory legislation. He said that the necessity for this had never arisen until the announcement of the monopoly rules.

Explains Affiliation Pacts

In explaining the monopoly regulations, and their effects on chain broadcasting, Judge Burns pointed out that the affiliation agreements are made on a bargaining basis, and that sometimes the station and sometimes the network is in the best position.

Dr. Stanton, in a brief appearance, presented charts depicting the network's coverage and aspects of its business. He pointed particularly to the rapid growth of chain broadcasting and the number of United States families with radio receivers and quoted various polls illustrating that

P. & G. Bond Contests Total \$51,000 In Prizes

(Continued from Page 1)

conducted in 6 weekly competitions, offering as first prizes, \$1,000 bonds and seventy \$50 bonds as additional prizes each week to qualify for a major award.

First of the weekly contests closes on Saturday, May 30, and the sixth and final competition ends on July 4. War Bond contest will be plugged constantly over 234 stations on 3 P. & G. daily daytime script shows: "Vic and Sade"; "Pepper Young's Family"; and "Right to Happiness." As additional promotion for the contest a full-page, four-color ad will be circulated in national magazines totaling over 26,000,000 in circulation. Press releases, photos and mats to newspapers throughout the country also will be used.

See No Relief From ODT On Easing Delivery Order

(Continued from Page 1)

truck delivery of newspapers to one edition daily has been announced here as of last night and ODT officials have give no indication that they will revise the order between now and its effective date May 15.

While the Boston "Record-American" yesterday put ten horses and wagons into their delivery systems no other large papers are known to have attempted to institute substitute delivery facilities. Two plans have been submitted to ODT Director Joseph B. Eastman—one by the American Newspaper Publishers Association and another by the New York papers in concert. The latter group has already cut the number of its editions.

Both plans are understood to call for elimination of rubber-tired vehicles for delivery to rural subscribers and pooling of deliveries wherever possible. Use of contract carriers as much as possible is also thought to be included in both plans.

Informal conversations are proceeding with publishers in a number of other cities and additional plans may be submitted before the order takes effect next Friday. Pleas have been submitted by the American Newspaper Guild and the newspaper deliverymen's organization that the ODT seriously consider the problem of decreased employment likely to result from fewer editions. The ODT has been considering this problem, but feels it is a matter for the industry to work out.

a majority of the nation's families depend primarily on the radio for news.

He explained the network's functions, pointing out that it transmits programs over special transmission wires furnished by the American Telephone and Telegraph Company. Virtually the entire expense of \$2,000,000 for these wires is borne by CBS, he added.

★ ★ Coast-to-Coast ★ ★

KNX, Hollywood, Cal., has launched as part of its defense program, a school for the training of radio technicians. The school is under the direction of Les Bowman, chief engineer of Columbia Pacific Network at KNX. The entire station and equipment is at the disposal of the school.

Frank Lovejoy celebrates his fifth year on the networks with his return to the cast of "Gangbusters," the program on which he made his network debut in 1937. Prior to that he was on the staff of WLW, Cincinnati and WMCA, New York.

"The American Mother Speaks," an hour long program featuring mothers of 12 different nationalities who have sons fighting in America's armed forces, will be presented by WOV, New York, in a special pre-mothers' day program. "The American Mother" will be a composite of mothers from Russia, China, Greece, Czechoslovakia, Germany, Austria, Poland, Italy, Yugoslavia, France and the United States.

WNYC, New York, will broadcast seven operas of the San Carlo Opera Co., from the stage of the New York's Center Theater. This is the first time WNYC has broadcast operas during performance; previous airings on this type music have been transcribed.

Terry Long, sportscaster for WBNY, Buffalo, N. Y., celebrates his sixth anniversary on the air this coming Saturday, with a special broadcast. Terry believes he has the only "soccer" series on the air, and has interviewed soccer players from all corners of the earth. WBNY's Bond and Stamps Club is 100 per cent oversubscribed.

KFBI, Wichita, has carried the tempo of their "All Out for Victory Drive" even more extensively into the homes than they have in the past, by arranging with leading newspapers of cities surrounding Wichita, to co-sponsor an essay contest. War bonds are being offered as prizes, and students of the intermediate grades will compete for them by writing on the subject, "What an intermediate grade student can do towards helping to win the war."

Effective Saturday, NBC Summer Symphony Orchestra will shift from its present spot on the Blue Network, Tuesday, from 9:30-10:30 p.m., EWT, to Saturday in the three-quarter hour period beginning at 9 p.m., EWT. Conductors during the summer season will be Izler Solomon, young American conductor; Burle Marx, Brazilian composer-conductor; Frank Black, and Nicolai Malko, Russian conductor.

Walt Framer, conductor of "Blessed Eventer" and general theatrical handy man at WWSW, Pittsburgh, has been named emcee at Kennywood Park, local amusement park. Thelma Schnee, who made her radio debut at WWSW when she was a student at Carnegie Tech, returned to the station last week to be interviewed by George Seibel on "Backstage at the Nixon." She returned to the station as one of the leads in "The Corn Is Green" theatrical company.

"The American Mother of 1942," Mrs. William N. Barry of North Carolina who has 13 children with three boys in the service, will be interviewed over WHN, New York, by Constance Armstrong, head of the Ladies of Charity, branch of the Catholic Charities. She will broadcast next Tuesday, May 12, from 9:45-10 p.m., under the auspices of The Golden Rule American Mother's Committee.

Beginning last week, Van Patrick, sports director of WHBF, Rock Island, Moline and Davenport, is heard coast to coast on Mutual's baseball round-up, Mondays through Fridays at 5:15 p.m. After May 29 the former Texas Christian grid star will also be heard on the Mutual baseball broadcast at 5:25 p.m. on Sundays.

Listeners to WWSW, Pittsburgh, will soon hear the special victory chorus, written for the Free French benefit when a Carnegie Tech group sings it as a portion of their contribution to the women in defense show, aired Saturday mornings. Marjorie McCann, head of the program, will have the Tech group as her special guests.

WJW, Akron, announces the addition of Dick Hatton to their staff, at the same time losing two of their radioites to WHK, Cleveland: namely, Jack Irish, announcer, and Paul Van Deusen, engineer.

The stork paid a second visit last week to the home of Bob Eastman, of the Blue Network's spot sales staff, and left him a second son, who weighed in at seven pounds. Mother and son are doing fine at White Plains Hospital.

Bob Harris, announcer at KOIN-KALE, Portland, Ore., lost his mother by death April 27. Harris handles a special after-midnight shift of programs on KOIN, and is well-known to war industries workers who hear him during the late hours. Recent visitor at KOIN-KALE, Portland, Ore., was Duncan Macleod, former staff announcer who volunteered with the army flying service before the outbreak of war. He is now stationed at Mather Field, Calif.

Walter Evans, vice-president of Westinghouse Radio Stations, Inc., has also been elected a vice-president of the Westinghouse Electric & Manufacturing Co., parent company of the broadcast subsidiary. Evans is a veteran employee of Westinghouse and in 1941 received the company's highest employee honor, the Order of Merit, for conspicuous leadership and service in radio development.

Politics bowed in over WGNY, Newburgh, N. Y., when Hon. Hamilton Fish, representative in Washington from the 26th Congressional District, New York State, opened his campaign for re-election. Fish pledged 100 per cent support of the administration "for the duration," and asked the support of his constituents who have sent him to Washington as their representative for the past twenty-two years. WGNY announces a heavy schedule of political traffic from now until the elections are held.

Sammy Kaye and his Swing and Swayers will hop aboard the "Bandwagon" program next Sunday, May 10, at 7:30 p.m. The show, which is usually aired over WEAJ in New York, will originate in Hollywood where Kaye and his orchestra are working before 20th Century-Fox cameras in Sonja Henie's next picture, "Iceland."

Two members of the staff of WJTN, Jamestown, have just acquired fatherhood. Commercial manager Norman Burdick and program director Al Spokes are the proud pappies of sons born in April. It was a close race down the homestretch with Richard Allan Spokes arriving on April 6—13 days ahead of Jeffrey Ian Burdick.

WOR, New York, has started a new series with friendship as its theme. Name of the program is "The Legion of Friends," scheduled for six shots a week, and features Lee Mason as the "head friend." Mason will extend the glad-hand to everyone that hears him, and immediately induct the "pal" into his group.

Bruno Shaw, authority on far eastern affairs will inaugurate a weekly news commentary series, entitled "Mapping the News," over WJZ, New York, at 10:30 p.m. Saturday. He will base each broadcast on that day's war map in the New York "Post".... John V. L. Hogan, president of WQXR, made a special National Music Week on WQXR "Symphony Hall."

Libby Gardner, new to radio, joined the staff of WCBS, Springfield, Ill.... "Stretch" Miller, announcer, and Dick Ashenbrenner, chief engineer take the high road. Uncle Sam sometime in March. Baldwin "Doc" Harper, a veteran mike-man has joined the WCBS in a combination sales-announcer capacity.

Kasper Gordon, Inc., announces the following sponsors are presenting "The Enemy Within," an exposition of the Australian Secret Service, which smashed the fifth column in this country: on WKPT, Kingsport, Tenn.; the Johnston Department Store; WOMI, Owensboro, Ky.; Terre Haute Brewing Company; WTAQ, Chicago, Ill.; Bay, Wisc.; Jacobs Ready To Go Store; KPFA, Helena, Mont.; Way Stores; WPID, Petersburg, Va.; Mann's Bakery.

Merle Pitt, current WNEW, New York, orchestra leader and music director, has been signed along with his excellent combo, "Five Shades Blue," by three of the industry's leading transcription companies. More than 400 stations throughout the country will feature the Merle disks.

Station WJBK, Detroit, played an important part in the welding of 15,000,000 American Slavs into a permanent and aggressive organization pledged to Democracy's support. A thousand delegates from all parts of the United States formed the American Slav congress at a two-day session in Detroit. Paul V. McNutt was the principal speaker.

Robson Leaves OEM For CBS Production Dept.

William N. Robson, who was in the production staff of CBS from 1937-39, has returned to the network as producer-director, specializing in wartime programs. Robson, who became radio director of Lennor Mitchell in 1940, leaves a production post with the Office of Emergency Management to join Columbia.

Specifically, Robson will handle the weekly "Report to the Nation" and aired Tuesday nights along with new war series which is in the works. He'll not be restricted entirely to war shows, however.

When Robson was with CBS he produced the "Workshop" series and other programs.

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13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	32	33	34	35	36

May 8

James Rowland Angell
Ralph Bowman Jim Gaines
Ruth Gilbert Capt. Tim Healy
William L. Hoppes Red Nichols
Tony Russell

May 9

Bill Adams Bernie Barth
Ray Clancy Mike Hunnicutt
Rosalie Hyman Beatrice Lillie
Carolyn R. Moser Della Orton
Paul Page Bert Whaley

May 10

Scotty Maclean
Alma Sandra Munsell
Lee Reiser Betty Shaffer
Jack Sheldon



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 19, NO. 29

NEW YORK, N. Y., MONDAY, MAY 11, 1942

TEN CENTS

NAB'S Wartime Meeting

Proud Of War Record, Miller Tells Members

Cleveland—Foreseeing no less of freedom, but rather increased appreciation of the advantages of the American system of broadcasting and its importance to the nation as a result of the war, Neville Miller, NAB president, in his annual report to the NAB convention, to be delivered at the opening business session this morning, states that "radio today holds higher in public esteem than ever before."

Pointing with pride to the industry's record of "constructive, aggressive cooperation in the Government's program," Miller predicts that

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NBC-Blue Sign Toscanini for Saturday Night Series

Absent from radio for the past year, except for five concerts in behalf of the War Bond drive, Arturo Toscanini has been signed by NBC and Blue Network for a series of Saturday night NBC Symphony Orchestra concerts during the 1942-43 season, it was announced Friday in a statement by Frank E. Mullen, president and general manager

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S Promotes Ream To Executive Staff

Joseph H. Ream, former secretary and general attorney for CBS, has been appointed to the general executive staff of the network, it was announced Friday. Ream will take over a portion of the management and administrative duties shared by Paul W.

(Continued on Page 2)

Recruiting

San Francisco—While here for a special Burns and Allen broadcast, during dedication of NBC's new studios, Paul Whiteman donned chief petty officer's cap again and conducted auditions for professional musicians wishing to join navy bands. After passing on the men's musical qualifications, Whiteman turned the prospects over to navy recruiting desks.

Vetoed

Albany—Gov. Herbert H. Lehman has vetoed the bill sponsored by Sen. John L. Buckley to permit radio corporations to prohibit or restrict ownership or voting rights of capital stock by aliens. The bill was vetoed with a memorandum from the Governor saying it was "unnecessary in view of the provisions of the Federal Communications Act."

NAB Financial Status Better Than Year Ago

Statement of Income and Expenses submitted by C. E. Arney, Jr., assistant to the president, reveals NAB operated through the year not only well within the budget but cash on hand—\$59,929, as of March 31, 1942, is more than twice the sum on hand a year ago, when the 19th annual convention opened. Total disbursements for the period extending from April 1, 1941 to March 31, 1942, were \$322,808.18.

Eugene Carr Appointed To Office Of Censorship

Cleveland—Eugene Carr, assistant manager in charge of sales of WGAR of this city has been appointed an assistant in the radio section of the Office of Censorship. According to the announcement made by Byron Price, director of the agency, Carr, who reports to J. Harold Ryan, head of the Office's radio section on May

(Continued on Page 2)

War Effort Is Keynote On The Agenda But 'Free Radio' Also Emphasized Via Many Business Sessions

By M. H. SHAPIRO

Cleveland—With Radio in Wartime the keynote, the twentieth Annual Convention of the National Association of Broadcasters opens officially today at the Hotel Statler before a record-breaking attendance that bids fair to pass the 1,100 mark.

Although the war is scheduled to occupy a major portion of the agenda and a strong program is on tap, the NAB has no intention of losing sight of the fact that a free radio is in essence what the United Nations are fighting for—that a free radio as we know it—cannot exist unless it is on a sound financial basis—therefore numerous progressive business sessions have also been emphasized in the agenda.

Reorganization plans as proposed by the NAB board are looked upon as a potential source of battle, the 13 amendments involved in the proposal including full membership of networks and seats on the board. Opposed to this move is the group which believes that networks should be associate members only and that possibly M and O sta-

(Continued on Page 22)

Blue Net Sets Up Rules For "Espionage" Themes

Blue Network, which lifted its previous ban on espionage and sabotage themes some time ago when "Alias John Freedom" was booked, has established a set of standards to be

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Neville Miller

East Coast Network—WNEW Is Key Station

Long in process of formation, the East Coast regional network composed largely of stations in which Arde Bulova is interested, will become a reality beginning June 15, Harold A. Lafount, Bulova executive, revealed Friday. Under the name Atlantic Coast Network, the new hookup will be composed of seven stations from Washington to New

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★ THE WEEK IN RADIO ★

... Sanders Bill Testimony

By BOB LITZBERG

CONVENTION atmosphere pervaded the entire industry last week. As a preliminary to the NAB convention which opens today, the 13th annual Institute for Education by Radio was held during the first three days of last week, with accent on war, before a record attendance of over 600 broadcasters, educators and others connected with the educational aspects of radio. Even the Congressional hearings on the Sanders Bill were recessed after Friday's session in or-

der to allow witnesses to attend the NAB meet. However, before recessing until May 19, the investigating committee listened to CBS and NBC witnesses and their stand on the proposed revision of the Communications Act.

Principal speaker for the former was William S. Paley, president; Frank Mullen, NBC general manager, took the stand for his network, setting a new precedent in Congressional

(Continued on Page 2)

Inside Info

Cleveland—How the NBC Radio-Recording Division makes transcriptions, from the time of rehearsal until played by a station subscriber, will be demonstrated here by means of photographic blow-ups for the broadcasters attending the NAB meet. NBC this year again will distribute its "Handy Little Gadget" memo and compendium-of-information booklets.



Vol. 19, No. 29 Mon., May 11, 1942 Price 10 Cts.

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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

(May 8)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	111 1/4	110 1/4	110 1/4	- 3/8
CBS A	9 1/2	9 1/2	9 1/2	+ 1/2
Gen. Electric	23 7/8	23 3/8	23 3/8	+ 1/8
Philco	8 5/8	8 3/8	8 3/8	- 1/8
RCA Common	2 3/4	2 3/4	2 3/4	- 1/8
Stewart-Warner	5 7/8	5 7/8	5 7/8	- 1/8
Zenith Radio	11 3/8	11 1/4	11 3/8	- 1/8

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	1 1/2	1 3/4
WCAO (Baltimore)	15	18
WJR (Detroit)	18	20

CBS Promotes Ream To Executive Staff

(Continued from Page 1)

Kesten, vice-president and general manager; Mefford R. Runyon, v.-p. and director, and Frank K. White, treasurer, who make up the executive staff.

Julius Brauner, heretofore a staff attorney under Ream, becomes general attorney for the network and head of the legal department.

City of Cleveland

FRANK J. LAUSCHE
MAYOR

May 4, 1942.

To the Members of the National Association of Broadcasters:

Cleveland is proud to have the National Association of Broadcasters as its guest during the Annual Convention to be held in our City from May 11th to 14th.

We extend to every member of your worthy organization a cordial invitation to attend, and we are of the earnest belief that you will find Cleveland replete with places of civic interest which, together with the enrichment that you shall have from your Convention, will make memorable your visit to our City.

You will find Cleveland an enjoyable place to visit because of the beauty of its location on the shores of Lake Erie and the richness of its cultural, industrial and business activity.

We are looking forward to your visit, and will exert every effort to make your stay here pleasant and enjoyable.

Cordially yours,

Frank J. Lausche

MAYOR.

FJL/E

Pulliam Praises Radio For War Bond Success

Indianapolis—Eugene C. Pulliam, state chairman of the Indiana war savings staff, and owner of WIRE, Indianapolis, gave Indiana radio credit for a "magnificent job" in co-operating with a series of special programs broadcast in honor of MacArthur Week.

Indiana was the first state in the nation to subscribe its May quota of war bonds, and radio stations are being given major credit for the achievement. "We would not have led all the other states without their splendid cooperation," Pulliam declared.

Would Suspend WNYC To Save N. Y. \$108,620

Closing down of WNYC, New York's municipally owned station which currently is seeking longer time on the air from the FCC, was recommended last week by the Citizen's Budget Commission, Inc., which seeks further cuts in the city's budget totalling \$4,470,338.

Suspension of WNYC, it was stated, would save the city \$108,620.

WINX Signs With Lang-Worth

WINX, Washington, D. C., has signed with Lang-Worth Feature Programs, Inc., for the latter's transcription library service.

THE WEEK IN RADIO

... Sanders Bill Testimony

(Continued from Page 4)

hearings by illustrating his points by means of colored slides. Both testified in the same tenor as previous witnesses, emphasizing the need for revision of the Act to meet the requirements of the many new developments in the industry and were reported in their views by witnesses representing the network stand.

In an effort to keep up morale in Hawaii, sponsors have been asked by the War Department to add to the island to their stations morale announcements have been advised to replace "selling" commercials where needed. . . . New source of radio personnel to relieve the shortage of technicians and radio aids was revealed in an offer of Louis Block, Jr., of Intercollegiate Broadcasting Station Representatives to act as a liaison between the industry and students "with broadcast experience."

Freeze order on station construction was reported to have brought up a nullification of the object of the Havana Radio Treaty, American and Canadian radio stations by expansion of broadcast facilities in other countries of the Western Hemisphere. . . . Radio kit has been designed to assist in meeting problems among armed forces overseas. . . . Navy Department before Senate sub-committee criticized control over communications. . . . Production Board specifically demands stations exemptions on its order mandatory power curtailments caused by power shortage. . . . MBS announced a new coast to coast program originating at army camp.

— Remember Pearl Harbor —

Eugene Carr Appointed To Office Of Censors

(Continued from Page 1)

18, will devote his full time to new position. Carr is chairman of the NAB Sales Managers' Committee and a vice-president of the Association of Broadcasters.



Spot Sales, inc.

COOPERATIVE RADIO STATION REPRESENTATIVE

20 E. 57th STREET NEW YORK • 360 N. MICHIGAN AVE. CHICAGO • MARKET AT 3rd STREET SAN FRANCISCO

Loren Watson
Peggy Stone

Peterson Kurtzer
Aileen Philips

John Livingston

At The Convention

LOREN WATSON

PEGGY STONE

PETE KURTZER

HOTEL CARTER

HAIL COLUMBIA and WBNS TO WIN!

CENTRAL OHIO'S ONLY CBS OUTLET.

ASK ANY BLAIR MAN OR US !!

SESAC MUSIC

Question:

If a music licensing organization gave the broadcasting industry:

Clearance at the source on network programs in	1934
A competitive supply of music in	1931
No restriction list	1931-1942
A complete plan to solve the music problem in	1932
A station relations staff (with actual broadcasting experience) ..	1931-1942
Licenses on a reasonable, flat fee basis	1931-1942
A program service department	1931-1942
140 Publishers of America's Best Music in	1942
Real cooperation and year round service	1931-1942
Recording fees of 2c for commercial and library transcriptions ..	1940-1942

What would be the result?

Answer:

The broadcasters would give that organization unanimous support.

Fact:

1. SESAC did these things FIRST.
2. 839 commercial radio stations and every national and regional network have blanket SESAC licenses . . . (more stations than any other organization has ever had in broadcasting history).

Pledge:

SESAC will continue to supply radio stations with the

BEST MUSIC IN AMERICA

at Reasonable Rates

SEE SESAC at the NAB Convention

SUITE 1141

STATLER HOTEL, CLEVELAND

Leonard D. Callahan
Emile J. Gough

Burt Squire

Claude C. J. Culmer
Gus A. Hagenah

☆☆☆ Convention Program ☆☆☆

**Twentieth Annual Meeting
National Association of Broadcasters
Hotel Statler, Cleveland, Ohio
May 11, 12, 13 and 14, 1942**

(Pre-Convention) Sunday, May 10

- 12 noon SALES MANAGERS, EXECUTIVE AND GENERAL COMMITTEES (Parlor E)
- 12:30 p.m. BROADCAST MUSIC INC., BOARD OF DIRECTORS, LUNCHEON (Parlor D)
- 2:00 p.m. RESEARCH COMMITTEE (Parlor H)
ENGINEERING COMMITTEE (Parlor F)
NAB BUREAU OF COPYRIGHTS, BOARD OF DIRECTORS (Parlor B)
- 3:00 p.m. CODE COMMITTEE (Parlor D)
- 4:00 p.m. WAGES AND HOURS COMMITTEE (Parlor M)
ACCOUNTING COMMITTEE (Parlor H)
- 7:00 p.m. NAB BOARD OF DIRECTORS DINNER (Lattice Room)
- 8:00 p.m. LABOR COMMITTEE (Tavern Room)

Monday, May 11

- 10:30 a.m. BUSINESS SESSION (Pine-Euclid Room)
Neville Miller, presiding
President's Annual Report
Announcement of Convention Committees
Secretary-Treasurer's Annual Report
Proposed By-Law Amendments
- 10:45 a.m. "Radio and the War". Byron Price, Director Office of Censorship
- Informational Clinic**
J. Harold Ryan, Assistant Director, Office of Censorship.
Maj. Gen. A. D. Surlles, Director, Bureau of Public Relations, War Dept.
Rear Admiral A. J. Hepburn, Director, Office of Public Relations, Navy Dept.
Maj. Gen. F. G. Beaumont-Nesbitt, British Army Staff
Earl J. Glade, Chairman, NAB Code Committee
- 12:45 p.m. LUNCHEON (Grand Ballroom)
Speaker: Archibald MacLeish, Director, Office of Facts & Figures
- 2:30 p.m. DEPARTMENT OF BROADCAST ADVERTISING, SALES MANAGERS (Pine-Euclid Roof)
"Radio Advertising for Department Stores"
- Panel:
Richard G. Meybohm, Manager, Sales Promotion Division, National Retail Dry Goods Assn.
Barclay, W. Newell, Sales Manager, William Taylor Sons & Co., Cleveland
Edgard L. Rice, Sales Promotion Manager, A. Polsky Co., Akron
James W. Petty, Jr., Publicity Director, H. & S. Pogue Co., Cincinnati
- 2:30 p.m. NETWORK AFFILIATES, Inc. (Salle Moderne)
- 4:30 p.m. INDEPENDENT RADIO NETWORK AFFILIATES (Parlor E)
- 7:00 p.m. NAB WAR COMMITTEE
- 8:00 p.m. LABOR RELATIONS CLINIC (Room 345)
Panel:
Joseph L. Miller, NAB Labor Relations Director

Tuesday, May 12

- 8:30 a.m. BREAKFAST SESSIONS
"Wages and Hours", NAB Labor Relations Dept. (Parlor D)
"Protection of Property from Sabotage, Fire and Theft", J. D'Agostino, NBC
NAB Engineering Dept. (Parlor A)
"What Burns Us Up", Radio Executives Club of New York.
NAB Department of Broadcast Advertising: Cleveland Ad Club (Dining Room)
Censorship Clinic—Room 345

Panel:

J. Harold Ryan, Assistant Director of Censorship
Captain L. P. Lovette, Office of Public Relations, Navy Dept.
Maj. Gen. A. D. Surlles, director, Bureau Public Relations, War Dept.
Maj. Gen. F. G. Beaumont-Nesbitt, British Army Staff

OFF Round Table—Parlors F, G & H
"The Four Themes", William B. Lewis, Assistant Director in Charge of Operations, Office of Facts & Figures
Philip Wylie, Office of Facts & Figures
"Program Coordination", Douglas Meservey and Seymour Morris, Office of Facts & Figures

Priorities

- 10:30 a.m. BUSINESS SESSION (Euclid-Pine Room)
Neville Miller, Presiding
"Priorities, Men and Materials"
"The Selective Service Acts", Brig. Gen. Lewis B. Hershey, Director, Selective Service System
"The OPA", Joel Dean, Chief, Fuel Rationing Division, OPA
- 12:45 p.m. LUNCHEON (Grand Ball Room)
Humphrey Mitchell, Canadian Minister of Labor, speaker
- 2:30 p.m. BUSINESS SESSION (Euclid-Pine Room)
Neville Miller, presiding

Music

Panel:

Sydney Kaye, Vice President and General Counsel, Broadcast Music, Inc.
Merritt E. Tompkins, Vice President and General Manager, Broadcast Music, Inc.
Carl Haverline, Vice President, Station Relations, Broadcast Music, Inc.
John Paine, General Manager, American Society of Composers, Authors & Publishers
Leonard D. Callahan, General Counsel, SESAC

Open Forum

WARTIME RADIO ADVERTISING (Grand Ball Room)
Eugene Carr, Chairman, NAB Sales Managers Committee, presiding
"Selling With Surveys", Dr. Harry Dean Wolfe, Director, Bureau Business Research, Kent State University, Kent, Ohio
"Shoot the Works", Gene Flack, General Sales Dept., Loose-Wiles Biscuit Co., Long Island City, N. Y.

Open Forum

- 4:00 p.m. CLEAR CHANNEL BROADCASTING SERVICE (Tavern Room)
LOCAL CHANNEL STATIONS (Room 345)
- 7:00 p.m. WARTIME COMMITTEE

Wednesday, May 13

Breakfast Sessions

- 8:30 a.m. "COLLECTIVE BARGAINING", NAB Labor Relations Dept. (Parlor D)
"INFORMATION PLEASE ON SPOT RADIO" Cleveland Ad Club Dining Room)

Panel:

John Blair, John Blair & Co.
H. Preston Peters, Free & Peters
Edward Petry, Edward Petry
Joseph Weed, Weed & Co.
NAB Dept. of Broadcast Advertising
"FOREIGN LANGUAGE BROADCASTING" (Parlor E)
Alan Cranston and Lee Falk, Office of Facts & Figures
NAB Wartime Committee
"The Selective Service"
Maj. Gen. Ernest M. Culligan, Public Relations Officer, Selective Service System
NAB Legal Department

Music—Roundtable

- MERRITT TOMPKINS, BMI (Tavern Room)
- 10:30 a.m. BUSINESS SESSION (Pine-Euclid Room)
Neville Miller, presiding
"The War, a Challenge to Broadcast Advertising", Eugene Carr, Chairman, NAB Sales Manager's Executive Committee

(Continued on Page 8)



WELCOME NAB!

*We'll all be at home.
Drop in and see
us.. for sure!!*

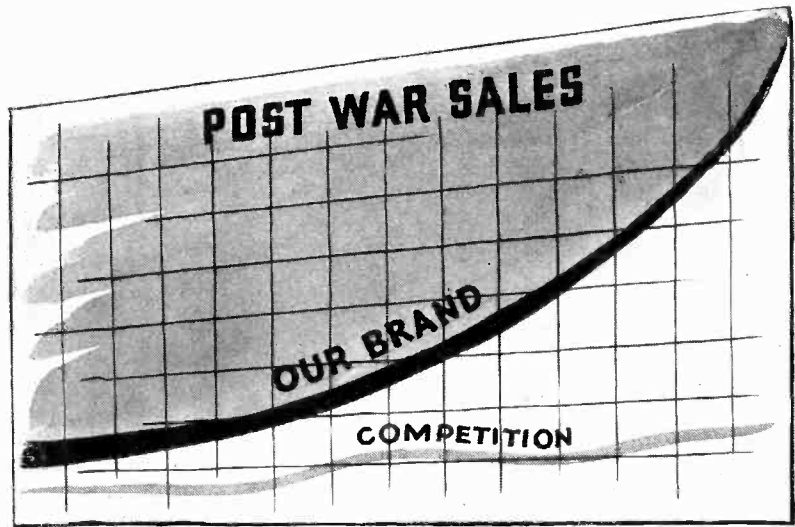
VERNON H. PRIBBLE, *Manager*

WTAM

NBC BUILDING · CLEVELAND

WTAM

the Man Who



Staged a Comeback

BECAUSE HE NEVER WENT AWAY!

The whole industry will be talking someday about the comeback of John Preston and his product. They'll recall how although it was buffeted by priorities, wounded by rationing, and finally killed off for the duration, he guided it right back to the top at the close of the war.

But they'll be *wrong* when they call it comeback. Because in the truest sense of the word neither John Preston nor his product ever went away. He kept desire for his brand alive all during the war years—over the radio.

John Preston stayed on the air because he knew it was the most economical means of obtaining national coverage. He did not forget, as so many of us do today, that radio had been hailed as the No. 1 *good will* builder, long before it won its place as the most efficient of all *selling* mediums.

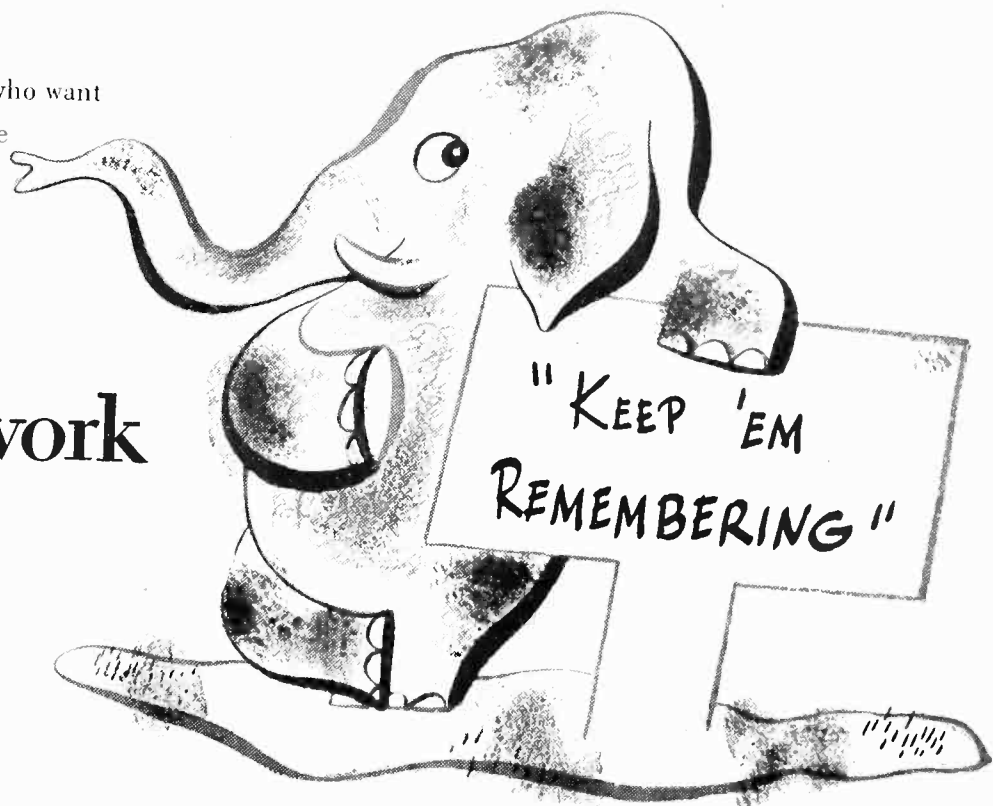
The Blue is a natural choice of manufacturers who want to "keep 'em remembering." It reaches all income groups, at the lowest per-family cost of any

medium entering the home. And the Blue is now "moving in" to more homes more often with new stations, greater power and a program policy new to network radio. The Blue program department now draws freely upon the skill of leading independent program producers to bring even greater variety and *competitive showmanship* to Blue Network programs. No wonder more and more advertisers are using the Blue in 1942!

If you want to keep 'em remembering *your* product, *your* brand name, call in your Blue salesman. You'll find that today, more than ever, *it's easy to do business with the Blue!*

Blue Network Company, A Radio Corporation of America Service

the **blue** network



Convention Program

(Continued from Page 4)

- "The Bridge to a New Democracy", Arthur Horrocks, counsel, Public Relations Dept., Goodyear Tire & Rubber Co., Akron
 "The Advertising Council", Miller McClintock, executive director, The Advertising Council
- 12:45 p.m. LUNCHEON (Grand Ball Room)
 Paul V. McNutt, Federal Security Administrator
- 2:30 p.m. NAB BUSINESS SESSION (Euclid-Pine Room)
 (Members only)
 Taxation: Ellsworth C. Alvord, NAB Tax Counselor
 Proposed Amendments to the NAB By-Laws
 Election of Directors-at-Large
 Selection of 1943 Convention Site
 Report of Resolutions Committee
Adjournment
- 4:30 p.m. FINAL MEETING, NETWORK AFFILIATES, Inc. (Salle Moderne)
- 7:30 p.m. 20TH ANNUAL BANQUET (Rainbow Room, Hotel Carter)
- Thursday, May 14**
- 10:00 a.m. MEETING OF NEW NAB BOARD OF DIRECTORS (Parlor C)
- 10:00 a.m. NAB ANNUAL GOLF TOURNAMENT (Mayfield Country Club)

NAB Listeners Activities

(Hotel Statler)

TUESDAY, MAY 12

Lattice Room

- 2:00 p.m.—Theme, "The Listener's Stake in American Radio"; Chairman, Mrs. Walter V. Magee, President, Radio Council of Greater Cleveland.
- 2:05 p.m.—Greetings, Neville Miller, president, NAB.
- 2:15 p.m.—Address, "War News for Home Consumption", B. S. Bercovici, News Commentator, WJW, MBS.
- 2:35 p.m.—Address, "Broadcasting In War Time", Fred Weber, General Manager, MBS.
- 2:55 p.m.—Address, "Radio's Significant Place in Inter-American Affairs", Guy Hickok, Inter-American Affairs Committee.
- 3:25 p.m.—Address, "Radio Does a Public Service", Jennings Pierce, Public Service Director, Western Division, NBC.
- 3:55 p.m.—Question Period.
- 4:30 p.m.—Radio Tea, Salle Moderne Room. For delegates and individual members of Radio Council and women registered for the convention.

WEDNESDAY, MAY 13

Parlor C

- 8:15 a.m.—Breakfast Round Table; Chairman, Jane Weaver, Director of Women's Activities, WTAM, Cleveland. Parlor C. Subject, "The Part that Women's Radio Programs Can Play

- in Wartime America." Panel, Chilton, WSYR, Syracuse; Hanson, WHK, Cleveland; Mrs. Cavenor, WCCO, Minneapolis; Allen, KGA, Spokane; Moore, Cooney, WSM, Nashville; Geraldine Elliott, WJR, Detroit; Lavinia Schwartz, CBS, Chicago.
- 9:45 a.m.—Morning Session, theme, "at Home". Chairman, Mrs. D. Lewis, Coordinator of Listener Activities, NAB.
- 9:50 a.m.—Greetings, Convention Chairman, C. E. Arney, Jr., Assistant President, NAB.
- 10:00 a.m.—Address, "Women in Industry", Mrs. Harold V. Milligan, National Assn. of Manufacturers, President, National Council of Women.
- 10:20 a.m.—Address, "The Broadcast Code", Earl J. Glade, Vice-President of KSL, Salt Lake City; Chairman, Code Committee, NAB.
- 10:40 a.m.—Address, "The Role of the Listener", Mrs. Arch Trawick, President, Radio Council of Middle Tennessee, Nashville.
- 11:00 a.m.—Address, "Radio Education", I. Keith Tyler, Director of Evaluation of School Broadcasts, Ohio State.
- 11:20 a.m.—Address, "Tuning in on Home Front", Miss Mabel G. Flinn, Eastern Director of Consumer

(Continued on Page 14)

"WE MUST BE VIGILANT"

(American Patrol)

the Spirit of America!



PHIL SPITALNY and his HOUR OF CHARM ALL-GIRL ORCHESTRA

Phil Spitalny has taken the "American Patrol" march and whipped it into one of the greatest vocal and orchestral arrangements to come along since coin machines were invented. With new lyrics and a terrific "All-Girl" treatment, WE MUST BE VIGILANT will have your machines running as long as the nickels hold out. It's a sock profit maker of the first order.

order

COLUMBIA

36550





NBC THESAURUS IN ACTION



TO GIVE YOU SALES-WINNING SHOWS!

EDWIN FRANKO GOLDMAN
and world's greatest band



ALLEN ROTH
"Symphony of Melody"

NORMAN CLOUTIER
and his string Orchestra
in "Memorable Melodies"

Never before has broadcasting meant so much to America—to build morale, to keep Americans informed and united. And never before has transcribed program material meant so much to broadcasting . . . to your station, and hundreds of others!

ROSARIO BOURDON
and Symphony Orchestra

RICHARD LEIBERT
at Radio City Music Hall Organ

That's why there has been no relaxing of NBC THESAURUS efforts to give you the *best* program material. On the contrary—our service today is finer than ever. We're working harder than ever, with finer *talent* than ever, to give you great new programs built around famous artists, with full instrumentation . . . beautifully executed and superbly recorded.

THE JESTERS
and their musical hi-jinks

Swing and Sway with
SAMMY KAYE

And THESAURUS gives you *exclusive* artists, too! *Only* in THESAURUS do you get such headliners as Edwin Franko Goldman...Allen Roth...Rosario Bourdon...Norman Cloutier...Sammy Kaye...and many others, some of whose cards appear at left and right.

XAVIER CUGAT
and his Latin-American rhythm

Here's that Band again—
DICK JURGENS

LAWRENCE WELK
and his "Champagne-Music"

THOMAS L. THOMAS
Concert and opera star

Today, more than ever, you cannot afford to do without NBC THESAURUS. Investigate!

VINCENT LOPEZ
his piano and orchestra

Hear the great new Thesaurus Programs

at the

N. A. B. CONVENTION

Suite 643-645, Hotel Statler, Cleveland

JOHN SEAGLE
"Church in the Wildwood"

JIMMY WAKELY TRIO
"Songs of the Plains"



THE SAURUS

"A Treasure House of Recorded Programs"
RADIO RECORDING DIVISION—NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

NEW YORK CITY • CHICAGO • WASHINGTON, D. C. • HOLLYWOOD

GOLDEN GATE QUARTET
"I Hear the Southland Singin'"





NAB Registrations



ROY L. ALBERSTON, WBNY; E. C. Allen, WIBA; Victor J. Andrew, V. J. Andrew Co.; Campbell Arnoux, WTAR; Mr. and Mrs. Grant F. Ashbacher, WKBZ; Judge A. L. Ashby, NBC; Ellis Atteberry, KCKN; L. H. Avery, Free & Peters; John A. Bacon, WGR; Larry Baird, WWL; Owen H. Balch, KSAL; Mr. and Mrs. S. R. Baltimore and Louis, WBRE; Glen Dannerman, Canadian Assn. of Broadcasters; Claude Barrere, NBC Recording Division; R. E. Bausman, WISH; George Beebout, Youngstown Vindicator; J. C. Bell, WBRC; Mr. and Mrs. Bernard S. Berk, WAKR; S. R. Bernstein, Advertising Age; H. M. Bess, WNEW; Edgard L. Bill, WMBD; J. W. Birdwell, WBIR; Edward R. Bishop, OWH; Frank Bishop, KFEL; Geo. F. Bissell, WMFF; John

Blair, John Blair & Co.; L. F. Bookhaven, Graybar Elec. Co.

Buy War Bonds and Stamps

H. H. Bondurant, WHO; H. H. Born, WHBL; F. W. Borton, WQAM; Mrs. Scott H. Bowen, WIBX; Quincy A. Brackett, WSPR; Guy W. Bradford, KROV; Otto Brandt, Blue Network, Inc.; Edna Brautigam, WLOL; Mr. and Mrs. Arthur L. Bright, KFPY; Mrs. Gertrude Broderick, Federal Radio Ed. Cte.; Gordon P. Brown, WBNY; Thos. L. Brown, WHDL; Walter Brown, WSPA; W. C. Brown, Youngstown Vindicator; Sherwood B. Brunton, KFBS; Mr. and Mrs. Geo. M. Burbach, KSD; H. C. Burke, WBAL; Charles C. Burke,

(Hotel Statler)

Free & Peters; D. A. Burton, WLBC; Charles C. Caley, WMBD; Martin B. Campbell, WFAA; Rev. F. A. Carey, WWL; E. K. Cargill, WMAZ; David H. Carpenter, WHEB; H. K. Carpenter, WHK; Joe B. Carrigan, KWFT; Slocum Chapin, WSRR; Howard L. Chernoff, WCHS; Frank E. Chizzini, NBC Recording Division.

Buy War Bonds and Stamps

H. I. Christal, Edward Petry & Co.; Plez S. Clark, KFH; Norman Cloutier, NBC Recording Division; Columbia Broadcasting Co.; Geo. R. Cook, WLS; N. W. Cook, WIBX; R. E. Coram, Graybar Electric Co.; W. Lee Coulson, WHAS; Gardner Cowles, Jr., WMT; Edwin Craig,

WSM; W. F. Craig, WLBC; Red C. WMAZ; James R. Curtis, KFRG; D'Agostino, NBC; M. E. Danlun KCKB; Harben Daniel, WSAV; A. Davenport, WRBL; George DeWLF; Wm. J. De Grouchy; H. Dewing, WCBS; Dietrich D. KTRI; Merwin Dobyns, KGER; E. H. Dressman, WCKY; Jor Dumon KBUR; Walter Duncan, WNEW; O. Dyer, WWL; James Eathen WCBI; Joseph Eaton, WHAS; Edward E. Edgar, WGH; J. C. Egerton, WMC; F. C. Eighmey, KG F. C. Ekrem, KVOD.

Buy War Bonds and Stamps

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Buy War Bonds and Stamps

Wm. C. Gillespie, KTUL; John Gillin, Jr., WOW; R. B. Gilmo Southern Music Pub.; Earl J. Gla KSL; W. L. Gleeson, KPRO; F. Goddard, KXRO; Simon Goldm WJTN; Mr. and Mrs. James Gord WNOE; Jason Gray, WCED; Trum Green, WFLA; Sherman D. Grego NBC; Irvin Cross, WFAA; C. Hackett, WINS; Clarence T. Hagn WTCN; E. A. Hanover, WHAI O. B. Hanson, NBC; A. F. Harris United Press; John P. Hart, WB Mr. and Mrs. Carl E. Haymo KMO; C. Hecker, KVOD; Ja Heintz, WCBS; Morton Henk KSOO; C. F. Herbert, All-Cana Radio Ltd.; A. M. Herman, WBA Herman Buell, Katz Agency; Weld Herrin, WTOC; Leslie Hew KFMB; Mrs. Evelyn Hicks, WSG E. E. Hill, WTAG; Luther L. H WMT; Philip N. Hobson, WME Edward Hoffman, WMIN; Phil Ho man, WMT.

Buy War Bonds and Stamps

John V. L. Hogan, WQXR; W. Hollender, John E. Pearson; He Hollister, KANS; C. E. Hooper, E. Hooper, Inc.; Harold V. Houg WBAP; J. R. Howard, Scripps-Hov ard Nwsp; Mr. and Mrs. Clair Hull, WDZ; W. C. Hutchings, Assciated Music Pub.; A. H. Jackso Blaw-Knox Co.; Geo. M. Jackso WBOW; Hub Jackson, KTHS; E. Jansen, KTBI; Mr. and Mrs. D. Jayne, WELL; John Carl Jeffre WKMO; Geo. W. Johnson, KTS Henry P. Johnston, WSGN; L. Johnson, WHBF; Mr. and Mrs. Ker neth B. Johnston, WCOL; G. Jones, Jr., WRBL; Ryland Jones; W E. Jonker, Graybar Elec Co.; Ray

(Continued on Page 14)

15 YEARS OF Prestige

Serving the Public Interest, Convenience and Necessity

ASSOCIATED

AMP

MUSIC PUBLISHERS inc.

1000 YEARS OF MUSIC PUBLISHING
The oldest AMP publisher Breitkopf & Hartel dates back to 1542, and the aggregate operation of all AMP publishers totals more than one thousand years.

AN INDEPENDENT ORGANIZATION
AMP is entirely independent of any similar organization. The performing rights it controls are accessible only through a licensing arrangement with AMP.

RECORDINGS
AMP music is to be found on the commercial discs of the leading record manufacturers.

MUSIC OF ALL KINDS
The AMP repertoire provides material for "Just Music," "Familiar Music," "Better Music" programs—Art Songs, Concertos, Ballads and Tangos—the whole range of program music.

ORGANIZED IN 1927
AMP has been issuing performance licenses to radio stations for over 15 years.

NO RESTRICT LIST
AMP has no "restrict list." AMP makes no extra charges for so-called "grand rights," a symphony and popular music are both covered by the one license.

OVER 500,000 COMPOSITIONS
The AMP repertoire is made up of over 500,000 selections including approximately 18,000 copyrights.

UNQUESTIONED OWNERSHIP
AMP is the legal assignee of the copyrights under its control as recorded with the Register of Copyrights in Washington, D. C.

ASSOCIATED MUSIC PUBLISHERS, INC.
25 WEST 45th STREET, NEW YORK CITY



Now CBS wins awards for icing, too

WE'RE used to getting scrolls and medals for our programs—that's our regular business. But here we are getting awards for promotion and publicity support we give our clients' programs!

In *Billboard's* Annual Radio Exploitation Survey, CBS was first among all networks—and CBS was first again in the *Billboard* Publicity Survey.

What *Billboard* calls exploitation, however, we call program promotion—a carefully planned campaign to stimulate local interest in sponsored programs. It's part of the service that CBS stations voluntarily give to clients—something not called for in contracts—just icing on the cake.

All of which indicates that there's much more to our network than studios, "mikes" and antennae... that our clients get much more than time.

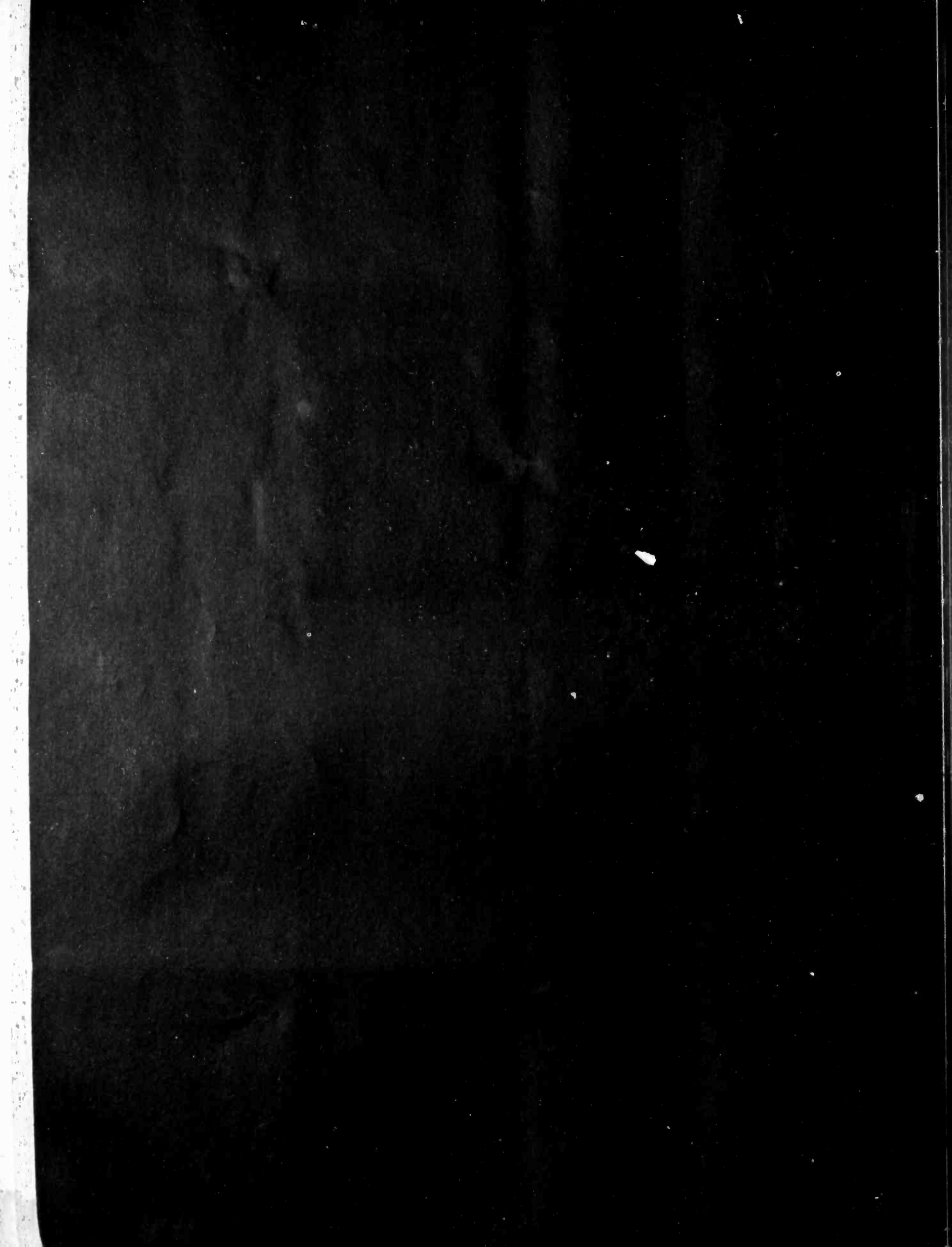
Moreover, four individual *Billboard* awards were made to CBS stations:

WEEL, Boston, first place among regional stations for program exploitation; second place to KLZ, Denver.

KNX, Los Angeles, first place for outstanding exploitation idea of the year.

WBIG, Greensboro, N. C., first place for outstanding exploitation in the line of civil service.

Columbia Broadcasting System



AP news for radio is available exclusively through
PRESS ASSOCIATION, INC.
80 Rockefeller Plaza, New York, N. Y.

NAB Registrations

(Hotel Statler)

(Continued from Page 10)

Jordan, WDBJ; D. A. Kahn, KFDM; E. J. Kahn, Robt. Kahn & Associates.

Buy War Bonds and Stamps

Sydney Kaye, BMI; Robert S. Keller, Assoc. Music Publishers; Fred H. Kenkel, C. E. Hooper; Julius King, WJTN; Marvin Kirsch, Radio Daily; M. J. Kleinfeld, Franklin-Bruck Adv.; Jas. F. Kyler, WCLO; Henry Ladner, NBC; Anna LaHay, Chicago Sun; Melvin Lahr, WKOK; J. W. LaMarque, Graybar Elec. Co.; DeWitt Landis, KFYO; Robt. J. Landry, Variety; Howard Lane KFBK; C. O. Langlois, Lang-Worth Feature; R. J. Laubengayer, KSAL; B. J. Lavin, WDAY; Mr. and Mrs. C. Lawrence, KRNT; J. M. LeGate, WHIO; Clarence Leich, WGBF; Dalton LeMasurier, KDAL; Mrs. Dorothy Lewis, NAB; Ray Linton, KFBI; C. B. Locke, KFDM; Howard M. Loeb, WFDF; Nathan Lord, WAVE; I. R. Lounsberry, WGR; P. A. Loyet, WHO; Clark A. Luther, KFH; W. G. McBride, WDBO.

Buy War Bonds and Stamps

Mr. and Mrs. Clair R. McCullough, W GAL; C. Bruce McConnell, WISH; John C. McCormack, KWKJ; John McCormick, W DZ; C. P. MacGregor; D. B. McKey, Graybar Elec. Co.; N. J. McMahor, United Advertising Co.; Bob McRaney, WCBI; Mr. and Mrs. Bob McRaney, WCBI; J. O. Maland, WHO; K. G. Marshall, WBRC; R. H. Mason, WPTF; Cecil D. Mastin, WBNB; Mr. Matsin, WAML; Earl E. May, KMA; John Mayo, Assoc. Music Pub.; Harold H. Meyer, KYA; P. J. Meyer, KFYR; Milton H. Meyers, WEIM; Michelson, L. W. Milbourne, WCAO; Allan Miller, Clear Channel Service; E. S. Mitchell, WDAE; R. H. Moody, WHIO; Wm. D. Moore, WBNX; P. W. Morency, WTIC; Mr. and Mrs. J. M. Moroney, WFAA.

Buy War Bonds and Stamps

J. A. Morton, KIRO; A. J. Mosby, KGVO; Holly Moyer, KFEL; Mr. and Mrs. J. A. Murphy; L. N. Nasman, WKBN; National Broadcasting Co.; L. J. Nelson, Wade Adv. Agency; John New, WTAR; Lewis Newman, The Daven Co.; Horace Nichols, WHAI; S. Norris, Amperex Electronic Prod.; Gilmore Nunn, WLAP; Eugene P. O'Fallon, KFEL; Mr. and Mrs. B. F. Orr, KTRH; John Outler, WSB; Fred A. Palmer, WCKY; Willis B. Parsons, NBC Recording Div.; John H. Part, Masons United Adv.; John Patt, WGAR; Leslie Peard, WBAL; John E. Pearson; L. G. Peferle, WCBS; H. Preston Peters, Free & Peters; Charles F. Phillips, WFBL; Jennings Pierce, NBC; Robert E. Priebe, KRSC; Mr. and Mrs. W. D. Pyle, KVOD.

Buy War Bonds and Stamps

Summer D. Quarton, WMT; W. B. Quarton, WMT; Roy Radner, WIBM; Odin S. Ramsland, KDAL; J. C. Rapp, KMA; Paul Ray, John Blair Co.; E. C. Reineke, WDAY; J. L. Reinsch, WSB; Steve Rintoul, Katz Agency; W. A. Ripley, WSYR; Fred R. Ripley, WSYR; John M. Rivers, WCSC; Arch Robb, WSB; John C.

Roberts, KXOX; George H. Roeder, WCBM; Mr. and Mrs. Eugene J. Roth, KONO; William Ruess, WOW; Lew Ryder, WCED; Harold Safford, WLS; J. D. Saumenig, WIS; H. F. Scarr, Graybar Electric; Fred Schilplin, KFAM; K. F. Schmitt, WIBA; Harry Sedgwick, Canadian Broadcasters Assn.; G. Richard Shafto, WIS; M. H. Shapiro, Radio Daily; Ivor Sharp, KSL; Thomas E. Sharp, KFSD; Alex Sherwood, Standard Radio.

Buy War Bonds and Stamps

Victor Sholis, Clear Channel Broadcasters; H. W. Slavick, WMC; Calvin J. Smith, KFAC; Frank R. Smith, Jr., WWSW; Hugh M. Smith, WAML; Leslie F. Smith, WMUR; Neal Smith, WCOL; Frank T. Smith, KXYZ-KRIS; Glenn Snyder, WLS; O. P. Soule, Soule & Spalding; F. C. Sowell, WLAC; Mr. and Mrs. J. Spates, WHAI; Mr. and Mrs. Harry R. Spence, KXRO; E. J. Staubitz, Blaw-Knox Co.; Mr. and Mrs. Harry Stone, WSM; H. N. Stovin, Stovin & Wright; W. H. Summerville, WWL; W. B. Stuht, KOMO-KJR; Jess Swicegood, WKPT; R. Tennerstedt; C. L. Thomas, KFRU; Roy Thompson, WFBG; Kern Tips, KPRC.

Buy War Bonds and Stamps

W. Walter Tison, WFLA; Jack Todd, KANS; M. E. Tompkins, BMI; John C. Treacy, NBC Recording Division; Harry Trenner, WBNF; J. C. Tully, WJAC; Rev. James A. Wagner, WTAQ; W. E. Wagstaff, KDYL; L. E. Walker, Graybar Electric Co.; Mr. and Mrs. Wythe Walker, John E. Pearson; D. Wallace, Graybar Electric Co.; F. P. Wallace, WWJ; J. J. Weed, Weed & Co.; Wayne Welds, WMT; Sid Weiss, Radio Daily; Mr. and Mrs. W. A. Wester, WKBZ; Arthur Westlund, KRE; LeMoine C. Wheeler, WHEC; Mr. and Mrs. Harold Wheelahan, WSMB; Lee L. Whiting, W DGY; Edward S. Whitlock, WRNL; L. H. Whitten, Graybar Electric Co.; Gunnar O. Wiig, WHEC.

Buy War Bonds and Stamps

Col. H. C. Wilder, WSYR; H. N. Willetts, Graybar Electric Co.; W. P. Williamson, WKBN; Earl W. Winger, WDOD; J. R. Woodruff, WRBL; W. W. WOODS, WHO; Warren B. Worcester, KFMB; C. J. Wright, WFOR; Mr. and Mrs. E. M. Yocum, KGHL; Adam J. Young, Joseph Hershey McGillvra; Dr. George M. Young, W DGY.

Buy War Bonds and Stamps

Herb Akerberg, WABC-CBS; Ted Allen, WFCI; L. D. Barnhart, KZEL; Cecil C. K. Beaver, KARK; J. L. Bowden, WKBN; Leonard D. Callahan, Sesac; John W. Clarke, WHIP; Sam. H. Cook, WFBL; Dr. George F. Courrier, WHIP; Claude C. J. Culmer, Sesac; Ralph G. Elvin, WLOK; Emile Gough, Jr., Sesac; Will Gunzendorfer, KSRO; Jack Howell, KPWA; Kurt A. Jadassohn, Sesac; Walter Johnson, WTIC W-53-H; John J. Laux, WSTV; "Ted" O. L. Taylor, KGNC; Howard W. Thornley, WFCI.

Buy War Bonds and Stamps

☆ ☆ Financial Report ☆ ☆

THE NAB financial records have, as in past years, been audited by independent certified public accountants and a copy of their report has been submitted to each NAB Director. A copy of this report will be gladly sent to any member requesting it.

There is shown below a statement of income and expense for the twelve months ending March 31, 1942.

*National Association of Broadcasters
Statement of Income and Expenses
For the Period April 1, 1941, to March 31, 1942*

INCOME	
Cash on Hand, April 1, 1941 (As reported at last convention).....	\$27,514.32
Receipts during period.....	350,104.83
	<hr/>
	\$377,619
EXPENSE	
Annual Convention	14,002.87
Board of Directors. Meetings.....	8,172.40
Committee Expenses	7,667.64
Dues and Publications.....	1,092.47
Furniture and Fixtures.....	586.81
Legal and Accounting Fees.....	4,158.11
Legislative Investigations	50,585.21
Miscellaneous	10,854.50
NAB Reports	14,190.08
NAB-RMA Expenses	8,327.23
Office Supplies	3,872.10
Postage	3,964.20
President's Expenses	1,856.65
Printing	18,857.71
Radio Council on Children's Programs.	3,290.00
Rent	8,744.97
Salaries	126,022.65
Tabulations	2,741.01
Taxes	3,276.56
Tax Fees	11,946.15
Telephone and Telegraph.....	6,650.36
Travel	11,948.50
	<hr/>
	322,808.
	<hr/>
	\$ 54,810.
Add: Accounts Payable, March 31, 1942	5,118.1
	<hr/>
Cash on Hand, March 31, 1942.....	\$ 59,929.

Respectfully submitted,
C. E. Arney, Jr.,
Asst. to the President.

NAB Listeners Activities

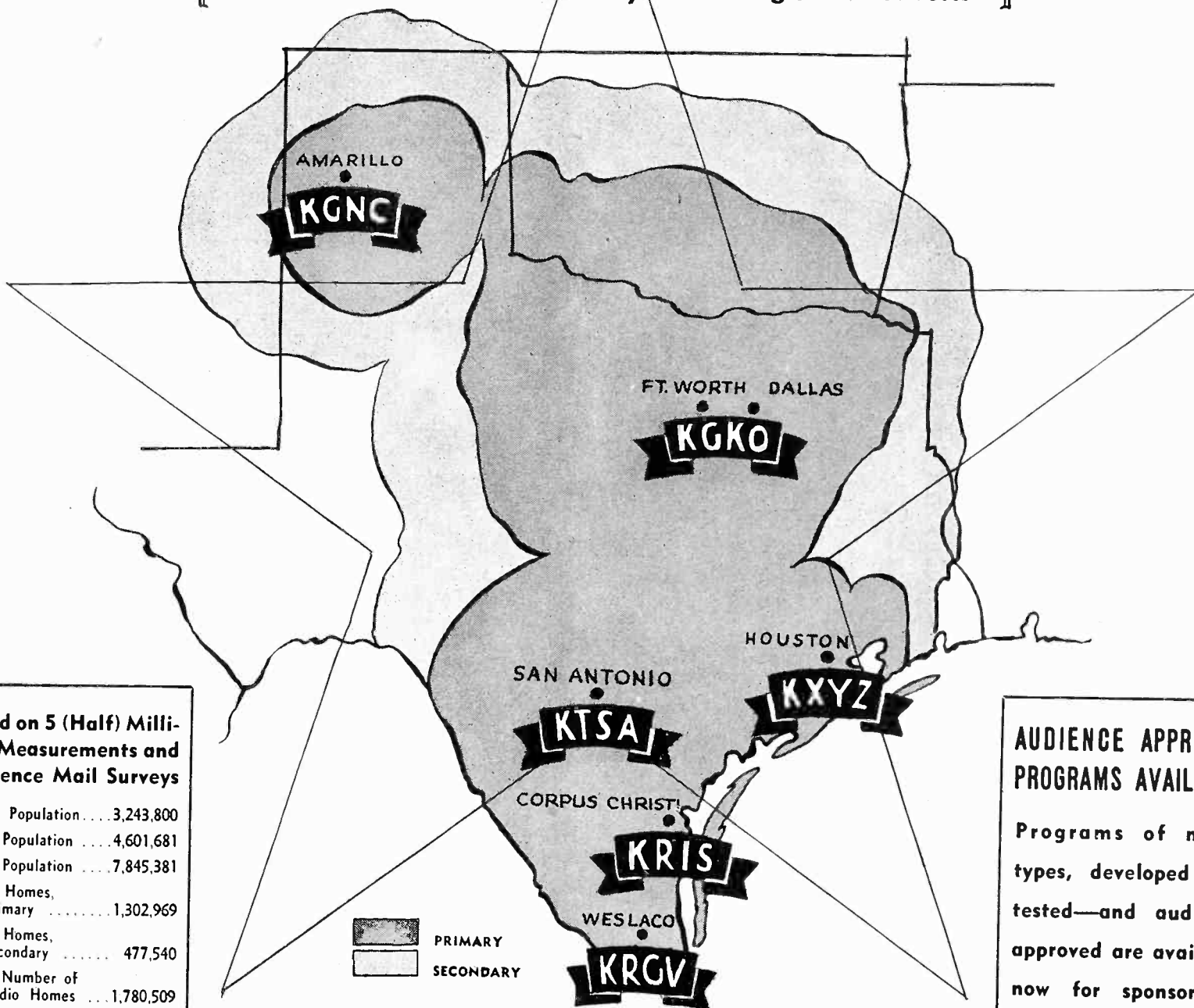
(Continued from Page 8)

11:40 a.m.—Questions.	Wartime", Dr. Winifred C. Cull, Professor of Psychology, London former International President As of University Women.
12:15 p.m.—Recess.	3:15 p.m.—Film, "Ordinary People".
12:30 p.m.—Luncheon, Salle Moderne Room. Greetings, Neville Miller, President, NAB; music.	3:40 p.m.—Address, "Radio Serves Our Army", Lieut. Col. Ed. Kirby, Chief Radio Section, Public Relations, War Department.
2:00 p.m.—Theme, "Radio Abroad", Chairman, Mrs. Dorothy Lewis.	4:00 p.m.—Address, "Industry's Role in World Offensive", Charles R. Hood, President, American Rolling Mills Co. Director National Assn. of Manufacturers.
2:10 p.m.—Address, "Radio in Canada", Beatrice Belcourt, Public Relations Officer, Canadian Broadcasting Corp.	
2:40 p.m.—Address, "British Women in	

The LONE STAR CHAIN

FOR SALES AS BIG AS TEXAS

{ More Texas Accounts Than Any Texas Regional Network }



Based on 5 (Half) Millivolt Measurements and Audience Mail Surveys

Urban Population . . . 3,243,800
 Rural Population . . . 4,601,681
 Total Population . . . 7,845,381
 *Radio Homes, primary . . . 1,302,969
 *Radio Homes, secondary . . . 477,540
 *Total Number of Radio Homes . . . 1,780,509

*Joint Committee on Radio Research.

AUDIENCE APPROVED PROGRAMS AVAILABLE

Programs of many types, developed and tested—and audience approved are available now for sponsorship.

Write for details.

This combination of dominant and proven NBC and CBS affiliated Stations in the biggest and richest markets of Texas afford regional and national advertisers complete and economical coverage of the Great Southwest—for further information, rates and availabilities—

CONTACT ANY LSC STATION OR JAMES W. PATE, MANAGING DIRECTOR, STAR-TELEGRAM BLDG., FORT WORTH, TEXAS

OPERATING COMMITTEE: Harold Hough, Fort Worth; O. L. Taylor, Amarillo; Tilford Jones, Houston

REPRESENTED NATIONALLY BY ★ HOWARD H. WILSON COMPANY

THE broadcasting industry's progressive labor policy has successfully stood the test of another year.

It has been a difficult year in the field of labor relations. With our country preparing for war, and at war, everyone has been called upon to make sacrifices. When sacrifice is the order of the day, everyone tends to think that he is doing his share, or more—but how about the other fellow? That is human. Labor relations are human relations. Hence, it could be expected that management, generally, would question whether labor has done its share. On the other hand, labor has questioned whether management has done its share.

Skyrocketing taxes and cost of living, an increasing shortage of labor, and the necessity for uninterrupted production were enough factors in themselves to make a difficult labor relations problem for the country in 1941-42. To this was added a heated debate on the so-called "social gains" of the past decade, and on the nature of the proper relationship between

Labor Situation

(From the Report of Joseph L. Miller NAB Director of Labor Relations)

trade unions and employers. The debate has been heated and endless.

National labor policy, at the moment, seems to be about as follows:

1. Labor voluntarily has surrendered the right to strike, in the interest of uninterrupted production for war.

2. All issues unsettled by direct negotiation must be arbitrated.

3. The relationship between management and union ("closed shop") and wage rates are among the issues subject to arbitration, although wages are not to be increased unless they are "substandard" or make for "inequalities."

4. The "social gains" remain.

During the heat of all the debate on these issues, the broadcasting in-

dustry, by and large, has had another year of peaceful relationship with labor. Strikes have been few. Mutual understanding of each other's problems has increased. As the industry's income has increased, wages and salaries have risen steadily.

The NAB again proposes to continue its current labor policy through the year to come. Members will be kept advised of trends and developments in the field of labor relations. They will be informed of any changes in labor laws that affect their operations. They may call upon the labor relations director for direct assistance with their individual or collective labor problems. They will find available at the NAB a growing fund of information useful in collective bargaining. The labor relations director will continue his efforts to preserve and foster the general goodwill between the industry and the labor movement, and will count on the continued assistance of the entire membership in this work.

Following is a topical review of labor developments related to the industry since the St. Louis convention in May, 1941.

Radio's Payroll

The latest Federal Communications Commission report, for the week of October 13, 1940, shows that the broadcasting industry paid its 19,326 full time employees an average of \$41.50. This figure compared with \$41.08 for the week of October 15, 1939. Executives were not included. Nor do these figures include the highly paid program stars and directors whose fees or salaries come from advertisers or advertising agencies.

The salary trend in radio has been steadily upward since the Fall of 1940. The \$41.50 average noted above probably would be nearly 10 per cent higher today—near the top among the nation's industries.

Strikes

There has been only one actual strike since Pearl Harbor in the entire broadcasting industry. It lasted less than two hours. Technicians at a mid-western station were involved. Wages was the issue.

Wagner Act

Generally speaking, the broadcasting industry's record for compliance with the Wagner Act continues to be much better than average. As the requirements of the Act and the technique of collective bargaining are better understood, violations will disappear.

The Labor Relations Board has not found a single station guilty of any violations during the past year, although two examiners reports finding violation are now before the Board for consideration. In both cases the stations were alleged to have interfered with their technicians' right to organize. Neither of these stations

belongs to the NAB. We point out, not to insinuate that membership in the NAB per se makes a station as pure as far as its labor relations are concerned. But we do point out that consultation with the NAB Labor Relations Department has saved many a station from getting into "Labor Board trouble."

Freedom of Speech

One of the questions frequently asked by broadcasters concerns the extent to which they can discuss labor unions with their employees. Supreme Court held in *NLRB v. Virginia Electric and Power Co.* (December 22, 1941) that an employer could discuss unions all he pleased so long as he did not accompany the discussion with any action which constituted the discrimination, coercion or intimidation forbidden by the Wagner Act.

Wage and Hour Act

Soon after we went into the new campaign to scrap, or drastically amend, the Wage and Hour Act began. One of radio's best known news commentators was among the first to raise the hue and cry. As a result, your director had to spend considerable time explaining to labor unions and government officials that the commentator's views were not necessarily those of the broadcasting industry.

Those who wanted to have the changed based their arguments largely on the "restrictions" which the Act places on the length of time employees may work. Those opposed to any change argued that there is no restriction on the work week, a requirement for premium pay after 40 hours of work each week.

When President Roosevelt pointed out how abolition of premium overtime payments would affect the nation's labor economy, Congress decided to drop discussion of amendment, at least for the time being.

The drive for repeal or drastic revision of the Act has seriously reduced the chances for any moderate amendments for some time. At some future time the NAB might well consider reviving a proposal once suggested by the House Labor Committee for exemption of all employees making \$200 or more a month.

Labor on the Air

Labor on the air has become most altogether a local problem. Both the American Federation of Labor and the Congress of Industrial Organizations express themselves quite satisfied with the national emergency situation. Their leaders made a total of 74 appearances on national network programs in 1941. And they now have a regular weekly program on NBC.

Some individual stations seem to be reluctant, however, to allow a labor leader ever to discuss labor problems on the air. Naturally labor leaders sometimes want more time than is available in keeping proper program balance. But to labor altogether from the air also violates the spirit of the NAB Code of Program Standards.

THERE'S NOT ANOTHER LIKE IT!

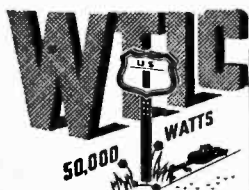
NATURE records no other geyser which erupts with the uncanny regularity peculiar to "Old Faithful" in Yellowstone National Park.

Wise advertisers, however, will tell you that there is another "Old Faithful" . . . well-known to radio time buyers. They know by experience that WTIC can be depended upon to bring results in the Southern New England market where buying income is far above the national average.*

The prosperous people here pay attention to WTIC. So, include this faithful and friendly station in your next appropriation and discover for yourself why we say

THERE'S NOT ANOTHER LIKE IT!

*Sales Management. April 10, 1942.



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

What Do You Want to Sell in New York?

WNEW

- **Now—Twice the Power—Selling Goods Twice as FAST—AT LEAST COST!**
- **Attracting More Listeners in Metropolitan Area than Any Other Independent Station!**

WNEW's audience is not made up of passive "tuner-iners." Millions of *friends—followers—people who know us, and like us . . .* that's what WNEW sends your way! And WNEW's friends BUY HEAVILY . . . giving you *lowest-cost sales results . . .* lower than any other independent N. Y. C. station! You can still buy WNEW time for Summer and Fall campaigns. Get full information. Write Today to WNEW, N. Y. C.

**Write for
Independent Surveys
showing why WNEW
is your best bet in
the World's Richest
Market!**

*1130 on
your dial*

WNEW

**On The Air 24 Hours a Day—
7 Days a Week • 10,000 Watts**

REPRESENTED NATIONALLY BY JOHN BLAIR & CO. — R. C. FOSTER (NEW ENGLAND)

AGENCIES

LANG, FISHER & KIRK, INC., Cleveland, has changed its corporate name to Lang, Fisher & Stashower, Inc.

C. H. COTTINGTON now radio director of McCann-Erickson.

LAWRENCE J. HUBBARD becomes assistant director of research for Crossley, Inc., Princeton, N. J.

RADIO COPY is among the advertising complained of by the FTC in allegations of misrepresentation against Charboy Products, Inc., Red Bank, N. J. Product is Cuprolid, a medicinal preparation.

MÖSER & COTINS CORP., New York City, has been incorporated by the Secretary of State, Albany, to conduct a general advertising business.

FANNIE HURST will be guest speaker at next Wednesday's Ad Club of New York luncheon.

HECKER PRODUCTS CO. will advertise Force Toasted Wheat Flakes beginning May 10, on the "Moylan Sisters" program instead of H-O Quick and Old-Fashioned Oats. The young harmony team is aired Sunday from 5-5:15 p.m. on 13 Blue Network stations. Clements Co., Philadelphia, is the agency.

E. N. AXTELL, executive assistant to the president of Russel M. Seeds Co., has left the agency to enter service as Instructor of Military Science and Tactics in the Chicago high schools.

**920
CLUB**

**WORL
BOSTON**



Open Letter to the NAB:

● ● ● Greetings: Trust each and every one of you had a pleasant trip to Cleveland; that transportation during these critical times didn't cause too many inconveniences and that the first man who enters the convention hall wearing cuffless trousers, should have his name recorded in the minutes... Hope that your stay in Cleveland will be a successful and momentous one and that this year's conventions, your first in Wartime, will be greater than the ones held in peacetime....

● ● ● Betcha Clarence Menser and Oliver Gramling will get a lot of ribbing—being the only newlyweds in the crowd. If Sid Strotz gets there—watch out... Roger Clipp should get on the dais and make a direct appeal to the broadcasters to further the plan he inaugurated some time ago whereby the nation's stations contribute to a fund to care for the families of radio men in the service... Arthur Church will tell many of his friends of the antics of his grandchild and back it all up with candid pictures... Merle Jones will still look for us and try to collect a wager (but we won't be there) and Leslie Atlass will wonder what show and time to sell Wrigley to replace the B'way gum sign dismantled a few months ago... Jim Shouse, Bob Dunville and Dewey Long will be cooking up something to kid the group they collect and Frank Mullen will have to answer many questions of the sly way Niles Trammell is feeling these days... Bob Convey may relate that he's given up golf for the duration and L. B. Wilson will still remain as the Gentleman from Cincinnati... John Patt and Eugene Carr will have a field-day taking Leo Fitzpatrick and others around the city....

● ● ● That guy in the middle of a huddle will probably be Harold Hough—and five will get you ten that the best dressed pair in the house will be Joe Weed and his brother... Ed Harrison will be touting the advantages of United Press and we'll take odds that Arthur Simon will be wearing the loudest tie and that Cy Langlois will spend half his time looking for a good place to eat... If he's telling you spine-tingling stories of flying days in the last war, step right up and shake hands with J. L. Campeau who went all through it... If he pulls out a picture of his family, your man is George Lasker and if he asks you where he can get a good rest cure, we may be wrong but it could be Bud Armstrong.

● ● ● Peggy Stone and Loren Watson will no doubt be off in a huddle together and Maurice Condon will be looking for more guys for whom he can do favors. (The guy's never too busy and apparently never heard of the word "no.")... Bill Parsons will discuss the new transcription rules at the drop of a hat while Mickey Sillerman has nothing on his mind but that Keystone Convention... If you wanna reminisce about the "good old days," Don Shaw's your man and if you haven't heard the latest gag, look no further than Leonard Callahan... Joe Lang will no doubt tell you why foreign stations should receive national support while A. B. Schilling will lead you to the town's better gift shops... The gentleman from Hartford resting his arm after a session of hand-shaking will be Paul Morency and get Bill (Beau Brummel) Malo to introduce you to his tailor... Yes, they're all there and more.

● ● ● Wonder whether Ken Dyke will get there this year?... Herman Bess will wonder what Bernice Judis is doing and vice versa... M. E. Tompkins of BMI will be there and so will John Mayo... Harrison Holliday will be around and so will Mefford Runyon....

● ● ● Many familiar faces at previous gatherings will be missing this year. A great many are in the armed forces of the nation while many others have been drafted by the government for special work... Representatives will hold down the seats, however, and many important discussions will be heard... Our industry has a great deal to be proud of in the men sent to Cleveland for this convention.

—Remember Pearl Harbor—

Los Angeles

By JAC WILLEN

George L. Moskovics, director of sales promotion for Columbia Pacific Network and KNX, returned Monday, May 4, from San Francisco where he had gone to confer with Art Kemp, general sales manager of CPN, to "set" their strategy for balance of the year. As a result Moskovics announced that CPN will launch a sales promotion campaign designed to strike and conform to an entirely new world of advertising promotion—a war world.

Paul Douglas, known as one of the highest paid announcers in radio, has been appointed official announcer of the War Department's "Comm. Performance," Vic Knight announced. Douglas received the appointment due to the suitability of his voice for short-wave pickup and will remain on the show which is designed as exclusive entertainment for American Expeditionary Forces.

The Leonard Levinsons are expecting a "pride and joy" sometime in July.

WINS

presents

GILBERT & SULLIVAN

Pursuing its policy of program expansion preparatory to 50 kw. operation, WINS is now broadcasting a weekly series of Gilbert & Sullivan operettas by the Savoy Opera Guild. To our knowledge this is the only live presentation by any radio station on a regular schedule.

OTHER FEATURE SHOWS

"Court of Feminine Appeal", featuring famous columnist Alice Hughes—"Jazz University" starring Ralph Berton, wizard of jazz—Don Dunphy, ace sportscaster—"Mandrake, the Magician"—Waverley Root, internationally famous commentator, and many others.

WINS

NEW YORK

FREQUENCY 1000 KC.

"Easy to remember
... easy to dial"

A YEAR AHEAD OF THE TIMES!



THE PLAN EMULATED
BY THE INDUSTRY

WFIL was one of the first stations to recognize the significance and vital influence of radio in the war effort. More than a year ago WFIL presented a comprehensive plan of radio promotion and publicity to the Treasury Department. That plan has since become a pattern for the entire industry.

On this—the first anniversary of that now historic plan—WFIL rededicates its services and facilities to the task of bringing home to its listeners the terrible realities of war, the vital necessity of "all-out" production, the stupidity of hoarding, the danger of either complacency or defeatism . . . and inspiring them to redouble their support of the nation's War Effort with its manifold responsibilities.

WFIL

THE BLUE NETWORK—KEY STATION QUAKER NETWORK—FM STATION W53PH
THE KATZ AGENCY, INC.—National Representatives

★ ★ Where to Go and What to Do In Cleveland ★ ★

OUTSTANDING NIGHTCLUBS

- Alpine Village**, Playhouse Square. Dancing. Two shows, 8 and 11. No cover. Good food.
- El Dorado**, Playhouse Square. Dinner and supper dancing, three shows nightly; South Seas atmosphere.
- Freddie's Paradise**, 830 Vincent. Dinner and supper dancing. Floor shows.
- Congo Room**, Hotel Fenway Hall, Euclid and East 107th. Entertainment.
- Chin's Golden Dragon**, Euclid and East 106th. Dancing Strolling entertainers.
- Gourmet Club**, Chester and East 11th. (*Find a local station man with a card.*) Dancing, floor shows, good food.
- Monaco's**, Playhouse Square. Dancing, floor shows.
- Southern Tavern**, East 107th and Carnegie. Food and dancing.

HOTEL NIGHTSPOTS

- Terrace Room** of Hotel Statler, East 12th and Euclid. Dancing. No show.
- Fiesta Room** of Hotel Carter, 9th and Prospect. Dancing, entertainers.
- Vogue Room** of Hotel Hollenden, Superior and East Sixth. Dancing and three shows nightly.
- Bronze Room** of Hotel Cleveland, Public Square. Dancing, no show.
- Lounge Bar** of Hotel Allerton, East 13th and Chester. Entertainment.

RESTAURANTS

- Monaco's**, Hanna Building, East 14th and Euclid. Continental cuisine with emphasis on very good Italian foods. Bar and lounge. Dancing. No cover or minimum.
- Hickory Grill**, Chester Avenue at East 9th. Wide variety of excellently prepared foods. Bar.
- Allendorf's**, Chester at East 12th. Solid fare but well cooked and plenty to choose from. Bar.
- Tavern Chop House**, East 11th at Chester. Rated very high for steaks, chops, etc. Bar.
- Fischer-Rohr**, Chester at East 11th. Masculine atmosphere, good food without fancy trimmings. Bar.
- Wille's**, corner of Chester and East 12th. Ditto with Bar.
- Kornman's**, East Ninth between Vincent and Superior. Ample menu and the food is good. Bar.
- Chef Boiardi's**, 823 Prospect Avenue. Much patronized for Italian dishes. Bar.
- Jim's Steak House**, 1800 Scranton (too far to walk). Enjoys reputation of having the best steaks in these parts. Congenial atmosphere. Bar.
- Shanghai**, 2142 Rockwell. Good Chinese and American cuisine.
- New China Restaurant**, 1716 Euclid Avenue. Ditto, with bar.
- Braun Fish and Oyster House**, 2153 East Fourth Street. Traditionally good for sea foods.
- Blue Boar Cafeteria**, 643 Euclid Avenue. Inexpensive and a good variety.
- Forum Cafeteria**, East 9th between Euclid and Prospect. Ditto.
- Clark's Restaurants**—241 Euclid, 840 Huron, 509 Euclid, 1007 Euclid, 1520 Euclid. Good food, served quickly, medium priced.
- Stouffer's Restaurants**—725 Euclid, 1365 Euclid. Exceptionally tasty meals. Bar.
- Nanking Restaurant**, 1314 Huron. Chinese and American foods.
- Mills Restaurant**, 315 Euclid. Cafeteria style, but very good.
- Weber's Restaurant**, 242 Superior. Sea food luncheons and dinners. Bar.
- Ed's Barbecue**, Carnegie and East 100th. Famous for ribs and chicken. barbecue style.

HOTEL RESTAURANTS

- Hotel Statler** (12th and Euclid): Cafeteria, lunch and dinner. Cafe Rouge, lunch and dinner, table and counter service. Terrace Room, lunch and dinner.
- Hotel Carter** (9th and Prospect): Coffee Shop, breakfast, lunch and dinner. Gun Room, lunch and dinner. 4 & 20 Bar, lunch and dinner. Fiesta Room, dinner and supper.
- Hotel Allerton** (13th and Chester): Lounge Bar, lunch. Coffee Shop, breakfast, lunch, dinner.
- Hotel Hollenden** (Sixth and Superior): Flemish Room, breakfast, lunch, dinner. Coffee Shop, breakfast, lunch, dinner. Vogue Room, lunch and dinner.
- Hotel Cleveland** (Public Square): Cleveland Room, breakfast, lunch, dinner. Coffee Shop, table and counter service. Bronze Room, lunch, dinner, supper.

PLACES OF INTEREST

- The Public Square** is the heart of Cleveland. Its main artery Euclid Avenue, and between the Square and East 22nd Euclid are located the large department stores and theaters.
- The Terminal Tower** is Cleveland's largest building, 708 feet above concourse level. The 42nd floor has been converted into an observation floor. It is open daily; Tues. and Sat. night Sight-seeing lecture busses run on regular schedules from Public Square.
- Amusement parks**—two closest to the city are Euclid Beach Park on the East Side of Cleveland; Puritas Springs Park on the West Side. Take bus, street car or cab.
- Museum of Natural History**, 2717 Euclid Avenue. Open daily. Free.
- Dunham Tavern**, 6709 Euclid Avenue. Old stage coach tavern restored as a historical museum.
- Cleveland Health Museum**, 881 Euclid. Free.
- Museum of Art**, Wade Park near Euclid Avenue.
- Western Reserve Historical Society**, 10915 East Boulevard.
- Brookside Zoo**, Cleveland Zoological Gardens, West 25th Street and Denison Avenue.
- Cleveland Public Library**, East 2nd and Superior Avenue.
- Art Museum**, 24th Annual Exhibition of work by Cleveland Artists and Craftsmen. Euclid Ave. and East Boulevard.

THEATERS

(Legitimate)

- Playhouse**, 2040 East 86th Street (two theaters).
- Drury Theater**—"Heart of a City" by Leslie Storm. What happens backstage at London's Windmill Theater during a blitz raid. 8:30 P.M.—no show Mondays.
- Brooks Theater**—"A Murder Has Been Arranged" by Emyl Williams. A ghost-filled whodunit. 8:30 P.M.—no show Mondays.

Vaudeville and Pictures

- Palace Theater**, Euclid at East 17th. Downtown, within walking distance of the hotels. Stage: Sigmund Romberg and Mitzi Green headline the vaudeville. Screen: "The Spoilers."

First Run Movie Houses

- State Theater**, Playhouse Square, downtown, walking distance. John Steinbeck's "Tortilla Flat."
- Hippodrome Theater**, Euclid and Sixth, downtown, walk. "The Male Animal"—Henry Fonda, Olivia DeHavilland.
- Stillman Theater**, Euclid at Twelfth, downtown, walk. "My Favorite Blonde"—Bob Hope and Madeleine Carroll.
- Allen Theater**, Playhouse Square. (Undetermined at press time as to whether "King's Row" would be held over or "Roxie Hart" would be the attraction.)
- Newsreel Theater**: The Telenews, Euclid Avenue at East 2nd. Walking distance. One hour shows of latest newsreels.

Smeby Issues Report in Engineering Dept.

From the Report of Lynne C. Smeby
NAB Director of Engineering

SINCE the last Annual Report issued in May, 1941, the engineering activity of NAB has been almost entirely pointed towards the war effort. Fully 80 per cent of the time our effort has been devoted to the solution of wartime broadcasting problems and to the furtherance of the war effort in other directions.

Defense Communications Board
Neville Miller's alternate and technical adviser on Domestic Broadcasting Committee IV of DCB and chairman of Subcommittee I thereof, and as alternate on Communications Liaison Committee for Civilian Defense—Committee XII of DCB—much of the time has been taken up in working with these groups on the many and varied problems. In addition, the duties as the broadcasters' priorities representative to the Priorities Liaison Committee—Committee XIII of DCB—has taken much time.

The deliberations of these Committees are confidential and we can only say that we have been one of the "working" members of these Committees and have devoted a great deal of time to matters that have and will accrue to the credit of Domestic Broadcasting.

Technician Training Program
We have served as Mr. Arthur Stigger's right hand man in carrying out the Technician Training Program and have aided in the formation of plans for that project, serving as one of the five members of the group led by Professor W. L. Everitt of Ohio State in making up the course outline. This course outline was subsequently officially okayed and adopted by the Signal Corps.

Priorities
During the past year we have been actively engaged in aiding the industry to secure sufficient repair and maintenance materials and were particularly instrumental in obtaining the Defense Priority Rating of A-10 for the industry.

Engineering Conference
Operating with Professor W. L. Everitt, material aid was rendered in staging the Fifth Ohio State Broad-Engineering Conference. Except for one session, the Conference was entirely devoted to wartime subjects.

Recording Standards
The work of the Recording and Reproducing Standards Committee progressed rapidly up to wartime. Sixteen of the most important items standardized. These sixteen standards were officially adopted by the NAB Board of Directors. The Committee is still working,

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

Where to Go and What to Do In Cleveland

SPORTS

BASEBALL GAMES: Cleveland vs. Detroit, May 11—(League Park, East 66th at Lexington).
Cleveland vs. New York, May 12-13—(League Park).
Cleveland vs. Washington, May 14-15-16—(League Park).
Doubleheader game time—1:30 P.M. Single game time—4:00 P.M.

Roller Derby

Cleveland vs. Chicago in The Transcontinental Roller Derby. A 16 night series that began April 28th. The Arena, Euclid Avenue and East 40th Street. Doors open at 7:30. Start at 8:15 P.M.

TAXI SERVICE

Ample. Yellow Cab—Cherry 4900. Zone Cab—Endicott 2900. Stations at hotels, but plenty cruising. No problem.

TERMINALS

AIR—Cleveland Municipal Airport, Rocky River Drive.
Administration Building—Clearwater 2800.
American Airlines—Orchard 3300.
Penn-Central Airlines—Clearwater 3600.
United Air Lines—Clearwater 5200

BUS—Greyhound Bus Lines, main terminal, East 9th and Superior.
Info and tickets—Cherry 7960.
Baggage—Cherry 5505.
Charter Service—Cherry 5505.
Penn-Ohio Coach Lines—same terminal—same phone.

RAIL—Cleveland Union Terminal, Public Square—Cherry 8200.

however, at a much slower rate. It is expected that a number of additional standards will be formulated by about June. It is expected that the Committee will then suspend deliberation for the duration of the war.

General

Many individual members have been aided in solving their individual problems.

In carrying out engineering work in connection with the war effort, a host of the industry's engineers have given the finest of cooperation and aid. This we gratefully acknowledge.

Joint meetings of the Executive Engineering and the Engineering Committees were held in St. Louis on May 12, 1941; in Detroit, June 26; New York City, October 23, 1941, and Columbus, Ohio, February 23, 1942. The June 26 and October 23 meetings were with the Recording and Reproducing Standards Committee.

Executive Engineering Committee 1941-42

Paul A. Loyet—Chairman, WHO; Paul deMars—Yankee Network; Porter Houston—WCBM; E. K. Cohan—CBS; O. B. Hanson—NBC, and Lynne C. Smeby—NAB—ex-officio.

Engineering Committee 1941-42

Paul A. Loyet—Chairman, WHO; Franklin M. Doolittle—WDRG; John V. L. Hogan—WQXR; James Schultz—WCAE; Scott Helt—WIS; John C. Bell—WBRC; J. H. DeWitt—WSM; R. Morris Pierce—WGAR; Walter Hoffman—WWJ; Thomas L. Rowe—WLS; J. M. Hetland—WDAY; Karl Troeglen—WIBW; W. G. Egerton—

Proud Of War Record, Miller Tells Members

(Continued from Page 1)

radio will continue as a privately owned, competitively operated business. "We have progressed far enough to have tested our policies and they have proved to be wise and sound and a credit to the experience, the ability and the patriotism of the industry," he states.

In his annual report, Miller reviews the year's progress "with pride and satisfaction." He discusses briefly the subjects of war activities, music copyright, taxation, legislation, self regulation, membership, public relations and the NAB headquarters staff. Fuller reports on these subjects are reserved for convention committee meetings.

KTSA; Eugene G. Pack—KSL; Royal V. Howard—KSFO; L. H. Bowman—KNX; James B. Hatfield—KIRO; E. K. Cohan—CBS; O. B. Hanson—NBC, and L. C. Smeby—NAB—ex-officio.

WBNX NEW YORK
WITH THE MOST INTIMATE AND EFFECTIVE PROGRAM APPROACH TO AMERICA'S LARGEST MARKET
5000 WATTS *Directional*
OVER METROPOLITAN NEW YORK

Station Analysis Of NAB Membership

As of May 1, 1942, standard broadcast stations of the United States and its possessions number 924. Analysis of these by class of station is presented in the following table, together with the count of NAB members within each classification. These classifications agree with those used by the Federal Communications Commission. The analysis is made from a master station file maintained by the Research Department.

Clear Channel:	Stations as of May 1, 1942	NAB Membership May 1, 1942
Unlimited (50kw)	43	37
Part-time (50kw)	5	4
Unlimited (5 to 25kw)	19	16
Part-time (5 to 25kw)	5	3
Regional Channel:		
Unlimited	254	180
Limited and Day	45	23
Part-time	23	8
Local Channel:		
Unlimited	419	204
Day and Part-time	36	9
	849	481
Non-Commercial	34	4
Territorial	14	6
Construction Permits	27	5
	924	499
High Frequency Educational		1
Frequency Modulation (Operating Commercial)		4
Frequency Modulation (CP Commercial)		1
Frequency Modulation (Experimental)		1
Total NAB Stations	506	

18 SOLID HOURS OF MUSIC & NEWS

IN BOSTON
BUY WCOP
the money-saving
TEST STATION for RADIO CAMPAIGNS

Representatives:
Headley-Reed Company
New York • Chicago
Detroit • Atlanta

Boston's Best Buy

WCOP
COPLEY PLAZA HOTEL, BOSTON

NAB Wartime Meeting Has Strong Program

(Continued from Page 1)

tion managers may be elected district directors only.

Just what may develop from the meetings of Network Affiliates, Inc., is problematical inasmuch as this organization comprised of nearly 100 independently-owned network affiliated outlets, was formed last fall to handle various matters in their own way and aggressively proceeded to carry them out. Eugene Pulliam of WIRE is head of this organization.

On the other hand, it is pointed out that a basic solid front is indicated in the fact that BMI has signed 703 long-term contracts with stations representing over 92 per cent of the industry's dollar volume and included are 15 networks, regional and national. This it is believed is a powerful factor in NAB's favor as an organization.

Strong Array of Speakers

President Neville Miller and his staff have arranged an exceptionally strong program for the meeting. Never before in NAB history has such a potent series of sessions been arranged wholly devoted to new business possibilities, as the program readily reveals. Array of important personages from the Capital also has never before been approached in point of importance or numbers, most of these being scheduled for today, including Byron Price, Director, Office of Censorship; J. Harold Ryan, assistant director of the same office; Major Gen. A. D. Surles, Director, Bureau of Public Relations, War Dept.; Rear Admiral A. J. Hepburn, Office, Director of Public Relations; Navy Dept.; Major Gen. F. G. Beaumont-Nesbitt, British Army Staff; Archibald MacLeish, Director, Office of Facts and Figures; Wm. B. Lewis of the OFF and others. Tomorrow the speakers will include Brig. Gen. Lewis B. Hershey, Director, Selective Service System, and Joel Dean, Chief, Fuel Rationing Division, OPA. Also to be heard is James V. McNutt, Federal Security Administrator and Chairman of the newly appointed War Manpower Commission.

Greetings

to the

N A B

from

W A A T

A. B. SCHILLIN, V. P.

Blue Net Sets Up Rules For "Espionage" Themes

(Continued from Page 1)

adhered to in reviewing such scripts. Formulated by Dorothy Ann Kemble, continuity acceptance editor, the new rules have been released to all network offices.

Decision to permit spy themes on the Blue in both sustaining and commercial programs was made, it was stated, because it was felt that within the framework of such shows radio could make the listening audience more aware of the dangers of saboteurs and fifth columnists. Other spy series now are under consideration by the Blue.

Standards Listed

NBC Red still frowns on such programs.

Acceptance of espionage scripts by the Blue is based on the following standards:

Good taste, which applies to all Blue programs.

No program will be accepted which might tend to undermine the confidence of the American people in their government, the war effort or the fighting forces.

Description of means or methods of espionage which might prove of help to fifth columnists is out.

Dramatic scenes dependent on real places or things for development of the plot are barred as are the horrors of combat and plots drawn from actual incidents, easily recognizable.

Scripts must be complete in the 15 or 30 minutes allotted, to prevent "cliff-hanging" episodes.

Any references to government agencies must be cleared with these agencies in advance.

NBC-Blue Sign Toscanini For Saturday Night Series

(Continued from Page 1)

of NBC, and Mark Woods, president of the Blue Network.

To be broadcast Saturdays from 9-10 p.m., EWT, from NBC's studio 8-H, the series will begin on the Blue, Oct. 31, continuing through April 10, 1943. Toscanini, who is to conduct the opening broadcast, will give way on alternate Saturdays to Leopold Stokowski. Each will give 12 concerts during the season. The programs also will be shortwaved by NBC's International stations, WRCA and WNBI.

Toscanini conducted the NBC orchestra last during the 1940-41 season after which he took a year's sabbatical leave. It was at his suggestion that Stokowski was engaged by the network to conduct during the current season.

Bristol-Myers Renews "Mr. District Attorney"

Bristol-Myers, which recently renewed the Eddie Cantor program on CBS, also has renewed the "Mr. District Attorney" show for another year on the same network effective July 1. "Mr. D. A." is broadcast Wednesdays from 9:30-10 p.m., EWT, on 87 CBS stations in behalf of Vitalis. Pedlar & Ryan, Inc., handles.

Pa. Tob. Expanding Spot; Campaign In 16 Markets

Penn Tobacco Co., which has been testing in the spot field for some time, now has expanded its campaign to national proportions using 16 markets, with more to be added at the rate of about one per week through the year, it was learned Friday in conjunction with the firm's entry into the New York market for the first time on a spot basis. Penn introduced Julep cigarettes last year via the "Vox Pop" program on CBS, but dropped the network program and entered the spot field. Willoughby Taylor Smoking Tobacco shares plugs with Juleps.

Locally, Penn on May 25 will assume sponsorship of the Monday, Wednesday and Friday newscasts of Mark Hawley, from 6-6:10 p.m. on WABC. The sponsor buys only news and sportscasts using, for the most part, one station in each market.

H. M. Kiesewetter Advertising Agency handles the Penn Tobacco account.

Helen Claire Aids Guild

Helen Claire, radio actress and newsreel fashion commentator, will give the running commentary for "Fashions of '42," first in a series of "Six Buying Shows" to be staged by the New York Newspaper Guild and Auxiliary during May and June at the Guild Club here. Opening show, featuring a "Strip Tease in Reverse," will be staged tonight.

East Coast Network-WNEW Is Key Station

(Continued from Page 1)

England, with WNEW here as key station. According to Lafount, who is president of Atlantic Coast Network, the chain will embrace the largest population with the shortest telephone wire hookup in the world.

Sales and program offices for ACN have been opened on the 25th floor of 501 Madison Ave., which houses WNEW, and a force is being assembled. General manager, other executive officers and a rate card will be announced shortly, probably this week. Elaborate debut program will be broadcast by the new chain July 15, but details are still in the works.

Washington and Baltimore affiliates of ACN had not definitely been signed Friday, but contracts were expected to be signed early this week. Other stations in the hookup, including Bulova controlled, in addition to WNEW are WPEN, Philadelphia; WCOP, Boston; WNBC, New Britain; Hartford, and WELI, New Haven.

Atlantic Coast Network will be owned and operated by the American Broadcasting Corp., formed by Lafount and associates.

Decca Reports Profits

Decca Records, Inc., reports a net profit of \$202,005 for the three months ended March 31, 1942, after all charges.

MAPS · COPY · DATA

By Mail or Millovolt, we can prepare your basic promotion—the market indices which tell the time buyer what your coverage area contains.

Consult us at any time, there is no obligation.

WALTER P. BURN and ASSOCIATES, Inc.
7 West 44th Street
New York, N. Y.

★ **ALABAMA**
WMSL WALA WSFA
WAGF WMOB WHBB
WJBY WCOV WJRD

★ **ARIZONA**
KTAR KGLU KVOA
KYCA KTUC KYUM

★ **ARKANSAS**
KFFA KGGI KOTN
KTHS KLRA KUOA
KARK

★ **CALIFORNIA**
KFVD KVCV KSFO
KGJF KPRO KYA
KHJ KFBK KQW
KMTR KROY KVEC
KNX KFMB KVOE
KMYC KFSD KDB
KYOS KGB KTMS
KTRB KFRC KGDM
KDON KGO KWG
KLS KJBS KTKC
KROW KPO KHUB
KPS KSAN K-45-LA

★ **COLORADO**
KMYR KIUP KFKA
KOA KFXJ KGHF
KVOD

★ **CONNECTICUT**
WTIC WNLC WBRY
WNBC WSRW W-53-H
WELI WATR W-65-H

★ **DELAWARE**
WILM

DISTRICT OF COLUMBIA
WMAL WRC WWDC
WOL

★ **FLORIDA**
WIOD WLOF WTSP
WQAM WDLF WDAE
WKAT WCOA WFLA
WTMC WFOY WJNO
WDBO WSUN

★ **GEORGIA**
WSB WBLJ WTOC
WGAC WBML W-AX
WMOG WMAZ WRLC
WGAA WMGA WAYX
WRBL WRGA WDAK

★ **IDAHO**
KFXD KSEI KTFI

★ **ILLINOIS**
WENR WHFC WCLS
WGES WDAN WMBD
WGN WSOY WTAD
WJJD WGIL WROK
WLS WEBQ WHBF
WMAQ WJPF WDF
WSBC WLDS

★ **INDIANA**
WGL WIBC WLBC
WOWO WIRE WSBT
WIND WISH WBOW
WFBM WKMO W-45-V

★ **IOWA**
KSO KFVD KMA
WHO KFJB KSCJ
KATH KGLO KTRI
WKBB KBIZ

★ **KANSAS**
KVGW KOAM KANS
KWBW KSAL KFH
KCKN WIBW KFBI
WREN

★ **KENTUCKY**
WCMJ WSON WAVE WINN
WLBJ WHOP WGRC WOMI
WHLN WLAP WHAS WPAD

★ **LOUISIANA**
KALB KPLC WWL KTBS
WJBO WSMB KRMD KWKH
KVOL

★ **MAINE**
WRDO WCOU WCSH WGAN
WLBZ

★ **MARYLAND**
WBAL WCBM WITH WJEJ
WCAO WFBW WTBO WBOC

★ **NEW MEXICO**
KGGM KICA KFUN KVSF
KOB KWEW KGFL KTNM
KAVE

★ **NEW YORK**
WABY WKNY WSLB WTRY
WOKO WGNY WHDL WIBX
WMBO WABC WMFF WATN
WNBF WBNX WKIP WWHY
WBEN WBYN WHEC WFAS
WEBR WEAF WHAM WWRL
WGR WHN WNBZ W-51-R
WKBW WINS WGY W-47-A
WENY WJZ WAGE W-2X-WG

★ **RHODE ISLAND**
WFCI WEAN WJAR WPRO

★ **SOUTH CAROLINA**
WAIM WCOS WFBC WORD
WCSC WIS WMRC WSPA
WTMA WOLS WCRS WFIG

★ **SOUTH DAKOTA**
KABR KELO KSOO WNAX
KOBH

★ **TENNESSEE**
WOPI WJHL WNOX WMP
WAPO WKPT WROL WLAC
WDEF WBIR WMC WSM
WDDO

★ **TEXAS**
KRBC KSKY KTRH KGKL
KFDA WFAA KXYZ KABC
KGNC WRR KOCA KONO
KNOW KFPL KFYO KTSA
KFDM KROD KRBA WOAI
KRIC KTSM KRLH KTEM
KBST KFJZ KNET KCMC
KBWD KGKO KPDN KGKB
KEYS WBAP KPLT WACO
KRIS KLUF KIUN KRGV
KAND KGBS KPAC KWFT
KRLD KPRC

★ **UTAH**
KLO KOVO KSL KUTA
KEUB KDYL

★ **VERMONT**
WCAX WSYB

★ **VIRGINIA**
WJMA WLVA WPID WDBJ
WBIM WMVA WMBG WSL
WFVA WGH WRNL WLPM
WSVA WTAR WRVA WINC



★ **MASSACHUSETTS**
WAAB WMEX WHYN WSPR
WBZ WNAC WLAW WOCB
WBZA WORL WLLH WORC
WCOP WSAR WNBH WTAG
WEEI WEIM WBRK W-43-B
WHDH WHAI WMAS W-67-B

★ **MICHIGAN**
WELL WXYZ WJMS WHLS
WBCM WDBC WIBM WSAM
WHDF WDFD WKZO WSOO
WJBK WOOD WKBZ WTCM
WJR WASH WCAR W-45-D
WWJ WLAV

★ **MINNESOTA**
KATE WCCO KVOX WMIN
KDAL WDGW KROC WHLB
WEBC WLOL KFAM KWNO
WMFG WTCN KSTP KWLM
KYSM

★ **MISSISSIPPI**
WCBI WJDX WCOG WQBC
WFOR WAML

★ **MISSOURI**
KFVS KCMO KFEQ WIL
KFRU KMBC KMOX KGBX
KHMO WHB KXOK KTTS
KWOS KWOC WEW

★ **MONTANA**
KGHL KGEZ KRJF KGVO
KFBB

★ **NEBRASKA**
KMMJ KFOR KBON WOW
KHAS WJAG KOIL KGKY
KFAB KGNF KOWH

★ **NEVADA**
KOH KENO

★ **NEW HAMPSHIRE**
WKNE WFEA WHEB W-39-B
WLNH WMUR

★ **NEW JERSEY**
WBAB WHOM WPAT WTNJ
WAAT

WGBB WNEW WFBL WNBI
WHCU WOV WOLF WRCB
WJTN WHLD WSYR WNBT

★ **NORTH CAROLINA**
WISE WCNC WPTF WRRF
WWNC WGNC WHIT WMFD
WBBB WGBR WRAL WGTM
WBT WBIG WEED WAIR
WSOC WGTC WSTP WSJS
WDNC WHKY

★ **NORTH DAKOTA**
KFYR WDAY KGCU KLPM
KDLR KRMC

★ **OHIO**
WADC WSAI WHIO WSTV
WAKR WCLE WING WSPD
WTW WGAR WFIN WTOL
WICA WHK WLOK WRRN
WHBC WTAM WMAN WFMJ
WCKY WBNS WMRN WKBN
WCPO WCOL WPAY WHIZ
WKRC WHKC WIZE W-45-CM
WLW

★ **OKLAHOMA**
KVSO KOCY WKY KTUL
KCRC KOMA KGFF KVOO
KBIX KTOK

★ **OREGON**
KWIL KUIN KMED KOIN
KAST KFJI KALE KRNR
KBKR KLBK KEX KSIM
KBND KOOS KGW

★ **PENNSYLVANIA**
WCBA WAZL WPEN WKOK
WSAN WJAC KDKA WMBS
WFBG WGAL KQV WJPA
WISR WMRF WCAE WBRE
WCED WKST WJAS WRAK
WEST WKPA WWSW WORK
WERC KYW WEEU W-53-PH
WTBG WCAU WRW W-49-PH
WHJB WFIL WARM W-69-PH
WHP WHAT WGBI W-75-P
WKBO WIP

★ **WASHINGTON**
KVOS KOMO KGA KUJ
KJR KRSC KHQ KPQ
KOL KXA KVAN

★ **WEST VIRGINIA**
WJLS WBLK WLOG WBRW
WHIS WMMN WAJR WKWK
WCHS WSAZ WPAR WWVA
WGKV

★ **WISCONSIN**
WHBY WTAQ WEMP WRJN
WATW WCLO WISN WHBL
WEAU WKBH WTMJ WDSM
WFIZ WIBA WOSH W-55-M

★ **WYOMING**
KDFN KPOW KVRB KWYO

TERRITORIES AND POSSESSIONS

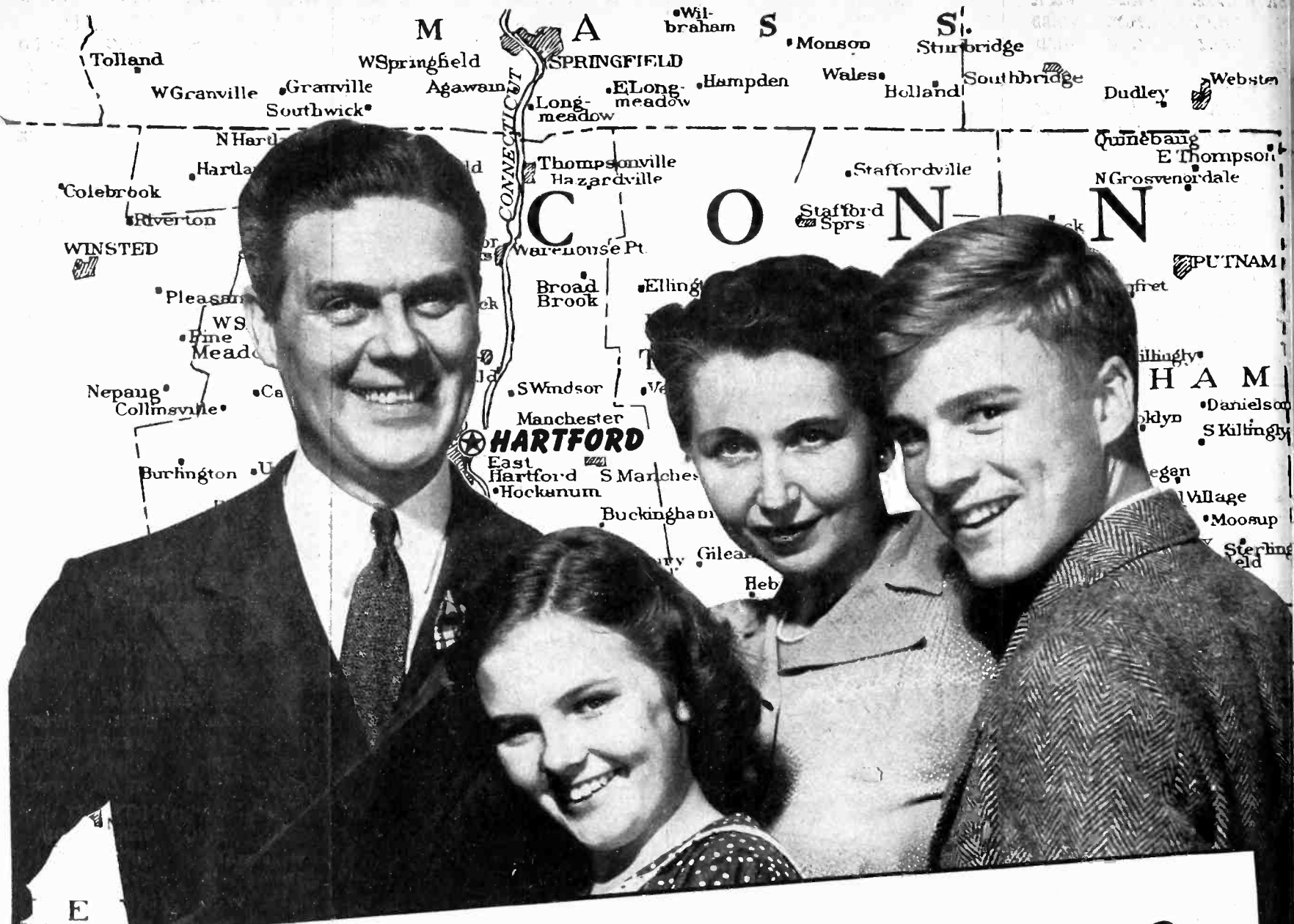
★ **HAWAII**
KHBC KGU KGMB KTOH

ALASKA

KINY

★ **PUERTO RICO**
WKAQ WIAC

NETWORKS
Arizona Broadcasting Co.
Arizona Network
Blue Network
Colonial Network
Columbia Broadcasting System
Don Lee Broadcasting System
Intermountain Network
KOIN Network
Lone Star Chain
Michigan Network
Mutual Broadcasting System
National Broadcasting System
(Red Network)
Texas Quality Network
Texas State Network
Yankee Network



Do You Know This Family?

THE PROSPERITY of the Average Family in WDRC's Primary Area is not just a war-time phenomenon. Of course, business is zooming here with defense factories working three shifts a day—just as it is in similar markets throughout the country. But the thing to remember about Hartford is that it's first in peace-time too. This is assured by the diversity and stability of employment here.

WDRC's Average Family topped the 48 states in Effective Buying Income before the war *and still does*. Equally important, we believe it will continue to hold this pre-eminent position. This is a significant consideration for the many companies who are

wisely continuing their advertising today with an eye to the future.

Write Wm. Malo, Commercial Manager, for the full story of this desirable market, comprising more than a million people in WDRC's Primary Area.

BASIC CBS HARTFORD

WDRC

CONNECTICUT'S PIONEER BROADCASTER





RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



L. 19, NO. 30

NEW YORK, N. Y., TUESDAY, MAY 12, 1942

TEN CENTS

NAB Meet In Full Swing

Promotional Honors Are Evenly Divided

Cleveland—Results of the annual promotion competition to be announced at the NAB banquet tonight reveals honors evenly divided among the individual stations and networks with only two stations, WJZ, Boston, and WLW, Cincinnati, receiving recognition in more than one category and in each of these the recognition is for special promotion rather than one of the prize awards. Stressing the war-time effort of broadcasters, four awards in

(Continued on Page 21)

Chicago Still On Upbeat, New-Renewal Biz Signed

Chicago—Upturn in business contracts strong here with some important renewals and spot business announced yesterday. WGN led off with commercials, aired Tuesdays from 10 p.m., renewed for 52 weeks through Northern Trust Co. through J. R. Thompson Agency. Contract through April 13, 1943. "Car in Aircraft," 15-minute recorded show, started Saturday for weeks on WGN under sponsorship

(Continued on Page 2)

Exact Census Bureau Radio Figures July 1st

Cleveland—Preliminary set of radio figures will be released July 1 by the U. S. Census Bureau, according to Paul Peter, NAB director of research. He revealed that the bureau had decided to put out the long-awaited figures now instead of waiting until the end of the year

(Continued on Page 2)

Appreciation

San Francisco—Influence of radio on U. S. forces overseas was revealed recently in a broadcast from an officer whose ship was sunk in the Far East. Officers on the beleaguered ship pledged that the radio would arrive in San Francisco and go to short-wave station WEL and express appreciation to the outlet for its broadcasts to the troops abroad.

Nuts to Youse

Jimmy James and Edgar Kobak, Blue Network executives, yesterday were recipients of a gift in the form of a peanut inside a peanut. Suggested Joseph Katz, of the Baltimore agency bearing his name. "Feed 'em to that elephant of yours." He was referring to the Blue's current institutional ad campaign.

Delayed Action Seen On Sanders Proposal

Washington Bureau, RADIO DAILY

Washington—Long time lapse between the conclusion of hearings on the Sanders Bill and the reporting of a Committee measure to Congress as a result of the sessions has been forecast here. The House Interstate and Foreign Commerce Committee, which is considering the measure, is regarded generally as a slow group in the preparation of measure, probably

(Continued on Page 21)

Records Given Priority As COI Assumes Control

Serious snag which developed in connection with the War Department's plan to secure better radio program service for U. S. troops in the Hawaiian Islands, now has been satisfactorily ironed out, it was learned yesterday, with the Office of the Coordinator of Information stepping in and taking over full control

(Continued on Page 4)

Blue Web Sale Still Far Off; 2% Cash Discount Announced

Codell Named Manager Of Atlantic Network

Following the recent announcement of the formation of the Atlantic Coast Network, composed of Bulova stations along the Eastern seaboard, Harold A. Lafount, president, has named Edward Codell general manager

(Continued on Page 2)

Quick Action By Board Admits Webs To Full Membership; Also Adopt New Standard Advertising Form

Sales Managers Seek Large Appropriation

Cleveland—Series of NAB meetings Sunday afternoon and evening included the NAB Sales Managers executive and general committees, headed by Chairman Eugene Carr, of WGAR. Group, which is considered one of the livewire subsidiary NAB organizations, is also under the guidance of Frank Pellegrin of the NAB Department of Broadcast Ad-

(Continued on Page 21)

CBS Sales Promotion Meeting in Chi. Monday

Meeting of managers and sales promotion managers of CBS managed and operated stations has been scheduled for May 18-19 in Chicago, at which time Dr. Frank Stanton, CBS director of research and acting director of sales promotion, will preside

(Continued on Page 2)

Ask Unity Behind NAB As IRNA Votes To Quit

Cleveland—Active in the industry since its formation in 1937, the Independent Radio Network Affiliates yesterday was formally dissolved by

(Continued on Page 24)

By M. H. SHAPIRO

Cleveland—Twentieth annual convention of the National Association of Broadcasters got under way officially yesterday morning at the Hotel Statler before an attendance that reached an all time high of more than 1,100 people, the morning and luncheon sessions being devoted to both routine matters and rousing speeches

(Continued on Page 23)

OFF Praises Industry Co-op On 'War Guide'

Washington Bureau, RADIO DAILY

Washington—The Office of Facts and Figures is "highly pleased" with the results of the first two weeks during which the broadcasting industry has been operating under its Radio War Guide, according to Douglas Meservey, deputy chief of the Office's radio division, who made the

(Continued on Page 4)

MBS Membership Votes To Standardize Rates

Cleveland—Some seventy odd Mutual network affiliates met Sunday at the Hotel Cleveland to hear Fred Weber, general manager, deliver a

(Continued on Page 2)

All Prepared

Watertown, N. Y.—WWNY announcer Don Mathers still has his suspicions concerning a recent script switch. Arriving late last week, Mathers grabbed his script and rushed to the microphone only to read as follows: "Well, good people, pardon your announcer for being late this morning, but he missed his bus, and that is the reason for his tardiness."



Vol. 19, No. 30 Tues., May 12, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

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

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

FINANCIAL
(Monday, May 11)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	110 ³ / ₄	109 ¹ / ₂	110 ¹ / ₂	+ 1/2
CBS A	9 ³ / ₄	9 ³ / ₄	9 ³ / ₄	+ 1/4
Gen. Electric	24 ¹ / ₈	23 ³ / ₄	24	+ 3/8
Philco	8 ⁷ / ₈	8 ⁷ / ₈	8 ⁷ / ₈	+ 1/8
Westinghouse	68 ⁷ / ₈	68 ¹ / ₂	68 ³ / ₄	+ 3/8

Expect Census Bureau Radio Figures July 1st

(Continued from Page 1)
or possibly later. Peter's announcement was the highlight of his report to the NAB Research Committee Sunday.

Wedding Bells

Los Angeles—Recent marriage of John Nelson, producer of "What's On Your Mind" and "America's Home Front" on CBS for the War Production Board, to Arnelle Olson, his secretary at the Raymond Morgan Advertising Agency, has been announced.

MBS Membership Votes To Standardize Rates

(Continued from Page 1)
long talk in which he went into all phases of MBS activity. Upshot was a decision to standardize rates on the network as quickly as possible. Weber also mentioned that in the late Fall the network would operate in 14 cities serving 46 per cent of the radios in the U. S.

Bob Schmid, sales promotion manager of the network, followed Weber with a talk anent his department and market angles.

At the suggestion of Robert T. Convey of KWK a meeting of the Mutual stations was called for late yesterday afternoon in which they were to hold forth without benefit of network officials and discuss various problems and possibly make recommendations. Last Sunday there was also a meeting of the MBS board of directors.

CBS Sales Promotion Meeting in Chi. Monday

(Continued from Page 1)
side over a 2-day clinic on sales promotion and research. Among those who have signified that will be present are: David S. Garland, of WEEI, Boston; King Park of WBBM, Chicago; Tom Rooney of KMOX, St. Louis; Sam Kaufman of WCCO, Minneapolis; John Heiney of WJSV, Washington, D. C.; and George Moskovich, West Coast director of sales promotion.

Accompanying Dr. Stanton from New York will be George Dunham, supervisor of promotion for owned and operated stations, and Jules Dundes, WABC sales promotion manager. Individual station problems will be discussed at the meet.

Codell Named Manager Of Atlantic Network

(Continued from Page 1)
ager of the new regional chain. Codell, who will resign as manager of WPAT, Paterson, N. J., will work out of the network's sales and program offices in New York City when operation is begun on June 15.

Chicago Still On Upbeat, New-Renewal Biz Signed

(Continued from Page 1)
ship of Chicago Air College through M. A. Ring Co. News, with Jack Brickhouse, on WGN has been renewed for another 13 weeks by Riggio Tobacco Co., for Regents, through M. H. Hackett, Inc., New York. "Modern Design Music," new 15-minute recorded music show, for Pall Mall, starts today for eight weeks, with four 15-minute periods daily.

Strause Securities Co., through Goodkind, Joice & Morgan, has signed a contract for the "Music Lovers' Hour" on WCFL nightly from 10:30-11:30 p.m., presenting a full hour of classical music with Martin Jacobson, commentator. Programs of May 11, 12 and 13 have been turned over entirely by the new sponsor to the Treasury Department in connection with house-to-house War Savings Bond drive.

Local Sponsors Gang Up On Blue's "Gang Busters"

"Gang Busters," available for participating sponsorship for slightly more than a fortnight, has already been signed up by local sponsors on 41 outlets of the Blue Network. Aired Friday from 8-8:30 p.m., EWT, program will continue on the participating basis until Sept. 10, when Dr. Earle S. Sloan will again take it over in behalf of Sloan's liniment for the 30-week winter season.

Greetings
to the
N A B
from
KASPER - GORDON
INC
BOSTON, MASS.

•

One of the
Country's Largest
Program
Producers

•

REPRESENTED BY
EDWIN H. KASPER
AARON S. BLOOM
at the
HOTEL STATLER
SUITE 919-921

•

GET COMPLETE DETAILS OF OUR NEW
SYNDICATED TRANSCRIBED SHOW

You're Invited!

LANG-WORTH

is holding

OPEN HOUSE

throughout the

NAB CONVENTION

HOTEL STATLER, SUITE 1114-16

Spot Sales, inc.
COOPERATIVE RADIO STATION REPRESENTATIVE

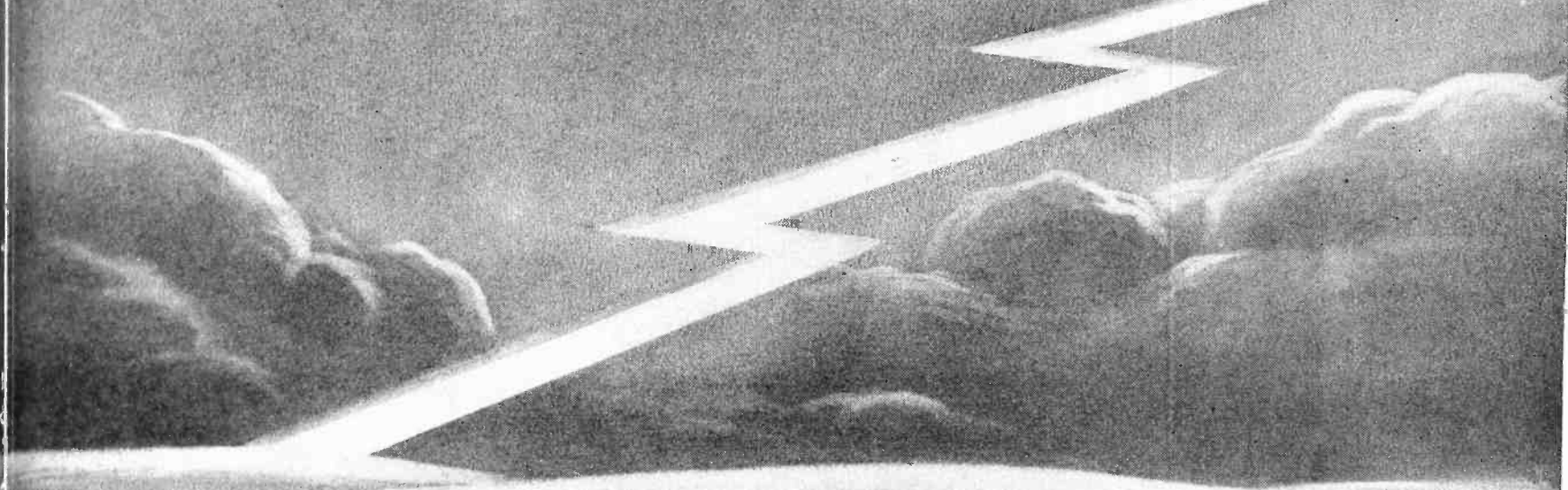
20 E. 57th STREET New York • 360 N. MICHIGAN AVE. Chicago • MARKET AT 3rd STREET San Francisco

LOREN WATSON PEGGY STONE
PEGGY STONE AILEEN PHILLIPS JOHN LIVINGSTON

At The Convention

LOREN WATSON PEGGY STONE PETE KURTZER
HOTEL CARTER

MILLIONS of VOLTS!



THE ENERGY OF LIGHTNING HAS NEVER BEEN HARNESSSED
THE ENERGY OF OUR ORGANIZATION CAN BE HARNESSSED
TO SUBSTANTIALLY INCREASE YOUR BUSINESS

energetic



WEED

AND COMPANY

RADIO STATION REPRESENTATIVES
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO

OFF Praises Industry Co-op On 'War Guide'

(Continued from Page 1)

announcement previous to his departure to participate in the NAB convention in Cleveland. Also it was announced that a kit of six announcements on four phases of the price-fixing program was being sent to stations to supplement the present program as listed on the Radio War Guide.

75% "Excellent"

"A good 75 per cent of the shows have done excellent jobs," said Meservey. "We've heard a lot of minute and minute-and-a-half announcements very cleverly woven into the scripts, and very few of these more or less routine 15-second handout-type of spots." Seymour Morris, OFF's advertising agency liaison officer, who has been analyzing the results of the monitoring during the two weeks beginning April 27, selected six shows for especial mention. First was the "Ransom Sherman Show." Written for the CBS Tuesday broadcast by the Compton Advertising, Inc., and sponsored by Procter & Gamble. Morris was enthusiastic about the song, "Save Your Scrap to Beat the Jap," written especially for the program and sung by Martha Tilton. Besides salvage, the two other messages to be featured during the period had to do with War Bond sales and car-pooling.

Morris mentioned also "The Romance of Helen Trent," a Blackett-Sample-Hummert show sponsored by the American Home Products Co., and broadcast daily over CBS; "The Telephone Hour," produced over NBC Red by N. W. Ayer, on which Grace Moore made a personal appeal to buy bonds, and the "Uncle Walter's Doghouse" show, produced by the Russel M. Seeds Agency, Chicago, for NBC Red broadcast. This program sponsored by Brown & Williamson, makers of Raleigh Tobacco.

Price-Fixing Kit

A kit of six spot announcements on four phases of the price-fixing program has gone out from regional offices of the Office of Price Administration to every standard broadcast station in the country. Because these announcements were not listed in the Radio War Guide, the OFF's "priority listing" for Government announcements, special delivery letters were sent from OFF asking that broadcasters cooperate with the OPA in putting these messages over. The kit includes one one-minute spot, one half-minute spot and four 20-second spots designed for broadcast until May 18, when retail prices will be frozen at the highest level prevailing in March. They ask that the housewife remember that the regulations do not take effect until May 18, that she be tolerant and patient with her local merchants, that she read her newspaper for full details of the program and remind her that prices will not necessarily be the same in every store.

Blue Web Sale Still Far Off; 2% Cash Discount Announced

(Continued from Page 1)

given a full explanation of the two per cent discount which goes into effect June 15. Officials in attendance and who spoke to the affiliates were Mark Woods, President; Edgar Kobak, vice-president and general manager; Keith Kiggins vice-president in charge of station relations; Phillips Carlin, vice-president in charge of programs; F. M. Thrower, general sales manager; L. P. Yandell, vice-president and treasurer, and E. P. H. James, sales promotion manager.

Call Confab Best Yet

Consensus of opinion among the affiliates was that it was the best station meeting ever attended, with many fully assured now that there was to be no hurried sale of the network for the greatest price. As Woods stated, sixteen different groups have been interested in buying the network and it all simmered down to a few financial houses. There thus seemed to be no hurry and it was imperative in the opinion of the Blue Network president that the entire outfit get more experience under its belt and first build up the best network possible.

The management-affiliate angle came somewhat as a surprise when Woods said that certain affiliates would be permitted to invest money and obtain an interest in the network when a sale was to be finally concluded, but that capital would undoubtedly have the greater financial interest and say in the network. This plan is not intended as a cooperative network, it is understood, but strictly on a business basis of having shares in a corporation. Blue Network is definitely not interested in selling because of a good banking proposition being made. "The stations," said Woods, "must be part of the overall deal."

Thrower Reports

Fred Thrower reported on network sales which he said had gains greater than that of any other network from January 1st to the present date. Twelve new commercials had been signed during this period.

E. P. H. James, speaking on promotion, said they would set the example of stations as the theme and their proposed advertising campaign would not be seeking direct sales now but building for the future such as the Fall when business would be needed and possibly harder to get for all concerned.

Keith Kiggins went into the station relation angle and interposed a friendly goodbye to John Shepard and welcome the new affiliates joining between now and June 15th, majority in New England. These new stations will bring the Blue web to a total of 127 affiliates. Those welcomed at the meeting and taking bows were, James Milne, WELI; Harold Thomas, WNAB; Quincy A. Brackett, WSPR; Steve Rintoul, WSRR, all in New England. Also Joe Dumond, KXEL, Waterloo, Iowa, which has 50,000 watts, T. B. Lanford, KRMD, Shreveport; J. C. Liner,

KLMB, Monroe, La.; Walter Allen, KALB, Alexandria, La.; L. P. Cashman, WJBC, Vicksburg. Absent was a representative of WSPA, Spartanburg, which also joins the fold.

Question and answer period followed the talk by Blue officials. Carlin revealed that the Blue had inaugurated 40 programs dealing with every type of the war effort and including the West Coast-originated "Alias John Freedom." Of these, 23 were half-hour shows and 17 were quarter-hour periods. Some were already in process of being sold and bids are on hand for others.

Kobak and Kiggins Heard

Kiggins also made three particular points: one, better programs; two, more sales and, three, all out promotion of the Blue. Kobak, since he followed all the other speakers, made a resume of the whole situation stressing the important problems facing the Blue and the progress already made.

Both Paul West of the ANA and Fred Gamble of the AAAA later said that their organizations would issue statements officially endorsing the Blue's two per cent discount.

Blue Network's long awaited first rate card was announced here yesterday, being the first to incorporate the two per cent discount plan, a standard feature with newspapers and other media, and long sought by agencies from the networks. Dated June 15, the card is No. 30, although the Blue's first as an entity entirely separate from NBC Red.

Worked out with the American Association of Advertising Agencies and the Association of National Advertisers, the discount feature is believed to be completely in line with the desires of both the advertisers and the agency associations. In operation of the cash discount, the first two points of both weekly discounts and annual discounts are earmarked as a cash discount and are contingent upon payment being made on or before the 12th of the month following the month in which broadcasts occurred.

Realignment a Feature

Another important feature of the new card is the realignment of all Blue stations into more compact groups, a new grouping which is said to lower the cost of distribution to the advertiser. Under the former grouping, the basic network and four groups earned special discounts. The use of a group of supplementaries did not increase the rate of discount. The new set-up divides the network into basic and six groups (including a supplementary group), each of which when used increases the rate of discount. By this means, the new schedule extends the advantages of the group discount plan to all Blue stations.

Also introduced in Rate Card No. 30 is a new rate classification. The hours from 12 noon to 4 p.m. Sunday now takes two-thirds of the evening

Disks Given Priority As COI Takes Control

(Continued from Page 1)

trol of transportation of transcripts to the Islands.

Heretofore, the networks had left to their own devices in sending recordings of network shows to Honolulu affiliates, but with tightening wartime shipping and COI restrictions the difficulties multiplied. While a few network commercials include the Hawaiian station on live broadcast, via RCAC shortwave from San Francisco, most spots utilize the outlet on a delayed (transcription) basis.

Recently the U. S. Post Office sued a ruling that weekly shipments to the Islands would be restricted to 11 pounds, while network shipments of transcriptions were running 15 lbs. and over and still the top quality programming desired by the AF for Hawaii was insufficient. At juncture the Coast COI office stepped in and now transcriptions of network programs have been given priority shipping status, under COI control.

All shipments of such programs now are handled directly by the network being sent via Clipper if necessary or by whatever means are available. However, live network feeds to Honolulu affiliates will continue via RCAC shortwave as heretofore, least for the time being.

For awhile when the transportation crisis developed it appeared the San Francisco COI office would take over network programs shortwaving to Honolulu on regular daily schedules, to be recorded there but this plan was dropped in favor of the priority shipments.

MacKenzie To Biow

I. H. MacKenzie, formerly J. Stirling Getchell, Inc., has joined Biow Co. as executive on Procter & Gamble accounts.

rate instead of the former three quarters.

Since May 15, 1941, when the rate card was issued, the Blue added 28 new stations, making a total of 127 outlets, with an additional 23 stations available to Blue Network advertisers. Some of the new stations replaced former Blue outlets but 10 of them are in new markets where the Blue did not formerly cover. Also recorded in the new card are power increases and other improvements, such as new transmitter antennae or improved frequencies for 23 stations since last May.

The new Blue card introduces a new feature expected to appeal to time-buyers, a ready-reference "account table" which shows at a glance the discount to which an advertiser is entitled based on the number of Blue groups in the line-up and total gross weekly expenditures.

While retaining the characteristic color scheme of blue, grey and black, the new card is smaller and more compact than recent cards and its contents have been rearranged. In several cities, the rates have been adjusted up or down but the majority remain unchanged.

SESAC MUSIC

CONFIDENTIAL MEMO TO 839 BROADCASTERS

- ✓Copies of these SESAC MUSIC bulletins are sent to your station regularly.
- ✓Our station relations staff visit your station regularly.
- ✓SESAC saves stations \$\$\$ regularly.
- ✓Our publishers send you music regularly.
- ✓Our program service department issues the

SESAC Music Bulletin
SESAC Music Guide
Selected Lists of Special Music
Lists of Phonograph Recordings
Current SESAC publications regularly

Call on SESAC for SERVICE Regularly

The advertising agencies do—
The transcription companies do—
The motion picture studios do—
The networks do—
The other broadcasters do—

SERVICE goes with your SESAC license—USE IT

SEE SESAC—SUITE 1141, STATLER HOTEL, CLEVELAND

Leonard D. Callahan
Emile J. Gough

Claude C. J. Culmer
Gus M. Hagenah

Burt Squire

THE BEST MUSIC IN AMERICA

at Reasonable Rates

113 WEST 42nd STREET

NEW YORK CITY

★ ★ ★ ★ **Promotion** ★ ★ ★ ★

WFBL's "Mind-Reader"

Over 100,000 copies of a novelty promotion piece, titled "The Mind Reader" was distributed recently by WFBL, Syracuse, through retail grocers and druggists in a three-day drive. Promotion was a 16-page booklet containing 48 photos of artists aired through the station's facilities and so arranged that by use of a key furnished, a demonstration of "mind-reading" can be given.

Book opens with a double-page spread of 24 numbered pictures; same pictures with some missing are mathematically arranged on the 6 following pages; by adding the page numbers on which the individual artist's picture appears, the "mind-

reader" is enabled to give the correct identification number of the artists displayed on the first double-spread. Two additional pages are devoted to pictures of stars under the caption, "Among Others You Hear On WFBL." Spots and script shows were used to facilitate distribution of the booklets.

Grocer Cards

Twenty-two salesmen for Crown Products Corp., sponsors of KSFO's new three and one-half hour variety show each Saturday morning, are working with salesmen of KSFO in distributing 10,000 counter cards to leading grocers of northern and central California, calling attention to

"America's biggest daytime radio show." The cards give details of the program and its star, Monica Whalen. The program is specially slanted to women, Crown Products making and distributing such household products as bleaches, jams, jellies, preserves, pickles, mayonnaise, salad oil, etc.

Pup-Naming Contest

Suggestions for a name for the one-year-old terrier bulldog mascot of the Marine Recruiting Center in Watertown, New York, are being sent in fast and furious to WWNY. Request for a name for the pup was aired over WWNY during the regular weekly program entitled "Meet The

Marines," comprising a short story of various details of Marine life, and some of the great traditions surrounding the "Leather Corps." Program is in charge, Sergeant Anthony P. Marotta, of the Watertown Recruiting Ce-

AP History On ETs

A dramatic transcription of the story of the origin and eventful history of The Associated Press is distributed by Press Association, on request to stations affiliated with the special AP radio wire. It is sent as a 15-minute continuation with allowance for station introduction and signature, designed to captivate listening audiences with little of the colorful background of the AP, at the same time build prestige both for the station and service. Andre Baruch is the narrator, supported by a cast of voices with Tony Marvin announcing. Musical accompaniment is by Crawford.

Broadcast House Organ

WIBX, Utica, N. Y., has replaced its printed house organ by a broadcast entitled "Dear Advertiser" demonstrate its own faith in the power of radio. The first of a series of monthly broadcasts was promoted by a barrage of postal cards to prospective clients and telegrams to especially hot prospects. Success stories from radio advertisers around the country were aired, and then a man Gassel, advertising manager of Goodman's Home Furnishers at Utica, granted an interview in which he extolled the benefits his house organ received from an early-morning show. WIBX then presented teasers of sustaining shows offered for sale. The program included music and some effects for relief.

Oldtime Jazz

"Old Timers" come in for a special airing of "Night Owl Club," aired on WCCN, Minneapolis, from midnight to 1:00 once a week now, thanks to Peck, control room technician. Peck is lending his extensive record collection for an airing on the last 15-minute portion of the Friday show. Fifteen minutes are devoted to hot-lip early-stage jazz of 1924. Paul Whiteman, Bix Beiderbecke and their ilk.

"Salute To Service"

WTCN, Minneapolis, in cooperation with the Hennepin County War Savings Staff, has inaugurated a unique new program in behalf of the War Bonds and Stamp sale. The show, entitled "Salute to Service," gives public recognition each week to a man or woman who has been an unsung hero on the home front in any kind of war work. The person selected for the honor each week is a guest on the program and is presented with a bouquet of War Bonds and Stamps. "Salute to Service" is designed, not only to increase the sale of War Bonds and Stamps, but also to build morale at home.

TOPS in TRANSCRIPTIONS

- **TOPS IN PROGRAM VALUE**

When a station sells an ARPS program . . . it sells a program which will hold an audience . . . and sell merchandise.

- **TOPS IN TALENT**

Best groups of artists and performing units . . . all leaders in their respective fields.

- **TOPS IN MUSIC**

Best of the old and the new . . . widest variety of musical classifications and character of compositions.

- **TOPS IN QUALITY**

Highest quality transcribed library available . . . the ultimate in life-like naturalness of sound and the natural beauty of music.

ARPS gives you more for your library dollar . . . more value . . . more quality . . . more showmanship . . . but ARPS costs no more!

AT THE CONVENTION
SUITES 428 AND 448
HOTEL STATLER



25 WEST 45th STREET

NEW YORK CITY

(READING TIME: 1 minute, 20 seconds)

This is the

KEYSTONE BROADCASTING SYSTEM

- Many major wired network stations are beyond the reach of numerous areas in the United States. (See FCC report on chain broadcasting in Keystone's Brochure.)
- 170 affiliated stations on the Keystone transcribed network reach these areas at lowest per capita cost in radio history.
- KBS reaches small-town and rural consumers who now buy-at-home because of war-time driving and delivery restrictions.
- Programs now-on-the-air may be put on Keystone network, as is. (Large advertisers are now doing that.)
- In nearly all instances the KBS station is the *only* station in town.
- For the first time, a network operation has intensively penetrated the secondary markets of America.
- Population of this market area—59,922,058. Radio Homes—12,333,497. Drug Stores—21,041. Food Stores—162,621. (See Keystone Brochure for other groupings.) New all-county coverage map available on request.
- Cost of reaching potential Keystone market, 7 cents per thousand radio homes—the lowest cost in radio history.
- One contact, one package, one contract—enables the agency to service and handle this broadcasting, in the place of 170 separate negotiations and 170 daily or weekly dealings and shipments.
- Above is but a quick digest for executives. (Ask Keystone for outline of history, purpose, methods, statistics and 84 sustaining programs furnished per week without charge to KBS affiliates).
- Ask more questions, if you have any. Address Keystone Broadcasting System, 580 Fifth Avenue, New York City, LONGacre 3-2221 • 134 North LaSalle Street, Chicago, STAtE 4590 • 6331 Hollywood Boulevard, Hollywood, HEMpstead 0460.



More than 10,000 miles were covered in three weeks by NBC executives on their War Clinic trip across the nation—the first of its kind in radio. Each clinic session lasted two days, the first given over to presentation of the

Red Network's plan of operation for 1942, the second to give-and-take discussion of station-network problems. Map shows location of region clinic meetings and stations represented at each.

RADIO'S FIRST WAR CLINIC IN ACTION

"We must realize that the needs and necessity of our government come first, and that our needs are quite secondary. Most certainly 'broadcasting as usual' belongs to the same limbo as 'business as usual.'"

So spoke keynoter Frank E. Mullen, NBC's executive vice-president, in opening the NBC War Clinic on March 16th in New York—the first of a nationwide series of two-day meetings held to map out a long-range program of operation under wartime conditions.

The meetings, involving a 10,000-mile three-week trip by ten NBC department heads, were held in Cincinnati, Atlanta, Dallas, Chicago and San Francisco, and attended by operators of 120-odd affiliated NBC Red Network stations.

All phases of broadcasting were studied, with forum discussions on such vital subjects as "Government and Wartime Radio," "Programming Problems of 1942," "Radio and the Press" and "The Obligations of Radio to the Public in Time of War." On the advertising side

of the picture, discussions centered around the all-important subject of radio's ability to solve the wartime problems of advertisers, and realistic plans were made for integrating the commercial network structure and the network's war effort with a minimum of dislocation and a maximum of effectiveness.

Today, as a result of the Clinic meetings, the activities of NBC and the stations composing the Red Network are coordinated for fullest and most efficient service for the duration for all concerned—a service which insures even greater Red Network effectiveness for those who employ its facilities in the days ahead. National Broadcasting Co., A Radio Corporation of America Service

NBC RED NETWORK
THE NETWORK MOST PEOPLE LISTEN TO MOST



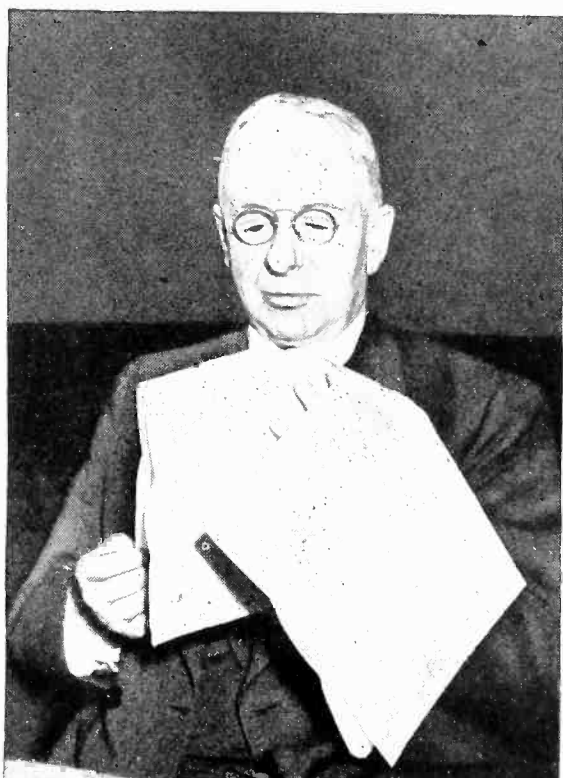
Witmer, left, manager of WTIC, Hartford, chairman of the War Clinic meeting in New York, and William S. Hedges, NBC vice-president in charge of Stations, who, as part of the NBC delegation, gave station operators the overall picture of the operation of the NBC Network under wartime conditions.



Roy C. Witmer, vice-president in charge of Red Network sales, speaking at the Dallas meeting, sees reason for "restrained optimism" in the 1942 outlook, citing fact that NBC's first quarter sales for 1942 showed an increase over the same period of last year.



Witmer, program director, answers a question from the meeting in New York. Mr. Mense reports on NBC's extensive plans for war-effort programs for the coming year.



Dr. James Rowland Angell, NBC educational counsellor, reporting on plans for gearing NBC's public service programs to the war effort.



The part that promotion must play in radio's overall war effort was outlined by **Charles R. Brown**, NBC sales promotion manager.

★ Radio's First Major Test

Cleveland—Attending to first things first, NAB convention's initial general session yesterday morning was devoted to "Radio and the War." Following is taken from address by Byron Price, Director of Censorship, which opened the discussion:

For a century and a half the American press has been a militant and successful guardian of our constitutional freedom of speech. This defense has not been accomplished without sacrifice. Our history books record the stubborn determination of editors and publishers to maintain free speech, often at the expense of their own security, even at the expense of their lives.

Radio a "New Partner"

Now, in this critical hour of our history, the American press has a new partner—radio, going into world battle for the first time. It is radio's first major test. The nation's broadcasters, like the nation's editors, are called upon to prove their capacity for defending freedom by appraising it properly and observing clearly its legitimate boundaries. The experience involves sacrifices; but you are a young and virile industry, and you have shown that you can take it. Day in and day out, your cooperation with the Office of Censorship has given us many reasons for encouragement; and as the war goes on I know you will perform more and more effectively your allotted share of the common effort.

It is a very large share indeed. Some of us go back far enough to remember our first contact with radio through the agency of headphones and a crystal set. In those dim days, by patience and determination and a little imagination, we could sort out of the spitting and crackling a foggy barber shop quartet, or perhaps a piano solo, or a nervous announcer extolling the virtues of a new snake oil. From such a beginning broadcasting has become today the greatest form of mass communication known to man. Its responsibilities have increased accordingly.

Universal in Scope

To those who are trying to keep information from the enemy, the magnitude of radio as a facility of communication is appalling. Its scope can be measured only in terms of oceans and continents. We cannot forget that our stations number among their listeners the trained agents of our enemies. They sit attentively at loud speakers both inside and outside the United States. Within a matter of hours, statements broadcast by American stations come rolling back, with characteristic distortion, over the shortwave facilities of the Axis propagandists.

These facts are not new. They are known to all of us. But they are repeated here because none of us can afford to forget for one moment the dangerous power of the instrumentality known as radio. They explain why the Office of Censorship is requesting constantly and repetitiously that the interview type program be rigidly supervised against last-minute insertions and thoughtless questions,

and that every item of broadcast news be weighed with care before it is put into the lap of the enemy.

Wants Responsibility Fixed

They explain why we have asked stations to process news before they broadcast it, and to recognize that responsibility for disclosing dangerous information cannot be passed on to the man on a news service desk, perhaps hundreds of miles away.

A great responsibility rests also upon commentators and news analysis, and that responsibility extends—as in the case of news dispatches—to you who make available to them vast audiences here and abroad. There is no circumstance growing out of the war which cannot be so interpreted and appraised that its true significance is lost. Honest, constructive analysis of the war effort is one thing, but speculation and prediction which makes itself the vehicle for smuggling of dangerous information is another thing entirely. If you operate a station, I think it is only reasonable that you should bear the responsibility for the use to which that properly is put. It will be our purpose in the Office of Censorship to deal with responsible management, not with individuals.

In fact, it is not too much to say that the success or failure of voluntary cooperation in broadcasting will depend upon the degree of control which patriotic broadcasters exercise over the operation of their stations. There will be errors of judgment, of course; such confusions are inevitable under any voluntary system. What we should be more deeply concerned about, however, is the error which results, not from faulty judgment, but from thoughtlessness or carelessness. We have now been at war for five months. Surely no broadcaster can any longer plead unpreparedness.

In "Front Line of Combat"

By the very nature of radio you are in the front line of combat, literally as well as figuratively. You are in actual contact with the enemy, whose submarines are listening near our shores. If you have careless employees, or employees who find clever means of evading the Broadcasters' Code, then your own investment is being used against you. It is like cheating at solitaire. National security is not an abstract term, used to signify something intangible and remote. National security means your security, and the national interest is your own interest.

Now you will begin to suspect that Censorship sees only the potential evil in radio. Far from it. This is not a cry of calamity, but rather a call for vigilance—vigilance as studied and deliberate as that of American sailors scanning the waters for the periscope of a submarine. That is the price of victory.

If radio has a tremendous potentiality on the side of evil, it has an

equal potentiality on the side of good. The affirmative aspects of your war contribution—and it has been a very great contribution—may not be the direct responsibility of censorship, but censorship has a strong interest in it. For one thing, the more militantly you take up the torch, the sooner the war will be over, and the job of censorship ended. Of more immediate import, however, is your ability to both entertain and inform the American people. It would be a tragedy for all of us if, under the measure of war requirements radio resigned that facility for public entertainment which gave it birth. It would be a still greater tragedy if, in an over-zealousness of self-censorship, radio ceased to be an effective instrument of public information.

War News Essential

The American people must be given comprehensive news about the war. Not only are they entitled to this news in their own right, but if it were denied them, they would not be so likely to give the war their full support. From the standpoint of censorship it must be recognized that if the curtain were drawn too tightly, in the name of national security, all efforts to maintain voluntary cooperation by press and radio would be put to serious hazard. If the press and radio themselves carried their voluntary enterprise to the point of strangulation, the public would intervene.

It all becomes a question of where the line is to be drawn. On the one hand there are agencies of the Government which, because of the particular responsibilities assigned to them, are naturally skeptical of every disclosure. On the other hand are the press, the radio, and the public, anxious for a maximum of news. Each of these groups is eager to help the other; in fact the consoling and encouraging element is that no one worthy of the name of American, be he broadcaster, reporter, Navy officer, buck private, or plain citizen, wants to endanger a single life by disclosing something which should be kept secret.

We receive in the Office of Censorship many letters from radio listeners. A large proportion of them complain that too much detail is disclosed in broadcasts.

Axis Populations Uninformed

The corollary of that is, of course, that in totalitarian countries the people themselves are kept in ignorance and must be kept in ignorance if dictatorships are to be maintained. I believe that many of those who make these criticisms would be the first to protest if a similar philosophy were followed here and if they themselves were deprived of essential information.

Some listeners are concerned particularly about disclosures of progress in war production. They feel that broadcasters have gone too far, not only in indicating the location and character of production plants, but in programming some of the

actual operations of these plants. This is a large question, about which would be difficult ever to arrive at general agreement. The practice of foreign governments who have longer experience in the war greatly.

Foreign Broadcasts Cited

Another subject which agitates many listeners is the continuing ability on the dial of foreign language broadcasts emanating from American stations. Not being able to understand these broadcasts, some have reached the conclusion that they said in a foreign tongue have no value in wartime radio. It is not realized that these programs all from stations owned and controlled by American citizens and operated under license of the Federal Communications Commission. Many of us do not understand that these programs are carefully supervised that they constitute in some ways the only means of reaching by large groups of loyal Americans that they may be informed of their Government is doing and encouraged to help in such ways as purchase of war bonds. Sedition broadcasts, naturally, will not be permitted to continue, whatever the gauge; but there is no disposition to interfere with any broadcast because it is not an English-language broadcast.

About all of this we must be practical and reasonable, remembering often when the enemy is kept ignorant, so inevitably are our own people. The question of relative importance between these two considerations serves, in every case, the most exact and patriotic attention.

The Code of Wartime Practice of American Broadcasters attempts to set up certain guideposts, somewhere between the extremes of viewpoint somewhere along the pathway of common sense. It is by no means a complete solution of the problem, we hope it will help. We in the Office of Censorship stand ready always to give such additional help as we can and if you would come to us often with your specific problems might mutually contribute more to the end we all desire.

Cooperation All-Important

There is only so much, however, that the Office of Censorship can do. We are extremely fortunate in having your colleague, Harold Ryan, as administrator of the broadcasting Code. He and his assistants are doing a patriotic and painstaking job, and their most earnest efforts will accomplish nothing without your continuing cooperation, your willingness to endure sacrifice, and your constant vigilance.

In the language of the Code of American broadcasting industry: "The greatest contribution to victory will be the use of good common sense. * * * Radio is one of the greatest liaison officers between the fighting front and the people. Its voice should speak the news first. It should speak wisely and calmly."



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** *On April 22, Arden X. Pangborn, Managing Director of
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THE BROADCASTING INDUSTRY

★ Today's Convention Agenda ★

Tuesday, May 12

8:30 a.m. BREAKFAST SESSIONS

"Wages and Hours", NAB Labor Relations Dept. (Parlor D)
 "Protection of Property from Sabotage, Fire and Theft", J. D'Agostino, NBC
 NAB Engineering Dept. (Parlor A)
 "What Burns Us Up", Radio Executives Club of New York
 NAB Department of Broadcast Advertising: Cleveland Ad Club (Dining Room)

Censorship Clinic—Room 345

Panel:

J. Harold Ryan, Assistant Director of Censorship
 Captain L. P. Lovette, Office of Public Relations, Navy Dept.
 Maj. Gen. A. D. Surles, director, Bureau Public Relations, War Dept.
 Maj. Gen. F. G. Beaumont-Nesbitt, British Army Staff
OFF Round Table—Parlors F, G & H
 "The Four Themes", William B. Lewis, Assistant Director in Charge of Operations, Office of Facts & Figures
 Philip Wylie, Office of Facts & Figures
 "Program Coordination", Douglas Meservey and Seymour Morris, Office of Facts & Figures

Priorities

10:30 a.m. BUSINESS SESSION (Euclid-Pine Room)

Neville Miller, Presiding
 "Priorities, Men and Materials"
 "The Selective Service Acts", Brig. Gen. Lewis B. Hershey, Director, Selective Service System
 "The OPA", Joel Dean, Chief, Fuel Rationing Division, OPA

12:45 p.m. LUNCHEON (Grand Ball Room)

Humphrey Mitchell, Canadian Minister of Labor, speaker

2:30 p.m. BUSINESS SESSION (Euclid-Pine Room)

Neville Miller, presiding

Music

Panel:

Sydney Kaye, Vice President and General Counsel, Broadcast Music, Inc.
 Merritt E. Tompkins, Vice President and General Manager, Broadcast Music, Inc.
 Carl Haverlin, Vice President, Station Relations, Broadcast Music, Inc.
 John Paine, General Manager, American Society of Composers, Authors & Publishers
 Leonard D. Callahan, General Counsel, SESAC

Open Forum

WARTIME RADIO ADVERTISING (Grand Ball Room)

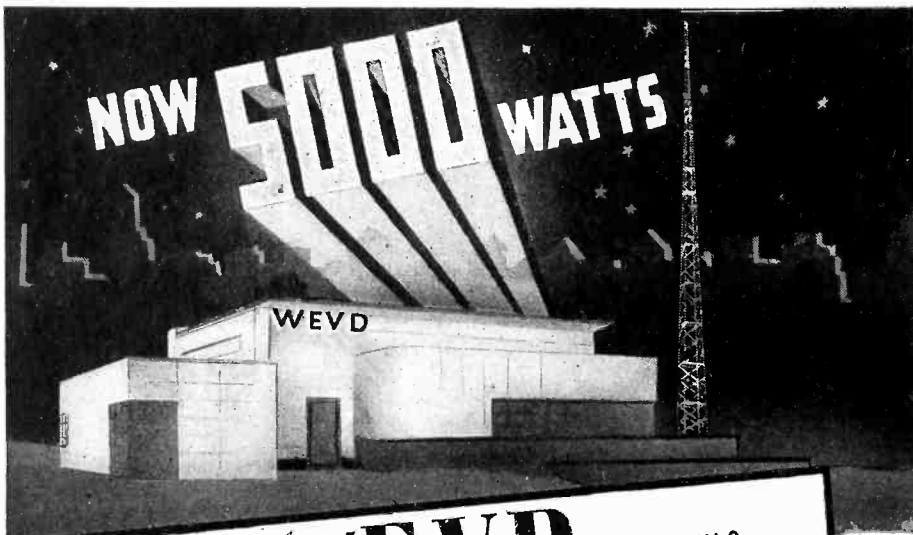
Eugene Carr, Chairman, NAB Sales Managers Committee, presiding
 "Selling With Surveys", Dr. Harry Dean Wolfe, Director, Bureau Business Research, Kent State University, Kent, Ohio
 "Shoot the Works", Gene Flack, General Sales Dept., Loose-Wiles Biscuit Co., Long Island City, N. Y.

Open Forum

4:00 p.m. CLEAR CHANNEL BROADCASTING SERVICE (Tavern Room)

LOCAL CHANNEL STATIONS (Room 345)

7:00 p.m. WARTIME COMMITTEE



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| 3. Display Cards | 7. House-organ |
| 4. Newspaper Ads | 8. "Meet the Sponsor" Broadcast |

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CINCINNATI'S OWN STATION

NBC & BLUE NETWORKS • 5,000 WATTS DAY AND NIGHT

War Program Ideas

Amateur Songwriters

Amateur songwriters who are seeking the opportunity to bring their tunes before the public are given the chance on the new "Songwriters on Parade" program, presented over WRL, Woodside, N. Y., on Saturdays at 9:30-9:45 p.m. Each week these embryonic Cole Porters guest on the program offering the songs they hope will gain "Hit Parade" prominence. Well known songwriters also guest the show, telling how to crash Tin Pan Alley, how to write a song, and playing their tunes that have gained popularity.

RCAF Broadcasts

Two evening shows are being aired by CFRN, Edmonton, as entertainment for men training in the Royal Canadian Air Force, and to assist the recruiting drive for that branch of the service. Titled "Swing Along with the RCAF" and "Marching Along with the RCAF," they are aired Monday and Wednesday respectively. The first features a 15-piece swing band plus interviews of new recruits; the second features the 30-piece band of the training camp with guest soloists. Both are booked for a series of 13 programs.

1,000,000 Cigarettes

Over a million cigarettes is the record already established by CHML, Hamilton, Ont., in its special series "Cigarettes for the Armed Forces" shows. The program is designed as a means of getting cigarettes for the Canadian soldiers, sailors, and airmen overseas. The shows have featured sport events and all-star radio reviews, and to date five programs have established proof of the generosity and patriotism of listeners to CHML.

"The War And You"

WKSTP, Minneapolis, is debunking Axis propaganda, and explaining the United Nations' war effort and aims in simple but forceful language. Newscaster Brooks Henderson handles the program aired three times a week, and bases most of them on articles in nationally known magazines or newspapers. Show is called "The War and You," and was inaugurated at the suggestion of the Office of Facts and Figures.

"Farm And Factory Hour"

Early morning program, titled "Farm and Factory Hour," was inaugurated on WBBM, Chicago, recently. Directed at agricultural and industrial defense workers to whom 3:18 a.m. awakening is no novelty, the program also reaches soldiers and sailors and features popular songs and folk songs as well as poetry read by emcee-announcer Cliff Johnson.

Rationing

Connecticut State Rationing Commissioner Chester Bowles has inaugurated a series of broadcasts via WVIC, Hartford, in which he will

tell residents of the state how much sugar and gasoline they will be able to buy when rationing of these two commodities goes into effect. Series is scheduled once weekly for three successive Monday evenings and will be fed by wire to WBRY, Waterbury, Conn.

"Sonata At Noon"

At least one new program will be begun on WPAT, Paterson, N. J., on station's first birthday which is May 10. "Sonata At Noon," a one-hour concert program, featuring the better known classical masterpieces on records, will be aired for the first time

at noon Sunday. The program, which will be heard every Sunday from noon until one o'clock, will include music by the nation's foremost symphony orchestras, with a minimum amount of talk by WPAT announcer Hal Kosut who will handle the show.

In Cincinnati

WKRC carries more

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than any other station.

*In fact more total
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advertising than
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WKRC

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MAIN STREET OL' SCOOPS DAILY

Notes from The Notebook!

● ● ● Immediately following her guestar appearance with Kostelanetz on the Coca-Cola show Sunday, Nadine Connor got a wire to rush to Hollywood and join the Nelson Eddy-Old Gold program as a regular feature. She went!... Effective immediately Kay Kyser inaugurates a series of previews to his ad-lib Lucky Strike programs on Monday nites... "Celebrity Theatre" folds on the Blue May 21st after six weeks of airing... "Treasure Hour of Song" will be off MBS this week due to the lightweight championship bout... Kent Cooper, g.m. of AP, has written his third song, "Love Is" and F. Black will introduce this tune as he did the first two... MBS picks up and expands the Chicago show called "Americans at the Ramparts" which will be heard Thursday at 9:30 p.m... Caroline Rose, singer on "Hymns of All Churches" show, marries Dr. John Champneys Taylor Thursday... Larry Elliot replaces Andre Baruch on "America Sings" as Andy is going into the armed forces... Bob Hope will try an innovation on his show next week when instead of entertaining one army camp, he'll originate his show from the Municipal Auditorium in New Orleans and men from 10 nearby camps will be present at the broadcast!... Gordon Jenkins has written an original score for the Arch Oboler show, "Bomber to Tokyo".... Alfred Lunt and Lynn Fontanne will be called back to remake portions of the Treasury Department's transcribed show cut last week titled "Ballad to Bataan" due to the fall of Corregidor. It will be rewritten in the past tense!... Death of Graham McNamee was a shock to the entire industry. Graham represented the evolution of broadcasting.

● ● ● Penny Singleton will have her baby in Sept... Ed Byron's wife is recuperating after a serious operation in the Cincinnati hospital... Dinah Shore's name has been added to the list of stars to appear at the Frisco Navy Relief show May 19th... Kirby Hawks returned from the wonderful climate of California and rushed to the doctor's because he was so pale... Cugat will do three months of broadcasting from the West Coast... Bob Garred who did the first Nelson Eddy show word-slinging, may be hired for the series. (What happened to Neil Hamilton, who was announced by CBS press dept.?)... Though they began the season's airing from Hollywood, Jack Benny, Bob Hope and Red Skelton will conclude the season away from the film burg... Mack Miller is in town—which means that Hope isn't far behind... "Time" erred, the evidence now demonstrates, in ascribing to "NBC pressagents" an attempt to hide the identity of rival CBS newshawk Elmer Davis when his story "Road to Jericho" was dramatized for Tallulah Bankhead on the "Philip Morris Playhouse"... and "Radio Daily" erred in ascribing authorship of "Time's" piece to Davis... The item was "Time's" alone... Tempus fugit.

● ● ● MCA's Bart McHugh's mother was ailing last week... Kate Smith and Ted Collins have done a wonderful job on the "Spirit of '42" CBS show judging from the stanza the other day. Collins is proving as deft with the wordslinging as his judgment on the business end of radio. In the past three weeks, we've heard him do some excellent morale shows—with guts... A faux pas by Program Director Hal Waddell of Akron's WJW gave Hal a few anxious moments recently... WJW, inaugurating a three-a-week half hour series for Wilson's Milk, a show entitled "Your Movie Quiz," set out to obtain a woman guest for the broadcast... On each program a woman guest is invited in to supplement the regular board of experts, composed of Akron theater managers. Waddell promptly busied himself on the phone, dialed Harold Reiter, WJW advertiser and invited Reiter's wife, prominent in Akron club and college circles, to guest on the show. We'll be pleased to send Mrs. Reiter 12 cans of Wilson's Milk as a token of our appreciation," said Hal, who was doing most of the talking. Reiter listened him out, then gave him a phone-blitz Hal will long remember... For Reiter operates the Reiter Dairy Co., sponsors of WJW news!

— Remember Pearl Harbor —

AGENCIES

ALTHOUGH it was announced radio would be among the media to be used by Pond's in its campaign just launched, no plans for use of the medium have yet been formulated. J. Walter Thompson handles. Pond's has used spot radio to some extent for Danya hand lotion in past few years.

SPOT RADIO to be used by General Baking Co., for Bond Bread, a campaign to be released shortly by Ivey & Ellington, Inc., Philadelphia.

JAMES S. ADAMS has been elected president of Standard Brand Inc., large radio advertiser.

HOUSE OF OLD MOLINEAU INC., appoints the Boston office of Hirshon-Garfield, Inc., to place wine advertising with radio among media scheduled.

STAYNOR CORP., San Francisco and its agency, the Coast office of Erwin, Wasey & Co., have been cited by the Federal Trade Commission for alleged misrepresentation in advertising of Minra, a medicinal preparation. Radio copy was alluded to by the FTC.

New WHYN Manager

Holyoke, Mass.—Patrick J. Montague, commercial manager WHYN Holyoke and Northampton, has been appointed general manager of the station for the duration, replacing Charles N. DeRose, called to service in the army air corps, radio section.

WXYZ

*guarantees**

to deliver the LION'S SHARE of Detroit at LOWEST COST!

*with any WXYZ Champion Show

Chicago

THERE'S a lad by the name of Fred Cress who as "Fred Brady" does comedy stunts on the "Uncle Walter's De House" show from the NBC studios in Chicago. Brady, who has one of those personalized "from me to you" deliveries, writes his own material and delivers it with Frank's finesse. Last Wednesday night the topic was "Mother's Day" and he was paying lighthearted tribute to his mother. Cress, a radio writer by profession, didn't become a comic until a few months ago.

William Shirer, CBS news analyst, visits the Chicago studios of WBBM-TV on May 19 for origination of his network show.

Producers, actors and announcers at WBBM have completed two weeks' work: as judges in the annual city-wide Boys Radio Guild Competition at the Chicago Public Schools. Those volunteering their services were announcers Jim Conway, Fahey Flynn, Bob McKee and Dick Post; producers Al Chance, George Clare and O. J. Neverth, and actresses Viola Berwick, Peggy Milas, Hazel Dopheide and Susan Armstrong. They have been visiting boys' clubs throughout the city, auditioning the semi-finals with members of the Chicago Radio Council staff.

Sections from the "Connecticut Cafe," featuring Marion Claire, soprano, and Attilio Baggio, tenor, will highlight the "America Loves a Melody" program to be aired on WGN-Mutual, Saturday, May 16.

El Maxwell, director of the "Chicago Tribune" sponsored "Chicagoan Music Festival," is sending out his announcements for the 1942 event which will be held Saturday night, August 15, at Soldiers Field. The spectacle, annually picked up by WGN-Mutual, attracts nearly 100,000 persons each year and participants from 30 states and Canada. Irving Bern is slated to be a guest of honor this year.

Edith Morgan Perron, NBC Central Division press department's mountain climbing ace, fell off a two-foot porch last week and sustained injuries. Edith is famed for her cautious climbing of the Colorado Rockies and won a trophy at Silverton, Colo., last year.

Ed Plummer, former radio editor of the "Herald-Examiner" and a West Coast fan magazine editor, is vacationing in Chicago for a couple of weeks.

Stationers at NBC last week were Robert J. Jensen, Theodore H. Paelig, W. Rife, engineering; Virginia Wood, music library; Robert J. Gram, sound effects, and John H. Thompson, special events.

Add NAB Registrations

FOLLOWING late registrants were not included among those listed yesterday as attending the 20th NAB conclave:

Cleveland Hotel

Harry M. Ditner, WFBM; John J. Boyle, WJAR; H. K. Carpender, WHK; Joe B. Carrigan, KFWT; Ruth Chilton, WSYR; Arthur C. Church, KMBC; Lester E. Cox, KCBX; Dick Dorrance, FM Broadcasters; Harold Essex, WSJS; G. W. Grignon, WISN; Kolin Hager, WGY; Frank M. Headley, Headley-Reed; Felix Hinkle, WHBC; W. C. Irwin, WSOC; E. E. Jones, WSOC; Geo. E. Joy, WRAK; Leonard Kapner, WCAE; John A. Kennedy, WCHS; Keystone Broadcasting; Wm. F. Kiley, WFBM; Walter Koessler, WROK; Horton W. Malinsson, Badger & Browning & Hershey; Thos. W. Metzger, WRAK; Mr. and Mrs. R. S. Morris, WSOC; John E. Person, WRAK; Howard E. Pill, WSFA; James Rodgers, WROK; B. J. Rowan, WGY; Wm. A. Schudt, Jr., Columbia Recording Co.; B. H. Sears, Sears & Ayers, Inc.; R. M. Stoer, Hearst Radio, Inc.; D. V. Sutton, CBS; Linus Travers, Yankee Network; Edgar T. Twomley, WBEN; Mary Lou Wickard; Ronald B. Woodyard, WING; John Gordon, Needham, Louis & Brorby, Inc.; Hugh A. L. Half, WOAI; Hulbert Taft, WKRC; Lewis Allen Weiss, KHJ.

Carter Hotel

Judge A. L. Ashby, NBC; Otto Brandt, Blue Network, Inc.; E. E. Clapsadel, Johns-Manville Co.; L. C. Johnson, WHBF; Peterson Kurtzer,

Spot Sales, Inc.; Henry Ladner, NBC; John Latham, Yankee Network; Ben Ludy, Topeka Broadcasting; Bernard Prockter, Biow Co.; Eugene C. Pulliam, WIRE; John Shepard, Yankee Network; Peggy Stone, Spot Sales, Inc.; Loran L. Watson, Spot Sales, Inc.; Walter J. Damm, WTMJ-W55M; Franklin O. Pease, Video & Sound Ent.; E. J. Sperry, W. E. Long Co.; Bob Struble, W. E. Long Co.; William C. Roux, NBC; B. O. Sullivan and Oliver Grambling, Press Association (AP).

Statler Hotel

Paul Karnes, Paul Girard, Hal Hayden, Russ Clancy and Bob Hurleigh, Press Association (AP); Edwin H. Kasper and Aaron S. Bloom, Kasper Gordon Transcriptions.

Hollenden Hotel

Ralph Bateman, Katz Agency, S. R. Bernstein, Advertising Age; Louis A. Breskin, Sterling Insurance Co.; Roger W. Clipp, WFIL; Arthur H. Croghan, WJBK; Arthur C. Fifer, WTAD; James F. Hopkins, WJBK; B. C. Howard, WRVA; Mr. and Mrs. W. B. Hutchinson, WAAF; Lowell E. Jackson, Katz Agency, Inc.; Harry Kopf, WMAQ; W. E. Lancaster, WTAD; C. T. Lucy, WRVA; H. L. McClinton, N. W. Ayer & Son; Wallace Orr, N. W. Ayer & Son; John G. Paine, Ascap; Col. B. J. Palmer, WHO; Eldridge Peterson, Printer's Ink; Samuel R. Rosenbaum, WFIL; W. J. Rothschild, WTAD; Jack Sexton, WTAD; Wm. Stewart, International News Service; Robert E. Dunville, WLW.

New Amsterdam

Gilbert D. Williams, WBAA.

Chesterfield Adds Four To Glenn Miller Network

Liggett & Myers Tobacco Company has announced the addition of four stations to the "Glenn Miller" show bringing the total coast-to-coast network to 101 stations, effective immediately. Stations to be added are WCAX, Burlington, Vermont; WKNE, Keene, New Hampshire; WKBN, Youngstown and KROD, El Paso. Newell-Emmett Company handles the account.

Higgins Succeeds Higgins

Washington, D. C. — William M. Higgins has been named sales promotion manager for WRC-WMAL of this city. Higgins succeeds Hugh M. Higgins, lieutenant, who has been called to active duty with the Air Corps at Santa Ana, Calif.

Renew 'Mrs. Burton' Show; Sponsor Switches Product

General Foods Corp. has renewed its Pacific Coast program "The Second Mrs. Burton" and also a change in the product which the program sponsors. The renewal is now in effect. "The Second Mrs. Burton," a dramatic show, is heard Mondays thru Fridays from 4-4:15 p.m., PWT. The show formerly presented for Jell-O is now to be aired in behalf of Post's 40% Bran Flakes.

Sponsor started broadcasts on the CBS Pacific Coast network in November 1940 and has had continuous programs to date. Benton & Bowles, Inc., handles the account.

Los Angeles

MARK WOODS, president of Blue Network, visiting Hollywood held an open forum for members of the press during his stay. Pointing out the policies of the Blue; its awareness to current conditions and alert programming to meet conditions — plus national institutional advertising plans which aims at new business under "war time" conditions that shows the possibility of filling any "holes" that may result through sponsor cancellation in one form with the replacement of programs suited to the current needs of radio advertisers of long standing who may be affected by priorities. Woods left Hollywood for the East immediately after the confab, and is attending the NAB convention now in progress in Cleveland.

Mutual-Don Lee dialers will find "The Lone Ranger" on the customary time spot, for West Coast listening, despite the fact that the show hit the Blue airlines for eastern consumption May 4. In the exchange, "Red Ryder" will hit the eastern airlines on Mutual 4:30 p.m., PWT, Monday, Wednesday and Friday, with Mutual-Don Lee on the Pacific Coast receiving the "Lone Ranger" the same days, 7:30 p.m., PWT, as usual. Blue in the east takes the "Ranger" and its West Coast net tunes in "Ryder."

Santa Barbara has been selected as the meeting spot for the California State Federation of Women's Clubs' Annual Convention which will be addressed on next Friday by Bernie Milligan of the Earle Ferris offices on phases of radio.

Stan Kramer, of Chicago's WGN, here in Hollywood spending a few days meeting old friends.

Bob and Earl Kahn

representing

ROBERT KAHN & ASSOCIATES

and the

'WEATHERMAN'

may be reached at the

STATLER during the NAB Convention

GRACE GIBSON

Offers

FOUR BRAND NEW TRANSCRIBED FEATURES ALL RECORDED AVAILABLE FOR IMMEDIATE DELIVERY CREATED FOR UNIVERSAL APPEAL NEW AND DIFFERENT

- 52 quarter hours, self-contained "DOCTORS COURAGEOUS"
52 quarter hours, self-contained "DOCTOR MAC"
52 quarter hours, self-contained "SACRIFICE"
39 quarter hours, self-contained "FAMOUS ESCAPES"

Send for brochure or sample today: Suite 420 Markham Bldg. 1651 Cosmo Street, Hollywood

RADIO ARTIST?

Call

Exington 2-1100

FIRST AND FOREMOST

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

5000 WATTS Directional OVER METROPOLITAN NEW YORK

To the Colors!

DAN SEYFORTH, former production director of KWK, St. Louis, Mo., has been appointed clearance officer at Kratz Air Field, serving under the Civilian Aeronautics Administration Authority.

— vvv —

LEO BOLLEY, sportscaster at WFBL, Syracuse, was honored at a farewell dinner last week, prior to his departure from the station to the Army Air Corps.

— vvv —

CHARLES N. DE ROSE, general manager of WHYN, Holyoke, Mass., has been ordered to report for officers' training school in the U. S. Army at Miami Beach, Fla. He holds the rank of first lieutenant and after his training period he will report to Maxwell Field, Ala., in the radio section of the air corps.

— vvv —

SETH DENNIS of the production department of the Blue Network has resigned to join the armed forces of the United States.

— vvv —

JAMES HURLBUT, publicity director of WJSV, Washington, D. C., has reported for active duty as a headquarters correspondent with combat troops.

— vvv —

JIM GREENWOOD, former assistant chief engineer at WCAE, Pittsburgh, is studying at the University of Houston in Texas as a member of the United States Navy. He is classed as a "specialist in high frequency radio waves."

— vvv —

RALPH GREER, traffic manager of KGW-KEX, Portland, Ore., has been inducted into the Army and has been succeeded at the station by Mildred Lester, his assistant for the past five years.

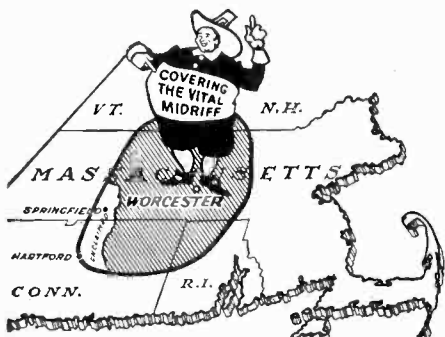
— vvv —

JACK BOTTGER, announcer at WWL, New Orleans, La., has signed up with the naval air corps. He is the sixth member of the WWL staff to enter the service.

— vvv —

EDDIE PARTYKA, former member of the staff of WJBK, Detroit, has been chosen for officers' training from among his fellow-selectees at Fort Knox, Ky.

When you buy time—
BUY AN AUDIENCE



WTAG WORCESTER

WORDS AND MUSIC

By Sid Weisk

IF I WERE THE MR. BIG OF RADIO: "This Is War!" would be kept on the air until the day it outlived its usefulness—which is certainly not now. The show is viewed as one of the most important morale builders on the air and is far and away the finest of its kind. Its aid to the war effort can't be measured in terms of a Crossley. It has taught us what we're fighting for—what we stand to gain—and much more important, what we stand to lose!... And on the lighter side, I'd hunt up Vincent Youmans and make him sell his "Hit the Deck" to radio and I'd spot Freddy Lightner in the role of the fabulous Bill Smith. There isn't a top-notch comedy show on the air built around the Navy and you name a more fitting time to bring back this sock musical... Still on the lighter side, would be a summer filler with that solid sender, Woody Herman. Woody goes into the Paramount Wednesday and his Universal picture, "What's Cookin'," has just been released. Woody is more than due for an air build-up.

☆ ☆ ☆

Years ago when Fred Allen was in vaudeville, his agent booked him on a three-week run—but where! One week was in Sydney, Australia, the 2nd week in Melbourne and the 3rd in New Zealand. When he got back to these shores, Fred donned a sailor's outfit and went to see his agent. "Where to now, matie!" he cracked.

☆ ☆ ☆

SOS: To program builders: Stop On Sight songstress Irene Beasley, not only a super salesgal—but a gal with plenty of ideas up her sleeve. With ten years of topflight experience behind her she knows what the public wants—and she gives it to them!... To Mr. Sponsor: Step Outside and let's settle this movie-vs.-radio artists-for-radio-work once and for all. It's time you stopped shelling out thousands for shallow performances and line fluffing, while performers like Bill Adams, Betty Garde, Frank Lovejoy, Joan Banks and too many others give us real entertainment for no billing and no extra cash... To Little Jack Little: You really Send Out Solid on your new nitetime Blue spots. It reminds us of the good old days of radio and we're mighty glad to have you back.

☆ ☆ ☆

Half the town must've showed up at the NCAC's Open House Party which lasted a mere three days and opened up their 5th Ave. offices in fine fashion. Among those we spotted were: Gladys Swarthout, Eleanor Steber, Frank Buck, Ben Grauer, Olin Downes, Lillian Gish, Ralph Forbes, Edward Ziegler, Earle Lewis, Edward Johnson, Geo. Brengel, Bill Card, Jarmila Novotna, Stella Unger, Vivian Della Chiesa, Tom Revere, Mildred Fenton, Ed and Polly East, Bert Prager, Joe Pincus, Bob Kerr, Gene Austin, Conrad Thibault, Edwin McArthur, Gertrude Berg, May Singhi Breen, Peter de Rose, Ralph Dumke, Budd Hulick, Nick Keesely, Ed Fitzgerald, and a couple of hundred others whose names escape me at this late writing. Leading the glad-handers for the firm were Alfred H. Morton, Dan Tuthill, Sol Hurok and Phil Kirby aided and abetted by NCAC's entire staff.

☆ ☆ ☆

OUR TOWN: Thornton W. Allen's tune, "United Nations Forever," getting off to a terrific start and already being published in six languages as well as being adopted by the 26 United Nations. It is reported to be one of the top songs of its type and all profits are slated to go into a special relief fund for the allies... WNEW's trio of sportscasters, Bob Considine, Tim Cohane and Dan Daniel, has been bought up by a beer sponsor... Gene Austin, who in his time has sold over 35 million dollars worth of phonograph records, is huddling with agent Bob Kerr re an air deal... Warren Gerz applied for an air-raid warden's post the other ayem. Gertz, who has been with NBC more years than he'll admit, was told he would have to take a special 10-day instruction course in television first... It actually happened at Lindy's the other midnite. A couple, pausing at the door, and the woman's remark to her escort: "Look around, dear, and if you don't like it, we'll go to 21!"

Coming Events

May 11-14: National Association of Broadcasters, 20th annual convention, Hotel Statler, Cleveland, Ohio.

May 16: Annual conference, International Affiliation of Sales and Advertising Clubs, General Brock Hotel, Niagara Falls, Ont.

May 18-19: American Association of Advertising Agencies, closed convention, Hotel top Lodge, Skytop, Pa.

May 19: Women's National Radio Committee, Annual Awards Luncheon, Hotel Pierre, New York.

June 8-13: Annual convention of American Federation of Musicians, Dayton, Ohio.

June 15-17: Newspaper Advertising Executives Assn., Columbus, Ohio.

June 21-24: Advertising Federation of America, 38th annual convention, Hotel Commodore, New York, N. Y.

Sept. 28-29: Southern Newspaper Publishers Assn., Hot Springs, Ark.

OPPORTUNITY FOR EXPERIENCED ANNOUNCER!

Immediate opening at 1000
Watt Regional Independent.
Write immediately and mail
audition disk to WPIC, Sharon,
Penna.

In
Los Angeles
it's
Warner Bros.

KFWB

980 KC

5,000 Day—Night

• • •

William Rambeau Co.

National Representative

Promotional Honors Are Evenly Divided

(Continued from Page 1)

classifications, based on the competing station's class, are: (1) William B. Lewis Award for the most effective education of the audience concerning the war effort; (2) William B. Lewis Award for the most effective inspiration of the radio audience to continued support of the war effort; (3) Certificate of Award for distinguished conduct of Civilian Defense Activity; (4) Certificate of Award for important contributions to the progress in the art of broadcast advertising.

Awards were as follows:
William B. Lewis Award for the most effective education of the audience concerning the war effort.
Super-power Class* — WGY, Chenectady, N. Y.
Regional Class — WAAB, Boston, Mass.

Local Class—WIBX, Utica, N. Y.
*Special Mention to WOV, New York, for foreign language programs; and to WLW, Cincinnati, Ohio, for excellence of news service.

William B. Lewis Award for most effective inspiration of the radio audience to continued support of the war effort.

Super-power Class* — WGY, Louis, Mo.
Regional Class—KGO, San Francisco, Calif.

Local Class—No award.
*Special Mention to radio stations of all classes for outstanding operation given to the sales of U. S. War Bonds and Stamps.

Certificate of Award for distinguished conduct of Civilian Defense Activity.

Super-power Class—WBBM, Chicago, Ill.

Regional Class*—KMBC, Kansas City, Mo. (with special comment on the excellence of a program based upon a quiz show).

Local Class — WFPG, Atlantic City, N. J.

*Special Mention to WEEL, Boston, Mass.

Certificate of Award for important contributions to the progress in the art of broadcast advertising.

Super-power Class* — WCCO, Minneapolis, Minn.

Regional Class — WEEL, Boston, Mass. (with special comment on soundness after the start of war operations).

Local Class—No award.
*Special Mention to WOR, Newark, for pictorial excellence in publication advertising; and to

Considerable Delay Expected In Reporting Sanders Measure

(Continued from Page 1)

ably due to the involved regulatory legislation it is often called upon to prepare. In addition, the recommendations of the network witnesses in particular have gone far beyond the provisions of the Sanders Bill, which is largely a procedural and organization measure.

It is regarded as almost certain that some sort of an amendment to the Communications Act will eventually come out of the committee. The strong interest shown by a majority of the Congressmen on the body indicates that the matter will not die in the committee sessions. However, it is almost equally assured that the final bill will not resemble the Sanders measure to any material degree.

Fireworks Expected

The Commission's network monopoly regulations appear to be the crux of the matter, and are expected to cause fireworks when FCC Chairman James Lawrence Fly appears before the committee, probably May 20 or 21. If a measure limiting the regulatory powers comes out of the committee, it will probably be more definite in its provisions regarding the FCC regulatory authority in issuing such orders than the Sanders measure. In addition, paragraph seven of the Sanders Bill, which would call upon the Commission to report its conclusions and recommendations on various matters, including the network regulations and the newspaper-radio inquiry, is considered unlikely to be enacted into law. The thought is that the committee will ask such a

WLW, Cincinnati, Ohio, for current trade paper campaign, "Why Advertise in Total War?"

Special comment as to the excellent manner in general in which broadcasters presented their entries in the competition was made by the Jury of Awards, which was composed of Douglas Meservey, Office of Facts and Figures; Frederic R. Gamble, managing director of the American Association of Advertising Agencies; and Paul B. West, president of the Association of National Advertisers.

report of the Commission before preparing the bill in its final form.

In this connection, Chairman Lea has been asking virtually every witness who appears before the committee if he feels that the FCC has sufficient information on hand to enable it to make a prompt report without further investigation. This is interpreted as an indication that the report will be asked before any final bill is written.

May Act on Cox Resolution

Washington Bureau, RADIO DAILY
Washington—Sources close to Rep. Eugene Cox continued to express confidence yesterday that action will be taken on the Georgia Congressman's resolution to investigate the FCC before the end of the week. The Rules Committee met in executive session in the morning under the acting chairmanship of Rep. Cox, who is the ranking majority member, but the resolution was not taken up.

Almost daily sessions of the Rules Committee are expected this week as the group has several important bills on its calendar, but it was stated that only Chairman Sabath has the authority to designate hearings. The chairman is reported by his office and the Rules Committee to be still in Chicago, where he has been—officially—since early April.

There had been previous reports that Rep. Cox might attempt to force action on his probe proposal by petition, but this is considered doubtful unless all other means fail.

New Bryan Series

George Bryan, CBS newscaster, is doing a series of weekly news programs for the Office of the Coordinator of Information, directed via short-wave international radio, to Axis-occupied countries.

WNAX, SIOUX CITY-YANKTON—CBS FARM STATION HAS OPENING FOR PERSONALITY SELLING ANNOUNCER CAPABLE OF FRONTING STUDIO SHOWS. NEWS EXPERIENCE VALUABLE. SEND DETAILS, EXPERIENCE AND TRANSCRIPTION DIRECT TO ART SMITH — WNAX — YANKTON, SOUTH DAKOTA.

Sales Managers Seek Large Appropriation

(Continued from Page 1)

vertising. After reviewing events of the past year, it was decided to present resolutions to the NAB Resolutions Committee and seek definite financial support for the undertaking, a sum which will run into six figures. Plan if adopted will place the Sales Managers on an accredited basis and make it a component part of the NAB's operations.

A resolutions committee was appointed to draw up the resolutions to be handed the NAB composed of Bill Malo of WDRC; W. E. Wagstaff of KDYL and Charles F. Phillips of WFBL, chairman.

NAB Code Committee at its meeting considered the need of careful handling of war news commercials and went into the matter of religious broadcasts. These are the so-called commercial broadcasts which buy time and solicit funds over the air.

Wages and Hours Committee of which C. T. Lucy of WGVA is chairman took up the matter of talent fees, particularly the overtime aspects and it was decided that Joe Miller, NAB labor relations head, be authorized to take the matter up with L. Metcalfe Walling, U. S. Wages and Hours Administrator. Miller queried by RADIO DAILY as to how this worked out where AFRA contracts might be in effect, indicated that apparently the committee was looking at the question of where AFRA did not appear in the picture and where it was a matter of law governing such payments. In other words, an effort to keep within the law where AFRA contracts are not involved.

REEVES
Sound Recording Studios Inc.
160 Broadway New York City
35mm. 16mm.
Acetate and Wax Recording Facilities.
Location Equipment for Film, Business
and Specialty Recordings.

C. P. MacGregor
—Transcriptions—
ROOM 1018
HOTEL STATLER, CLEVELAND, OHIO

920 CLUB
WORL BOSTON

Standard Spot Contract Blank

Complete Text of New Standard Form Adopted by NAB Board As Compared With Current (1933) Version

AFTER years of negotiations between broadcasters and agencies, both dissatisfied with current conditions, but unable for various reasons to get together on a solution, a new standard order blank for spot broadcasting has been adopted by the NAB board and will be announced at the annual convention banquet tomorrow night.

Following is a comparison of the standard conditions governing contracts for spot broadcasting drafted in 1941, and now adopted, and the standard order blank adopted in 1933 (words appearing in the 1933 blank and which are removed for the new form are in parenthesis, while wordage added to the new plank is printed in bold):

STANDARD CONDITIONS

Governing Contracts (and Orders)
for Spot Broadcasting
Adopted (1933) 1942 by
American Association of
Advertising Agencies
(in Cooperation with) and
National Association of
Broadcasters

1. PAYMENT

(a) The agency agrees to pay, and the broadcasting station agrees to hold the agency solely liable for payment, for the broadcasting covered by this (order) contract unless expressly otherwise agreed in writing.

(b) The agency personally agrees to pay for broadcasting covered by this (order) contract, at the office of the broadcasting station or of its authorized representative, on or before the last day of the month following that in which the broadcasting is done unless otherwise stipulated on the face of this (order) contract; or, when cash discount is deducted but payment date not specified on the (station's rate card) face of contract, on the fifteenth of the month following.

(c) In all cases date of payment is material and unless otherwise stipulated the postmark date on the envelope properly addressed to the broadcasting station or to its representative shall be considered the date when payment was made.

(d) Station's invoices for broadcasting covered by this (order) contract shall be in accordance with the station's log and shall so state on each such invoice.

(e) Invoices should be rendered not less often than monthly.

(f) Affidavits of performance shall be furnished by station on request of agency.

(g) The station reserves the right to cancel the (order) contract at any time upon default by the agency in the payment of bills, or other breach, or in the event of any material violation on the part of the agency of any of the conditions herein named; and upon such cancellation all broadcasting done hereunder and unpaid shall become immediately due and payable. In case of delinquency in payments or impaired credit the station shall have the right to change the requirements as to terms of payment for further broadcasting under this (order) contract as it may see fit.

2. TERMINATION

(a) This (agreement) contract may be terminated by either party by giving the other (two weeks') **fourteen (14) days' prior written notice**; (unless otherwise stipulated on the face of this order) **provided that no such notice shall be effective until fourteen (14) days after start of broadcast service hereunder.** If (the) agency so terminates (the agreement) this contract it will pay (the) station according to (the) station's (published rates) rate card on which this contract is based for the lesser number of periods, for all services previously rendered by (the) station. If (the) station so terminates (the agreement, either, the) this contract, agency (and the station) will then either agree with station on a satisfactory substitute day or time for continuance of broadcasts covered by this contract at the card rates (in effect at the time this agreement was made,) on which this contract is based for such substitute time, or, if no such agreement can be reached (the) agency will pay (the) station according to

the rates specified herein, for all services previously rendered by (the) station; that is, the agency shall have the benefit of the same (time) discounts which the agency would have earned had it been allowed to complete the (order) contract. In the event of (such) termination hereunder neither party shall be liable to the other party otherwise than as specified in this paragraph, and in paragraph 6 hereof.

(b) The broadcast time (or times) covered by the contract may be renewed by the Agency by giving the Station two (2) weeks written notice prior to the expiration of the contract or any extension thereof.

3. INABILITY TO BROADCAST

(a) Should the station, due to public emergency or necessity, legal restrictions, Act of God, (or at the discretion of Federal, State or Municipal authorities) or for any other reason beyond the control of the station, be unable to broadcast one or a part of any one of the agency's programs at the time specified, the station shall not be liable to (the) agency (for damages but will communicate with the agency as far in advance as possible. The agency will then either agree with the station on a satisfactory substitute time for the broadcast, or, if no such agreement can be reached, the broadcast will be considered as cancelled, without affecting the rate shown on this order) except to the extent of allowing in such case either (1) a pro rata reduction in the time charges hereunder, or (2) if an interruption occurs during the commercial announcement portion of any broadcast a credit to agency in the same proportion to the total station time charge which the omitted commercial portion bears to the total commercial portion of the broadcast, it being mutually agreed that station shall credit agency on whichever basis is more favorable to agency. In the event of such (cancellation or postponement,) omission (the) station will (make, if approved by the) upon agency's request make a suitable courtesy announcement as to (the reason for cancellation or postponement, and as to any substitute time agreed upon) such omission. Such omission or interruption shall not affect rates of discount; that is, the agency shall have the benefit of the same discounts which the agency would have earned had it been allowed to complete the contract.

(b) If interruptions occur during the entertainment portion of the broadcast, credit shall be given by the station at the pro-rata rate for such interruptions of one minute or more duration. If interruptions occur during the commercial announcement portion of the broadcast, credit shall be given by the station in the same proportion to the total station time charge which the omitted commercial announcement portion bears to the total commercial announcement in the program.) If the interruption equals or exceeds 50% of the total program time the station shall defray a pro rata share of the live talent costs, unless the interruption is due to an Act of God, public emergency or legal restriction.

4. SUBSTITUTION OF (SUSTAINING) PROGRAMS OF PUBLIC IMPORTANCE

(a) The station shall have the right to cancel any broadcast covered by this (order) contract (and substitute) in order to broadcast a sustaining program (of such outstanding public importance that failure to broadcast same would work injury alike to

the station and the advertiser) which it deems to be of public importance. In such case, the station will notify the agency (as far) in advance (as) if possible, (and) but in any case immediately after such broadcast, that agency's program has been cancelled.

(b) The station, provided it has first secured the approval of agency as far in advance as possible, may also cancel any broadcast covered by this contract and substitute a commercial broadcast of public importance.

(c) In the case of a cancelled program, whether for the substitution of a sustaining program or a commercial program, the agency and the station will agree on a satisfactory substitute day or time for the broadcast, or, if no such agreement can be reached, the broadcast will be considered as cancelled without affecting the rates, discounts or rights shown on this (order) contract, except that agency shall not be required to pay for the cancelled program.

(d) In the event of such cancellation or postponement, the station will make, if approved by the agency, a suitable courtesy announcement as to the reason for cancellation or postponement and as to any substitute time agreed upon. (In the event of such replacement, when the station notifies the agency less than two weeks in advance of broadcast,) and the station shall reimburse the agency any non-cancellable cost of live talent.

5. RATES

(a) It is agreed that the rate named in this (order) contract is the lowest rate made by the station for like services and that if at any time during the life of this (order) contract the station makes a lower rate for the same services, this (order) contract shall be completed at such lower rate from that date.

(b) All rates shall be published. There shall be no secret rates, rebates or agreements affecting rates. All rates shall be furnished agencies if requested.

(c) If this (order) contract is continued (without interruption) beyond the time specified herein, the additional broadcasts shall be considered part of this (order) contract and the same rate shall apply until any lower rate prevailing at the time this (agreement) contract is made shall have been earned; and then (this) such lower rate shall apply to the whole (order) contract. (It is agreed, however, that) This provision shall not, however, cover a service rendered by (the) station later than one year from the date of the first broadcast (unless specifically agreed).

(d) In the event of revision of station rates or discounts, this contract may be extended at the rates and discounts herein shown without penalty of short rate or discounts on previous broadcasts hereunder, for a period of not more than fifty-two (52) weeks from the effective date of such revision; provided, however, that such extension is executed not later than thirty (30) days after the effective date of such revision.

(e) In the event agency contracts with station for additional time for the advertiser hereunder the rates and discounts shown on the rate card on which this contract is based shall apply to such additional time for a period of fifty-two (52) weeks from the effective date of any revision of rates or discounts.

(f) All broadcasts placed with station for the advertiser within one year from the date of the first broadcast hereunder shall be combined for the purpose of calculating the total amount of frequency discounts earned, provided, however, that announcements cannot be so combined with five (5) minute or longer programs.

6. PROGRAMS

(a) The (order) contract for station time includes the services of the technical staff and of a regular staff announcer. Other talent and service charges, if any, are covered (by the program charge) in this (order) contract (which) and (is) such charges are subject to change by the agency with the consent of the station.

(b) Should the station fail to receive program material seven days in advance of the broadcast it shall so notify the agency. Subsequent to this notification, if the station fails to receive the program material in time for the broadcast, if the programs are transcriptions, the station shall, following first broadcast, repeat a previous program unless otherwise instructed, or unless program is one of a series, in which case the

station shall have the right to announce the name, address and business classification of the advertiser, produce a creditable program and make regular charge for station time and reasonable talent charge to agency. If the programs are produced locally it shall, following first broadcast, repeat the commercial announcement of preceding broadcast, using the agreed unit.

(c) Except as otherwise hereinafter expressly provided, the agency will save station harmless against all liability for libel, slander, illegal competition or practice, infringement of trade marks, names or program titles, violation of right of privacy and infringement of copyright and proprietary rights, resulting from broadcasting of the programs herein provided in the form furnished (or approved) the agency. (Such indemnity shall apply to the musical compositions performed in non-dramatic form, the unrestricted right to perform which is licensed by ASCAP provided the agency shall have at least one week prior to each broadcast submitted to the station in writing in duplicate a correct list of the titles of names of compositions and copyright owners appearing on published or unpublished copies of the musical compositions to be used on the programs.) The station agrees, however, to save the agency and advertiser harmless against all such liability where the programs are prepared and produced both as to content and program content by the station except only such liability as may result from the broadcasting of the commercial copy and other material as furnished (or approved) by the agency. Station will agency and advertiser harmless against such liability with respect to music station-built programs. Station will agency and advertiser harmless against such liability with respect to music agency-built programs provided such music has been cleared and approved for broadcasting by a licensor designated by station. Agency will save station harmless against all such liability with respect to music agency-built programs if such music has not been cleared and approved for broadcasting by a licensor designated by station.

(d) Notwithstanding the indemnitor (if hereto on whom duty of defense is imposed) shall have assumed the defense of any station hereunder, the indemnitee, upon relieving the indemnitor in writing of obligations hereunder with respect to litigation, shall have the right, if it so elect, thereafter to conduct the same at its expense by its own counsel. It is understood, however, that by common consent the litigation and the responsibility of parties hereto may be handled in any other way. The indemnitor upon request shall keep the indemnitee fully advised with respect thereto and confer with the indemnitee or its counsel.

(e) Programs prepared by the agency are subject to the approval of the station management both as to artists and to program content.

(f) The provisions of this paragraph shall survive any cancellation or termination of this contract.

7. GENERAL

(a) This (order) contract is subject to the terms of licenses held by the parties hereto and is also subject to all Federal, State and Municipal laws and regulations now in force, or which may be enacted in the future.

(b) The rights under this (order) contract shall not be transferable to another advertiser than the one specified in this (order) contract unless the consent of the station has been obtained.

(c) In dealing with agencies, the station shall follow a uniform policy to avoid discrimination.

(d) The agency agrees that it will not rebate to its client any part of the commission allowed by the station.

(e) All requests by agency for station to handle audience mail must be submitted to station in advance and approved by station.

(f) The failure of the station or of the agency to enforce any of the provisions herein listed with respect to a breach thereof in any one instance shall not be construed as a general relinquishment or waiver under this agreement and the same shall nevertheless be and remain in full force and effect.

NAB Meet In Full Swing

Board Admits Webs Takes New Spot Contract Form

(Continued from Page 1)

Army and Navy officials, as well as officials of other Government agencies. Most important business transacted, however, was actually pre-convention, when the NAB board of directors voted to approve the standard form of contract between agencies and the broadcaster, and to reaffirm its stand against networks to full NAB membership. Additional revenue to the Association would be \$57,000 annually from the

considered of greatest importance in advertising and radio industry as a whole is the newly adopted contract which went through as a result of negotiations resumed last September. This was brought to a head by committees representing both sides and wholeheartedly supported by the Sales Managers' committee. The committee was composed of J. Spencer, of J. Walter Thompson, and Leonard Bush, of American Advertising, Inc.; these men represented the AAAA on the committee and M. J. Kleinfeld, of Frank Buck Agency, represented the NAB. AAA agencies, to make the contract an impartial one. The NAB committee had Bob Dunville of WLW and Eugene Carr of WGAR as NAB committee members and Herbert H. H. of WHN as the non-NAB committee member. Last week the board approved the new contract and the adoption by the board closes the proposal and puts it into practice within the industry. Of utmost importance is the added liability coverage in the new contract. The old contract use has not been changed since 1933.

Quick Action By Board

Approval of the contract blank will stand for full network

membership came quickly after the NAB board of directors' dinner Sunday night. For the first time a few members of the press and some other radio officials were invited to attend the dinner and listen to off-the-record talks by those on the dais. Those on the dais where President Neville Miller presided included Fred Gamble of the AAAA; Paul West of the ANA; J. Harold Ryan of the Office of Censorship and also a member of the Cleveland Welcoming Committee; John Patt of WGAR; Major General F. C. Beaumont-Nesbitt of the British Army staff, from Canada. Most of them gave short optimistic talks that dwelled both on business and the war effort. Among those present were William B. Lewis and Don Meservey of the Office of Facts and Figures; William S. Paley, Edward Klauber, Mark Ethridge, Isaac D. Levy and others.

"Outsiders" Admitted

Just before the guests were to leave and the board was to go into executive sessions, John Elmer, a board member, made the motion that Paley, Paul West and Fred Gamble be invited to remain during a part of the session at least. Levy of WCAU and former NAB official seconded the motion. "Scoops" Russell, only high official of NBC present, which some considered significant, asked one word, "why." Elmer, after a short silence, announced that Russell, who was sitting near him, was only in a facetious mood. Those asked to remain stayed and within a very short time the approval of the new advertising contract blank was adopted. There followed shortly the approval for full network membership. Next important business by the board will probably not come to a head until sometime Wednesday and possibly after the new board members take their seats on Thursday.

Calm Interest Everywhere

Broadcasters generally are calm here, despite the usual undercurrent of what terrific upheavals could take place if this or that "putsch" went through. Atmosphere is one of mingled anxiety to do more toward aiding the war effort and at the same time make up for lost business so that the war effort can be more effi-

ciently handled. Thus there is no letdown in attendance at the various business sessions, panels or clinic.

Insofar as any sudden filibuster against Neville Miller or the NAB is concerned, it is generally conceded that nothing will happen to mar the smooth running convention so far under way. Proposed reorganization plans are expected to go through as proposed by the NAB board and it is plain that anything untoward as to the NAB could not stand up under a membership vote. On the other hand it is pointed out that the board has considerable power and will proceed with its program. Whether the new members to be elected Wednesday will change the picture remains to be seen on Thursday morning.

Capacity Attendance

Yesterday morning's session which formally opened the convention found a capacity attendance to hear President Miller, Byron Price, J. Harold Ryan, Major General A. D. Surles, Major General Beaumont-Nesbit and Earl J. Glade of the NAB Code Committee. There was a considerable lengthy question and answer period with the request that nearly all of it be kept off the record. These pertained greatly to censorship and kindred wartime questions as to how they affect the broadcaster. In place of Rear Admiral Hepburn, Captain L. P. Lovette of the Navy Public Relations Department filled in. Other speakers not previously scheduled were also heard.

During the luncheon session in the grand ballroom filled to overflowing, even on the balconies, Archibald MacLeish of the OFF in lauding the great effort put forth by radio, exhorted the broadcasting industry to also come forward with its brain power, apart from lending time or facilities. These latter two were not enough he said.

Late afternoon was devoted to the sales managers' meeting; department store clinic; Network Affiliates, Inc.; IRNA meeting; and, at night, the NAB War Committee dinner, presided over by Colonel Edward Kirby.

Stations Feeling War Pinch Re Men, Power

Curtailment of operations due to power and personnel shortages is being felt in the Southwest and other sections of the country, according to latest reports received. KFPL, Dublin, Texas, which is owned and operated by C. C. Baxter, has received a 30-day suspension period from the FCC pending an official determination of policy on such war-born emergencies. Plea by Baxter, who is confronted by a shortage of technicians to operate his station, was complete suspension until after the war. Two stations in San Antonio, Texas. KTSA and WOAI, have announced that, as a power conservation measure, they will sign off at an earlier hour instead of midnight as heretofore. WOAI will close its broadcast day at 11:05 p.m. daily except Friday when it signs off at 11:15 p.m. KTSA, in addition to lopping off three-quarters of an hour on its evening schedule has announced its sign-on will be hour later than during peace-time operations.

FM Schedule Cut

In addition to the curtailments in the Southwest, W47P, Pittsburgh, has cut three hours from its daily schedule, according to Frank R. Smith, Jr., general manager of the outlet. Policy was put into effect at the station, according to Smith, due to the increasing difficulty of replacing vital parts and in effect to cut depreciation to a considerable extent on present material and equipment.

What about WOL?
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...first in sports
...first in music!

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Synonymous . . . and WSGN broadcasts "Your Friendly Druggist" - promotes goodwill among druggists for advertisers' products.

610 Kc.
BIRMINGHAM
Headley-Reed Company, Reps.
BLUE NETWORK and Mutual

18 SOLID HOURS OF MUSIC & NEWS

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SINGLE
WEEK in
DOLLARS and CENTS**

Representatives:
Headley-Reed Company
New York • Chicago
Detroit • Atlanta

Boston's Best Buy
WCOP
COPLEY PLAZA HOTEL, BOSTON

GUEST-ING

FRANK MORGAN, on "What's My Name," today (WOR-Mutual, 8 p.m.).

REAR ADMIRAL EMORY S. LAND, on the "Report to the Nation" program, today (WABC-CBS, 9:30 p.m.).

FLORENCE EASTON and ARTHUR CARRON, on "Great Moments in Music," tomorrow (WABC-CBS, 10:15 p.m.).

ALLEN ROTH, on "Nellie Revell Presents," tomorrow afternoon (NBC Red, 12:30 p.m.).

EDNA MAY OLIVER, on Eddie Cantor's "Time to Smile," tomorrow (NBC Red, 9 p.m.).

DR. NORMAN JOLLIFFE, of the NYU College of Medicine, on "Highways to Health," Thursday (WABC-CBS, 4:15 p.m.).

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

FRANCESCO VALENTINO, on the "Treasure Hour of Song," Friday (WOR-Mutual, 10 p.m.).

Ask Unity Behind NAB As IRNA Votes To Quit

(Continued from Page 1)

action of its members and officers who, at the same time, issued a call for unity of the industry behind the NAB. Decision to cease functioning as an active industry body was reached at a meeting here yesterday afternoon at the close of which Samuel R. Rosenbaum, WFIL, Philadelphia, chairman of the IRNA executive committee, issued the following statement:

"IRNA believes that it has served the purpose for which it was created. The impact of war calls increasingly for unity among us. The time has come for fractional organizations in the broadcasting industry to terminate for the sake of unity and to strengthen the one organization, the NAB, which should act for all broadcasters. IRNA has therefore voted to dissolve."

IRNA came into being in 1937 as an outgrowth of the negotiations with the American Federation of Musicians, then a major broadcasting problem. It was active in industry affairs up until a short time ago.

Jaspert Resigns WTAG

Worcester, Mass.—George H. Jaspert, commercial manager of WTAG, has announced his resignation, effective immediately, to assume a managerial post at another station. Jaspert, a veteran in broadcasting and a recent inductee into H. V. Kaltenborn's "Twenty Year Club," has been replaced by Dorothy B. Robinson, manager of local sales, who has been named acting commercial manager.

Convention Exhibitors (Hotel Statler)

	Room No.
Associated Music Publishers.....	448
John Blair & Co.....	814
Blaw-Knox Co.....	424-442
Free & Peters.....	852
General Electric Co.....	624
C. E. Hooper, Inc.....	406-8
Lang-Worth Feature Programs.....	602-04
C. P. MacGregor.....	1018
NBC Recording Division.....	643-45
Edward Petry & Co.....	414
Presto Recording Corp.....	543-45
RCA Mfg. Co.....	625
Standard Radio.....	629-31
Weed & Co.....	943-45
Western Electric Co.....	743-45

NEW BUSINESS

KQW, San Francisco: Vick Cal Co. (nose drops), anns., the Morse International; Belfast Bever Co. (sparkling water), William ter's news analysis, through Harlan Adv.; Procter & G (Chipso), "Road of Life" ETs, the Pedlar & Ryan Inc.; Acme Brew Inc. (beer & ale), "Toast to America's Allies," through Brisacher, Da Staff; Personal Jewelers Engr Co., talks, through United Adv. panies; American Chic Co. (A clove gum), through Badger-Bing & Hersey; McIlhenny Ta Sauce, anns., renewal, through brey, Moore & Wallace; H. M Jewelry Co., anns., through Reinhardt; Lever Bros. (Lifeb anns., through Ruthrauff & Beneficial Casualty Co.

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WBRC	KOY	KPMC	KXO	KMJ	KFI	KNX	KDON	KROY	KFRC	KPO	KDB
WSGN	KTHS	KMPC	KARM	KECA	KGJ	KMYC	KVCV	KFXM	KGO	KQW	KWG
WMOB	KERN	KHSL	KFRE	KFAC	KHJ	KYOS	KFBK	KYA	KJBS	KGB	KTKC
WBOW	KFEL									WHEC	WJBK
WMT	KLZ									WGY	WWJ
WOC	KOA									WBT	WXYZ
KRNT	KVOD									WSOC	WOOD
KSO	KFXJ									WGTC	KATE
WHO	WICC									WMFR	KYSM
KMA	WDRG									WPTF	WCCO
KGGF	WNBC									WSTP	WLOL
WIBW	WTHT									WGTM	WTCN
WCMI	WTIC									WAIR	KSTP
WLAP	WBRY									WSJS	KWNO
WAVE	WELI									KFYR	KCMO
WGRC	WJSV									KDLR	KMBC
WHAS	WMAL									KRMC	WHB
WRDO	WOL									KCCU	KMOX
WABI	WRC									WHBC	KWK
WLBZ	WFTL									WKRC	WEW
WCOU	WIOD									WLSA	KAB
WCSH	WDBO									WCLE	KFOR
WGAN	WSUN									WHK	KOIL
WCBM	WAGA									WTAM	KOH
WJEJ	WATL									WBNS	WFEA
WAAB	WMAZ									WCOL	KICA
WBZ	WTOC									WHKC	WNB
WCOP	KGMB									WTOL	WGR
WEEI	WAAF									WFMJ	WKBW
WHDH	WBBM									KOCY	WENY
WNAC	WENR									KOMA	WABC
WORL	WGN									KTOK	WBNX
WSAR	WMAQ									KOME	WEAF
WLLH	WTMV									KTUL	WJZ
WESX	WCBS									KVOO	WNEW
WBZA	WEOA									KFJI	WOR
WSPR	WGBF									KALE	WOV
WTAG	WIND									KOIN	WQXR
WELL	WFBM									KSLM	WVRL
WBCM	WSBT									WTAR	WHAM
KYW	WPEN									WRNL	KRSC
WCAU	KDKA									WRVA	WTMJ
WFIL	WCAE									WGH	WDSM
WIP	WARM										

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Unity Marks NAB Meet

Cuts Tele Time 4 Hours Per Week

Washington Bureau, RADIO DAILY
 Washington—A revision of the Commission rules to permit the industry to continue operating on a limited basis for the duration of the war was announced yesterday by the FCC. The amendment to Commission regulations provides henceforth commercial television stations can broadcast a minimum of 3 1/2 program hours a week, compared with the former requirement of 4 hours. The step, the Commission said, was taken to prevent recession from new art to a purely experimental or laboratory stage and to

Chesterfield To Renew Waring Show On NBC

Although rumored about to desert the network and/or seek a new time, Fred & Myers Tobacco Co. will renew the Fred Waring program at the present time and NBC Red station lineup, it was indicated yesterday. The show airs Monday through Friday, 7-7:15 p.m., EWT, via 108 stations for Chesterfields. Neill-Emmett Co. handles.

Industry's Aid Praised By Brig-Gen. Hershey

Cleveland—Radio industry was highly complimented yesterday for its aid given the public relations department of the Selective Service Act by Brigadier-General Lewis B. Hershey, director of the Selective Service office, at one of the morning business sessions, with Neville Miller presiding. (Continued on Page 2)

BMI's Bambi

Cleveland—Last night's showing of the new Walt Disney cartoon feature, "Bambi," whose score is being published by BMI, took place at the Hanna Theater instead of the Statler in order to accommodate the NAB attendees. BMI, incidentally, is issuing lapel badges which play up three letters in the feature's title: B-a-M-b-i. Stunt has caught on nicely.

Special "Command"
 Cleveland—NABites will get a sample of the entertainment sent overseas via the "Command Performance" series at the annual banquet tonight at the Carter Hotel. Talent for the show, which will actually be number 14 in the series, includes Al Jolson, Marlene Dietrich, Tommy Riggs, Kenny Baker, Bonnie Baker, Joe E. Lewis and others. Show is produced by Vic Knight.

Lack Of Dept. Store Advertising Studied

Cleveland—Department stores are not using more radio advertising because radio stations have failed to do a basic selling job of the medium. That was the blunt charge made yesterday by a panel of department store advertising executives at the "Department Store Clinic" put on by the Sales Managers Division at the NAB convention here. To a packed

DuPont Memorial Awards For Station, Commentator

Washington Bureau, RADIO DAILY
 Washington—Luncheon meeting of the Radio Correspondents' Gallery will be held at the Carlton Hotel, here, on Monday when public announcement of the establishment of two annual "Alfred I. duPont Memorial Awards" of one thousand dollars

Agency Problems "Exposed" By REC For Early Risers

Radio "Names" Featured At Russian Relief Dinner

Radio personalities will make up the greater portion of the entertainment program at the May 18 dinner of the Radio, Film, Theatre and Arts Division of Russian War Relief, it was indicated by an announcement of preliminary program details yesterday. One special feature, it was

Politics And Factions In Background As Confab Proceeds In Mature Style Minus Former Dissensions

Expect Early Decision On Shortwave Muddle

Washington Bureau, RADIO DAILY
 Washington—Filing with the FCC of applications for construction permits for two International shortwave stations, one in Los Angeles and the other in Seattle, by the Associated Broadcasters, Inc., already licensees of one international short-wave outlet, KWID, San Francisco, is believed to indicate that the dispute over the

AFM-IBEW Jurisdictional Dispute On In Chicago

Chicago—Undercover jurisdictional dispute between the American Federation of Musicians and the International Brotherhood of Electrical Workers, both AFL unions, over the putting on and taking off turntables

KBS Meeting Pledges All-Out War Support

Cleveland—Pledge of full cooperation with the government in prosecuting the all-out effort for victory was made by Michael M. Sillerman, president of the Keystone network, at the

By M. H. SHAPIRO
 Cleveland—Most important happening, it developed at the second day of the 20th annual NAB convention is, as the saying goes, that "nothing has happened," which was hailed as a strong sign of industry unanimity with politics being thrown overboard and factional groups keeping in the back-

No Rush To Join Blue On 2% Discount Plan

Both the American Association of Advertising Agencies and the Association of National Advertisers yesterday hailed the Blue Network's new two per cent discount plan, but there still appeared to be little disposition on the part of CBS or NBC to follow suit, at least for the present. However, both networks have indi-

MBS Affiliate Meeting Okay's Web's FCC Stand

Cleveland—Carrying its session over from Sunday, Mutual affiliates met again at the Cleveland Hotel here Monday and endorsed the network's position on the FCC rules. A

Not To Interfere
 Cleveland—Network operations of the newly-formed Atlantic Coast Network will in no way interfere with the individual operation of each station as now in the hands of the respective managers in charge, according to Harold Lafount, president, Network, said Lafount, will only require a small portion of each station's time in the immediate future.



Vol. 19, No. 31 Wed., May 13, 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, May 12)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	110 3/4	110 1/4	110 3/4	+ 1/4
CBS A	10 1/2	10	10 1/2	+ 3/4
CBS B	10 1/8	10 1/8	10 1/8	+ 1/8
Crosley Corp.	6 1/4	6 1/4	6 1/4
Gen. Electric	24 1/4	23 7/8	24
Philco	8 5/8	8 1/4	8 1/4	- 5/8
RCA Common	23 3/4	23 3/4	23 3/4	- 1/8
Westinghouse	69	68 1/8	68 1/8	- 5/8
Zenith Radio	12	12	12

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	1 1/2	1 7/8
WCAO (Baltimore)	15	18
WJR (Detroit)	17	19

DuPont Memorial Awards For Station, Commentator

(Continued from Page 1)

each will be made. One award will be for the outstanding performance by an individual radio reporter or commentator; the other for outstanding public service by an individual radio station.

Industry's Aid Praised By Brig.-Gen. Hershey

(Continued from Page 1)

siding. While most of his talk was general in so far as radio was concerned, he did, however, take time to point out that probably the worst thing to do for the industry, which he himself deemed as highly essential to the war effort, would be to place radio officials or employees on the deferred list. This, he said, would undoubtedly be the quickest move to rush as many radio people into the armed forces in the fastest possible time. Without naming names he referred to another industry that received such a recommendation and was promptly pounced upon from all sources.

By all means he said he wished to avoid a blanket deferment for the radio industry. This he considered in the best interest of both the war effort as a whole and for the broadcasters. Other aspects of the General's talk concerned most of the selectees subject to call.

R. J. Newcomb followed General Hershey in a talk on fuel rationing and dwelled on the gasoline situation which has more or less been well covered both in the press and on the air. General discussion followed relative to the subjects of both the above speakers.

No Sponsor Mention— But It's Com'l Show

WWRL claims one of the most unusual commercial shows on record, a sponsored program without any commercials, not even mention of the sponsor's name. Underwritten by a group of Czechoslovakian merchants, the "Cultural Hour" is designed to reflect the music and culture of this nationality as well as emphasize the contributions of Czech people to the war effort. The program is broadcast Wednesdays from 9:30-10 p.m.

Only station in the New York area now broadcasting in the Czech language, WWRL has been carrying such programs for the past 10 years under the direction of Lou Cole. Czech population in the metropolitan area is estimated at 150,000.

Radio "Names" Featured At Russian Relief Dinner

(Continued from Page 1)

stated, will include Fred Allen, Clifton Fadiman, John Kieran, Cal Tinney, Burgess Meredith, Franklin P. Adams, Oscar Levant, Dr. Lin Yutang, Lawrence Tibbett and others.

To be held at the Waldorf-Astoria here as part of Russian War Relief's drive for \$6,000,000 in 1942 for medical and surgical supplies, the dinner will have Sir Gerald Campbell, K.C.M.G., H.B.M., Director General of British Information Services, as one of the featured speakers.

Under the direction of Norman Corwin, entertainment at the dinner, sponsored by more than 350 artists and executives, will include a short dramatic sketch by Garson Kanin, a new composition especially written for the occasion by Earl Robinson and John LaTouche, and music by Morton Gould.

As yet incomplete, the program will have a musical opening by Paul Robeson and the Lyn Murray Male Chorus and an invocation written by Stephen Vincent Benet.

Jennings In School Post

Chicago—George Jennings has been named director of the Radio Council of the Chicago public schools to replace Major Harold W. Kent, who is on leave with the War Department at Washington. Jennings has been active as program director of the Radio Council and in the National School Broadcast Conference.

COMING and GOING

EDDIE CANTOR, DINAH SHORE and **MAY OLIVER** are in Santa Ana today broadcasting of tonight's program from U. S. Army Air Force Replacement Center.

TED ANNS, national sales manager of **KRNT**, left New York over the week-end for Des Moines, with a three-day stopover scheduled at Cleveland for the convention.

BOB HOPE, FRANCES LANGFORD, COLONNA, SKINNAY ENNIS LARRY KEARNEY and **BOB STEPHENSON** are in Houston, where they aired last night's stanza of Pepsodent program from nearby Ellington.

LYMAN BRYSON, CBS educational director at West Point attending the 17th meeting of the American Association for Education. He is chairman of the organization.

JAMES KANE, director of publicity for **WABC**, Chicago, who was in New York on station network business, returned to the Windy last night.

FRANK CROWTHER, commercial and promotion manager of **WMAZ**, Macon, in Friday and visiting with the New York representatives of the station.

PARKS JOHNSON is in Texas where he broadcast the CBS "Vox Pop" program from campus of Texas A. & M.

Borden Co. on WGN

Chicago — Beginning May 25, Borden Co. will sponsor a 15-minute series, six times weekly, on WGN this city. Program features John Brock and will be aired at 2 p.m. Monday through Friday, and at 1 p.m. on Saturdays.

HAL R. MAKELIM PRODUCTIONS


CUSTOMBUILT SHOWS THAT SELL

Anything from a Sparkling one minute Announcement or jingle to a complete package network program.

May we send you proof of success and show you how to keep the sponsor happy?

— • —
Producers of "Service With A Smile"
Florsheim Jingles (240 Stations)
Shaler Announcements (110 Stations)

360 N. MICHIGAN AVE., CHICAGO, ILL.



Spot Sales, inc.

COOPERATIVE RADIO STATION REPRESENTATIVE

20 E. 57th STREET
New York

LOREN WATSON
PEGGY STONE

360 N. MICHIGAN AVE.
Chicago

PETERSON KURTZER
AILEEN PHILLIPS

MARKET AT 3rd STREET
San Francisco

JOHN LIVINGSTON

At The Convention

LOREN WATSON

PEGGY STONE
HOTEL CARTER

PETE KURTZER

SESAC

EXPRESSES SINCERE APPRECIATION

to the

RADIO BROADCASTING INDUSTRY

for its

WHOLEHEARTED SUPPORT

and

PLEDGES ITSELF

to

CONTINUE TO
SUPPLY

the

INDUSTRY

*with
the*

BEST MUSIC IN AMERICA

at Reasonable Rates

113 WEST 42nd STREET • NEW YORK CITY

AT THE CONVENTION FOR SESAC, SUITE 1141—HOTEL STATLER, CLEVELAND, OHIO

Leonard D. Callahan • Emile J. Gough • Kurt A. Jadassohn • Claude C. J. Culmer • Gus A. Hagenah • Burt Squire

FCC Cuts Tele Time To 4 Hours Per Week

(Continued from Page 1)

keep it alive, ready to flourish as a public service after the war emergency."

Section 4.261 (A) until yesterday had required licensees to put programs on the air for a minimum of fifteen hours per week divided in such manner that at least two hours of service was broadcast any one day during six days of the week. As rewritten, this section of the Commission's rules and regulations will require only four hours weekly and if the licensee finds it necessary he may broadcast all four hours during one day.

Will Save Equipment

This relaxation, consistent with similar measures previously announced for relief of standard broadcast stations, will permit licensees to conserve the life of their equipment, particularly tubes, and will permit television stations to operate under conditions of greatly reduced personnel, it was pointed out. Licensees serving the same geographical area are free to arrange and alternate their program schedules so as to increase the number of programs available to the public in their communities.

The Commission action was taken after consideration of recommendations from licensees of television stations—and from representatives of the National Television Systems Committee, as well as the policies of the FCC announced in its memorandum opinion of April 27. No change in the Commission's standards for television transmissions is necessary at this time, it was stated.

MBS Affiliate Meeting Okay's Web's FCC Stand

(Continued from Page 1)

resolution by Gordon Brown, WSAY, was passed urging the network to carry them to a successful conclusion. Steve Cisler, of WGRC, condemned the NAB for lack of action on the labor problem, a point also endorsed by those present. During a discussion on labor, it was pointed out that the labor problem was an industry issue, rather than one confronting one network or individual stations.

Mutual's sales manager, Ed Wood, Jr., stated that "business looked promising and the new trend would be institutional advertising such as was started by the CBS General Motors show." A resolution was unanimously passed to have a two-man committee formed to work with Ed Wood spurring sale by Mutual of small regional networks affiliated with them. Also to work out some plan of bulk rate on same. John Boler, of the North Central Broadcasting System, and A. E. Wanamaker, of Wilson, N. C., were appointed to this committee. Chairman of the meeting was Bob Convey, of KWK, with Fred Fletcher, of WRAL acting as temporary chairman.

Agency Problems "Exposed" By REC For Early Risers

(Continued from Page 1)

Committee, the session proved a well rounded program of humor and many laughs, a satirical presentation by Frances Scott Basch being one of the highlights. Several speeches were heard and as per keynote here, no punches were pulled, all of them however being delivered in a spirit of cooperation.

Hymes Recounts Growth

Hymes went into detail regarding the growth of REC, outlining its various aims, such as the encouragement of increased air advertising and the ironing out of misunderstandings between agency and station men, etc. Also well-received was a talk by Bill Maillefert of Compton, who was in rare form. Bill discussed problems confronting time and space buyers and urged station men to be more explicit and "conservative" in their coverage maps. He lauded the Sales Managers Committee highly and concluded by saying that he hoped the day wouldn't be far off when the national and local time rate would be one and the same.

Carlos Franco, manager of station relations at Y. & R., echoed Maillefert's sentiments strongly with magazines and newspapers—or the so-called "print" rate.

Basch Presentation Featured

Highlighting the meeting was Frankie Basch's presentation of "What's Your Burn-Up?", giving time buyers, station men and reps alike the opportunity to air their peeves—which they all proceeded to do with a vengeance. Lined up with the time buyers were Johnny Hymes, Tom McDermott, Carlos Franco, Tom Lynch and Linnea Nelson whose "beefs" ranged anywhere from the bore who started off his sales talk with "Wha'd'ya Know" to the guys who get an agency man all hopped up about a show only to inform him (when its ready to be bought) that

it was just taken off the air and replaced by a hillbilly act.

Then there was the guy who just read in RADIO DAILY about a new spot campaign bringing on a rush of reps before the time buyer even received confirmation of the deal. Rumor starters also came in for their share of scathing criticism. All complaints were aired in the best of fun and no feelings were hurt. Speaking for the reps were Peggy Stone and Bill Wilson who told their side of the story, such as agencies calling a rep for "availabilities" and, after staying up most of the night to rush through the information as early as possible, they are met with the laconic message "Oh, that campaign hasn't been definitely decided upon and besides, the client isn't considering coverage in your area."

Bassett-Young a Hit

Bob Mason ably represented the station men in the argument. Probably the most hilarious skit of the morning (at least the judges voted it so with a portable radio as the prize) was turned in by Adam Young and Mort Bassett. When an over-zealous salesman of a 75-watt station, trying to sell the time buyer, portrayed by Mort, asked for a map of his primary area, Adam pulled out a huge map of the entire country with most of it circled as his coverage. When pressed as to what the basis was for such a contention, the salesman tried in vain to change the subject several times and finally walked out in exasperation calling the time buyer "unreasonable."

Concluding the "burn-up" session was a recorded version from New York which included the complaints of Arthur Sinsheimer, Fletch Turner, Rae Elbrock, Beth Black, Helen Lucy, Al Taranto, Charlie Basch, Hal McEvoy and Bevo Middleton.

AFM-IBEW Jurisdictional Dispute On In Chicago

(Continued from Page 1)

of phonograph records and transcriptions, has flared into the open here. Five radio technicians, members of Local 1220 of the IBEW, supplanted four Chicago musicians union recording workers at WAIT this week and indications are the the action presages a fight between the technicians union and the AFM headed nationally and locally by James C. Petrillo.

Spokesmen for the technicians said that they do the radio recording work in all cities, except Chicago and St. Louis, where the musicians do the turntable chores.

Gene T. Dyer, president of WAIT, characterized the situation as a jurisdictional dispute with station activities normal. WAIT has retained the five musicians on the payroll who previously operated the turntables as well as furnished music.

Parts Show Off, Trade May Hold Wartime Mee'

Annual radio parts trade show has been suspended for the duration of the war. However, various elements in the industry are considering the advisability of holding a joint meeting of manufacturers, jobbers and representatives in Chicago early in June. Proposed meet will probably run at the same time as the meeting of Radio Manufacturers' Association to be held June 9-10 at the Stevens Hotel; in addition, the Sales Managers Club, the National Radio Parts Distributors Association and The Representatives are contemplating a meeting to discuss replacement parts.

Idea of the meeting is to appraise all branches of the industry of mutual problems resulting from the war. If plans materialize, high ranking executives of government bureaus, who are particularly concerned with priorities will address the meetings.

KBS Meeting Pledge All-Out War Support

(Continued from Page 1)

first large-scale meeting of the network's affiliates which was held here in conjunction with the National convention. Sillerman, who presided over the breakfast meeting at which there were approximately 50 guests, also announced that the network was participating in the OFF allocation plan and that sustaining broadcast of his net are supporting this program in the same manner as the major wired networks. Other speakers at the meeting were L. J. Nelson, time buyer of the Wade Advertising Agency, Chicago, and Carlos Franco, head of network operations for York & Rubicam, New York.

In their talks both advertising agency men gave unstinted praise to the advantages brought about by the Keystone type of operation, emphasizing the need of advertisers to reach secondary markets and pointing out how the Keystone Network was making this possible. Meeting was closed with an address by Sillerman, who introduced a new coverage figure showing a potential audience for the network of 59 million people or 10 per cent of the nation's population established by a survey compiled by Walter P. Burn & Associates. Likewise, this survey showed the network as reaching in excess of 11 million radio families. Sillerman concluded with a review of the Keystone prospective commercial releases for the ensuing season.

KBS Guests

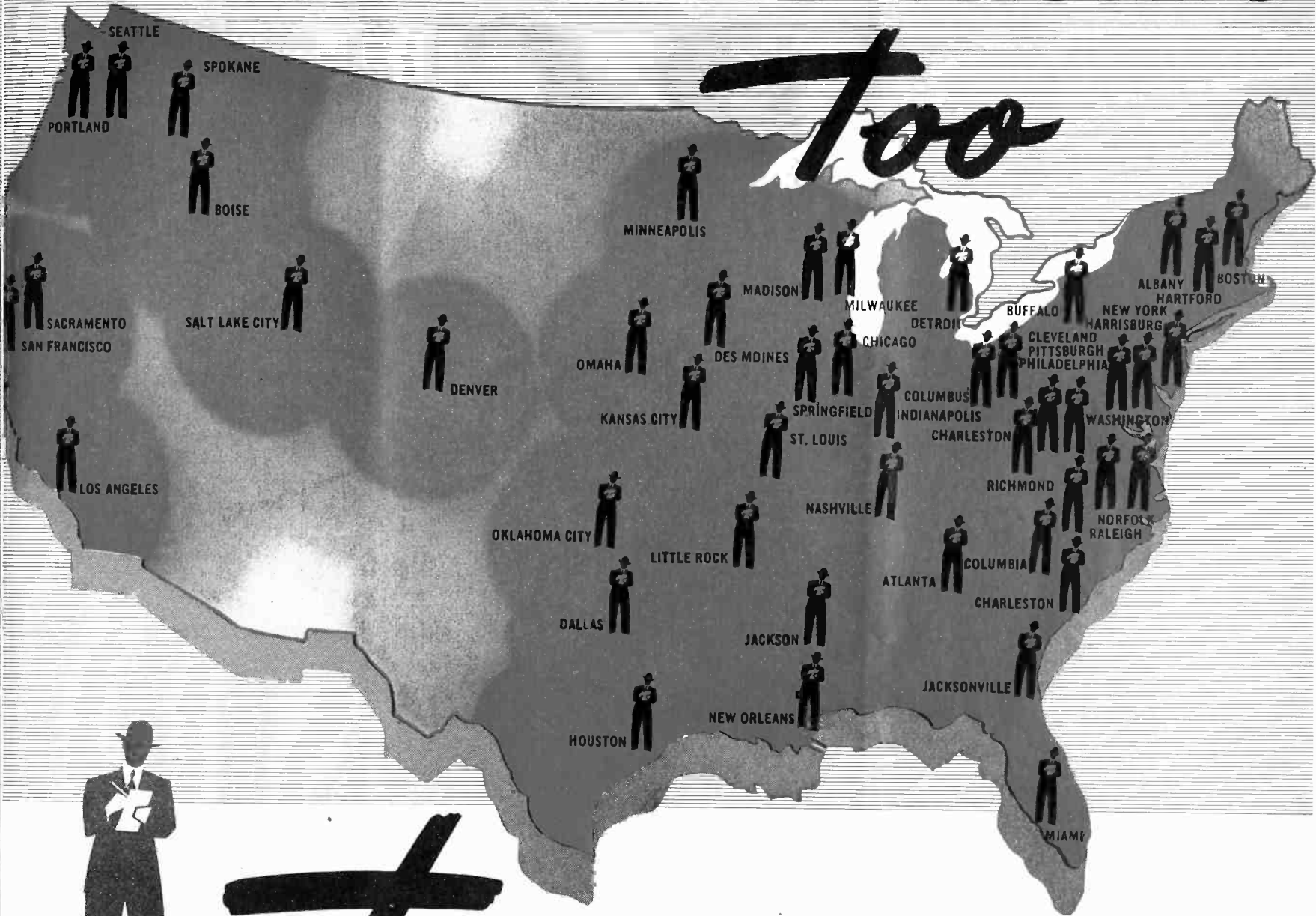
Among those present at the meeting in addition to the speakers were Hugh M. Smith, WAML, Lawton Miss.; Vaughn Pierce, Pierce Properties; Mort Adams, KBS; Tom Brown, WHDL; Olean, N. Y.; George Duram, H. W. Kastor & Sons Advertising Co.; William F. Craig and A. Burton, WLBC, Muncie, Ind.; Sidney J. Wolf, KBS; T. Doug. Youngblood, WFIG, Sumter, S. C.; C. Wright, WFOR, Hattiesburg, Miss.; Dietrich Dirks, KTRI, Sioux City, Ia.; P. K. Ewing, WMIS, Natchez, Miss.; William Wolf, KBS.

Also, Bert Ferguson, WJPR, Greenville, Miss.; Bob McRaney, WCBI, Columbus, Miss.; E. Z. Jones, WBB, Burlington, N. C.; Naylor Rogers, KBS; Jeff Wade, Wade Advertising Agency; R. H. Alber, R. H. Alber Co.; L. A. Gifford, KVFD, Fort Dodge, Ia.; M. H. White, KWNO, Winona, Minn.; E. L. Hayek, KATE, Albe Lea, Minn.; A. C. Cavanaugh and Edward J. Jansen, KTBI, Tacoma, Wash.; Dave A. Matison, WAMI, Laurel, Miss.; Hugh O. Potter, WOMB, Owensboro, Ky.; Allen E. Wannamaker, WGGM, Wilson, N. C.

Murphy Into Army

Adrian Murphy, executive director of CBS television, goes into the Signal Corps as a first lieutenant today. Leonard Hole, manager of Columbia television operations, becomes acting executive director replacing Murphy.

ON HOME NEWS FRONTS



Total coverage



United Press alone is doing a total job of covering this total war.

Not only are United Press dispatches from foreign fronts thorough, fast, distinctive.

United Press also continues to cover home news fronts in outstanding fashion.

With its own independent domestic news-gathering network, United Press is providing radio with sectional and regional news as no other service can.

Expressly for this purpose, United Press maintains 47 radio news bureaus. Each is staffed by men specially trained in writing news for broadcast. Each files its news directly on the

United Press coast-to-coast radio news wire for the 485 domestic United Press radio news clients.

The map above shows the location of the United Press radio news bureaus in this country and how their combined reporting ranges make United Press coverage total on home news fronts as well as on foreign.

UNITED PRESS

MacLeish Defines Co-Op

OFF Head Outlines Need for More Ingenuity

Cleveland—Complete but voluntary mobilization of the brains, the hearts, the courage and the experience of the entire radio industry was asked by Archibald MacLeish, OFF director, in his speech to the luncheon meeting of the NAB delegates. In attempting to explain the difficulty of his Office's position, described as "a permanent position in the middle of a swinging door," MacLeish brought out the fact that cooperation from broadcasters was universal and that his only reason for speaking to the assemblage was to interpret a mutual understanding at which the government and radio had already arrived too easily which therefore was not too clearly understood. His office has worked out the details of the cooperation, said the OFF head, but the precise nature of the cooperation is left entirely to the discretion of the broadcaster. Defining cooperation not in terms of facilities only, but in terms of men, MacLeish continued: "We do not mean that the industry is going to make certain facilities available to the government to enable the government to get the job done; we mean that radio is going to do the job itself—that radio is going to apply to the doing of the job all its skill, all its experience, all its tremendous resources of ingenuity and imagination, all the force and verve and vitality of a young and dynamic industry."

More Than Facilities

"We mean this because there is nothing else we can mean. If it were simply a question of facilities, simply a question of hours on the air, government would do far better to provide its own facilities; its own hours—and you, as citizens of this republic, would be the first to advise us to do just that. Our decision to try it the other way round, therefore, involves neces-

Job Symposium

Symposium of articles written by authorities in their respective fields is being made available in booklet form by the NAB Labor Relations Department under the direction of Joseph L. Miller. Subjects and authors are: acting, Cecil B. DeMille; staging, Gertrude Berg; radio play writing, Edward G. Robinson; singing, Bing Crosby; writing, George A. Mooney; announcing, Gerald F. Maulsby; music, Milton Weiner; technical, Edward L. Gove; selling, Frank E. Pellegrin; small stations, C. L. Thomas; advertising agencies, John Benson. Booklets are available to stations at cost.

sarily the assumption that the industry can give the government, and will give the government, something more than time, something more than facilities—that the industry, briefly, will give the government what the government cannot otherwise secure or can secure only with long delays and at tremendous expense. And what is it that the industry can give? Established audiences? Yes. Established audiences. But the government of the United States does not need to bid for audiences, and it is not only loyal audiences the radio industry can supply. What the industry can really give that government cannot readily and immediately supply is the brains and hearts and energy of the men who run it—the men it brought together, trained and taught over 20 years and more of its hard-working history.

Human Definition Vs. Mechanical

"That is one reason for defining our cooperation in human rather than mechanical terms. But there are others. There are reasons which spring not from the logic of the situation but from its emotions; from your emotions. Of all people on earth, you who have devoted your lives to radio would be least satisfied with an arrangement which gave you and your industry a mere mechanical job to do in the fighting of the war. Of all groups I can call to mind yours is the most immediately, the most inevitably involved in the emotions of this struggle. News of the fighting punctuates the life of your studios. Reactions to the war flood through your telephone switchboards. Suffering in the war, hoping in the war, determination in the war color the programs which go out over your transmitter. You are never for one moment free of the presence of the war and you could no more conceive of yourselves as mere mechanical contrivances to be employed by your government than you could conceive of yourselves as living in the world before radio was invented. There is no need to labor the point. If you disagree with my analysis of your situations and emotions, you will tell me so. But if I am right then certain consequences inevitably follow:—specifically, a responsibility is established and accepted. More specifically still, an affirmative responsibility is accepted by the radio industry for the effective communication to the people of this country, but every means of which radio is matter, of the information the people must have.

Government Has Basic Responsibility

"I do not wish to be misunderstood. The basic responsibility in this matter is the government's. The government of a democratic government, in time of peace as well as in time of war, put particularly in time of war, has a basic duty to see to it that the people are adequately informed—a duty it cannot transfer—a duty of which it cannot relieve itself. The

fact that, in ordinary times, the labor of informing the people is skillfully and effectively performed by the commercial channels of communication—the fact that we, in the United States, rely habitually upon a press and radio which have never been surpassed in any country—a press and radio which have produced between them the best informed nation in the world—that fact does not relieve the government of its duty to the people. A democratic society cannot function unless the people are fully and promptly and accurately informed of the activities of their government and of the problems with which their government is faced. If they are not thus informed, the fault is government's, however justifiably government may have relied on other channels in the past.

Cites Dual Responsibility

"But though the basic obligation and the basic responsibility is the government's, it is nevertheless possible, as between the government and the commercial channels, to establish another responsibility. And that responsibility, as I see it, has been established as between the radio industry and the government by the nature of our cooperation. We have not asked for the partial loan of your facilities; we have asked for a performance of a job, and you, on your part, have agreed to perform it. We have not asked for the privilege of telling you what to do so many minutes or so many hours a day; we have asked you to decide for yourselves what needs to be done to secure the results you and we agree must be accomplished. We, in other words, will tell you what our information policies are. We will tell you of the information, of the messages, of the instructions the various departments of the government—the armed services, the treasury, the Office of Price Administration, the War Production Board—want delivered to the people. We will keep you informed of the statements of the leaders of the government on the nature and progress of the war. We will tell you of the desperate necessity for the communication of these statements, these messages, this information to the people. But we will leave it to you to devise the effective means by which the job can be done. We will of course answer your questions when we can. But we will beg you not to wait on Washington, not to turn to us for instructions, but to do the job.

Brains and Hearts Needed

"Let me repeat: it is not your antennae or your electrical installations or your control rooms or your microphones or your programs or your audiences we want. It is you—your brains and hearts—your experience and your ingenuity. It is not the time of your stations we ask for, but your own—the time you live by—the best time of the best hours of your best and most productive working day. You have the experience which has

Radio Brainpower Required in The All-Out Effort

made American radio what it is. We have the inventiveness and the courage and the imagination which have made American radio one of the forces of enlightenment in the world. We ask you to conceive and perform yourselves, and to put into effect operation, yourselves, the methods which this people may be reminded of its cause, warned against its enemies, foreign and domestic, inform of the sacrifices it must make and labors it must perform and bring to the ultimate and final victory which we all are pledged.

"The American people do not need exhortation. They do not need and do not want the promises and threats which the Nazi leaders pour on the German people. They do not need and will not abide the hysterias, the false heroics, the brassy rhetoric of the Italian loud speakers. They need and want and are entitled to have the truth. They need and want and are entitled to know what is expected of them, what they are required to do. Once they know these things, the rest will be accomplished. American radio has accepted its part of the responsibility for seeing to it that the American people know the truth they need to know. We have every confidence that, in your hands, the labor of information will be performed and that, here, as in other sections of the war, American ingenuity will devise the needed weapons and provide the men to man them."

Rough On 'Free List'

Columbia Record Corp. has taken the lead in informing writers of discontinued review columns, alleged and otherwise, mostly the former, that "WP orders make it necessary for us to trim our sails." Therefore free records for review purposes are being discontinued and those actually running columns are advised to stop in at the nearest dealer and listen-in. Dealer will cooperate.

Local Outlet Co-op

Hartford, Conn. — Connecticut draftees will be given daily send-offs by the four stations in this city when WDRC, WNBC, WHT and WTIC inaugurate daily programs direct from the local army induction center beginning May 17. Stations will alternate each day in broadcasting interviews and entertainment for the boys in a fifteen minute broadcast. Series, which has the Army okay, was arranged at a meeting called by Franklin M. Doolittle, WDRC general manager.



John Kane, manager of the Vanderbilt Theatre in New York for NBC, counts off Private [redacted] and Miss Borden as Guests Nos. 1,000,000 and 1,000,001.

THE MILLIONTH "GUEST IN THE HOUSE"

CHESTERFIELD'S "PLEASURE TIME"
FIRST NETWORK RADIO PROGRAM
TO PLAY TO 1,000,000 STUDIO VISITORS

Chesterfield's five-a-week "Pleasure Time" program, starring Fred Waring and his Orchestra and Glee Club, became the *first* major network radio show ever to play to a million studio visitors when Private [redacted]*, Signal Corps, U. S. Army, and his companion, Miss Jane Borden, filed into the Vanderbilt Theatre in New York on Monday, May 4, to hear the Waring show.

On the air just short of three years, Chesterfield's "Pleasure Time" has earned a large and loyal audience through its smooth, satisfying music. It was voted the most popular 15-minute show on the air by radio editors participating in the annual *Scripps-Howard* Popularity Polls of 1941 and 1942.

"Pleasure Time" is one of the many great radio programs which have helped to make NBC Red the network most people listen to most.

NBC RED NETWORK

National Broadcasting Company, Inc., A Radio Corporation of America Service



Private [redacted]*, 25, of the Signal Corps, U. S. Army, the millionth guest of Chesterfield's "Pleasure Time" program, receives a \$100 defense bond from orchestra-leader Fred Waring on the stage of the Vanderbilt Theatre in New

York. His companion, Jane Borden, of Utica, N. Y., as Guest No. 1,000,0001, received a similar award. Private [redacted]* is stationed at [redacted]*. Miss Borden is a graduate of Syracuse University, Class of '41.

*Name and likeness deleted to meet war regulations.

PROMOTION

Blue's OPA Map

Blue Network, two days after the OPA had outlined U. S. war production centers for the first time, issued a map showing concentration of Blue affiliated stations in these areas for release to advertisers and agencies. The OPA stabilized or reduced rents in 323 "defense-rental" zones and the information published, was immediately utilized by the Blue promotion department.

Two days later, the research department prepared a map of the United States on which Blue stars illustrate the Blue's coverage of the markets "where the most sales can be made."

CKOC Placards

CKOC, Hamilton, Ont., as part of its promotion in publicizing new shows on the outlet, has designed cards which are mailed to the 31 local war industries and war training centers in the area, with the suggestion that it be placed on bulletin boards. Cards are also used as part of window displays by local retailers. Idea has been used on two programs thus far: "Voices of Victory," which publicizes the activity of the Canadian Department of Munitions and Supplies; and "Flying for Freedom" series for Imperial Tobacco Co.

'Frisco Special Sections

Transfer of Blue Network station KGO and Red web outlet KPO to the new NBC building in San Francisco recently was accompanied by two bursts of promotion, in the form of special sections in two downtown San Francisco newspapers. Manager William Ryan of KGO collaborated with the "Call-Bulletin." Hearst evening daily, in projection of a twelve-page special section, printed in a light blue shade of paper.

The section was profusely illustrated with pictures of KGO and Blue Network stars and officials, contained stories on many special programs, and numerous goodwill ads. A section publicizing KPO and the Red web was issued the following day by the "Chronicle," a morning daily.

Big KGO Contract

San Francisco—Biggest contract sold in recent years on KGO has just been announced by Manager William Ryan of the Blue Network outlet, with the signing of a 52-week deal by Remar Bread Co. of Oakland for a weekly Community Sing, to be remoted from the Women's City Club of Oakland. It will be KGO's first invasion of the eastbay to originate a commercial program.

Bill Baldwin and Burton Bennett of the KGO staff were chosen to share emcee honors in the show, which will feature barber shop quartets, solos, etc., drawn from the participating audience. Agency on the deal is Sidney Garfinkel and Company, whose radio director, Walter Guild, will produce.

Today's Convention Agenda

Wednesday, May 13

Breakfast Sessions

- 8:30 a.m. "COLLECTIVE BARGAINING", NAB Labor Relations Dept. (Parlor D)
"INFORMATION PLEASE ON SPOT RADIO" Cleveland Ad Club Dining Room)

Panel:

- John Blair, John Blair & Co.
H. Preston Peters, Free & Peters
Edward Petry, Edward Petry
Joseph Weed, Weed & Co.
NAB Dept. of Broadcast Advertising
"FOREIGN LANGUAGE BROADCASTING" (Parlor E)
Alan Cranston and Lee Falk, Office of Facts & Figures
NAB Wartime Committee
"The Selective Service"
Maj. Gen. Ernest M. Culligan, Public Relations Officer,
Selective Service System
NAB Legal Department

Music—Roundtable

- MERRITT TOMPKINS, BMI (Tavern Room)
10:30 a.m. BUSINESS SESSION (Pine-Euclid Room)
Neville Miller, presiding
"The War, a Challenge to Broadcast Advertising", Eugene Carr, Chairman, NAB Sales Manager's Executive Committee
"The Bridge to a New Democracy", Arthur Horrocks, counsel, Public Relations Dept., Goodyear Tire & Rubber Co., Akron
"The Advertising Council", Miller McClintock, executive director, The Advertising Council
12:45 p.m. LUNCHEON (Grand Ball Room)
Paul V. McNutt, Federal Security Administrator
2:30 p.m. NAB BUSINESS SESSION (Euclid-Pine Room)
(Members only)
Taxation: Ellsworth C. Alvord, NAB Tax Counselor
Proposed Amendments to the NAB By-Laws
Election of Directors-at-Large
Selection of 1943 Convention Site
Report of Resolutions Committee

Adjournment

- 4:30 p.m. FINAL MEETING, NETWORK AFFILIATES, Inc. (Salle Moderne)
7:30 p.m. 20TH ANNUAL BANQUET (Rainbow Room, Hotel Carter)

Northwest "Network"
Set For Fitger Beer

Duluth, Minn.—Extensive Northwest network has been given to "Treat the Crowd," 15-minute weekday show sponsored by Fitger Co. (beer) with ten stations carrying the program. The program has been originating in the studios of WEBC of this city since last June and has developed a wide audience interest. A \$25 Defense Bond is given away daily through a telephone call to a Northwest home. Sherman-Marquette agency has placed program over WEBC, WTCN, WEAU, KROC, WMFG, WHLB, WJMS, KYSM, WDAY and KFYP.

WFIN Elects Officers

Findlay, Ohio—At a recent meeting of the board of directors of the Findlay Radio Co., licensee for WFIN of this city, the following officers were elected: president, Dr. Grace E. Ingledue, who is also the station's production manager; vice-president, Cloyce W. Oxley; and secretary and treasurer, Fred R. Hover, general manager of the outlet.

Noted Educator Joins
CBS School Of The Air

Frank Ernest Hill, field representative for the past five years of the American Association for Adult Education and a writer and lecturer in the fields of adult education, literature and radio, has joined the staff of CBS's education department, it was announced by Lyman Bryson, director of the CBS education division.

Hill is to write the script and act as moderator and narrator on "This Living World," the Friday current events program of Columbia's "School of the Air of the Americas."

Fill CBC Board Vacancy

Ottawa—Hon. J. T. Thorson, Minister of National War Services, announced that Edwin H. Charleson, young Ottawa lawyer, has been named to the Board of Governors of the CBC to fill the vacancy caused by the resignation of the late Alan B. Plaunt. The appointment brings the CBC board up to strength. Charleson's term is for three years dating from Nov. 2, 1940.

NEW PROGRAM IDEAS

War Production Feature

A unique war program was received by WKNE, Keene, N. H., with a special half-hour broadcast was on from the shop floor of the J. & Machine Tool Corp. in Springfield, Vermont. It is the only time during the 24-hour, 7-day production week that the J. & L. workers put their tools aside. Music is provided by shopworkers' band, who practice their own time, and a prominent guest speaker, either a Washington official or a company executive, is introduced on each program. The program may be WKNE announcer, Ozzie W. has met with great success with the workers and their families.

Spurring Soldier Gifts

WTAG, Worcester, Mass., is airing a new program titled "A Bundle a Buddy," using the tune "My Buddy" with special lyrics, to entice listeners to pack games, books, cigarettes, and incidentals, into a bundle and send it to the station where it will be transferred to the hands of a convalescing soldier in the Fort Stevens Hospital, at Ayer, Mass. The program is being sponsored in cooperation with the station, by Sears Roebuck & Co. of Worcester.

"Clear the Deck"

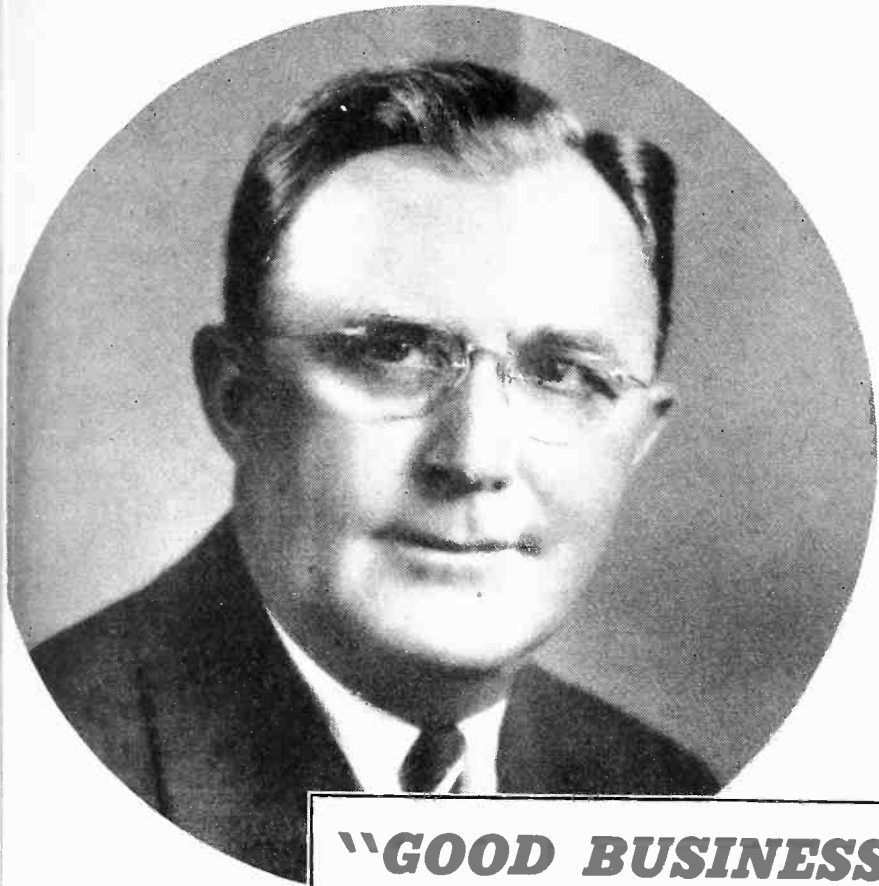
WHN, New York, introduced a new program for the lads of the sea who "Clear the Deck" made its initial bow last week. It is a combination variety and quiz show with "name entertainers facing the mike for variety, and the blue uniformed boys being the target for the quiz panel. The show emanates directly from the Brooklyn Navy yard, and Tiny Turner handles the emcee job.

Early Action Indicated
In Probe of Cong. Cox

Washington Bureau, RADIO DAILY
Washington — Justice department sources have indicated that the investigation into Congressman E. F. Cox's alleged representation of a broadcast station in Albany, Ga., his home town, before the FCC is still proceeding. It was declared that there is probably a fairly good chance of prosecution of the charge. In event of the filing of a case, however, it was stated that the department will not make any announcement of the action in advance.

American Express Spots

American Express Co. has renewed its spot campaign on WBNX, WWEL and WEVD for remittances of money orders to Great Britain and Ireland. Spots are used only on Irish programs, and suggests that those having relatives in Ireland and Great Britain send money orders by American Express drafts for guaranteed delivery. American has used the same stations on previous campaigns. Caples Co., handles the account.



**"GOOD BUSINESS CITIZENS WILL
CONTINUE TO ADVERTISE"**

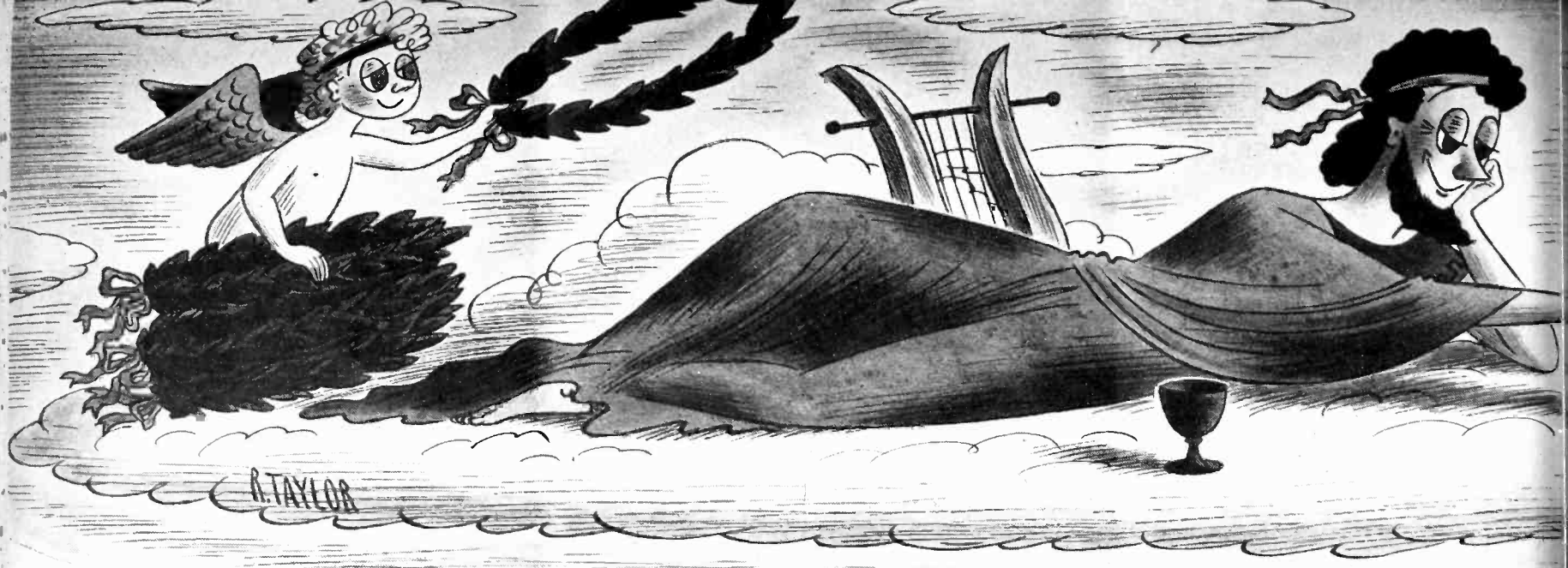
says CHARLES E. WILSON, President, THE GENERAL ELECTRIC COMPANY

"Advertising is a responsibility of business citizenship. Through advertising every business exercises the individual's right to freedom of expression. This right is a duty as well as a privilege. The individual enjoys his freedoms as a privilege. He upholds them as a duty. In time of war the duties of citizenship are not suspended. During the war good citizens will continue to attend their town meetings, will continue to vote, and by discussion assist in the formulation of public opinion. Good business citizens will continue to advertise."

★ 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.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION



We've taken one CBS "mike" out of service

When Cecil Brown of CBS, and Norman Corwin of CBS, and the CBS Short Wave Department (along with other short wavers) received Peabody Awards the other day, we decided to retire a microphone from active duty to do nothing but receive laurel wreaths.

We had to — because awards have been coming thick and fast to CBS and its advertisers' programs. (A list of these awards since January, 1941, is on the opposite page.)

Besides the length, there's this about the list — it's so unlopsided, covering almost every facet of the CBS program structure — "a harmoniously integrated unit designed to serve and to entertain the American people."

THE COLUMBIA BROADCASTING

AWARDS TO CBS—JANUARY, 1941—APRIL, 1942

ACADEMY OF MOTION PICTURE ARTS AND SCIENCES—1942: Gold plaque to Bernard Herrmann, CBS staff conductor, for "the best scoring of a dramatic picture in 1941"—*All That Money Can Buy*.

ADVERTISING AND SELLING ANNUAL ADVERTISING AWARDS—1942: (1) Honorable mention for an original research development, to *CBS Listening Areas*. (2) Special medal award to Norman Corwin on his *We Hold These Truths* for adding "to the knowledge or technique of radio advertising."

AMERICAN ACADEMY OF ARTS AND LETTERS, AND NATIONAL INSTITUTE OF ARTS AND LETTERS—1942: \$1,000 award to Bernard Herrmann for his cantata, *Moby Dick*. \$1,000 award to Norman Corwin for *We Hold These Truths*, and his direction of the series, *This Is War*.

AMERICAN LEGION, DEPARTMENT OF CALIFORNIA—1941: "Citation of Honor" to Edward G. Robinson, star of CBS's *Big Town*, for an outstanding contribution to Americanism.

AMERICAN WRITERS CONGRESS—1941: Honorable mention to Norman Corwin for his original work on the *Columbia Workshop* drama series, 26 by Corwin.

ASSOCIATION OF MOTION PICTURE PRODUCERS, SCREEN ACTORS GUILD, SCREEN DIRECTORS GUILD, and SCREEN WRITERS GUILD—1941: To CBS's *Screen Guild Theatre* "for eminent achievement in furthering the advancement of the allied arts of motion pictures and radio."

GEORGE FOSTER PEABODY AWARDS—1941: (1) To CBS for "outstanding meritorious public service among the networks" (2) To Elmer Davis for "his terse, incisive and impartial reporting of the news, day by day." (3) To CBS Stations KNX, WCAU and WGAR for local programs and services.

1942: (1) To Cecil Brown, for the best radio reporting of 1941. (2) To Norman Corwin's *We Hold These Truths*. (3) To CBS and other short wave broadcasters of the country "for their patriotic service."

INSTITUTE FOR EDUCATION BY RADIO (Ohio State University)—1941: First awards to CBS for *London After Dark*, a special transatlantic broadcast; *The Mole on Lincoln's Cheek*, a drama in *The Free Company* series; *The Fisherman and His Wife*, on the children's program, *Let's Pretend*; and *Poor Farmer Songs on School of the Air of the Americas*. Also, honorable mention to *Monument to the Might of Water on School of the Air of the Americas*.

KAPPA SIGMA—1941: Selected Edward R. Murrow, a member of Kappa Sigma, as "Man of the Year."

MOTION PICTURE DAILY—1941: (1) Educational award to the *School of the Air of the Americas*. (2) Best special events show award to *Spirit of '41*. (3) Best children's program awarded to *Let's Pretend*.

NATIONAL HEADLINERS CLUB—1941: To William L. Shirer for "consistently outstanding radio reporting over a period of years."

NATIONAL SAFETY COUNCIL ANNUAL SPECIAL AWARD PLAQUE—1941: To Edward G. Robinson, star of CBS's *Big Town*, in recognition of "outstanding contribution to the cause of safe driving."

OVERSEAS PRESS CLUB ANNUAL RADIO AWARD—1942: To Cecil Brown for radio reporting "contributing to the understanding of foreign policy by the American people."

PARENTS' MAGAZINE PRESS HONOR AWARD FOR TRUTH—1941: To CBS's *Death Valley Days* for the authenticity of this series.

PHI BETA (National professional fraternity of music and speech)—1942: Annual Radio Award to the Columbia Broadcasting System for its network broadcasts of the New York Philharmonic-Symphony concerts, as the program that contributed most to music and speech during the year.

RADIO EXECUTIVES CLUB OF NEW YORK—1942: Plaque to Paul White (also to Mr. Schechter of NBC and Mr. Opfinger of MBS) for "outstanding work in securing news broadcasts from various war fronts."

SCHOMBURG COLLECTION OF NEGRO LITERATURE—1941: *Wings Over Jordan* placed on the 1941 Honor Roll for its contribution to "the improvement of race relations in terms of real democracy."

SIGMA ALPHA IOTA (National professional music fraternity for women)—1941: (1) A scroll to Howard Barlow, conductor of the CBS Symphony Orchestra in recognition of his contributions to symphonic music in the last thirteen years. (2) A scroll to Henry Ford in recognition of the "outstanding symphony programs" of the *Ford Sunday Evening Hour*.

SIGMA DELTA CHI DISTINGUISHED SERVICE AWARD (Professional journalistic fraternity)—1941: To Cecil Brown for his broadcast from Cairo of the German parachute invasion of Greece.

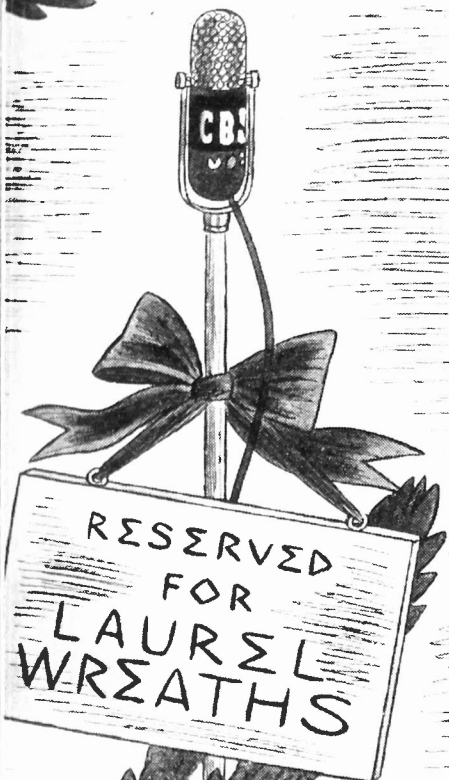
U. S. FLAG ASSOCIATION—1941: Flag Service Cross to Kate Smith in recognition of her patriotic activities.

VARIETY SHOWMANSHIP SURVEY—1941: Citations for advancing the art of radio to the CBS *Forecast* series, and to CBS affiliates WCAU, WCKY, WJR, WQAM.

WOMEN'S NATIONAL RADIO COMMITTEE—1941: Award to CBS's *Headlines and Bylines* as "best educational program with a democracy theme."

WOMEN'S PRESS CLUB OF NEW YORK CITY—1941: Certificate of "meritorious public service" to CBS's *Let's Pretend*.

WRITER'S RADIO THEATRE—1940-41: Five CBS broadcasts were included in the ten best radio dramas chosen by Norman S. Weiser, editor of WRITER'S RADIO THEATRE 1940-41. They are: *Man-Made Waterways* by Hans Christian Adamson; *Kathryn Howard* by Jean Holloway; *Seems Radio Is Here to Stay* and *Words Without Music* by Norman Corwin; and *Bid for Happiness* by Therese Lewis and Lota Kriendler.



GUEST-ING

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

LOUMELL MORGAN and the other two members of his trio, JAMES JACKSON and LYNWOOD JONES, with "Al Pearce and His Gang," tomorrow (NBC Red, 7:30 p.m.).

TED GROENKE of DePauw, JAMES J. RATHBURN of Northwestern, TOM KLINK of Pacific University, JOHN LEWIS of Stetson, JACK McCOMBE of Syracuse, and JOE E. STERLING of University of Oklahoma, finalists in the National Extempore Discussion Contest, on "America's Town Meeting of the Air," tomorrow (WJZ-Blue Network, 9 p.m.).

GENE TIERNEY and HERBERT MARSHALL, on the "Kraft Music Hall," tomorrow (NBC Red, 9 p.m.).

DR. A. H. GIANNINI, chairman of the Los Angeles County USO, on the "Coffee Time" program, tomorrow (NBC Red, 8 p.m.).

JOSEPH B. EASTMAN, director of the Office of Defense Transportation, on "What Price Victory," Friday (WOR-Mutual, 8:15 p.m.).

LIU-LIANG MO, Chinese lecturer, on Dave Elman's "Hobby Lobby," Saturday (WABC-CBS, 8:30 p.m.).

EMMA BOYNET, French pianist, on "America Preferred," Saturday (WOR-Mutual, 10:15 p.m.).

DENNIS O'KEEFE, on "Stars Over Hollywood," Saturday (WABC-CBS, 12:30 p.m.).

DR. HARRY GRUNDFEST, national secretary of the American Assn. of Scientific Workers, on "Adventures in Science," Saturday (WABC-CBS, 1:30 p.m.).

JAMES LAWRENCE FLY, chairman of the FCC; WILLIAM BENTON, vice-president of the University of Chicago, and HAROLD D. LASSWELL, director of War Communications Research for the Library of Congress, discussing the subject of wartime broadcasting on the "University of Chicago Round Table," Sunday (NBC Red, 2:30 p.m., EWT).

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

Q. M. Adds PAs

Washington Bureau, RADIO DAILY
Washington, D. C.—Office of Quartermaster General, U. S. Army, has announced the appointment as first lieutenants of Andre Baruch, freelance announcer, and James Allan Quirk, assistant manager of WFIL, Philadelphia. Both will be assigned to the public relations branch of the army's quartermaster corps.

WORDS AND MUSIC

By Sid Weiss

SWEET CHARITY works miracles in show business. Take a gander at the talent that has been recruited by the Russian War Relief for a new series that starts on WNEW tonight. The opening script will be penned by either Norman Corwin or Pete Lyon, writer of "Court of Missing Heirs." The players will include Morris Carnovsky and Pat Peardon, star of "Junior Miss." Bill Watt, Paramount director, will handle that end of the show, and Vincent Sheean will speak at the inaugural. That's a lineup to delight the eye of any network official—all on the cuff to help raise medical funds for Russia's warriors... And that ain't all. Beginning May 18, WINS will present Mondays from 7:30-8 p.m. a series of recorded music of the more than 120 nationalities that make up the U. S. S. R. with Marc Blitzstein as commentator and Mischa Elman guest on the initial show... Edward C. Carter, secretary general of the Institute of Pacific Relations and president of Russian War Relief, opened the spring offensive campaign of RWR for \$6,000,000 on WMCA last Monday night.

☆ ☆ ☆

NOW IT CAN BE TOLD: Xavier Cugat with six men and a vocalist was playing at the Coconut Grove years ago when he got an offer from the Waldorf. One of the band had an old white Pierce Arrow touring car—so in the best Hollywood manner, they piled in their instruments, Cugat's dog, the singer's Peke and started off. When they pulled in at the Waldorf, the frozen-faced doorman rushed out and waved them away. "Wha'd'ya think this is," he barked, "a camping ground for Gypsies!"

☆ ☆ ☆

PASSING SHOW: Frank Lovejoy, one of the busiest actors on the networks, who has been bothered by some of the smaller stations to work on their sustainers. Frank came up with a sound suggestion. He said he'd work on their shows for an \$18.75 War Bond!... Colleen Wright who reports about the way the boys in camp treat the actresses who entertain them. She was treated like a queen out at Monmouth... Teddy Howell whose "Surprise Band of the Year" is a four-time-weekly feature on WEA. (Teddy, who has written a dozen song hits, claims he got the idea for his own band after hearing some outfit giving a half-hearted rendition of one of his pet tunes)... Martha Spano, 15-year-old lyric soprano, being groomed by the Blue... Muriel Pollock, who has turned free-lance after eight years as featured organist on NBC... Lil Green, latest of the Moe Gale proteges, who opens at Cafe Society Downtown at a terrific fee. Six months ago (When Moe found her) she was working in Chicago nite spots for coffee and cake.

☆ ☆ ☆

RADIO TYPES: The radio actor who says he always enjoys his wife's company—providing they're pretty gals... The artist who goes to bed so early he never sees tomorrow morning's papers until tomorrow... The fleet-footed actress—her feet are like gunboats... The bore, who when you ask him how he is, tells you... The singer who claimed she had men at her feet all day but failed to add that she had been shopping for shoes... The fellow who can't dance—it isn't the feet, it's the timidity... The producer who talks to himself and always tries to get in the last word... The receptionist who was told she had a nice profile and has been living sideways ever since... The musician who learned to play the accordion so he'd be proficient in opening road maps... The old maid forever complaining about the youthfulness of her existence.

☆ ☆ ☆

OUR TOWN: Missing from the local scene is Clem McCarthy who will be stationed at WAIT in Chicago for the next year. Clem got his radio start in the Windy City, airing the 1928 Derby for the Herald-Examiner out there... Jack Cleary has set Earl Wrighton for a new Blue show this week... The Mel Spiegels (he's with Radio Guide) are anticipating... Jackson Beck longs for the good old days when you could run over to your neighbor for a cup of sugar... Stella Adler returning from the coast to found a new theater here with Max Reinhardt and Harold Clurman... Eileen Barton, who as "Jolly Gillette" was featured for over a year with Milton Berle on the air, steps into Nancy Walker's role in "Best Foot Forward."

AGENCIES

CLEVELAND ADVERTISING CLUB has issued a general invitation to broadcasters attending the annual NAB convention to visit the club rooms and make use of all facilities. It's on the second floor, the Statler.

RIGGIO Tobacco Corp. has turned over the reverse side of its Reg cigarette package to the Government for use in spreading wartime messages. Office of Facts and Figures is cooperating in conjunction with M. H. Hackett, Inc., Riggio's agent.

JOHN A. ZELLERS, vice-president of Remington Rand, Inc., has been elected president of the New York Ad Club. Eugene S. Thomas, W sales manager, was elected a director.

WESTINGHOUSE Order of Merit has been conferred on G. Edward Pendray, assistant to the president in charge of publicity and advertising and James Boyd, Eastern district manager.

Agronsky Gets Award At Rutgers University

The Rutgers University award "fearless and searching interpretation of world events" has been awarded in absentia to Martin Agronsky, NBC war correspondent now with General MacArthur's headquarters in Australia. The award, a bronze medal and a citation, was presented at the University's annual alumni luncheon by Robert C. Clothier, president of Rutgers. Mr. and Mrs. I. Agrons, Agronsky's parents, received the award for their son who graduated from the Rutgers School of Journalism in 1936.

Jackson Manages WBO

Terre Haute, Ind.—George Jackson, formerly commercial manager of WBO, has been promoted to station manager, succeeding Martin Leich. Leich has entered the army forces as an Ensign in the U. S. Navy Reserve.

AFA Convention Speakers

Speakers and special sessions of the 38th annual convention of the Advertising Federation of America to be held June 21-24 at the Hotel Commodore, New York, have been announced by Bruce Barton, BBDO president and chairman of the convention's program committee. War time advertising, including special discussions on radio and other media are on the agenda, which will open with a keynote speech by Barton followed by Thomas H. Beck, president of the Crowell-Collier Publishing Co. Dr. Miller McClintock, director of the Advertising Council, will deliver a speech on the activities of his group and quiz panel on "How We Are Solving Our Own Advertising Problems in War-Time" has been arranged.

Follow

THE RIGHT

COURSE

with



WPEN

PHILADELPHIA

"The Station That Sells"

5000 WATTS

950 ON THE DIAL





Coast-

MARVIN ARMSTRONG, KGNC, Amarilla, Texas, engineer, is teaching staff members and their families the Morse code. Classes meet several nights a week in the studio building.

Heinie and His Grenadiers band program on WTMJ, Milwaukee, Wis., recently began its eleventh year on the station. Of the 11 men in the band, all but two have been with the act since its first WTMJ broadcast in 1932.

Audience reaction to a KOIN, Portland, Ore., drama-musical sketch presented before 300 persons at a Victory Rollcall banquet held in Portland for the Oregon War Savings Campaign, prompted the station to re-stage it as a broadcast. Transcriptions were ordered by Government officials for use on other Oregon stations.

The entire entertainment and announcing staff of WIBX, Utica, N. Y., has been invited to appear at a YWCA benefit May 27 to present a mock radio show and meet the audience at a reception.

WALB, Albany, Ga., announced the addition of A. T. Spies as regional advertising director, and Roger Vann as announcer. The appointments were made by George R. Clapp, who assumed his post as general manager April 20.

Movie star Adrienne Ames is now an early riser for her new radio show on WHN. She airs charm comments every morning from 8:45-9 a.m.

The American Red Cross has congratulated WDRG, Hartford, for its work in lining up volunteers for the blood plasma bank. George Munsick, chairman of the Hartford County blood bank committee, says his unit is "grateful" for the hundreds of volunteers secured by WDRG through special remotes, programs and spot announcements.

Terry Long, sportscaster for WBNX, New York, celebrated his sixth anniversary on the air recently, with a special broadcast. Terry believes he has the only soccer series on the air, and has interviewed soccer players from all corners of the earth.

WBNX's Bond and Stamps Club is 100 per cent oversubscribed.

KSTP produced a total of 26 3/4 hours of broadcasting time in co-operation with the St. Paul Trades and Labor Assembly and the War Production Board to boost the city's labor unions' Buy a Bomber show at the municipal auditorium. All the programs originated or were transcribed in KSTP's studios and many were carried on state-wide networks. As a result of the radio promotion the entertainment program, topped by a speech by Manpower Director Paul V. McNutt, was a complete sell-out days in advance and brought in \$15,000 for the nation's war effort.

The daily organ recitals from the world-famous Mormon Tabernacle in Salt Lake City, which have been open to the public for more than 36 years, are now being broadcast over KSL. A recent order closing the famous structure to the public made the broadcasts necessary in order that the large number of tourists visiting Salt Lake might hear the world-renowned organ. KSL's production manager, Glenn Shaw, produces and announces the program.

WTTM, Trenton, recently began a thrice weekly series emanating from Fort Dix, with the entire show in the hands of the men of the 1229th reception center. Direction by Corporal Charles Feldman, production by Sergeant Sidney Ordower, and the engineering chores by Sergeant George Stuck, formerly of the sales

department of Western Electric broadcast equipment.

Howard Gordon has joined the staff at KSAN, San Francisco, as a free-lancer... Dorothy L. Man of KSAN's program staff has to handle publicity for the De Young Museum in San Francisco... Les Loy, KSAN's "Midnight Sun," is doing remote sport pickups from new Downtown Bowl, in addition his midnight record stint.

WIBG, Philadelphia, has added Albert P. McDowell and George Brownbeck to its announcing staff. The latter is the second member of the Norristown Radio Police to join the WIBG crew... Lew Ro, formerly with the station, is engaged in defense work in Philadelphia.

KYA, San Francisco, recently added a unique show to their schedule titled "America's Answer." Headed by Ware and Sidney Roger, it debuts broadcast by enemy stations. Newscaster Darrell Donnell and Zitcer, producer of the morning evening concerts, have taken leave from the 'Frisco station.

WFBL, Syracuse, has started a series, "Background of the War," featuring Dr. C. Grove Haines, professor of modern history. Show sponsored by Syracuse Trust Company.

The Waterbury Junior League turns to the air at WBRY, Waterbury, Conn., for a series of original and U. S. Educational Department shows. Prizes are offered for the script to stimulate interest in the program and in radio for children. Two war effort programs headed Harriet Allen are credited with a large portion of WBRY's defense effort.

Rose Patterson, former newspaper woman, has joined KLX, Oakland, to conduct a daily "Brides' Forum" program. Station has also added Raymond Lawrence, editorial writer of "Oakland Tribune," as a news analyst, and Henry M. Hyde, for an astrology program.

To accommodate late tuners WTAG, Worcester, Mass., has inaugurated a new policy on all news programs. A short bulletin review summarizing the headlines is now furnished at the conclusion of each news period.

COVER THE DETROIT AREA WITH CKLW

Music Drama News

• You'll reach the 8,000,000 people in this rich defense market quicker, and more economically over CKLW—because the alert program-planning of this live-wire station, gets the listeners 22 hours every day! Check up—on the leading radio buy in America's Third Market—today!

5,000 Watts Day and Night
MUTUAL BROADCASTING SYSTEM

920 CLUB

WORL BOSTON

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

5000 WATTS Direct
OVER METROPOLITAN NEW YORK

Coast



PH DUMKE of WEAf's "Studio X" show has joined the cast of "All Fair," the new Rodgers and Hart musical which has a two-week run in Boston before its Broadway opening on May 25. The assignment means some heavy commuting between Boston and Radio City for his six-a-week early morning shows.

Frances Rice, copy editor, radio station WFL, St. Louis, henceforth will be known as Professor Rice. She is this week teaching a class in radio to twenty-five members of the Italian Defense Emergency Squad under the auspices of the Red Cross.

Ben Morgan, former WHAT, Philadelphia, movie critic, is now director of public relations for the Philadelphia James Registration Office.

Ed J. Morey, manager of WNLG, New London, Conn., announced the appointment of Hodge as program director, effective immediately. Hodge replaces Stevens, who served in that capacity for two years, and who resigned several weeks ago to enter the U.S. Army. Hodge formerly was announcer and sportscaster.

WPT, Paterson, New Jersey, celebrated its first birthday on Sunday. The Paterson station went on the air for the first time on that day last year, broadcasting on the frequency of 930 kilocycles with 1,000 watts power.

WPT, Philadelphia, now airs the reports of John Kolbmann, from the University of Pennsylvania, where he is managing secretary. Kolbmann, a veteran Philadelphia sports writer, presents his news with the unusual effects of tumbling tenpins.

WIB, of Topeka, Kansas, held an "air" affair last week, when employees gathered at Lake Umbagog for a weiner roast and picnic. Among those who attended were Edy, general manager; Karl Engel, chief engineer, and Maudie, music director. Wives, husbands, boy friends and girl friends of employees were invited too.

"Sam Balter Sports," 5-minute transcribed program, is now being heard on WGL, Fort Wayne, under the sponsorship of the Allen Products Company for Champagne Velvet Beer. Program is heard Monday through Friday at 5:40 p.m.

Nola Luxford, news commentator and special correspondent for the Antipodes, has just been signed to a long term contract by the National Concert and Artists Corp., for a series of lectures on New Zealand, Australia, and the lands down under.

For the first time in its history, WCCO, Minn., is employing feminine help in its control room. She's Mary Ellen Trottnor, and hails from the University of Minnesota's station WLB. She is the first of four girl operators expected to be hired.

In Cincinnati

More food and beverage advertisers, local and regional, are buying more time, spending more money on WKRC than on any other station in 1942.

They know their own primary market Best!

WKRC now carries more "voluntary choice" (non-network) advertising than any other Cincinnati station

WKRC

The TIMES-STAR STATION

Cincinnati, Ohio • Rep: The KATZ Agency

...ing in the profitable disposition of ... program time—now on sustaining. ... the medium of a skilled, high type ... organization!

THE PROOF??

... contracts from practically every ... advertising our service. ... ir ... ary, obligating you in no way, will ... mediate details.

WIRE OR WRITE

Helft & Associates

INDIANAPOLIS

Los Angeles

By JAC WILLEN

BOB CROSBY seems to have the inside track as the summer replacement for brother Bing on Kraft Music Hall. Evidently heard by Kraft officials on the Ballentine broadcasts to advantage, his smooth style of emcee delivery will be given airings on the Kraft Music Hall during these next two weeks while brother Bing is on tour. Should he "click" with Kraft officials, as seems likely, Bob would take hold for the 13 summer broadcasts starting June 4.

The song, "Jingle, Jangle, Jingle," written by Frank Loesser and Joe Lilley for Paramount's picture, "The Forrest Rangers," will be introduced for the first time on the air on the Bing Crosby program tomorrow by the Merry Macs.

Clete Roberts, director of news and special events for Blue Network in Hollywood, will be the man behind the mike on the new series of news broadcasts to be sponsored by the Seaside Oil Company over the Blue's California and Arizona stations starting May 18.

"Blondie" producer Tom McKnight, who also produces the "Sherlock Holmes" radio series, began his duties this week as script adviser on the new "Sherlock Holmes" picture at Universal.

Sara Berner, whose comedy has become "tops" among local radio producers—causing quite a demand for her services—is NOT too busy to handle that "comedy spot"—rumors to the contrary! Sara always finds time for a good show.

Robert O. Reynolds, vice-president and manager of KMPC, Beverly Hills, became the father of an eight-pound baby boy, Monday, May 4. The youngster was named Christopher O'Dell Reynolds.

18 SOLID HOURS OF MUSIC & NEWS

LAST WEEK
**WCOP'S
BIGGEST
SINGLE
WEEK in
DOLLARS and CENTS**

Representatives:
Headley-Reed Company
New York • Chicago
Detroit • Atlanta

Boston's Best Buy
WCOP
COPLEY PLAZA HOTEL, BOSTON

MAIN STREET

OL' SCOOPS DAILY

Cleveland Clambake

● ● ● Cleveland (by carrier pigeon) Harold La Fount, cheerful and urbane as always, discussing his new East Coast network with his station managers... Ed Codell (brother of Martin) wearing a big grin as befitting his new title as general manager of the chain... Harold Ryan not yet showing any wear and tear of radio censorship... John Paine very much in evidence... Lieut.-Col. Ed Kirby looking terrific in his new uniform... WCAO turned out almost en toto with Waters Millbourne, Ed Anseman, Jeff Voelker and Johnny Lyons on the job... Paul Girard with "housemaid's knee" from a fast session with the faithless cubes... Howard Chernoff up to his old tricks... Roger Clipp very business-like as always... Hal Wilson up from Florida to work north... Emile Gough renewing old acquaintances... Calvin Lucy still puzzling about help... Sully Sullivan and Oliver Gramling with a "lavendar" suite at the Hollenden... Walter Brown showing off his new silver pencil—which he'll no doubt use drastically... Keith Kiggins and Don Searle off in a huddle... Harold Burke a late arrival... Tom Manning off to N. Y. for Graham McNamee funeral—an event which shocked the entire convention.

● ● ● Jack Stewart raving about the big increase in his business... Leo Fitzpatrick, who would wear a big smile if he could hear the comments about the success of the convention... Reggie Martin still talking about getting back to Florida... Fred Fletcher all business at breakfast time. About music... Happy Howe now representing three stations... Fred Soiton insisting he is still looking for a station to buy... Ed Whitlock limping better... Walter Tison showing a Florida wardrobe for the occasion... Bernark Berk weighted down with convention buttons... Richard F. Lewis more interested in radio than tennis.

● ● ● Don Elias bemoaning his golf game—or lack of it—Harold Thomas looking for bridge partners... Geo. Lasker, Bud Armstrong and Arthur Simon looking over the WTAM facilities... Glen Bannerman all the way from Canada... Clark Luther—the Beau Brumm of the day... "Plug" Kendrick wisecracking as usual... Ted Allen surrounded by a gang of pals... Business must be good at WBAL with Harold Burke taking TWO trips to Florida in one season... Jack Banner—WNEW's live wire press man right on the job... John Boles being paged all over the lobby... Howard Loeb—a new daddy of twins. First convention his wife's missed in nine years... Bernice Judis stopping in from her Chicago trip... Johnny Hynes and Bill Wilson looking for a good steak joint... B. O. Sullivan of the "News"—but won't tell what that B. O. stands for... Art H. Groghan, confiding that his boss, Fred "Skipper" Hopkins, is a member of the Coast Patrol in the Detroit area... Howard Lane looking fresh as a daisy after that California trip... Strollers-by: Joe Weed and his brother, Maurice Coleman, Loren Watson, Al Harrison and Claude Culmer.

● ● ● Press coverage heavy for the convention with local papers represented by Norman Seigel, Cleveland "Press," Bob Stephan and Louis Birnbaum, "Plain Dealer," Elmore Bacon, the "News," W. LaHay of the Chicago "Sun," Dorothy Doran of Akron "Beacon-Journal" also representing their papers... CBS got front page breaks, none of them solicited... Leonard Kapner, WCAE, Pittsburgh, exec., trying to attend NAB and Mutual sessions at the same time keeping the wire open so he can learn when his new blessed event arrives... H. K. Carpenter of WHK tossed a dinner for Mutual execs. Monday night... Mutual station meeting Sunday opened with a gag recording titled "This is Mutual!" written by the net's p.a. Lester Gottlieb... Alfred J. McCosker trained back to Washington after Mutual Board meeting... Military atmosphere prevails in lobby, topped by dress uniforms of British Army representatives.

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

BOB BROWN, announcer on "The Bartons," enlisted a radio crew for his yacht, "Ma." As it stands now, the crew includes Jane Webb, Dick Holland, J. Hunter and E. G. Cerny.

A local orchestra leader is re-shaking in his boots because the Selective Service office learned he had the record in giving his age.

Margaret and Dorothy Bosc two Mishawaka, Wis., girls have been playing the trumpet years made their first radio appearance on the "National Dance" when the show went on air from Ft. Custer.

Radio stations which hoped to up the movie stars at the Hollywood Victory Caravan show at the museum the other night weren't able to get 'em on the air. The stars, however, by their appearance and tainment raised \$90,000 for the and Navy Fund.

Deal to bring Gene Autry's to Chicago for a Soldiers Field engagement in August reported... Eddie Firestone, star of "That Brewster Boy," is entering his mother, Mrs. Lillian Firestone, San Francisco.

Charlotte Manson, leading lady of the CBS "Stepmother" show, for a Hollywood screen test.

Mary Ann Mercer slated double truck picture spread in "magazine" soon covering the visits to army camps in the in of war bond sales.

Patricia Kane of the WBBM office is strutting the struts these Brother Matthew at Camp Calif., has just been promoted a captain to major.

WXYZ
guarantees
to
deliver
LION'S SHARE
of Detroit at
LOWEST
COST!
*with any WXYZ
Champion Show

PROGRAM REVIEWS

Can Opera Festival

The First American Opera Festival made its debut last Thursday with Alfred Wallenstein conducting Gershwin's classic folk-opera, "Porgy and Bess." The series of seven operas is being presented in cooperation with the U. S. Treasury Department on behalf of the sale of War Bonds and Stamps. Under Wallenstein's baton the music seemed to have an entirely new quality, and was inspired by his leadership, with great feeling and enthusiasm. Anne Brown as Bess and Todd as Porgy once again demonstrated why they occupy top positions among U. S. singers. Jack Carr, song, Edward Matthews, Ruby Harriet Jackson and Georgette were all excellent.

Dalrymple rates much credit to the first complete radio version of "Porgy and Bess." The opera, reduced into fifty-seven minutes, retained all the popular music and dialogue essential to the continuity of the plot. The adaptation also heightened the dramatic quality of the script, and to sustain the interest by the score as Wallenstein directed. Bethel's direction was notable. Though nearly one hundred

New Patriotic Program To Be Featured On MBS

New patriotic program, "Americans at the Ramparts," has been scheduled by Mutual for coast-to-coast broadcast on Thursdays, 9:30-10 p.m., EWT, beginning tomorrow. Marking its expansion from a local Chicago broadcast to a Mutual network feature, the program will salute the Army Air Corps that evening. The tribute takes the form of a Cavalcade of Aviation, running the gamut from the first flight of the Wright Brothers to our modern air forces. Outstanding exploits of American airmen will be dramatized by a cast headed by a stage or screen star.

The orchestra and chorus under the direction of Robert Trendler provide a background of original music for each show. Salute will be written by Morrison Wood, producer of the series which will originate at studios of WGN, Chicago.

people took part in the production, there was no confusion and all the voices were heard smoothly and distinctly.

The First American Opera Festival is another feather in WOR's musical cap, and Wallenstein has shown how well America can preserve and extend its culture during wartime. Judging by "Porgy and Bess," the Festival will provide another six weeks of fine entertainment, and should boost handsomely the Treasury's sale of War Bonds.

400 New York Schools Starting Radio Courses

Albany, N. Y.—Approximately 400 schools throughout the state of New York have already indicated their intention of introducing a radio course in September, according to an announcement by the State Education Department, which also estimates that 5,000 students will enroll for the course. Introduction of the courses is aimed at alleviating the shortage of radio technicians as a result of war demands.

Coming Events

May 11-14: National Association of Broadcasters, 20th annual convention, Hotel Statler, Cleveland, Ohio.

May 16: Annual conference, International Affiliation of Sales and Advertising Clubs, General Brock Hotel, Niagara Falls, Ont.

May 18-19: American Association of Advertising Agencies, closed convention, Skytop Lodge, Skytop, Pa.

Over 400 Sponsors Have Used These NBC Recorded Programs Successfully!



Betty and Bob

Outstanding dramatic programs with name stars who are favorites of millions.

The Face of the War

—as seen by Sam Cuff
Keen, timely, penetrating analysis of the stories behind war headlines.

Getting the Most Out of Life Today

—with Dr. William L. Stidger
Forceful, down-to-earth philosophy every man and woman can understand and enjoy.

Time Out

—with Ted Steele and Grace Albert
Bright, gay boy-and-girl songs and banter with interludes featuring "Nellie the Novachord."

Who's News

Revealing, informal 5-minute chats with America's headline personalities.

Hollywood Headliners

—with Stella Unger
Real life stories about Hollywood Stars whose names twinkle on movie marquees.

Five Minute Mysteries

Thrilling dramatic mystery stories complete in each five-minute episode.



Stella Unger presents

Let's Take a Look in Your Mirror

A vital, spontaneous, timely series aimed at the woman of today.

NEW—Flying For Freedom

—authentic drama-packed stories of the exploits of the Royal Canadian Air Force.

Economical? Sure! These complete package shows are priced to fit limited budgets. Investigate!

HEAR THESE TESTED PROGRAMS AT THE N.A.B. CONVENTION Suite 643-645—Statler Hotel

NBC Radio-Recording Division NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Bldg., Radio City, N. Y. Merchandise Mart, Chicago. Trans-Lux Bldg., Washington, D. C. Sunset & Vine, Hollywood

WELCOME NAB MEMBERS FROM

WHOM

AMERICA'S LEADING FOREIGN LANGUAGE STATION

WHOM keeps its foreign-language listeners informed on the war with AP and INS News Service translated into each language.

WHOM wins its listeners to the war effort by authentic government reports and programs.

WHOM wins its listeners to use sponsors products by up-to-date programming and effective selling methods.

Cash in on this PLUS MARKET!—The FOREIGN LANGUAGE MARKET!

1480 KC. FULL TIME

NEW YORK STUDIOS
29 West 57th Street, New York City — PLaza 3-4204

JOSEPH LANG, Manager

ITALIAN
ENGLISH
POLISH
GERMAN
SPANISH
RUSSIAN
GREEK
RHODANIAN

Lack Of Dept. Store Advertising Studied

(Continued from Page 1)

audience, Richard G. Meybohn, sales promotion manager of the National Retail Dry Goods Association, disclosed that in cooperation with the NAB, a nation-wide survey is being made on department store use of radio. The extensive study, requiring 242 separate tabulations, will furnish the basis for a more effective sales approach by radio salesmen. Although it will require perhaps several months to complete the analysis of the study, Meybohn declared that a preliminary analysis showed that 40 per cent of the department stores reported that they had used radio at one time but discontinued, or were using it now with "moderate" or "doubtful" success.

Results To Be Published

Among the returns, however, were many stating that radio was a highly effective medium. "These successful users of radio have shown us, and you, that anything in a department store can successfully be sold by radio advertising, if—and that's a very big 'if'—radio stations and department stores will work together to develop precisely the right service to fit the exact needs and meet the special problems of each individual store," Meybohn said. "From our survey, it seems crystal clear that underlying the whole problem is the vital necessity for radio salesmen to learn more about department store problems, as well as for department store advertising men to learn a great deal more about radio."

Meybohn declared that the results of the survey would be made available to the department store and radio industries, and that he believes it will form the basis for much closer collaboration between the two in the future. "Now is a particularly opportune time for you in radio to tackle the problem," he said. "Wartime restrictions on merchandise, prices, credit, deliveries and many other phases of retailing, plus possible restrictions on other forms of advertising hitherto used extensively by department stores, present radio with an ideal and unprecedented opportunity to present its case to the mutual advantage of both industries."

Delegates Miss the Boat

At the beginning of the open forum two delegates, obviously missing the whole point of the meeting, took the floor with bitter rebuttals and denunciation of department stores. William C. Gillespie, manager of KTUL, Tulsa, prevented a near riot with an impassioned and masterful impromptu address, endorsing the general thesis that the burden of

Unity Marks NAB Convention As Factionalism Is Forgotten

(Continued from Page 1)

ground with the overall viewpoint of aiding the war effort and getting more business at the same time. This healthy sign is taken as definite proof that the broadcasting industry has matured and conventions are now used as per original intention of improving its position and developing the full resources and potentialities of commercial radio.

All of the many sessions, panels and clinics yesterday were conducted in a more or less calm, sensible manner and conspicuously absent was any sign of internal dissension. All of the sessions are being unusually well attended, helped a great deal by excellent preparation in advance of both subject and speakers.

Greatest threat was feared in the quarters of Network Affiliates, Inc., which was formed last Fall under the leadership of Eugene Pulliam of WIRE. However, both the NAI and the Broadcasters Victory Council have not in any way intruded in the pre-arranged schedule of NAB. At least not so far. NAI members have voted to maintain a paid staff including an officer in a managerial capacity. Another NAI meeting is set for today but it is not expected that any fireworks will develop to seriously disrupt the NAB agenda.

Sessions Run Smoothly

Yesterday's smooth working series of meets included the first day of the NAB listeners group under the direction of Dorothy Lewis, NAB coordinator of listening activities. Other meetings included a Censorship Clinic, an OFF Round Table, a music panel discussion and open forums on wartime radio advertising, and clear channel, and local channel broadcasting. The Censorship Clinic was participated in by J. Harold Ryan, Assistant Director of Censorship; Capt. L. P. Lovette, Navy Department; Major General A. D. Surles, War Department; and Major General F. G. Beaumont-Nesbitt, British Army staff. At the OFF Round Table,

sales rested with the station, and that the way to develop department store billing was to learn their problems, train theirs and the station's personnel, and work in closest harmony and collaboration.

Only by following such a program, he said, was his station able to develop an annual department store billing of \$75,000. A rousing burst of applause from the thoroughly aroused audience and a loud amen-chorus indicated the convention's endorsement of the Gillespie plan and put the meeting back on the track, enabling members of the panel to answer questions on department store operations, which has been their assignment. Frank E. Pellegrin, director of the NAB Department of Broadcast Advertising, announced that proceedings of the meetings will

be published later with copies available to all member stations.

speakers were William B. Lewis, Anthony Hyde and Douglas Meservey, all of the Office of Facts and Figures.

Open forum under the head of wartime radio advertising took place in the Grand Ballroom with Eugene Carr, chairman of the Sales Managers Committee, presiding. In addition to Dr. Harry Dean Wolfe of Kent State University, Gene Flack, of Loose Wiles Biscuit Co., made a speech entitled "Shoot the Works," which brought down the house.

Discuss Music Angles

Yesterday afternoon's business session was highlighted by the music meet with BMI leading off under the gavel of Neville Miller. Sydney Kaye, general counsel; Merritt E. Tompkins, vice-president and general manager, and Carl Haverlin, vice-president in charge of stations, were heard at length, all reviewing their activities of the year. Haverlin asked that the BMI staff be augmented at present rather than continuing to cut it down and pointed out that the organization needed public relations help and suitable personnel to carry this out, etc.

John G. Paine, general manager of Ascaph, followed fairly late in the afternoon speaking extemporaneously and analyzed the events of the past year as the all-important music situation was concerned. Paine did not discuss any contractual items, but told the audience that both Ascaph and the broadcasters were undergoing a process new to both of them as manifested in the new status whereby licenses at the source apply to network shows and program licensing.

He believed that neither Ascaph nor the broadcasters when they contemplated the setup as it now exists had considered the complications involved, particularly those that have arisen for the advertisers; and that it was not so simple in actual operation as had been originally expected. He further believed that the several annoying things that have come up will put the agency and client in the position of being fed up and thus radio would be annoying its customer. He hoped that some remedy would be found.

New Ascaph Service Announced

Paine later announced the new Ascaph service setup of program aids which describes in detail ways and means of putting on new programs and is intended to teach the producer how to make use of music that is in itself good entertainment to start with. He stated it was a smart policy to use Ascaph repertoire in building musical programs. This new service, he said, was to be supplied free to all subscribers.

Leonard D. Callahan, general counsel of SESAC, followed Paine on the speakers platform.

No Rush To Join Blue On 2% Discount Plan

(Continued from Page 1)

cated their approval of the discount idea "in principle" and are understood to be attempting to work a practical means of putting it into practice.

CBS and NBC execs who had accounts of the Blue's plan were inclined to be skeptical, pointing out that it appeared to be merely a count within a discount and might even be interpreted as a "penalty clause" for late payment rather than a concession to the agency. However, in advertising circles the Blue's announcement was welcomed strongly as tending to "strengthen the advertising structure," in the words of Frederic T. Gamble, managing director of the AAAA, a strong advocate of the cash discount plan.

ANA Reaction

Paul B. West, president of the ANA declared: "The principle of a discount is fundamental business practice and is necessary for the establishment of sound credit relations in the advertising industry. It has been long needed in the radio field."

Statement issued by Gamble pointed out that the method used, making two points of the present discount contingent on prompt payment, involves no cost to the network or any of its affiliates and is in line with the position of the AAAA in that its advocacy of cash discount is not intended to reduce any medium's revenue. The method adopted did not follow that used by other media because of the complicated conditions involved in the relationship of affiliated stations, networks, agencies and advertisers.

"How'm I Doin'" Switches Time

Effective this Friday Bob Hawley's "How'm I Doin'" series on 106 stations for R. J. Reynolds Tobacco Co. switches its time and will be heard at 10 p.m. instead of 7:30 p.m. heretofore. Switch of the half-hour program eliminates the re-broadcast show, when the airing was made the earlier hour. William Esty & Co. handles the show which is broadcast in behalf of Camel cigarettes and Prince Albert smoking tobacco.

NOT JUST MONROE COUNTY

but WHAMland

140,518 prosperous farms
boost year 'round buy-in
income.

WHAM

Not' Rep. George P. Hollingbery Co.
50,000 Watts... Clear Channel...
Time... NBC Blue and Red Networks

ROCHESTER, N. Y. "The STROMBERG-CARLSON STATION"

RAY WINTERS

ANNOUNCER

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

LA 4-1200

Expect Early Decision on Shortwave Muddle

(Continued from Page 1)
 The operators of the nation's International stations is nearing a show-up. The requests for construction permits were filed by the group headed by Wesley I. Dumm, majority owner of KSFO, San Francisco, and W. Oakland, Cal. The Associated Broadcasters' 100,000-watt San Francisco station, KWID, was opened recently and has begun operations. A reported disagreement between the coordinator of Inter-American Broadcasting, Nelson A. Rockefeller, and the coordinator of Information, Col. Wm. Donovan, has had the operators of shortwave stations in the so-called Bronze Network doubtful of the situation for some time. It is thought, however, that the construction permits for more outlets may indicate that the situation is near, particularly with the War Information Board set-up presumably about ready for publication.

Three-Man Board Planned
 Under the WIB plan, as understood, a three-man board from the FCC, the Rockefeller group, and the Donovan group would be the policy-making body for International shortwave. The board, it is thought, will swiftly settle the differences in opinion on the subject, which are understood to have been put up to President Roosevelt for decision. It has been indicated that the delay in the announcement of the WIB is due to the difficulty in selecting a man to head the board. All previously suggested candidates, including CBS newscaster Herbert Agar, editor of the Louisville "Courier-Journal," operator of WHAS; Fred Gaertner, Jr., magazine editor of the Detroit News; operator of WWJ; Lyle Wilcox, chief of the Washington Bureau of the United Press; OFF director Archibald McLeish; Censorship Director George Rice, and others, are reportedly no longer in the running. The selection, it is said, will be an interesting man.

KASPER-GORDON
 INC.
 BOSTON, MASS.

Represented by
WIN H. KASPER
AND S. BLOOM
 at the
MOTEL STATLER
 Suite 919-921

FOR COMPLETE DETAILS
 OF OUR NEW TRANSCRIBED
 SYNDICATED SHOWS

NEW BUSINESS

WHN, New York: Paton Corp. of New York (Yuban Coffee), through Schwimmer & Scott, Chicago, daily anns. for 52 weeks; Dave Minor Publishing Co. (piano course), through United Advertising Companies, Inc., 10-min. programs; Carter's Little Liver Pills, through Street & Finney, Inc., daily anns. for 35 additional weeks; Bickford's (restaurants), through Roberts & Reimers, 13-week renewal of contract for daily anns.; Noxon, Inc., through Brown & Spector, Inc., spot anns. for 52 weeks.

WKRC, Cincinnati: Gus Wagner's Bowling Alleys and Night Club, Sunday quarter-hour program of sports by Sam Agnew; Rev. Jack Burris and

His Musical Messengers, 15-min. program, Monday through Saturday, and Sunday sponsorship of the half-hour program. Baltimore Gospel Tabernacle, through Joseph Katz Co.; Clarence H. Kaufman (optometrist), through Jesse M. Joseph Agency, 100-word anns.

KECA, Los Angeles: Log Cabin Bread Co., through Dan B. Minor Co., Los Angeles, 26 one-min. ET's twice a week; The Frito Co. (Fritos), three 15-min. newscasts weekly, through Ray K. Glenn Advertising Co., Dallas; Golden State Co., Ltd., (milk products), one-min. ET's through Ruthrauff & Ryan.

UTWAC First Project Is Huge Benefit Show

First official project of the United Theatrical War Activities Committee, headed by Bert Lytell, with James Sauter as executive director, will be the staging of a big performance in one of the city's largest auditoriums—possibly Madison Square Garden—it was determined at a meeting of the Committee of forty. Designed as a benefit, the performance will serve as well to emphasize the role of show business in the nation's war effort. Plans will be formulated by a special committee with proceeds to be shared by service organizations.

UTWAC, representing the entire entertainment field, in the future will clear all requests for free talent for

AMPLify your service
RevAMP your programs
Don't crAMP good music
Let nothing hAMPer you
in attaining the stAMP
of excellence

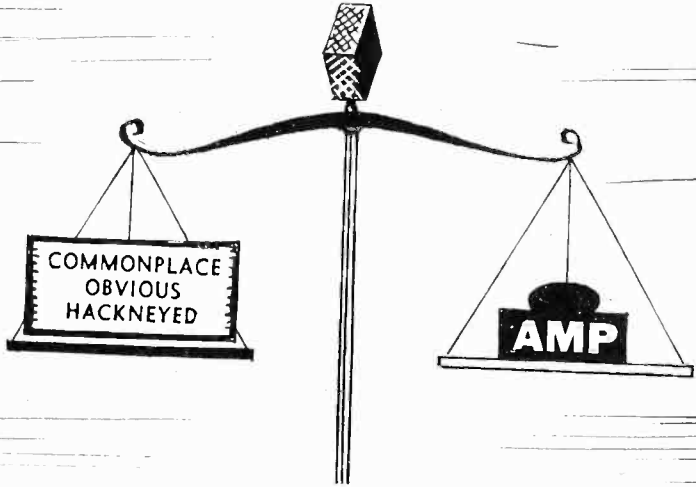
Gershwin Hindemith Ives Korngold
 Gretchaninoff Holst Ketelbey Lincke
 Harris Honegger Kodaly MacDowell

Mahler
 Marx
 Milhaud
 Nin
 Piston
 Poldini
 Ponce
 Ravel
 Reger
 Respighi
 Sanjuan
 Schelling
 Schoenberg
 Semmler
 Sessions
 Sibelius
 Sinding
 Strauss, R.
 Stravinsky
 Szymanowski
 Tansman
 Turina
 Villa-Lobos
 Weinberger
 Zimbalist

GIVE YOUR PROGRAMS *Balance*

ASSOCIATED

WITH **AMP** MUSIC
 MUSIC PUBLISHERS, INC.



**EVERY TYPE OF MUSIC FOR
 THE BETTER TYPE OF PROGRAM**

ASSOCIATED MUSIC PUBLISHERS, INC.
 25 WEST 45th STREET, NEW YORK CITY

60 DAYS!

The special AP radio news wire, in regular operation 24 hours daily, actually supplies at least sixty days more service per year than any other news service.

It's simply a matter of arithmetic. Any news wire which operates only twenty hours (or less) daily, omits at least sixty days of service per year!

When big news is breaking, affiliated AP stations never have to worry about such notes as the following:

NOTE TO EDITOR

THIS WIRE WILL OPERATE ON A 24-HOUR BASIS TONIGHT. IF YOU WISH THIS SPECIAL SERVICE BEYOND THE REGULAR WIRE CLOSING, PLEASE CONTACT OUR NEAREST BUREAU OR YOUR LOCAL AT&T OFFICE IMMEDIATELY. OVERTIME SERVICE WILL BE EXTENDED ONLY TO THOSE WHO SPECIFICALLY REQUEST IT.

The extra service of the special 24-hour AP radio wire offers protection against loss of important coverage—and at *no extra cost for overtime.*

PRESS ASSOCIATION, INC.

Radio subsidiary of The Associated Press

50 Rockefeller Plaza

New York, N. Y.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



19. NO. 32

NEW YORK, N. Y., THURSDAY, MAY 14, 1942

TEN CENTS

NAB Stronger Than Ever

Gross Up, But Net Profit Declines

ough CBS gross income during first quarter of 1942 was \$1,188, higher than the corresponding last year, net profit for the three months this year fell \$106, below the comparable 1941 er, the network's consolidated e statement revealed yesterday. profit for the initial 1942 quarter \$1,155,062.36 as compared with ear's total of \$1,261,247.62. The of directors declared a cash n-1 of 30 cents per share on A and B stock.

reased expenses accounting for
(Continued on Page 5)

Extensive Spot Campaign Launched By Van Camps

roducing a new product, Ten- a, a thin-walled, quick-cooking on, Van Camps, Inc., Indianap- as just launched an extensive campaign in the South and mid- es with Eastern markets to be rd up as soon as distribution fa- s warrant. Sponsor is using 8 one-minute ETs weekly, spot- hursdays, Fridays and Satur-
(Continued on Page 2)

"Roosevelt Cantata" Gets Premiere On Allen Show

as Co. is turning over the clo- venty-five minutes of Sunday's Allen broadcast over CBS to s service of I Am An American t which time a special program ng the "Roosevelt Cantata" by Robinson and John LaTouche,
(Continued on Page 6)

Hitler Loses Again

or the last three weeks the s trio has been trying to jam "This Is the Army Hour," over NBC Red network. The Japs away with it by jamming a ngking remote, but the Ger- us netted a zero when they tried st Sunday on a pick-up from acao, Dutch Guiana. The AC engineers stopped them d and got it through.

War Bonds in Russia

Defense Savings Staff's ten per cent quota campaign is getting international results. Abe Schechter's cable with suggestion for his foreign correspondents to use Treasury spots in their news reports from abroad brought the following reply from Robert Magidoff, NBC Russian correspondent: "Invest 10 per cent salary in War Bonds."

Rotate Network Time On Amer. Day Show

West Coast Bureau, RADIO DAILY Los Angeles—Network wartime co-operation will reach a new high Sunday, when all four national networks contribute fifteen minutes time to a full-hour program in the observance of "I Am An American" day. Originating in the studios of KFWB, CBS, NBC, Blue and Mutual will each carry a quarter-hour stanza of the show. Starting with the Blue,
(Continued on Page 7)

WLW Newscaster Zeimer Injured In Auto Crash

Cincinnati—Gregor Zeimer, European news analyst of WLW, was critically injured early yesterday morning when his automobile was involved in a head-on collision with another car between Hamilton and Cincinnati. Zeimer suffered a compound fracture of his lower jaw and a possible basal skull fracture. In addition to numer-
(Continued on Page 6)

Foreign Language Stations Form New War Committee

Moxie Co. New England Campaign On 22 Stations

Boston—Moxie Co., here, for its soft drink, will use schedule of 22 radio stations this summer as part of an enlarged campaign throughout the New England area. In other sections of the country, campaign will be handled by wholesalers. Alley & Richards, here, handles.

Closes on Sweet Note of United Front As New Directors Are Elected, And All Recommendations Approved

Heavy War Broadcast Schedule Set By NBC

NBC has devoted 146 hours and 37 minutes to war news broadcasts and Government announcements since Dec. 7, the network announced yesterday in making public its first recapitulation of time donated to the war effort since Pearl Harbor. In addition, NBC television station
(Continued on Page 6)

Local Sponsors Offered 2 Govt. ET Bond Series

Cleveland—Two new fifteen-minute transcribed shows, each available twice a week for local sponsorship, will be offered to stations shortly by the U. S. Treasury Department in the interest of War Savings Bonds and Stamps. According to Vincent F.
(Continued on Page 2)

Hooper Expanding Scope Of Evening Nat. Report

C. E. Hooper, Inc., yesterday announced the publication, beginning this month, of a second evening national ratings report monthly, as well as a simplified reporting form
(Continued on Page 2)

By M. H. SHAPIRO
Cleveland—Final and most important session of the 20th annual convention of the NAB yesterday afternoon, with all members having an equal say from the convention floor, resulted in further strengthening of a united front and definitely put out all fires, smoldering and otherwise. This final session brought out into the open the
(Continued on Page 7)

Radio's Vital Role In Youth Training

Columbus, O.—Radio is "one of the most important resources" which youth leaders can use in counteracting mental illnesses of young people. Mrs. Sidonie Gruenberg, director of the Child Study Association, told the recent conference on the use of radio by youth groups which was held here under auspices of Ohio State Univer-
(Continued on Page 5)

NAM-Blue Network Co-op On New Wartime Series

On-the-scene description of phases of the war effort will be broadcast beginning May 26 when the Blue Network, in cooperation with the
(Continued on Page 2)

Another Quiz Kid

Chicago — Stork outflow Lou Cowan, creator of "Quiz Kids," aired on the Blue Network for Alka Seltzer. An eight-pound, eleven-ounce son was born to Mrs. Cowan at the Michael Reese Hospital before the arrival of Cowan's plane from Washington. Newcomer has been named Louis Geoffrey after his dad, who is currently holding down a War Department post.

(Continued on Page 6)



Vol. 19, No. 32 Thurs., May 14, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

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

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

FINANCIAL
(Wednesday, May 13)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	111 1/4	110 1/2	110 3/4	- 1/4
CBS A	103 3/8	10	103 3/8	- 1/8
Gen. Electric	24	23 5/8	23 5/8	- 1/4
Philco	77 3/8	73 1/4	73 1/4	- 1/4
RCA Common	27 3/8	27	27 3/8	+ 1/8
RCA First Pfd.	47 5/8	47 5/8	47 5/8	+ 1/8
Zenith Radio	113 1/4	113 1/4	111 1/2	- 1/4
Nat. Union Radio	9-16	9-16	9-16	

OVER THE COUNTER

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

Elliot Replaces Baruch
Larry Elliot, free-lance announcer, has been signed by Blackett-Sample-Hummert agency to replace Andre Baruch on "The American Melody Hour," on CBS, Tuesdays, 7:30-8:00 p.m. The program is sponsored by Bayer Aspirin, and its commercials are designed to help the war effort. Elliot also announces all of the Treasury programs.

Hooper Expanding Scope Of Evening Nat. Report

(Continued from Page 1)
through the use of which it is anticipated 36 hours can be dropped from the elapsed time between the end of each week of interviewing and the publication of the ratings. The present tabulation and printing time is seven days.
Up to May the Hooper evening ratings report has been based on interviews conducted during the week encompassed by the first through the seventh evenings each month. This will be continued on this same schedule and will carry all information published heretofore. The new report will duplicate it in scope, size of sample and content and will be based on interviews taken independently during the evenings of the 15th through the 22nd of each month. The daytime report has been moved up one week and will be based on interviewing conducted on the 8th through the 14th. The new report adds another 100,000 homes sampled per month by the Hooper organization, raising the total to above four and one-quarter million annually.

Local Sponsors Offered 2 Govt. ET Bond Series

(Continued from Page 1)
Callahan, chief of the radio and press section of the savings staff, such arrangements have been concluded between himself and Frank Pellegrin, director of the Department of Broadcast Advertising of the NAB. Bill Murray will handle production.
Programs are planned as a variety show along the lines of the original "Treasury Hour" and will have name artists from both New York and Hollywood. Should the first two program series meet with success at the hands of the stations, additional transcribed shows along the same lines will be made available, also for local sponsorship.

KFAR Increasing Power
Fairbanks, Alaska—KFAR of this city is preparing to increase its power from 1000 to 5000 watts and a fully equipped 10,000-watt transmitter is now in construction.

NAM-Blue Network Co-op On New Wartime Series

(Continued from Page 1)
National Association of Manufacturers, launches "This Nation At War." To be presented Tuesdays from 9:30-9:55 p.m., EWT, the new series will throw the spotlight on the workers who are making history on the home front.
Opening in New York, with a narrator to outline the scope of the broadcast, the program will then switch to a lumber camp in Oregon, or an oil field in California or a shipyard on the Atlantic Coast, where representatives of Blue affiliated stations will picture the contribution to the victory drive and bring to the mike for a first-hand description of their work the men and women who are making the guns and ships and buying the War Bonds that paid for them.
Through the series, the Blue and the NAM expect to give America an over-all insight into a nation united and determined on victory in the present war.

Extensive Spot Campaign Launched By Van Camps

(Continued from Page 1)
days on approximately 70 stations, including WLS, Chicago; WISN, Milwaukee; KQW, San Jose, and KFI, Los Angeles.
Calkins & Holden, Inc., handles the account.

COMING and GOING

PHILLIPS CARLIN, Blue Network vice-president in charge of programs, returned yesterday from the Cleveland NAB meet.
MARVIN KIRSCH, business manager of RADIO DAILY, returning today from the Cleveland convention.
E. J. HUBER, promotion manager of the Network's central division, and E. H. MAR BOWER, of the sales staff, are back at Chicago headquarters following a business trip to Minneapolis.
CECIL BROWN, Far Eastern correspondent CBS, en route from Houston to Dallas tonight he will deliver the fifth in his coast coast series of lectures.
LULU BELLE and SKYLAND SCOTTY WILSON, WLS and NBC hillbilly favorites, Chicago for Hollywood, where they will work on "Hi, Neighbor," their fourth film.
E. W. HAMMONS, producer of Merrie Comedies and who is now on an out-of-business trip, will return in time to make guest appearance on the Mary Margaret Mc program over NBC next Wednesday.

Carley Promotes WMCA Sale

Appointment of William F. Carley as sales promotion manager of WMCA, New York, was announced this week by Donald S. Shaw, general manager. Carley, formerly director of promotion and publicity of WBT, Charlotte, N. C., and previously with NBC and J. Walter Thompson Co., fills the post vacated by Maxwell Dane, who is now WMCA account executive.

This Area Covers The Homes of 8,000,000 People



CKLW FOR Detroit Area Coverage

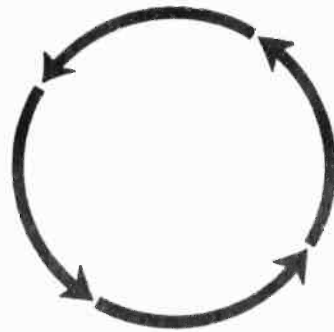
5000 WATTS DAY and NIGHT
CLEAR CHANNEL
Buy CKLW—More Listeners for Less!

Spot Sales, inc.
COOPERATIVE RADIO STATION REPRESENTATIVE

20 E. 57th STREET New York	360 N. MICHIGAN AVE. Chicago	MARKET AT 3rd STREET San Francisco
LOREN WATSON PEGGY STONE	PETERSON KURTZER AILEEN PHILLIPS	JOHN LIVINGSTON
At The Convention		
LOREN WATSON	PEGGY STONE	PETE KURTZER
HOTEL CARTER		



how to start an unvicious cycle



The path of the pioneer is fraught with peril but the reward for success is high. On December 1, 1941, WMCA began to broadcast hourly news bulletins from The New York Times. We felt it was a sound decision: The listener could easily remember the time (every hour on the hour), the news source was of the highest integrity and the station could be quickly located (first on your dial).

WMCA's pioneering has been richly repaid. Two separate surveys made in March 1942 by Crossley and Fact Finders reveal almost identical results:

351,360 different homes listen to New York Times news bulletins on WMCA every day.

More people are listening to WMCA and more advertisers are spending more money because more listeners are buying more of their products. That's what we term an unvicious cycle and that's why WMCA, today, is the number one station for any New York spot schedule.

America's leading independent station

WMCA *New York*

First on your dial... now first for news

Western Representative: Virgil Reiter & Co., Chicago

Los Angeles

By JAC WILLEN

AL PEARCE'S May 7th stanza was attended by sailors and soldiers due to Al's forethought in arranging, at his own expense, to have several large passenger buses pick up the soldiers at the Santa Monica encampment and the sailors at San Pedro, ferrying them in for the broadcast.

"The Private Life of Patience Prim" with Edna Mae Oliver starred, and which was previewed last week seems to be on the verge of hitting the airwaves for a national sponsor. The show was produced by Crane Wilbur, who auditioned the show at CBS for Ruthrauff & Ryan Agency. Don Sharpe of the Frank Vincent Agency is credited with the writing and direction chores.

Paul Franklin has set a new record for the sale of scripts to "Big Town," the Edward G. Robinson Rinso show, this season. So far the score stands at 12. And, in addition, Franklin is producing and writing the "Red Ryder" shows.

That Dinah Shore combination seems welded into a "tight" unit which most likely is the reason for such fine first broadcasts of the famous songbird. Backed by Gordon Jenkins and his fine orchestra and orchestrations, Trumann Bradley at the announcing chores, Jerry Rice doing the scripting, and Bill Lawrence, producing for Pedlar & Ryan—the show clicks. Dinah's singing needs no reemphasis.

KMTR, Hollywood, is the latest local to join the Ascap music fold.

Uncle Sam is newscaster Bob Garred's newest sponsor. Bob has been assigned the narrating chore on the "America Calling" airshows, government sponsored for release on some 700 American stations.

"Somewhere, Sometime, I'll Come Back to You," tune by Bill Hampton and George Duning, was recorded by Kay Kyser for Columbia—and in its first four-day sales sold 20,290 copies—some sort of a record, what?

KASPER-GORDON

BOSTON, MASS. INC.

Represented by

EDWIN H. KASPER
AARON S. BLOOM

at the

HOTEL STATLER

Suite 919-921

GET COMPLETE DETAILS
OF OUR NEW TRANSCRIBED
SYNDICATED SHOWS



Cleveland Clambake!

● ● ● NAB's Bureau of Broadcast Advertising has one of its largest displays in years on the mezzanine, strategically located near the entrance to the Grand Ballroom of the Statler. In addition to a vast amount of BMI and station promotion, blown up and otherwise, Lt. Colonel Ed Kirby has an attractive promotional display by the Army public relations branch. This includes continuous movie presentation as well as various and assorted booklets and other literature.

● ● ● Paul Kesten, CBS official, unable to make the convention although he originally planned to arrive sometime before the meet was over... George Crandall, CBS publicity and ambassador at large, doing a swell job around the Statler... Ed Fisher, formerly publicity man for WNEW, now acting in same capacity for Loew's Theaters in Cleveland, looking up old friends.

Little Shots About Big Shots!

● ● ● Andre Kostelanetz will ride in a police car Sunday in order to appear on the "I Am An American Day" celebration for the committee headed by Mayor LaGuardia which is to be heard on several networks at 3 p.m.: will play the piano for Lily Pons at 3:30, will direct the massed bands of the New York police, park and sanitation departments at 4:10 and will be whisked to CBS to conduct his regular Sunday program at 4:30 p.m.... The Prudential show on CBSundays will continue through the summer because of the fine propaganda contained therein under the competent direction of Don Cope. Sponsor was induced to continue the show after official letters from Washington commended the program for the morale job being done by it.... "Lincoln Highway" returns after a ten-week lay-off this summer, contrary to the report that it was a complete fade-out for the series.... Kate Smith introduces Oscar Hammerstein's new lyrics to the "Marine Hymn" on "Spirit of '42" Sunday.... Bill Goodwin, announcer for Burns and Allen, has been shorn of his handsome curly hair and now sports a "GI" (General Issue) haircut for a forthcoming screen assignment as a U. S. Marine.... Paul Robeson doubles on the Blue Barron and Fred Allen shows Sunday.... Mary Small appears on "Celebrity Theater" today to introduce a new satirical number set to a Tchaikovsky melody by Mort Lewis.... Lou Crosby and not Ken Carpenter will introduce the Cugat Camel programs from Hollywood.... Virgil Reimer, Jack Benny's "goofy" sound man, is leaving for the U. S. Air Corps.... Robert Gay, baritone, has a temporary deferment from his draft board to permit him to appear on the MBS American Opera Festival show May 21.... Dinah Shore was asked what she thought of the proposed government measure limiting incomes to \$25,000 and said that she considers it a privilege to give bank notes for the right to sing blue notes!

● ● ● "One Foot in Heaven," best-seller novel, is due on the chains as a night-time serial.... Eddie Cantor's return date after the summer is set for Sept. 30th, same time, same net.... "Suspense," a new chiller, starts on CBS soon under the able direction of Charles Vanda.... Private Shelley Hull has been granted a leave of absence from Fort Dix, N. J. to join his father, Henry Hull, in a special program for the government.... John Gunther has been signed by 20th Century-Fox to write a story about the U. S. Army Signal Corps.... Raymond Scott's latest masterpiece is "Careful Conversation at a Diplomatic Function".... Boris Karloff returns to "Inner Sanctum" May 24th and repeats "Man of Steel".... Humphrey Bogart will be the menace in the Eddie Cantor movie.... Ed Gardner goes on the Smith Hour Friday and Young & Rubicam are still considering Tommy Riggs as the head of a show to replace Burns and Allen for the summer!.... Roy Wilson, by the way, is down in Florida, filling government contracts.

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

BETTY AMES, who conducts WBBM "Between Us Girls" program, interviews Willing Helpers Crippled Children tomorrow members of the Russian Relief, Saturday, May 16. "Between Us Girls" is broadcast six days a week direct from the Better Home Making Institute, scene of daily luncheon meetings of various women's groups and organizations.

Rules governing the third annual contest for Utilization Awards Citations in connection with the annual meeting of the School Broadcast Conference went out this week. The awards will be made during School Broadcast Conference at Morrison Hotel in Chicago on November 11, 12 and 13. The classroom use-of-radio competition will close November 1.

Bob White, former associate editor of "Music and Rhythm," has been added to the WBBM continuity staff.

Phil Levant, popular Chicago orchestra leader, heads the new music booking department at William Morris agency.

Curtain raiser for a state-wide campaign to sign up every Illinois family for weekly war bond stamp pledges was the "Pledges Freedom" broadcast presented WBBM, Sunday, May 10. CB writing-producing team, Owen Vason and Pauline Hopkins, produced the show with Louis Scofield and Louis Terkel assisting in the writing assignment. Dramatic talent who volunteered their services were Bill Bailey, Eddie Firestone, Jr., William Waterman, Louise Fitch, Norma Jean Ross, Constance Crowder and Hu Studebaker.

WXYZ

guarantees
to deliver the
LION'S SHARE
of Detroit at
LOWEST COST!

*with any WXYZ Champion Show

Radio's Vital Role in Youth Training

(Continued from Page 1)

Mrs. Gruenberg's evaluation of the vital role of broadcasting followed a talk by Dr. Harry Stack Sullivan, until recently Psychiatric Advisor to the Director of Selective Training, who declared that 30 per cent of young men called up for military service were disqualified because of mental illnesses and personality disorders.

City Organizations Represented

Representing 30 youth organizations with a combined membership of 150,000 young people, the delegates to the conference heard some sound and down-to-earth advice on the use of radio from Howard Rowland, Ohio State sociologist. Rowland, who is attached to the staff of the Division of School Broadcasts, declared that there were "too many broadcasts sponsored by youth organizations which consist primarily of merchandising of pathos and that too often these broadcasts are entirely in providing young people with things they want to hear on the radio."

Urges Change in Attitude

Rowland said many national youth organizations have used radio in the past primarily for publicity and public raising and he stressed the importance of radio programs produced by and for young people which will help American youth to understand the present war situation and the changes in our society which have made this war necessary to our existence.

Ear McGill, CBS producer, and John Rishworth, NBC representative, urged these youth leaders to pay more attention to good radio production methods whenever they secured time on the air from the radio networks or from local radio stations. Sherman Lawton, director of St. Stephen's College Radio Workshop, pointed out the values of radio work in the activity programs of youth groups, and Major Harold H. Educational liaison, radio and war department bureau of public relations, recommended that youth organizations cooperate in developing a radio production program for youth leaders.

Addresses By Educators

Speakers at this conference included: I. Keith Tyler and Norman Self, Ohio State University; Virginia Chandler and Virginia Lee, Association of Junior High Schools; Gertrude Broderick and Arthur Ross, U. S. Office of Education; William Clark and Edna d'Issertelle, G. S. S. Co., Inc.; W. L. DuMars, U. S. Department of Agriculture; Henriette Harrison, National Council of Jewish Women; Thomas Stewart, American Red Cross; T. Arthur Turner, National Society for Crippled Children; Lavinia Schwartz, CBS; Clara Richards, National Recreation Association; Mary S. Shields, National Board of YWCA's; Harriet WLS.

NEW PROGRAMS—IDEAS

That Old Game

"The Army-Navy Game," a new war program, created by Herb Moss, production manager of "Truth or Consequences," and Allen Funt, has made its debut last night on the Blue Network, at 5 p.m. Three hundred sailors and the same amount of soldiers matched their wits, singing and acting skill, and physical prowess, in order to gain the largest per cent of the cash prizes offered, for their respective relief funds. The boys in blue and khaki were judged by 5 beauties from the Conover model agency, and were treated to a buffet supper after the program as the guests of Schraft's Restaurant. Col. Suplee was there to receive the

awards for the Army relief, and Capt. Blackburn accepted those for the Navy. Fred Uttal served as master-of-ceremonies, and the combined income of Moss, Funt, and Uttal also was donated as and added to the total of the prizes.

Buy a Bond Drive

WSUN, St. Petersburg, Fla., has inaugurated a program designed to buy a bond for each St. Petersburg man in the armed forces, and present it to him as the community's appreciation for his services. The program, entitled "Buy a Service Man a Bond," aired Wednesdays 8:30-9:00 p.m., features a variety of local talent, and is worked in cooperation with the Civitan Club of St. Petersburg.

CBS Gross Up, But Net Profit Declines

(Continued from Page 1)

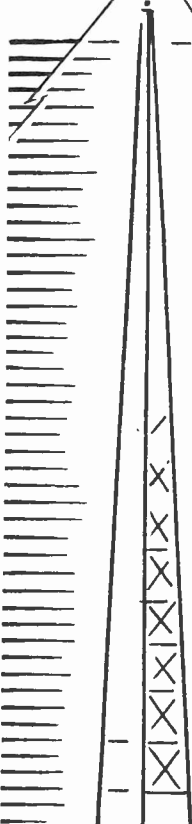
the drop in net profit were largely in operating, selling, general and administrative categories and provision for depreciation and amortization. Provision for Federal taxes was less this quarter than during the first 13 weeks of 1941, amounting to \$906,000 as compared with \$1,085,600.

Earnings per share for the 1942 period were 67 cents, while last year they were 73 cents.

KWK Appoints Chief Engineer

St. Louis, Mo.—Nick Zehr, former supervisor at KWK, has been appointed chief engineer with complete supervision over studio operators and transmitter engineers.

TOPS in TRANSCRIPTIONS



- **TOPS IN PROGRAM VALUE**
When a station sells an ARPS program . . . it sells a program which will hold an audience . . . and sell merchandise.
- **TOPS IN TALENT**
Best groups of artists and performing units . . . all leaders in their respective fields.
- **TOPS IN MUSIC**
Best of the old and the new . . . widest variety of musical classifications and character of compositions.
- **TOPS IN QUALITY**
Highest quality transcribed library available . . . the ultimate in life-like naturalness of sound and the natural beauty of music.

ARPS gives you more for your library dollar... more value... more quality... more showmanship... but ARPS costs no more!

AT THE CONVENTION
SUITES 428 AND 448
HOTEL STATLER



25 WEST 45th STREET NEW YORK CITY

Language Outlets Set New Wartime Group

(Continued from Page 1)

is carried out and it will work with various government agencies concerned in the war effort. Code will be submitted to all stations shortly and immediate adoption is expected.

Cleveland, Youngstown Mentioned

The idea for a Foreign Language Institute went by the board early in the first session and it was the consensus that a spontaneous action arising out of the meeting was more desirable. Joe Lang, general manager of WHOM, heartily concurred in this move as did members of the War Committee. While it is believed that about 85 per cent of the foreign language outlets are operating carefully, a possible 15 per cent, it is indicated, did not come within the purview of "clean operation," meaning that this small number might hurt the entire radio industry not just the language outlets.

Stations in foreign language territory were encouraged to return "language" programs to the air where they have been either curtailed or taken off entirely. This in particular pertained to such areas as Cleveland and Youngstown where there are large German and Italian speaking populations.

Committee Named

Committee of station operators appointed to draw up the code, which was approved by all language operators attending the convention, is composed of: Simon, chairman, WPEN, Philadelphia; Joseph Lang, WHOM, New York; Fred Hopkins, WJBK, Detroit; Arnold Hartley, WGES, Chicago; Harry Henshel, WOV, New York; William Reilly, KOY, Phoenix; Merwyn Dobyns, KGER, Long Beach, Calif.; William Welch, WSAR, Fall River, Mass.; David Baylor, WGAR, Cleveland; Griffith Thompson, WBYN, New York.

Committee memo on the code follows:

"All personnel engaged in the production and presentation of foreign language programs shall be cleared through the committee. All personnel will have to fill out a questionnaire and be fingerprinted. All questionnaires returned from the stations will be cleared through the chairman of the committee who, in turn, will have them checked through government sources. All stations will adhere to the wartime code practices and will maintain extra added precautions in addition to the already stringent monitoring service now employed.

Government Action Asked

"The committee demands official action be taken against any station operator violating this code. The

LEN STERLING

Now available on ALL networks as
Announcer, Newscaster, M.C., Narrator.
Currently announcing Boake Carter on
MBS and Calox Commercials 11 a.m.,
WOR News. Call LA 4-1200.

★ PROMOTION ★

Ascap Brochure

Personalized brochure is used by Ascap to introduce its new radio program service. Plastic bound, the book carries the call letters of the individual station receiving it on the cover. Complete description and historical background of the service, which is being offered without charge to licensees of the society, is contained in the brochure. Service consists of three sets of programs weekly to prevent duplication in cities having more than one station, including scripts and musical numbers; scripts are timed so that commercial announcements may be inserted and adapted for choice of music and seasonal considerations. Sample script and publicity bulletin is enclosed with the brochure.

WFMJ's "Club"

In cooperation with the President's call on the whole of United States for sacrifices to aid the soldiers, WFMJ, Youngstown, has formed a "Billion A Month Club." Qualifications needed to become a member of the club is to pledge 10 per cent or more of weekly earnings, to be deducted from the payroll for War Bonds. Len Nasman, the stations sales manager, says that WFMJ expects to be 100 per cent within the next week.

"Roosevelt Cantata" Gets Premiere On Allen Show

(Continued from Page 1)

with Paul Robeson and Mrs. Henry Morgenthau, Jr., wife of the Secretary of Treasury, appearing on the show. Robeson, assisted by a special choir, will give the first network presentation of the "Roosevelt Cantata," which is based on speeches of the President since Pear Harbor.

committee resolves that all foreign language stations will continue to contribute to the war effort by increasing the use of pro-democratic programs and the further supplying of information to the various foreign language groups of America in their own language. On the continental United States there are approximately 200 stations broadcasting foreign language programs in 29 different languages approximating 1,700 hours per week on the air. Nearly 5,000 announcers, musicians and other talent, including producers, are involved in the preparation of the broadcasting of these programs."

The meeting was addressed by Lee Falk, chief of foreign language radio of the Office of Facts and Figures, who spoke of the value of foreign language radio programs in bringing information and a clear understanding of the war effort to these listeners in languages they understand best. He also stressed that if the language stations were going to do anything, now was the time and later may be literally too late.

Bristol-Myers Kit

The Blue Network, in launching a new series of programs for Bristol-Myers Co., has sent out an audience building kit to the 105 affiliates scheduled to carry the series. John H. Norton, Jr., the Blue's station relation manager, enclosed a letter with the kit describing Dinah Shore, star of the show, and her publicity value. He lists all of Miss Shore's past and present appearances and "guestings," and notes that she has just signed with Sam Goldwyn to be featured in a picture.

Included in the kit are chain break announcements to be used, two press releases, a photograph with two different size mats, and a folder in which the station manager is asked to insert evidence of audience reaction to the promotion.

CBS Bibliography

Sixth edition of the Radio and Television Bibliography prepared by the reference library of the CBS Research Department, is now being distributed. Published by CBS to assist students and others interested in radio and television in finding the principal books, pamphlets and articles in this field, the book was prepared by William C. Ackerman of the CBS reference library under the direction of Dr. Frank Stanton, CBS director of research.

WLW Newscaster Zeimer Injured In Auto Crash

(Continued from Page 1)

ous severe cuts and bruises, his automobile was demolished.

Before crashing into Zeimer's car the machine which caused the accident sideswiped the automobile of engineer Dave Conlon, also of WLW, who was driving just ahead of the commentator's car. The two were returning to Cincinnati after Zeimer had delivered a lecture at Portland, Ind. Conlon also was severely cut and bruised and the left side of his automobile was torn away.

Until war broke out in Germany, Zeimer was head of the American school in Berlin for 11 years. He has been with WLW for eight months. He is the author of "Education for Death," a book describing Germany under the rule of Nazism and recounting the methods of perverting youthful mind from childhood onward.

Starts Local Spot Drive

R. C. Williams & Co. today launches a special three-week campaign on five local stations featuring a label saving plan for Royal Scarlet food products. One-minute live announcements have been set on WEA, WJZ, WABC, WNEW and WOR. The drive is in addition to Williams' sponsorship of "Odd Side of the News" on WABC and Zeke Manners on WNEW. Alley & Richards, here, handles the account.

Heavy War Broadcast Schedule Set By NBC

(Continued from Page 1)

WNBT has put on a total of 10 and 25 minutes of air raid training programs per week.

The regular NBC programming department has, between Dec. 7, May 3, produced 12 regular sustaining war programs for a total of broadcasts totalling 56 hours and 15 minutes broadcast time; 176 other programs for a total of 58 hours and 59 minutes, and 59 commercial war programs for 59 hours and 11 minutes. There were also 207 sustaining announcements and 1,376 commercial war announcements, it was stated.

Station By Station

War news programs, broken down by NBC stations, is as follows:

	No. Ann.	No. of Broadcasts	Hours Broadcast
WEAF	1474	296	30 hr., 54
WRC	1284	67	14 hr., 45
WTAM	3032	154	41 hr., 45
WMAQ	1366	30	12 hr., 00
KOA	1858	107	33 hr., 44
KPO	1880	118	13 hr., 29

During April, WEA, broadcast war news periods for a total of 10 hours and 12 minutes as well as war effort announcements. WTAM, Cleveland, however, broadcast war announcements and 46 news broadcasts for a total of 11 hours and 26 minutes during the same period.

Hour Total Is 539

On a yearly basis the NBC will vote, at the present rate, 539 hours to the war, over and above sustaining and commercial programs. The statistical department has broken down thusly: Of this 26,664 announcements will be made, with 26 news periods for a total of 539 hours.

To Relations With Axis, XERC Informs Via Ann

Mexico City—XERC, owned and operated here by Popular Radio of Mexico, license of which is held by Antonio Jimenez, Jr., is buying space in local newspapers and spot announcements on other local and national stations to assure listeners in this area that it is not the station which has recently been added to the United States blacklist of firms and individuals doing business with the Axis powers.

Confusion is the result of a similarity of names. Blacklisted firm known as Popular Radio, a receiver set supply house while broadcasting station is known as Popular Radio of Mexico.

YOUR SALES TARGET . . .

WCOL
COLUMBUS
NBC

in Central Ohio
Richest Market

WRITE OR
DIRECT FOR
STATION DATA

Powerful Support Behind NAB As Cleveland Convention Closes

(Continued from Page 1)

ments of John Shepard and of the Broadcasters' Victory Council, and Eugene Pulliam, president of Network Associates, Inc. From these two sources were generally believed fireworks, any would develop.

ineteen resolutions proposed by the resolutions committee were passed unanimously, while the proposed amendments to the by-laws which would admit networks to full membership and a regular seat on the board of directors was carried by an approximate vote of five-to-one. CBS representative on the floor immediately announced acceptance of such motion and said that Paul Kesten would be chosen to sit on the NAB board; the CBS member. No comment was received at the time from other networks, although it was expected there would be eventually. Election of board members at large resulted in Gene O'Fallon of KFEL, Don Elias of WWNC, Asheville, being unanimously chosen to represent medium sized stations. A channel group elected Edwin Knight of WSM, Nashville, and Joe Jan of WHO. Herb Holister and Woodruff were reported last night having gained the vote for election directors at large.

Board Meets Today

New board of directors will meet tomorrow for its first get-together in official business. Wires were to be sent last night to Pulliam; Walter Smith of WTMJ, who is acting in excess of capacity with the Broadcasters' Victory Council; John Shepard, president of the Yankee and United network who is entitled to sit on the NAB via his regional networks in a possible place on the NAB board as a member; and H. K. Carpenter, of WH-WCLE, local Mutual affiliate in Cleveland. New board will sit tomorrow. James D. Shouse of WLW in Savannah, Ga. Edward Klauber will sit in for the afternoon morning for CBS in place of Kesten who was unable to attend the convention.

Shepard Withdraws Motion

John Shepard, Don Elias and Woodruff of WRBL are those who have been elected in their respective districts and representation. O'Fallon elected George W. Norton, Jr., of WVE and Hollister of KANS representative. John Elmer if first tabulation of votes was correct. Craig representative.

the five-to-one vote for admission of networks to full membership.

ship as per proposed amendments, John Shepard arose to ask that he be allowed to withdraw his resolution against such a move. This was hailed with a unanimous vote of okay. Eugene Pulliam of WIRE and head of NAI further clinched the unity of the meeting by stating that any stories the members hear or may hear are absolutely false. He pointed out that NAI had but 94 members and that all but five of these members belonged to the NAB. Pulliam also said that the regional outlets had their problems as affiliates and sought to iron out certain difficulties just as IRNA did some years ago. He saw no difference between the operations of either of these two organizations.

19 Resolutions Approved

Thus was put to rest what had been expected to be most potent of potential trouble in the offing. Official announcement of the newly elected members to the board at large was to be made at the annual banquet last night where a huge show was produced by Vic Knight. Actually it was another in the famed "Command Performance" series for servicemen overseas via short wave.

Business session yesterday afternoon approved 19 resolutions, of which the one expressing "deep appreciation of the confidence in broadcast advertising expressed by General Motors in inaugurating its institutional advertising campaign, 'Cheers From the Camps,'" (on CBS), was most unusual. It was believed to be the first time an NAB convention ever had taken such special notice of an individual radio advertiser.

Many of the resolutions were of the routine "thank you" variety, including voting of the convention's appreciation to its speakers; to Earl Glade, chairman of the Code Committee, for his inspiring talk; to the Institute for Education by Radio for its constructive work in the educational broadcasting field; similarly to the Radio Council on Children's Programs and its chairman, Mrs. Nathaniel Singer; to Glen Bannerman, president of the Canadian Association of Broadcasters, for his attendance; to President Neville Miller and his staff for their "untiring efforts in successfully scheduling and carrying out the convention" and for their "extremely successful work done during the year"; to John Fetzer, chairman of the NAB War Committee, and its members for their work in developing the Radio War Guide and technician training program and to the various service branches which cooperated.

Sanders Bill Stand Endorsed

The convention voted its approval of the proposals made by President Miller before the House Committee on Interstate and Foreign Commerce at the hearings on the Sanders Bill with a view to enactment of a new radio law and urged favorable con-

sideration thereof by that committee. Another resolution expressed thanks to Walt Disney for premiering his latest film, "Bambi," with its BMI score, to the convention.

Broadcasting of race results, scratches, odds, etc., obviously designed to foster illegal gambling, was frowned upon in another resolution, but descriptions of actual races or an evening summary of race results were specifically exempted.

"Cost-per-Inquiry" Discussed

Cost-per-inquiry advertisers came in for their usual lambasting, the confab going on record that "all such requests should be denied by (NAB) members and discouraged by every other means."

Final resolution dealt with direct payment for song plugs. As adopted, the resolution stated:

"Whereas there has grown up in the radio broadcasting and the music publishing industries pernicious practices whereby bribery and other corrupt and illegal means are used to foster the performance by radio of musical compositions regardless of their merit or popular appeal; and whereas these practices have recently become so intensified that it is the subject of common knowledge and open admission; and whereas as a result of such practices the musical interest of programs is diminished to the detriment of the public and the radio industry, and sustaining programs are perverted into secret and concealed advertising in violation of the law; and whereas such practices have been condemned by legitimate authorship, public enterprise and labor, and are contrary to the best interests of radio broadcasting and to the public it serves,

Calls for Supervision

"Now, therefore be it hereby resolved: that it is the duty of all broadcasters to exercise and maintain proper supervision of radio programs and do all in their power to prevent the exercise of any influence over the selection of music used on such programs other than upon the basis of merit, public interest and availability; and be it further resolved: that the National Association of Broadcasters is hereby directed to make all possible efforts to terminate the said pernicious practices, and make such recommendations to its members for the elimination of said pernicious practices as may be considered necessary and/or advisable."

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

5000 WATTS Directional
 OVER METROPOLITAN NEW YORK

Rotate Network Time On Amer. Day Show

(Continued from Page 1)

each quarter-hour will be complete in itself but the whole hour will be dovetailed together so that listeners can turn from one network to another and get the entire broadcast.

Program was originated and is sponsored by the "I Am An American" foundation, a patriotic non-profit organization, headed by Edward Arnold, president. Scheduled for airing are stage and screen stars in dramatic sequences and as speakers. Music will be furnished by KFVB and Carlton E. Morse has written a dramatic sketch for the show. John B. Hughes, MBS commentator, and Leigh E. Ore, the Foundation's public relations head, handled the production and arrangements for the program which will be aired at 3-4 p.m., PWT.

Nation-wide Observance

Foundation is also responsible for the passing of Congressional legislation authorizing the President to issue a proclamation each year setting aside the third Sunday in May as a day to be observed in a manner to impress on all citizens "the duties and opportunities of citizenship and its special responsibilities in a nation at war." Patriotic rallies will be held in over 4,800 cities, towns and communities this year as a result of the Foundation's activities.

Walker Joins Hooper

Wallace A. Walker, for the past three years chief statistician for Mutual, has joined the staff of C. E. Hooper, Inc.

920 CLUB

WORL BOSTON

BLUE IS YOUR BEST BUY IN KANSAS CITY

KCMO
 5000 WATTS
 1460 ON YOUR DIAL

Person REPRESENTATIVE
 Network



Coast-to-Coast



NEW additions to the WJW, Akron, Ohio, announcing staff are Dick Hatton and John Powell. Hatton joined WJW from WRRN, Warren, Ohio. Powell is a Kent State University radio student... Wayne Byers, with WJW the past year, has been named chief announcer.

Ross Griffith, of Stamford, Conn., has joined the staff of WDRG, Hartford, as an operator at the Bloomfield, Conn., transmitter. Griffith recently was honorably discharged from the U. S. Army for health reasons.

Violet Short has been added to the staff of KTSA, San Antonio, replacing Jerry Singer who resigned recently... KTSA has a new mobile unit which was put into effect when they broadcast the annual Pilgrimage to the Alamo last month... Dick Haynes has joined the announcing staff... Laurence Q. Gaither, night chief operator, has resigned to accept a post with the Government.

Mary Attebery has joined KWK, St. Louis, as secretary to V. E. Carmichael... Grace Jean Beck, formerly secretary to Robert Sampson, national sales manager of KWK, has been promoted to the position of traffic manager.

WLAC, Nashville, Tenn., has named Dow Mooney production manager, replacing S. O. Ward who resigned to take charge of his recently purchased station, WLAK, in Lakeland, Florida... Paul Oliphant, WLAC's publicity director and staff announcer, has been named program director.

WHB, Kansas City, has announced the appointment of M. D. Cohn to take charge of the WHB Artists' Bureau in line with a new policy of augmenting the studio talent now in use. Cohn is well known in Kansas City theatrical circles having been former Publix district manager for the territory and recently with Monarch Theaters, Inc. of New York.

Ed M. Hunter of Woolley & Hunter Advertising Agency is writing and delivering a new show that has started on KOA, Denver. Known as one of the best fly fishermen in the sport, he is doing a once-weekly quarter show on fishing and hunting... Girl Scouts, Camp Fire Girls and Girl Reserves recently joined in presenting a special broadcast over KOA. Program was devoted to explaining defense work for girls of high school age.

Bea Wain, Bob Ripley, Dave Elman, Emery Deutsch and Lyn Murray will appear at the first of a series of defense bond drives at Bonwit-Teller's department store, today. Deutsch is the chairman of the "Radio Bond Drive." A special guest at the store will be Mayor LaGuardia.

Latest to join the list of sponsors on KDYL, Salt Lake City, is Crawford & Day, home furnishers, one of Utah's oldest and most outstanding furniture establishments. Crawford & Day assume sponsorship of the 8:45-9 p.m. period, Sundays, with an outstanding musical show. Contract was placed through the Gillham Advertising Agency in Salt Lake City.

Glenn Miller, now working on his second film, "Orchestra Wife," for Twentieth-Fox has converted the sound studio into a radio studio for his Saturday afternoon "Sunset Serenade" hour. He was losing too much time getting to the Mutual studios in Hollywood, and back.

A huge "V-for-Victory." symbol of the war effort of the United Nations, now flies daily from the flag staff on the facade of KYW building, Philadelphia.

Jack Trapkin, for the past two years a transmitter engineer at WWRL, has been promoted to chief engineer and will be in charge of technical operations of WWRL. Prior to his position at WWRL, Trapkin served as maintenance and construction engineer at CBS and transmitter design engineer for the Transmitter Equipment Manufacturing Co.

Jay Jostyn, radio's "Mr. District Attorney," is laying down the law to drama-goers in re the purchase of War Bonds. In conjunction with the American Theater Wing, Jostyn is giving entre act speeches at local legit houses. His first stint occurred the other night at "Arsenic and Old Lace."

WHBF, Rock Island, Moline and Davenport has completed arrangements for an hour-and-a-half broadcast direct from Camp Forrest near Tullahoma, Tenn. on Sunday, June 14. The broadcast will start at 2 p.m., CWT, and will feature music by the Camp Forrest band and interviews with men from the tri-city area.

Three programs, beginning at 4 p.m. on WWL, New Orleans, are being broadcast on Mondays from the Lagarde General Hospital at the New Orleans lakefront army recreational center. They are "Shut-in Shelter" with Camilla Frank; "Sweet and Lovely Songs" by Barbara Allen; and Paul Sutton's "Musical Scrapbook."

Johnny Barth and Carl White, engineers at KVOO, Tulsa, are leaving: Barth to the army and White to another job... Jesse Martin Neil, Jr., from KPLT, Paris, Texas, will replace White... Willard Egolf, KVOO commercial manager, attended the Tenth District Advertising Federation of America meeting recently in New Orleans... Egolf and William B. Way, KVOO general manager, are representing the station at the NAB convention.

Clarke Brown, radio editor of WCBI, Columbus, Miss., announces the addition of Procter & Gamble's "Ma Perkins" to their schedule, also two 52-week programs, one sponsored by Plough Products Company, the other by Grapette... The WCBI mobile unit has passed all program tests successfully, and now awaits an FCC license in order to be in full time use by the station.

During the visit of Dr. Hu Shih to Denver last week, KOA recorded his speech to the University of Denver student body, and played it back over the air the next day. Hu Shih, the Chinese Ambassador to the U. S., met several generals from the Chinese air force in Denver to inspect the training Chinese armament students at Lowry Field.

"Claire Wilson Reports," a new weekly women's program to be heard Saturdays, made its debut on WOR, New York, Saturday. Miss Wilson has been a consumer advisor in department store fields, and is making weekly trips to Washington to supplement her study of the war as it affects the lives of the women and the home.

Wedding bells rang May 2nd for daytime switchboard operator, Dorothy Heinen, of WCCO, Minn. Groom is Frank Harrington, non-radio... Darragh Aldrich, has brought an impressive list of notables to her WCCO mike lately, as she airs her daily "Yours Truly, Darragh Aldrich." She also reported her interview with the Crown Prince and princess of Norway, during their visit in the twin cities. Miss Aldrich is a well-known novelist.

Ina Ray Hutton, "Queen of the Name Bands," and her all-male orchestra, currently broadcasting via CBS and Mutual from the Roosevelt Hotel in Washington, D. C., have been selected to play at the officers' dance at Langley Field, Va., on May 26.

Bern Keating, publicity director of WIBX, Utica, New York, has been appointed to the publicity committee of the Oneida County War Council, to plan a thematic education program, using media.

Skippy Homeier, one of the foremost child actors, celebrates 250th coast-to-coast broadcast a year, when he appeared on the "Telephone Hour," May 11, over Skippy is heard regularly as "Anderson" on "Bright Horizons," daily serial.

John B. Kennedy, WNEP commentator, has been appointed Mayor LaGuardia to a committee to help celebrate "I Am An American Day" and "New York at War" patriotic spectacles which will be served May 17, and June 13, respectively.

Don Hulse, member of W. Cincinnati, engineering staff is father of a nine-pound son, born Sunday, May 9. This is Don's second child. Mom and offspring both fine.

Floyd Marion, a native of Hammond, Indiana, has joined the announcing staff at WSPD, Toledo. Marion started in radio with KECA, Los Angeles, and WJN, N. Y., in 1935.

Patsy Bauman, staff member KGW-KEX, Portland, Ore., has chosen "Miss Militia," sweetheart of the Portland service men. Her duties as "Miss Militia" will include appearing at most service functions held and around Portland.

For the first time in the history of radio, the work of one radio writer will be revived in a special series. The writer is Norman Corwin, and the series will be presented over WJN, New York. The series will be called "Corwin Cycle," and begins Wednesday evening, May 13, 8-8:30 p.m.

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

- May 14
- | | |
|------------------|---------------|
| Murray Arnold | Sam Blake |
| Carlton Brickert | Sidney Dixon |
| Lew Lehr | Marie Nelson |
| Sally Jo Nelson | Edith Spencer |

ALWAYS A GOOD SHOW

KON Ask FOR-JOE CHICAGO, NEW YORK.

SAN ANTONIO

When you buy time BUY AN AUDIENCE

WTAG WORCESTER



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



1942, NO. 33

NEW YORK, N. Y., FRIDAY, MAY 15, 1942

TEN CENTS

NAB Remains Status Quo

Transcription Meeting Seeks Priority Relief

Cleveland—An impromptu meeting was called yesterday by transcription men who conferred with NAB President Neville Miller relative to the possibility of obtaining a definite ration of vinylite material to help maintain the flow of new transcriptions to stations throughout the country. It was pointed out that a \$25,000,000 industry was involved and was reaching precarious position. Confab was presided over by Lloyd Egner of NBC Radio Recording Division and Bill Miller in charge of the commercial

(Continued on Page 3)

Base Balloting Forces NAB To Add Awards

The awards instead of the scheduled hour will be presented when the Women's National Radio Committee holds its annual luncheon Tuesday, May 19, at the Hotel Pierre, here. Voting in the committee's national radio poll covered four classifications, music, drama, entertainment and quizzes. However both of these classifications polled such a

(Continued on Page 5)

Sperry Flour Buys Hayes On CBS Coast Network

San Francisco—Sperry Flour division of General Mills has bought a one-hour per week news strip over CBS and six other West Coast stations effective June 1 for 52 weeks, as announced by Charles Morin, assistant manager of CBS here. The broadcasts will feature Sam Hayes,

(Continued on Page 2)

Pikers

St. Paul—Armchair fishermen will be treated to a jerk-by-jerk recount of the first pike caught in Lake Lac Seul, Minn., when Max Miller and Henry Peterson of WCCO were the eagerly awaited event of the Department of Conversation. Lake Lac Seul is probably the greatest all-eyed pike lake in the State of Minnesota which is noted for its lakes and for its fishing.

Thoughtful Parents

Parents of the George Putnams did not think of it when they gave middle names to their respective offsprings but by doing so they save Nellie Revell quite a headache. Miss Revell has for guests on her NBC interview program next week George A., the announcer, and George F., the newscaster. Both are heard on network broadcasts.

Developments Point To Boom For 'Frisco

San Francisco—Increasing business activity and readjustment of radio-press relations presages a period of broadcast expansion in this area, according to current opinions of advertising and radio executives. These execs have expressed the opinion that the dedication of the new NBC studios in this city has done much toward giving advertisers more confidence in the future to the benefit of

(Continued on Page 2)

KGO Effects Reciprocal Tie-up With Grocer Assn.

San Francisco—With wartime giving increased importance to the role of the "Corner Grocer" in the everyday lives of Americans, KGO, local Blue Network station, and the California Retail Grocers & Merchandisers Association have linked objectives in a one-year program, featuring a

(Continued on Page 2)

Radio Seen As Ideal Medium For Institutional Advertiser

National Groups Listed As Aid To Broadcasters

In an effort to eliminate confusion regarding the many national groups that have sprung up during the past two years, the National Council of YMCAs is preparing a list of representative and legitimate national organizations to serve as a guide for

(Continued on Page 2)

Daylong Post-Convention Board Meeting Includes Dissenters, But Action Is Nil; Miller Stays Outside

Capital Mulls Chances Of Fly's Renomination

Washington Bureau, RADIO DAILY
Washington—Two additional indications pointing toward the renomination of FCC Chairman James Lawrence Fly have been noted by Capital observers, following the surprising support given the Commission chief by the Senate in the elimi-

(Continued on Page 5)

Pillsbury Cancellation Third In Week On Blue

Chicago—Pillsbury Flour Mills Co. has cancelled its "Musical Millwheel" program on the Blue Network effective June 7, after 39 weeks on the air, and will drop its Thursday-Friday-Saturday-Sunday, 10-10:15 a.m., EWT, hookup of 50 Blue stations. According to the Pillsbury

(Continued on Page 2)

Local-Regional Shows Offered by Army Group

Asbury Park, N. J.—Plans are now being considered to furnish local and regional stations with a transcribed service of educational, musical and

(Continued on Page 2)

By M. H. SHAPIRO

Cleveland—Probably the most unusual and longest post-convention session of an NAB board came to a close after a final meeting, which lasted nearly five hours late yesterday afternoon, with the laconic but highly impregnated statement that everything "was status quo." Thus, for the

(Continued on Page 3)

CBC Seeks Complete Dominion Coverage

Ottawa—Goal of the Canadian Broadcasting Corp., which now owns and operates ten stations, is to give full national coverage to the entire Dominion through its own stations, according to the Hon. J. T. Thorson, Minister of War Services, who made the statement at hearing before the

(Continued on Page 6)

Piel's 1st WINS Client In "Rebroadcast" Time

First of a series of rebroadcasts of outstanding shows originally aired on other stations has been signed for airing over WINS, New York, according to Cecil H. Hackett, managing direc-

(Continued on Page 2)

Come Again

Washington — Recently a lady listener called WOL and Sports-caster Russ Hodges answered.

"Say, what did that man on the radio say about Baltimore?" the lady inquired. "I don't know, Madam," Hodges replied. "What station was he on?" "How should I know what station he was on," the lady snapped, "you're in radio—you should know!"

(Continued on Page 6)



Vol. 19, No. 33 Fri., May 15, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

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

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

FINANCIAL

(Thursday, May 14)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	111 1/2	110 1/2	111 1/2	+ 3/4
CBS A	10 1/2	10 1/2	10 1/2	+ 1/8
CBS B	10 1/2	10 1/2	10 1/2	+ 3/8
Gen. Electric	24	23 1/2	23 3/4	+ 1/4
Philco	7 7/8	7 3/4	7 7/8
RCA Common	2 3/4	2 3/4	2 3/4
Stewart-Warner	5 3/4	5 3/4	5 3/4	- 1/8
Westinghouse	68	67	68	+ 1
Zenith Radio	11 3/4	11 5/8	11 3/4	+ 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 1/4	16 1/4	16 1/4	- 1/2
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OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	15 5/8	17 1/8
WCAO (Baltimore)	15	18
WJR (Detroit)	17	19

Pillsbury Cancellation Third In Week On Blue

(Continued from Page 1)

agency, local office of McCann-Erickson, show is folding because its star, Walter Patterson, is entering military service.

Cancellation of the Pillsbury program made the third withdrawal in a week on the Blue Network. Previously Ralston Purina Co. cancelled the Elsa Maxwell show and Time, Inc., prepared to transfer "March of Time" to NBC.

Cravens Program Shifts Time

Kathryn Cravens' "News Through a Woman's Eyes," formerly a morning program, is now being heard Monday through Friday from 4:45-5 p.m. on WNEW.

MAPS 1940

MAIL OR MV. CENSUS
WALTER P. BURN DATA
7 WEST 44 NEW YORK & ASSOCIATES, Inc.

Developments Indicate Boom Time For 'Frisco

(Continued from Page 1)

both radio and the printed media. Visits of broadcasting executives and national advertisers have increased this attitude.

In this connection Mark Woods, Blue Network president, addressed a gathering of advertising agency officials stating that national advertisers were considering transfer of a portion of their radio production to San Francisco because of expanding markets in northern California due to war industries and also due to concentrations and embarkations of American forces, plus the postwar business possibilities. Woods said the "entire radio picture in San Francisco has changed in the last six months."

Ryan Also Optimistic

Wood's opinion was corroborated by William B. Ryan, KGO general manager, who forecast that San Francisco was on the verge of the greatest radio boom of any city in the nation. Ryan based his prediction on the interest developed by the opening of the new NBC "Radio City" plus the city's importance as a center for news of the Pacific area war.

The newspaper-radio controversy, which has flared up from time to time in the past, also seemed to be settled to the satisfaction of all parties concerned. Following the dedication of NBC's new studios, the tendency has been noted on the part of the dailies to forget past differences and to permit staff writers to take part in both commercial and sustaining programs.

Newspaper Men On Air

Sports editors Bill Leiser of the "Chronicle" and Prescott Sullivan of the "Examiner" are now being featured each Friday night in a new sports program sponsored by a department store; Herb Caen, "Chronicle" columnist, has a new beer sponsor; Joe Dearing of the "Call-Bulletin" sports staff has a sustainer on KGO; Dwight Newton, "Examiner" librarian, has an "oddy" program on KYA; and sports writers of the Oakland "Tribune" and "Post Enquirer" are now appearing on KLX and KROW respectively. In addition both the "Call-Bulletin" and the "Chronicle" leaned over backward to provide free editorial help to KGO and KPO recently, in the matter of turning out large special sections celebrating the completion of the new NBC building.

Two more steps toward readjustment of San Francisco's press and radio activities is indicated in the inauguration of a policy of no favoritism by both sides and signing of promotional deals by the "Call-Bulletin" on local CBS and NBC outlets.

Fred Keating on WMCA

WMCA, New York, will inaugurate a new weekly series of programs featuring Fred Keating, comedian, on May 19. Titled "Kidding with Keating," the programs will be heard from 8:05-8:30 p.m., with Donald Bryan's orchestra and a supporting cast.

KGO Effects Reciprocal Tie-up With Grocer Assn.

(Continued from Page 1)

weekly half-hour live talent airshow, "Charlie Harper, Grocer." In return for the airtime, KGO will be allotted a full-page in each issue of the association's magazine, which is distributed to and through 8,000 northern California independent grocers.

The program will be publicized by more than 5,000 Radio News Flash Posters (24 by 36 inches) in red, white and blue, featuring illustrations of the "Grocer" program and other KGO-Blue features. The broadcasts will be in the new NBC studios, with tickets obtainable through grocers, and programs will revolve around the average grocer's daily adventures, in a friendly, humorous vein. Dick Tate will produce and write the show for KGO.

Piel's 1st WINS Client In "Rebroadcast" Time

(Continued from Page 1)

tor of the outlet, Jack Dempsey's "All-Sports Quiz," which is broadcast on Saturdays over WOR, New York, will be aired under the same sponsorship. Piel Bros., brewers, over WINS on the following Wednesdays at 7:30-8 p.m., it was stated. WINS has inaugurated a new policy with the signing of the beer account and intends to leave the 7:30 p.m. spot across the board open for rebroadcasts of network shows under commercial sponsorship. First account was signed by Sherman K. Ellis Advertising Agency handling the Piel advertising.

Local Regional Shows Offered By Army Groups

(Continued from Page 1)

dramatic programs featuring Signal Corps soldier talent and prepared by the newly-formed Fort Monmouth radio production branch. Under the direction of Corporal Tom De Huff, formerly of the NBC promotion department, the Fort Monmouth radio production branch has placed a series weekly army broadcasts over WCAP of this city and pending adoption of the plans other outlets in the area will receive transcribed programs. Branch also originated a coast-to-coast broadcast last night over MBS.

National Groups Listed As Aid To Broadcasters

(Continued from Page 1)

the radio industry. List is the result of a resolution passed by the National YMCA Council at the recent Ohio Institute and will carry identification of the service of each agency. Preliminary discussions have been held between executives of the National Council and the Association for Education by Radio to facilitate compiling of the list.

Fulton Lewis, Jr. Returns

Fulton Lewis, Jr., returns to his regular MBS airings on Monday, after a siege at the hospital. Frank Blair, conductor of the "F.Y.I." programs on Mutual has been pinch-hitting for Lewis.

COMING and GOING

KEITH KIGGINS, vice-president of the Network in charge of stations, returned yesterday from Cleveland in advance of most of web's executives attending the NAB convention.

STANLEY E. HUBBARD, president and general manager of KSTP, St. Paul Minneapolis, is in town for conferences with the New York representatives of the station.

CECIL BROWN, Far East correspondent CBS, is in Wichita Falls, Texas, for tonight lecture in his coast-to-coast series.

M. C. WATTERS, general manager of WC Cincinnati, is expected today for a few days on station business.

JAMES FISHBACK, sales manager of W Mutual outlet in Washington, D. C., in to yesterday visiting local reps.

LARRY ADLER, harmonica virtuoso, leaves day for two weeks at the Beverly Hills Country Club in Newport, Ky.

HUGH A. L. HALFF, president and general manager of WOAI, San Antonio, has arrived town on a short business trip.

WILLIAM LALLY, sportscaster on WH Holyoke, Mass., has left for Kessler Field, Mass. to take up his Army duties.

MRS. IAN MacFARLANE, of WJEJ, Hagerstown, is here from Maryland for a visit of few days.

JACK BENNY, MARY LIVINGSTONE, DENNY DAY, DON WILSON, EDDIE "ROCHESTER" ANDERSON and PHIL HARRIS leaving for San Ana, Cal., where on Sunday night they broadcast their program from the U. S. Army Force Replacement Center.

LYMAN BRYSON, CBS educational director and chairman of the American Association Adult Education, is back from West Point, N. Y., where he attended the annual meeting of the organization during the early days of this week.

Sperry Flour Buys Hayes On CBS Coast Network

(Continued from Page 1)

veteran newscaster, and was seen through Westco Advertising Agency Hayes has been heard in the last six months over another western network.

Stations on the new contract are KQW, KNX, KARM, KROY, KOIN, KIRO, and KFPY.

**COVER
THE
DETROIT
AREA
OVER
CKLW**

5000 WATTS
(Day and Night)
Mutual Broadcasting System

Bird Hears Squawks But Takes No Action

(Continued from Page 1)

being at least, unity continues in the rank and file, although some dissenting opinion prevails here and there. Despite the off-side deals that may have been made and tentative understandings resulting from admission to the board meeting of leaders among the dissenters, the desires of the convention as expressed on the floor Wednesday will continue to hold forth. Next board meeting is expected in about two months from now.

1943 Convention Plans

Meanwhile, a raft of whispered talk included the possibility that Neville Miller would resign and become president of BMI. However, this, if it were a serious matter, obviously did not materialize. Discussion did, however, dwell on the necessity of setting up a full NAB staff which would include a successor to Ed Kirby, now Lt. Colonel in the War Department Public Relations Branch. Successor to Lynne C. Smeby, who is entering the government's service, was also deemed important and a replacement will be employed as soon as a competent man is found. Resolution was also on hand regarding future conventions and plans for carrying them out. Believed that either New Orleans or New York might get the call, but this is dependent upon traveling conditions next year. It was stated that many organizations have discontinued their operations for the duration.

Bird also authorized the NAB to use its services to the government agencies in helping to administer the pooling of technical supplies and the parts needed in the industry.

Opposition Is Unsuccessful

It is evident that the battle by some outlets against the admission of networks to the NAB and against the NAB lining up with webs to fight the FCC will be of no avail for the present.

Miller Miller, who remained out of meetings until they were nearer, entered after the outside attendees invited yesterday had taken their departure.

During the early session yesterday, the list that included the new directors both those elected the day before as at-large members and the new district directorate that each district put into office during the

WARTIME PROMOTION

Insignia Identification

"Training Camps and Insignias" is the title of an attractive multi-colored 6 x 13 inch folder being offered to listeners by WWRL, New York, in co-operation with the American Express Co. The folder contains the insignias of the various armed forces on the front page with the other pages offering a colored map of the United States with 86 army and 19 naval and marine stations designated. The complete center spread is devoted to a full colored identification chart of army and navy ranks as well as colored insignias of the army corps and divisions. The folder bears the imprint, "Tune in WWRL, 1600 Kilocycles. The right end of the dial," and is being distributed at service dances and entertainments, restaurants, theaters and retail outlets.

Slogan Contest

Helen Twelvetees, on WMCA, New York, Monday through Friday at 3:30 p.m., is featuring a weekly contest for slogans to help sell war bonds and stamps. The winner of the best slogan each week is given a \$25 war savings bond. To date, the contest has resulted in a number of unusual slogans on the war effort. Slogans are referred to the Treasury Department. The patriotic bent of her programs has been evident since her successful promotion of the remember Hitler's birthday stunt. The Treasury Department adopted the stunt as an official U. S. program to remember Hitler's birthday by buying war stamps and bonds for conversion to war materials.

past year, H. K. Carpenter of WHK, one of the four dissenting NAB members invited to attend the meet, outlined his objections to the present NAB setup. He said that the interests of the networks and local or affiliated stations were far too divergent to be administered by one organization if the organization in question was to be dominated by the networks. Board listened with extreme interest but made no official comment at the time. Neville Miller did not attend this meeting on the premise that perhaps the complaining folk could talk better if he weren't there.

Stormy Luncheon Session

Subsequently the board opened its luncheon session somewhat later than scheduled and started a lengthy and stormy meet. Again President Miller did not attend, which establishes a precedent to say the least. Board at the time was supposed to be considering the complaints of the other three non-board members who were invited to attend the meeting. They are Walter Damm of WTMJ, John Shepard 3rd of the Yankee-Colonial networks, and Eugene Pulliam, head of Network Affiliates, Inc.

That the session would be prolonged was evidenced by the fact that the board members cancelled their early or late afternoon train and plane reservations.

Blood Bank Drive

One of the most successful in the series of public service campaigns conducted by WWNY in Watertown, New York, was the Lions Club Blood Bank Drive. A full week of spots combined with local business men speakers, preceded the Tag Day Drive, which was the public's first contact with the Drive solicitors. On Tag Day a booth was used outside the Hotel Woodruff from which to register volunteer blood donors, and from which a remote broadcast was held featuring interviews with the Lion's president and publicity chairman.

A typical Tag girl was interviewed, and the nurses on duty outlined what the blood donations could mean. The Blood Bank which was so oversubscribed, is the third in Watertown, and will serve disaster victims. The other two, also donated by the Lions Club, are placed in each of the two major hospitals in town and are now available for use.

Translates OFF Booklet

The foreign language division of WJBK, Detroit, has translated "Divide and Conquer," a booklet printed without profit by Barc Bros., of Detroit, into the Polish language. The booklet is an illuminating account of Nazi propaganda methods, and will be distributed free of charge amongst the Polish-speaking listeners to WJBK. The reprint was produced with permission of the Office of Facts and Figures, which originally prepared the booklet as a defense against propaganda.

WWRL Goes Full Time As WLIB Moves Over

WWRL, New York, has been granted permission by the FCC to operate full time on 1600 kc., as a result of the switch by WLIB, formerly WCNW, to 1190 kc. Previously the 1600 kc. spot was shared by both stations. Only station in the country to broadcast on that wavelength, WWRL yesterday began a daily 16-hour schedule from 8 a.m. to 12 p.m. and is increasing its power from 250 to 5,000 watts as per a CP granted by the Commission in 1941.

Founded on August 16, 1926 by William H. Reuman, WWRL at that time shared the 1500 kc. wavelength with four other stations, WMBQ, WLBX, WIBI, and WKBN. On March 29, 1941, in accordance with the Havana Treaty which moved most of the stations to new frequencies WWRL began operation on 1600 kc.

WLIB, meanwhile, will conduct daytime program tests for the period prescribed by the FCC at its new dial location.

Walgreen News on WMAQ

Chicago—Walgreen Co., through Schwimmer & Scott, has signed for a five-minute war commentary on WMAQ, Mondays through Saturdays at 5:15 p.m. Contract is for 13 weeks.

Transcription Meeting Seeks Priority Relief

(Continued from Page 1)

transcription division of Columbia Recording Corp. Concerns represented at the gathering included World Broadcasting System, Langworth, AMP and others.

It was brought out that the action of the War Production Board in stating that during May a certain amount of vinylite materials would be made available, but no definite amount, made the situation difficult. Vinylite, which has been used for transcription purposes for some time and does not include the use of shellac, is comprised of phenol, vinyl and chloride, some of which material is now said to conflict with the manufacture of artificial rubber.

Seek NAB Action

It is expected that the NAB will explore the matter and see if the priority can be lifted somewhat. The transcription men believe that their problem is one that also belongs to the NAB since it is a problem which affects all station men and advertisers.

Some opposition had previously been made on the ground that vinylite was not a real industry problem, but one that concerned the transcription men only.

George Jaspert Named Gen. Manager, WPAT

Paterson, N. J.—George H. Jaspert, recently resigned commercial manager of WTAG, Worcester, Mass., has been named general manager of WPAT of this city, succeeding Edward Codell, recently named manager of the Atlantic Coast Network. Jaspert is a veteran in radio and prior to his connection with WTAG was employed in executive capacity at stations in Boston, Philadelphia and Pittsburgh.

Studebaker Renews WABC

Studebaker Corp. has renewed sponsorship of Eric Sevareid on WABC, effective Sunday, May 31. An institutional campaign in behalf of Studebaker Service, the news show is aired Mondays, Wednesdays, and Fridays from 6:10-6:15 p.m. and Sundays from 12-12:15 p.m. Roche, Williams & Cunningham, Inc., handles the account.

WBNX NEW YORK
WITH THE MOST INTIMATE AND EFFECTIVE PROGRAM APPROACH
AMERICA'S LARGEST MARKET
5000 WATTS Directional
PER METROPOLITAN NEW YORK

THE PENTHOUSE
SERENADE
Latin American Tunes
Does
A SELLING JOB
IN PHILADELPHIA
WPEN
5000 WATTS 930 KC

Los Angeles

By JAC WILLEN

THAT new song "When I Look At You" by Toney Bowsman, played by Claude Sweeten and his KFI orchestra on last week's program, for the first time on the air, sounds like a comer on the sweet-side. Jack Ownes' ork is scheduling the tune for airing soon with Maureen O'Conner vocalizing.

Maurice Zimm has been appointed by William Morris, Jr. to take charge of radio exploitation for the forthcoming visit to Los Angeles of Joseph E. Davies, former ambassador to Russia, now chairman of President Roosevelt's Committee on War Relief Agencies, and author of the best-selling "Mission to Moscow." Several of the radio events scheduled include a broadcast of the arrival, and official reception by Mayor Bowron and other dignitaries, over KFVB, Wednesday, May 20; broadcast from Town Hall luncheon at Biltmore Bowl over Blue Network Thursday, May 21, and broadcast of Hollywood Film Colony dinner at Beverly Wilshire Hotel over NBC Friday, May 22. Many film and radio names are serving on the various committees.

Marjorie Wright, secretary to Bob Morse, eloped to Las Vegas, Nevada, recently and was married to Nathan Scott, Blue Network musical director.

Reed Hadley, the "Red Ryder" of the radio show of the same name, belatedly announced the arrival of a son, Dale Sydney Hadley, in an Oakland, Cal., hospital April 18.

Sidney Strotz, vice-president in charge of NBC West Coast, slipped one over on the boys recently—they still don't know that Sid was celebrating a dual event at the Bohemian Club in San Francisco—the opening of the new NBC-San Francisco studios and his birth date.

Meredith Willson's "chiffon" music on "Coffee Time" will continue throughout the summer months. Although others on the program plan brief vacations, the sponsor has announced that Willson's music will continue uninterrupted.

Vera Vague, zany female nemesis of radio romeos, has been signed as a permanent member of the Bob Hope Tuesday NBC airshow. She left Hollywood immediately to join the cast for the Chicago broadcast of the show where Hope appeared with the "Victory Caravan."

NBC Radio-Recording Contracts

NBC Radio-Recording Division last week signed six new stations and renewed a contract with a seventh for their syndicated programs. KGGM, Albuquerque, New Mexico, renewed Sam Cuff's "Face of the War," which is sponsored locally by the Galbreth Furniture Co., while new contracts were: KTAR, Phoenix, Ariz., "Betty and Bob"; WKBH, La Crosse, Wis., "Five Minute Mysteries" and "Hollywood Headliners"; KDYL, Salt Lake City, WSON, Henderson, Ky., and WSBT, South Bend, Ind., "Let's Take a Look in Your Mirror."



The Informer!

● ● ● "Great Moments of Music" returns to 10 p.m. Wednesday nite CBSpot starting next week when "Maytime" will be presented. . . . Substitute for Fred Allen this summer will be a straight music show with the spotlight on vocalists. . . . Harry Von Zell may stay in Hollywood longer than expected because of the attractive film offers he's getting. . . . Marty Lewis, former editor of "Movie-Radio Guide," has joined Paramount Pictures' N.Y. office as head of radio. . . . Hi Brown will produce "Bulldog Drummond" again which returns to MBS this month. . . . Gracie Allen will finally play a piano-concerto on her May 26th show after a long build-up. . . . "Superman" is slated to become a live show on MBS next season. . . . Byron Price's "off-the-record and closed-circuit" talk to the radio industry was piped to NBC but CBS and MBS wanted to have it piped to them and so records were made off the NBC line and played at a later time. NBC, CBS and Blue invited local station managers and special events men to come over and listen. However, the wires sent to some were confusing in that each stated they were carrying Mr. Price's closed-circuit talk—but at different hours. One wire, however, stated it was a recording! . . . Sat. Eve. "Post" will do a story on Kate Smith. . . . Big month for the WOR publicity department. In the current month, WOR has been in every one of the five major picture magazines: "Life," "Look," "Click," "Pic" and "Spot"! It's believed to be one of the biggest national picture mag. scores ever rolled up by any one station. Dick Pack is the man behind the man behind the camera.

● ● ● Diane Courtney, despite priority clampdown, has been signed by Decca for her first recording date and will make an album of the Walt Disney cartoon hit songs. . . . Clarence L. Menser was asked the other day whether his bride of a week had subjected him to a home-cooked meal yet, replied: "Thus far I've been spared the ordeal—but it'll happen any day now!" . . . Myron Kirk has found a new place where they guarantee to grow hair—even on a billiard ball! . . . That former station owner must have given up hope of ever obtaining another station—judging by the way he's responded to "hellos" of people in the trade. . . . Bill Weisman, before being rationed gas, is driving throughout the city these nites, to check areas where WLIB may be heard—even going into suburbs. . . . Hy Gardner has arranged for some 11 guest shots on local outlets for himself to plug "Picture Weekly," mag. which he has been assigned to publicize in N.Y. Also worked out a deal with WNEW for a half-hour variety show each week. Gardner's stunt for the Tommy Dorsey opening at the Astor Roof is still the most talked of news in town since the sinking of the Jap ships! . . . Latest wrinkle in radio happens on the "Ellery Queen" show Saturday when members of a jury who recently handed down a "guilty" verdict for a murderer will be guest armchair detectives on Queen's fictional mystery stanza. . . . Helen Traubel guests on the "Telephone Hour" July 6 and August 24.

● ● ● Although "This Is War!" has been muted there's a possibility that the past programs may serve as movie shorts for distribution in South America. . . . Norman Corwin won't leave for London for at least three weeks because it's imperative that he get a rest. . . . Bob Lee and Jerry Lawrence, who leave for Hollywood to work on a forthcoming government radio show, will be represented on the air by three airings this week: "Workshop," "Manhattan at Midnite" and "Lincoln Highway". . . . Rochester has been signed for an important role in Jack Benny's flicker, "The Meanest Man In the World". . . . Paul Muni goes on the Kate Smith show next week. . . . What's to become of the Ransom Sherman program, seems to be on the lips of the industry these days? . . . Has anybody called Bert (Mad Russian) Gordon and Eddie Cantor the "Paramount Twins—Eyes and Ears of the World"?

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

ARTHUR KOHL, of NBC's "Ring of Happiness" show, has been named a Block OCD Captain by F. Pearson, NBC announcer, who Zone Chief.

Mike Trent, veteran Chicago homicide detective, did the last of his press series of "Easy Money" program on WGN, Sunday, May 10, and Mike's expose of gambling rackets may land him a network show in the fall. L. Jacobson produced the "Easy Money" series.

"That Brewster Boy" show switched from Wednesdays to Fridays on CBS starting June 5. First of the new series on Fridays will be aired from 8:30-9 p.m.

Rene Gekiere is a new voice on the "Helen Trent" show on CBS. Rod Elgin is his script name.

Eddie Duchin and his orchestra did a musical high pitch for the WGN Bond drive from in front of the Art Institute in downtown Chicago recently.

Orrin Tucker reported planning to disband his orchestra soon and enroll Orrin in Class 1-A.

Jayne Cozzens, new soloist on NBC's "Carnation Contented" program, and Kelly Dalton, baritone, were married at Evanston, Ill., recently. Dalton and his bride first met at NBC in New York.

Ted MacMurray, director of NBC's "Lone Journey," is on a two-week vacation trip in the southland. Roy Winsor is pinch-hitting during his absence.

Advance guard of orchestras and artists moving to the middle west because of the shortage of summer booking dates along the Eastern seaboard is already noticeable at the booking offices who frown on their coming. Gasoline rationing, prospect of blackouts, and curtailment of automobile travel has affected Eastern summer resorts and beach spots. While the midwest booking situation looks fairly promising for the summer an over supply of talent will make the field highly competitive.

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

QUEST-ING

THUR TREACHER, on Dave El... "Hobby Lobby," tomorrow (AT-CBS, 8:30 p.m.).

OWENS, track star, on Bill... "Sports Newsreel of the Air," tomorrow (NBC Red, 10 p.m.).

VA ROYLE, on "Armstrong's... of Today," tomorrow (ABC-CBS, 12 noon).

MEANY, sports writer for... on "Jack Dempsey's All... Quiz," tomorrow (WOR-Mu... 8) p.m.).

S. CARROLL, Federal in... of the Chicago Stock Yards... "Columbia's Country Journal," tomorrow (WABC-CBS, 1 p.m.).

HENRY SEIDEL CANBY,... of the selection board of... of-the-Month Club, on "Of... at Books," tomorrow (WABC... 2) p.m.).

LOUIS M. HACKER, author... and **STUART CHASE**, au... an economist, on the "Wake Up... forum, Sunday (WJZ-Blue... 3 p.m.).

RIARD KNOLLENBERG, Tax... to the U. S. Treasury Dept.; **ALID R. CRAIG**, president of... American Retail Federation, and **SSMEN WESLEY E. DIS...** Oklahoma and **JERRY...** of California, discussing... Congress Enact a Federal Sales... Theodore Granik's "Ameri... of the Air," Sunday... (WABC, 8 p.m.).

WNYC 48% Wartime
...ists relating to war activity... 48 per cent of the program... of WNYC, New York, ac... to Morris S. Novik, station... of the city-owned outlet... de the statement before the... nce committee in reply to... and of a Citizen's Budget... on for the abolition of the... save operating costs of the... amounting to over \$100,000.

Andrews Joins CBS
... Andrews has joined the sales... department of CBS as as... George Dunham, supervisor... on for M. & O. stations, it... nounced yesterday by Frank... irecting director of sales pro... Andrews was formerly a... of the sales promotion staff... ibility" magazine.

FOR SALE
... and Watt transmitter in excel... with plenty of spares. Also... umped eighty Fort Blawnox self... tower. Write or wire Lee... 13 S. Olive, Los Angeles.

NEW PROGRAMS—IDEAS

"Lady Luck"

The Sunshine Laundry & Dry Cleaning Corp. will sponsor a series of 15-minute programs Monday mornings over KTSA, San Antonio. On the series, titled "Lady Luck," the announcer will select 11 names at random from the local telephone book. Those called must telephone the station within a set time limit. All calling will receive a \$1 certificate with a \$5 certificate to be awarded one who calls during a certain spot on the program. Series was set through the Pitluk Agency. Certificates will be honored either for cash or cleaning and laundry service for the winner.

CBC Consumer Show

As up-to-date service to Canadian housewives, including Women's Institutes, Ethelwyn Hobbs, specialist on wartime shopping, will be heard over the CBC national network in a weekly commentary in which she will give the latest shopping advice from government authorities, consumer experts and private business. Mrs. Hobbs is well known in her regular consumer series "Shop to Save" which has been heard over the CBC network for the last two years. Her new weekly commentaries for Canadian housewives will be heard each Wednesday afternoon at 5:03 p.m., ADST.

Close Balloting Forces WNRC To Add Awards

(Continued from Page 1)
heavy vote that it was decided to provide a separate award for the winning forum and awards for each of two commentators who ran neck and neck in the balloting.

In addition to these awards there are nine programs of national scope which missed awards by a few votes and these will be given honorable mention, as will two programs on local stations which do not qualify for awards because they were not heard nationally, but are highly endorsed by radio committee members in the metropolitan area.

Commentators To Speak

Mme. Yolanda Mero-Irion, founder and chairman of the Women's National Radio Committee, which is composed of 24 national organizations with an aggregate membership of millions, will announce the awards at the luncheon. Principal theme of the luncheon program will be the value of overseas broadcasting to keep the American public apace with the trend of international events, and the speakers will be: Mrs. Lytle Hull, vice-chairman of the New York State War Savings Staff; William B. Lewis, Assistant Director of the Office of Facts and Figures; Rosemay Barck of the CBS shortwave staff; Max Jordan, former foreign representative of NBC; Fred Bate, former English representative of NBC; Elizabeth Wayne of Mutual; Major George Fielding Eliot of CBS; Helen Hiett of the Blue Network, Alex Dreier of NBC, Lisa Sergio, commentator on WQXR, and H. V. Kaltenborn, news analyst of NBC.

Lucille Manners will sing songs which have been favorites in the camps and Lucy Monroe will close the program with the Star Spangled Banner. Part of the program will be broadcast by Mutual, originating with WOR at 2:30 p.m.

Adam Uses 105 Blue Stations

Adam Hats will sponsor the light-heavy-weight bout between John Colan and Anton Christoforidis on May 20 at Chicago Stadium over 105 stations of the Blue Network. Sam Taub and Bill Stern will handle the ringside assignment.

Capital Weighs Chances Of Fly's Renomination

(Continued from Page 1)
nation of the Watson rider in the Independent Offices Appropriations Bill.

First of these was the appointment by Chairman Fly of a special assistant, Peter Shuebruk, a 29-year-old lawyer. The new assistant to the Chairman is a graduate of Harvard in the class of 1933, and after studies at Oxford received a law degree at Harvard with highest honors; since 1937, he has been with the Boston law firm of Ropes, Gray, Best, Coolidge and Rugg. The post is created by special appointment of the Chairman.

Another action which might throw light on Fly's chances of reappointment was the nomination of John W. Scott, Federal Power Commissioner, for another term. Scott is an ardent New Dealer, and, like the FCC Chairman, has been under some criticism from business.

Final Action Due Monday

Final action on the House proviso prohibiting the FCC from hiring Dr. Goodwin Watson, chief analyst of its Foreign Broadcast Monitoring Service, may also be a possible index of the Chairman's support. The Independent Offices Appropriations Bill, which contained the rider in the Commission allotment, later eliminated in the Senate version, is now in the hands of a joint House-Senate conference committee with the compromise measure expected to be completed Monday.

The committee met yesterday with "some progress" reported, but it is understood that the group did not take final action on the FCC matters.

Chicago Classroom Airings

Chicago—For the first time a local station's safety program will be picked up by receivers in public schools, starting today when station WGN will broadcast "Uncle Harry Hosford," conductor of its safety programs, direct to school children. Broadcasts were made possible through arrangements with James B. McCassey, president of the local board of education.

AGENCIES

JIMMY CHURCH, radio producer for Blackett-Sample-Hummert here, is seriously ill at Polyclinic Hospital. He was rushed to the hospital early this week and his condition is said to be critical.

EDWARD F. HUDSON, formerly with BBD&O and Benton & Bowles, has joined Ted Bates, Inc., as a vice-president.

A. E. STALEY Manufacturing Co. reported set for a radio program promoting a \$7,500 limerick-ending contest through Blackett-Sample-Hummert, Chicago.

YOUNG & RUBICAM is circulating radio editors, etc., re preferences on type of music to be used on the Summer edition of Celanese Corp.'s "Great Moments in Music" on CBS which will stress light opera.

Bryson, Davis Honored

Lyman Bryson, educational director, and chairman of CBS' adults educational board, and Watson Davis, CBS science expert, have been cited for outstanding achievements in the field of education and public service. Bryson was cited for his intellectual achievements and was elected as a founding member of the Phi Beta Kappa Associates. He won his original Phi Beta Kappa key when he graduated from the University of Michigan in 1910.

Davis received his award at the annual convention of the American College Publicity Association, at Columbus, Ohio, for distinguished service in the interpretation of higher education, and for his years of service in the interpretation of research and science.

Keller Appointed

Washington Bureau, **RADIO DAILY**
Washington—Joseph E. Keller, local radio lawyer, has been appointed consultant to the Office of Defense Transportation on State barrier problems. Keller was administrative assistant to FCC Commissioner Thad H. Brown for nearly four years previous to 1938. Since then he has been in private practice, specializing in radio and petroleum law.

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

Radio Ideal Medium For Institutional Ads

(Continued from Page 1)

whose production has been converted entirely or for the most part to non-consumer, war goods the opportunity of keeping his brand name alive and at the same time building up a vast backlog of good-will, otherwise known as latent demand.

The argument runs something like this:

Advertising being an integral part of a firm's capital assets, in many instances a less easily replaced item perhaps than the factory itself, it is going to be continued in some degree even by those firms faced with stringent priorities. Especially will those manufacturers converted to war production, and whose income remains constant or even increases, wish to keep their trade-marked products in the public mind in order to protect their advertising-developed franchise for the bitter after-the-war scramble for the consumer dollar.

Advertising Necessary

With their brands off the market and out of the public eye, advertising becomes the only weapon for retaining brand consciousness.

And the most effective means of keeping a product in the public eye is through its ear.

Visual advertisements, lacking the attention arresting factors of price, style or merchandise appeal, will become increasingly less interesting to readers, even monotonous. Best read ads, the newspaper surveys prove, are those of the department stores which feature product, price and service. When only a company's contribution to the war effort can be plugged via the printed page, it will become more and more difficult to create interesting ads and, because of the inevitable repetition of the same theme interest will lag.

Too much flag waving is as bad as not enough.

Entertainment Factor

Radio, and particularly network radio, on the other hand, is not dependent upon price or product or "buy now" appeal, but rather is solely dependent on its ability to entertain or inform. The program itself being the come on, an advertiser can quietly insert his institutionalized message, painlessly and without hitting the public over its head with his patriotism, as is frequently the case with visual advertising.

Regardless of how much or how little a sponsor has to say in his commercial, the people's gratitude for and enjoyment of his program itself will serve to keep alive that essential good-will to a degree which no amount of patriotic "pointing with pride" possibly could equal.

Network Program Best

Which is why—conceding that there will be any advertising at all—a network radio program is the easiest form of institutional advertising to create and the most effective way of holding customers when unable to offer style, price or utility.

WORDS AND MUSIC

By Sid Weiss

WELL, FOR TYPING OUT LOUD: Going out on a limb is a perilous pastime which has convicted more columnists than Hitler has headaches. Hailing an untried anything is like sending out for a sucker to slip you a Sunday punch. You know you're gonna get clipped but you just gotta show off. Smart scriveners, it is said, shy from "rave" reporting, but being able later to report that "I told you so" is a temptation that yours truly can't resist. Hence we're hanging an all-out prediction for a new radio series, the "Florian Slappy" dramatizations which are owned for the air by the Frederick W. Ziv Co. of Cincinnati.

☆ ☆ ☆

The character conceived by Octavus Roy Cohen and for a double decade meandering through national magazines is a push-over for the radio. Several of the top agencies are interested in it and the first of the series is being cast now with Johnny Sinn, of the Ziv Company's N.Y. office in charge. Silly how what started out to be one sentence turns out to be two paragraphs—but that's the stuff of which columns are made.

☆ ☆ ☆

Every time we see a sepiant pianist play on the black keys of the instrument we think: "That's Why Dark Keys Were Born" and don't quit reading this now under the impression we believe that that's a good joke. As a matter of fact we do, but don't quit reading anyhow. I used to know a guy who made puns all the time and who was quite a practical joker. He was blonde and one day he showed up with his hair a violent red. We asked him what happened and he said: "I dyed." Not to make him a liar, too, we strangled him.

☆ ☆ ☆

I wonder if it pays to strain for originality in jokes like Hope, Benny and Allen do. At least ninety per cent of the material used by a certain Friday nite comedian is "out of the book"—yet it lures howls from the studio audience who must of mathematical necessity be a cross-section of listening folk. Abbott & Costello are no total abstainers from the files, it is no secret, but somehow with them you don't seem to mind. Incidentally, the comic we had reference to is not Tommy Riggs, who together with his "Betty Lou" has been the cause of many warm moments of listening by this lad.

☆ ☆ ☆

I used to think that the easiest way to make a lot of money in a hurry was to write a song, and I still do altho I admit I've tried and have been found wanting. Wanting a publisher, that is. Most original of the lyrics (what'll you bet that's right?) is Johnny Mercer, whose hit songs you know as well if not better than I. The thing we lose sight of is that Mercer, ever since he was a youngster, has been a music fiend and has that indefinable ability to tag a tune that is slated for hitdom to tie his lyrics to. In the old days of the music business when a song-plugger plugged songs by singing the praises of a song and not those of an artist (cute, eh?). Al Dubin, Harry Warren's ex-partner, was noted for the same trick. He didn't do so badly, either, by the way.

☆ ☆ ☆

Untimely death of Graham McNamee saddened us all, but it was H. V. Kaltenborn, veteran NBC news analyst, who expressed perhaps the most fitting tribute. On his regular broadcast, Kaltenborn said: "I cannot close this broadcast without a word of tribute to my good friend and NBC associate Graham McNamee. Twenty years ago when I first began broadcasting, it was Graham McNamee who put me on the air for my first regular series with WEA. For twenty years the lilt and sparkle of his vibrant voice has been a part of my life as it has been part of the life of millions of Americans. For a decade, I competed against him at national conventions, inaugurations and other news events. Always the competition was keen—always it was friendly. Radio has a way of revealing personality. It exposes defects no less than qualities. Graham McNamee stood the test. The keen, buoyant, eager spirit reflected in his memorable voice also told the story of his life—he loved his life, and he knew how to live. It is good to have known Graham McNamee."

CBC Seeks Complete Dominion Coverage

(Continued from Page 1)

House of Commons special committee on broadcasting. Committee, was appointed to review the of the CBC, also was told is the policy of the CBC to the establishment of new broadcasting stations and surcharges as have been issued for wave stations since 1936 have obtained a suitable expropriation.

Thorson said authorization has been given recently at a CBC board governors meeting for the addition to the network of CKRN, Quebec, CKVD, Val d'Or, Quebec, proposed new station at Amos for the servicing of the Abitibi with both French and English programs. The network extension be made as soon as technical arrangements could be completed.

CBC's Part in War Effort

Reports he had received, Thorson said, indicated that the CBC contributed an all-out effort to phase of Canada's war program though he said the money contribution was unimportant in these matters was perhaps a "yardstick" at the fiscal year ending March 31, the normal commercial value devoted to public service by the was estimated conservatively \$550,000.

Reviewing changes since when the committee last sat, Thorson said the CBC today owns and operates 10 stations with a total of 213,250 watts as compared 13,600 watts power 5½ years ago. But the CBC, he said, has not achieved its goal, full national coverage through its own stations in order to do this at the present time the CBC uses private stations so confers on them benefits of substantial value.

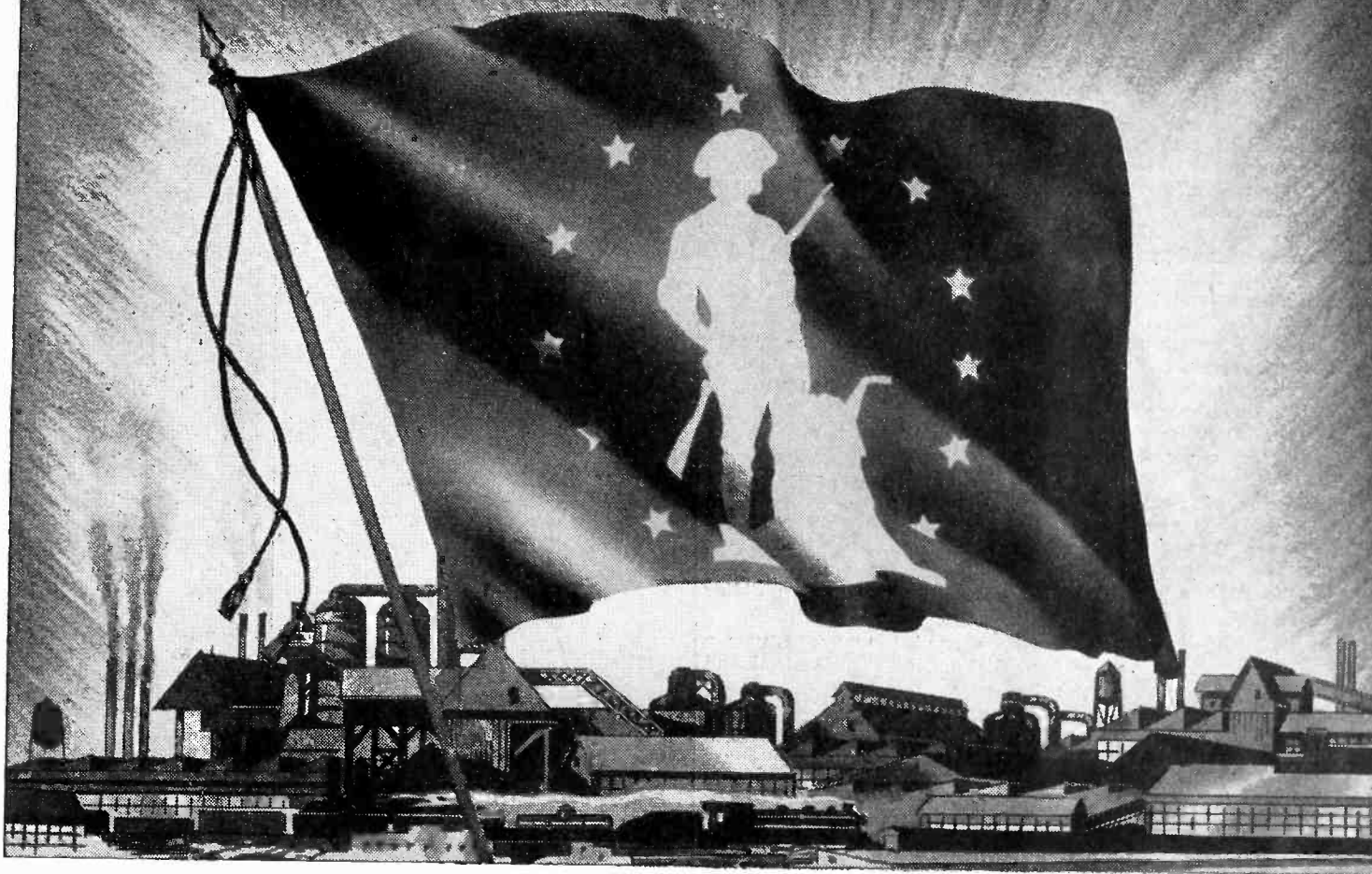
Monitor Service Cited

Thorson reviewed the monitoring being carried out by the CBC said special reports on Axis propaganda are made regularly through following counter-propaganda to the United Nations to be carried. He also referred to the special regulations which permit the CBC to order the license of any private station suspended for not more than three months for violation or observance of regulations. Such orders, he said were sent to the minister in charge who took steps to carry out the order.

Dual Responsibility Established

He added that ministerial responsibility for the CBC was divided between the Minister of War Services (himself) and the Minister of Communications and Supply, Hon. C. D. Howe. The CBC could not enter into an agreement, contract or seek a privilege or concession from a British or any foreign government without the permission of the Minister of War Services, and no property or private station could be acquired except with the consent of the Governor-in-Council.

A WAR MESSAGE FROM THE UNITED STATES TREASURY DEPARTMENT



Next to the Stars and Stripes . . .

AS PROUD A FLAG AS INDUSTRY CAN FLY

Signifying 90 Percent or More Employee Participation in the Pay-Roll Savings Plan

IT doesn't go into the smoke of battle, but wherever you see this flag you know that it spells Victory for our boys on the fighting fronts. To everyone, it means that the firm which flies it has attained 90 percent or more employee participation in the Pay-Roll Savings Plan . . . that their employees are turning a part of their earnings into tanks and planes and guns *regularly*, every pay day, through the systematic purchase of U. S. War Bonds.

You don't need to be engaged in war production activity to fly this flag. Any patriotic firm can qualify and make a vital contribution to Victory by making the Pay-Roll Savings Plan available to its employees, and by securing 90 percent or more employee participation. Then notify your State Defense Savings Staff Administrator that

you have reached the goal. He will tell you how you may obtain your flag.

If your firm has already installed the Pay-Roll Savings Plan, now is the time to increase your efforts: (1) To secure wider participation and reach the 90-percent goal; (2) to encourage employees to increase their allotments until 10 percent or more of your gross pay roll is subscribed for Bonds. "Token" allotments will not win this war any more than "token" resistance will keep our enemies from our shores, our homes. If your firm has yet to install the Plan, remember, **TIME IS SHORT.**

Write or wire for full facts and literature on installing your Pay-Roll Savings Plan now. Address Treasury Department, Section D, 709 12th St., NW., Washington, D. C.

Make Every Pay Day "Bond Day"



U. S. **WAR Bonds** ★ **Stamps**

This Space is a Contribution to Victory by

RADIO DAILY



Coast-to-Coast



WAYNE NELSON, announcer at WJJD-WIND, Chicago, joins the announcing staff of KMOX, St. Louis, replacing John Dunham who is now with WBBM. The public affairs department of KMOX has been covering the awarding of Navy "E" burgees to various St. Louis firms cited for achievement in production of critical Navy ordnance material.

WWNY, Watertown, N. Y., reports that they now have a membership of 2,000, and a fan mail average of 50 letters a day, in their "Funny Money" Club. The "Funny Money Man" program is carried three times a week.

"Listenin' In," a column of radio news and gossip which has been written weekly for greater Wheeling newspapers during the last ten years, by Paul J. Miller, WWVA, Wheeling, W. Va., production manager, is now aired each week. Miller interviews radio personalities, and ends each program with a "best bet" for that night's broadcast schedule.

Jack Starr has been added to the KXOK, St. Louis, staff as featured sportscaster, replacing Cy Casper, who is doing special work for the United States Government. Harry Renfro, KXOK news editor, is interviewing members of the graduating class of the Missouri University School of Journalism, in order to obtain additional men for the KXOK news staff.

A new series of civilian morale programs will be inaugurated over WEIM, Fitchburg, Mass., when in cooperation with the Fitchburg State Teachers College, "Rally Round the Flag" will be aired.

"The Family Hour" sponsored by the Prudential Insurance Co., has been signed for a thirteen-week summer contract over CBS network. Program is heard on Sundays from 5-5:45 p.m., EWT. Agency is Benton & Bowles.

The "I Am An American Day" ceremonies from the Mall at Central Park will be broadcast in its entirety by WLIB, New York, Sunday afternoon, May 17, from 3-4:30. The feature of the broadcast will be the swearing in of several hundred persons as citizens of the United States.

WDRG, Hartford, announcers are now making one-minute talks in theaters, clubs and other places where crowds are gathered, plugging the pledge campaign for the sale of U. S. War Bonds. Program Manager Walter Haase of WDRG is a member of the local publicity committee for the bond pledge drive, which extends from May 9 to 23.

Soldiers and sailors will be studio guests each week for presentations of KPO's, San Francisco, "Light and Mellow" variety show, starring Armand Girard, baritone, as emcee.

Bob Burn, a graduate of Nebraska State College, and more recently sports announcer for the Navy where he handled shortwave broadcasts to the armed forces of Naval games and sports events, has joined the staff of WWRL, New York, as a salesman. Burn, who served four years, was a member of the All-Fleet football and baseball teams.

Merrill Mitchell and Neal Tomy of WJR, Detroit, had a little celebration of their own last week, in honor of their twenty years of working side by side. They started at station WCX, now absorbed, Mitchell as chief engineer, and Tomy as manager.

Staff announcer Tom Downing of WSB, Atlanta, Ga., was married last week to Miss Lillian Reynolds of Owensville, Ky. Latest addition to WSB engineering staff is Emmett Kelly, apprentice control operator. Marshall Davie, WSB control operator, has been elected vice-president of Eta Kappa Nu, honorary electrical engineering society of Georgia Tech.

Dale Carter, former Broadway actress, is returning to the staff of WBTV, Danville, Virginia, after five months' of absence, to assume announcing and continuity duties. Carter airs her daily program, "Dale Carter's Radio Column". Newest addition to the WBTV sales staff is Edward G. Gardner, formerly associated with the Export Tobacco Co. R. Sanford Guyer, sales manager, is the proud "Pa" of an eight-pound daughter, Sandra Jean.

WDRG, Hartford, has received a high compliment from the head of Connecticut's military forces, Brig. Gen. Reginald B. DeLacour, state adjutant general. The General, in a letter to WDRG, congratulates the station for its work in recruiting candidates for the Connecticut State Guard, a task left entirely to the station. The Hartford "Courant" printed a three-column cut and a half-column story about the two WDRG announcers who donated a pint of blood each to the Red Cross blood plasma bank, and broadcast their sensations as the operation went on.

WTAR, Norfolk, Va., announces the following changes in its staff during the last few weeks: Ralph Hatcher, sales promotion, to the Army; William Roberts, musician, to the Navy; Shirley Enright, to sales promotion; Bill Searle, to traffic; W. P. Grether, engineer, to RCA. The following are additions to their announcing staff: Ken Given, from WCHS, Charleston, W. Va.; Frank Warrington and Hal Barton, from WARM, Scranton, Penn.

WHB, Kansas City, Mo., celebrated their 20th anniversary recently at a staff picnic on the grounds of General Manager John T. Schillings new suburban home, "Kilocycle Acres." Schilling and Henry Goldenburg, chief engineer, have been with the station throughout its 20 years of broadcasting.

Byron Lindsey, studio control engineer for WSB, Atlanta, Ga., reports for civilian duty with the U. S. Army Signal Corps. Appointments to the board of directors of the Atlanta branch of the Foreign Policy Association, and to the advisory board of the Atlanta Camp Fire Girls, were received this week, by WSB news chief Walter Paschall.

Florence Larmee recently joined the staff of KABC, San Antonio, in the traffic department, replacing Mrs. Pat Moody. A regular series of community sings are scheduled every two weeks with the entire city participating. Charles L. Belfi, manager of KABC, is the 13th staff member to be called to the colors. He is the second manager in two months to be called.

Harvey Kees, chief engineer for KILQ, Grand Forks, N. D., has resigned effective today, to assume a position with the radio research staff of Harvard University for the duration. KILQ fed a talk by Crown Prince Olav of Norway to the North Central Broadcasting System, recently. The Prince is on tour of the Northern States.

With an announced goal of a "Hundred Grand for Uncle Sam," the KMBC, Kansas City, Mo., Victory Caravan has already passed the \$30,000 mark in the first three stops. The Victory Caravan, sponsored by KMBC, is rolling through the Western Missouri and Eastern Kansas territory to urge the sale of more War Bonds and Stamps.

Z. F. Willis, general secretary of the Y.M.C.A. of Great Britain, will broadcast a special message, via shortwave station WRUL, on Sunday, at 8:25 p.m. He will be heard on the "Bridge Builders" program and will direct his talk to the Association of Secretaries of Y.M.C.A.'s of the U. S. and Canada, convening for its triennial conference in Cleveland, Ohio.

Songstress Irene Beasley's composition "I've Got A Job For Uncle Sam" will make its as a production number on "Army Hour" on NBC.

Dorian St. George, WMAL, Washington, D. C., announce join the Blue Network staff, in York, next week. St. George been with the Washington station nearly five years. Prior to that spent two years with WLVA, Iburg, Virginia.

Don Glendon, sports feature for the San Francisco "Call-Bull" is doing a fifteen-minute broadcast over KGY, Wednesdays, 7:45-8. Glendon has a generally well-ed interest in all sports, and is a uate of the University of Notre in Indiana.

Scores of men in the armed have written to New York's Network script chief Ron Fer requesting copies of "Sing a of Supermen," presented by the Theater Players recently, for radio anthologies. It's not done, but the Blue set aside the to accommodate the warriors.

Frank J. Reed, Jr., assistant traffic manager of NBC in New has been called to active duty in the armed forces. Reed, a officer has been assigned to Ordnance Corps.

Joel Lawhon is the latest ad to the WPTF, Raleigh, N. C. nouncing staff. Lawhon was for chief announcer of WFBC, Colu. S. C. Shelly Rolphe, former tinity chief at WPTF and n. Yeoman in the U. S. Navy, is writing scripts for WPTF. R was recently assigned to the P Relations Office of the Raleigh Recruiting Office and it is in capacity that he finds himself g ing out spots and shows for WPTF.

University Radio Course Carries 6 College Credits

Chicago—Chicago Teachers Col in cooperation with the Radio Council of the Chicago public schools conduct a six-week summer course in which guest lecturers from radio industry and universities in area will participate, according to George Jennings, acting director of the Council. Titled, Comprehensive Radio Workshop, the course will held three hours daily, five days week and will carry six semester hours of college credits.

Entire field of broadcasting will studied, emphasizing educational gles. Representatives of the four works and officials from aviation police departments, television and U. S. Army and Navy will add the classes which begin June 29.

1942											
BIRTHDAYS											
17	18	19	20	21	22	23	24	25	26	27	28
29	30										
May 15											
Walter Cassel	Ray Green										
Wilma Green	Margaret Lipper										
Bert Shelter	C. T. Williams										

Mull Television's Status

Walters Bill Hearings Resume Tomorrow

Washington Bureau, RADIO DAILY
 Washington—Newspaper-Radio committee will be the first group to appear before the House Interstate Commerce Committee tomorrow in resumption of hearings on the Walters Bill. Chairman Harold V. Whiting, Chief Counsel Judge Thomas C. Clegg, Associate Counsel Sydney Kaye and perhaps several representatives of newspaper stations will appear for the group. The Clearing House Broadcasters will follow the group.
 (Continued on Page 3)

Latin Amer. Web Readies Formal Debut

Washington Bureau, RADIO DAILY
 Washington—Dedicatory tributes to the new Latin American Network of 76 stations will employ all CBS facilities. The new Columbia network service formally begins operations tomorrow. In addition to the continental U. S. network, the three international stations of CBS will broadcast a special dedicatory program which was extended to an hour.
 (Continued on Page 6)

Italian Newsmen Freed In Exchange Deal

Washington Bureau, RADIO DAILY
 Washington—Colin, NBC's correspondent in Rome, Italy, who has been in an internment camp for interned aliens since the declaration of war with Italy, is on his way home. Colin will be released for one of the Italian newsmen held in this country. Where the exchange will take place is a matter of diplomatic secrecy.
 (Continued on Page 2)

Slight Change

Kansas City, Mo.—All C. V. Whiting had to do was get into uniform when he became an aviator in the U. S. Navy. When he was at WHB he broadcast news from the armed forces. As a member of the Navy he is located in the Federal Building across from the radio station and does a regular recruitment in front of the same WHB microphone.

Flufferino
 Philadelphia—"A slip of the lip can sink a ship" could almost be applied to a faux pas made by Roy Neal announcing a local loan office show over WIBG, here, the other day. Neal hit the line "You'll not be dealing with loan sharks," and skipped the word "not." He's still thanking heaven that the sponsor wasn't listening in.

Few Summer Hiatus Withdrawals On NBC

NBC took stock of the Summer replacement situation Friday and announced that most Red programs will remain on the air and those that do vacate will have replacements pending their return in the Fall. Among programs definitely set to continue are: "Information Please," the Vallee-Barrymore show, Kay Kyser's "College of Musical Knowledge," "Telephone Hour," "Voice of Fire."
 (Continued on Page 7)

84.2% Of Maine Homes Equipped With Radios

Washington Bureau, RADIO DAILY
 Washington—Bureau of Census has released its radio home figures for the state of Maine, showing 184,348 radio homes out of a possible total of 218,968, or 84.2 per cent. Figures are broken down into 16 counties in Maine and also show the number of radio homes in the three cities of more than 25,000 population: Bangor
 (Continued on Page 2)

Decision On Reduction Of Operating Schedules Due This Week; FCC's Order Called Contradictory

Blue Network Urges New Advt. Viewpoint

Urging a reorientation of the advertising point of view to emphasize "the human side of industry," the Blue Network Friday released details of its latest sales promotion study of "new directions in wartime advertising." Business men today, it is held, have "an unprecedented opportunity to win public confidence and support through advertising" and the study builds up a strong case for
 (Continued on Page 3)

Charlie Chan Author's Widow Sues Fred Allen

Injunction and infringement suit growing out of a Fred Allen broadcast was filed in Federal Court here Friday by Eleanor Biggers Cole, widow of Earl Derr Biggers, author of the Charlie Chan detective stories.
 (Continued on Page 3)

MBS To Broadcast From Russian Relief Dinner

Mutual will broadcast part of the elaborate entertainment program from tonight's dinner of the Arts Division of Russian War Relief at
 (Continued on Page 2)

Decision on future policy of television stations here is expected to be made this week, with indications pointing to eventual reduction of operation to or near the 4-hour per week minimum set by the FCC last week. No definite policy had been arrived at by either NBC or CBS over the week-end, pending further study of the Commission's new order. Vague wording of the Commission's announcement caused considerable confusion in television circles here and pending clarification of the FCC's intentions regarding the industry, tele schedules are being maintained.
 (Continued on Page 7)

New York AFM Local Rapidly Closing Pacts

Local 802 of the American Federation of Musicians is rapidly cleaning up renewal negotiations with local radio stations, only a few remaining to be signed and these expected to be completed within the week. Thus far pacts have been set with WNEW, WHN, WMCA, WQXR, WEVD and
 (Continued on Page 7)

Columbia Concerts Folds Radio Div. for Duration

Columbia Concerts Corp. has discontinued its radio division for the duration of the war. Formerly handled by Paul Louis, who has gone
 (Continued on Page 2)

★ **THE WEEK IN RADIO** ★
 . . . NAB Unity
 By BOB LITZBERG

UNANIMITY, with politics being thrown overboard and factional groups keeping in the background, marked the proceedings of the twentieth annual meeting of the National Association of Broadcasters in Cleveland last week. Lack of "sensational" news, from the trade point of view, was apparent at the meet which emphasized the overall viewpoint of aiding the war effort and getting more business at the same time. Approximately 1,100 people, a new all-time high attendance, listened to Army and Navy officials as well as heads of other Government agencies, who congratulated the broadcasters on their assistance to the war effort and asked for additional help in the prosecution of the war to victory. Most important business transacted was the approval of the standard form of spot contract between agencies and broadcasters and the admittance to NAB membership of the
 (Continued on Page 2)

Now It's Official
 Chicago—Whitey Ford, comedian of the "Plantation Party" show, and known in radio as the "Duke of Paducah," has been officially named honorary mayor of Paducah, Texas, by Mayor Byron A. Shotts, who "hereby bestows on Mr. Ford the titles of Honorary Citizen of Paducah, Texas; Honorary Mayor and the title of the Duke of Paducah, Texas."



★ THE WEEK IN RADIO ★

... NAB Unity

(Continued from Page 1)

Vol. 19, No. 34 Mon., May 18, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : : Editor

MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. 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 (May 15)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

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

84.2% Of Maine Homes Equipped With Radios

(Continued from Page 1)

showed 6,923 radio homes out of a possible 7,420 occupied dwelling units or 93.3 per cent; Lewiston had 8,568 radio homes out of a possible 9,259 or 92.5 per cent; and Portland had 18,096 radio families out of a possible 19,643 or 92.1 per cent.

NBC's Italian Newsmen Freed In Exchange Deal

(Continued from Page 1)

by A. A. Schechter, head of NBC's news and special events division, Colin arrived in Lisbon, Portugal, Saturday, May 16. From there he will reach the United States via a secret route.

FOR SALE

One thousand Watt transmitter in excellent shape with plenty of spares. Also one hundred eighty foot Blaw-Knox self supporting tower. Write or wire Lee Wynne, 643 S. Olive, Los Angeles.

networks. Routine reports of the various NAB departments were accepted by the convention, which crowded the various panel meetings and clinics held throughout the entire four days. Outstanding speeches were delivered by Byron Price, Director of Censorship, and Archibald MacLeish, Director of the Office of Facts and Figures, both asking broadcasters for their continued cooperation.

East Coast Regional

There were a few developments on the broadcast front other than Cleveland. Long-expected Atlantic Coast Network of Bulova stations stretching from Washington to New England was announced, with Edward Codell being named general manager by Harold Lafount, prexy of the new regional chain. In Washington it was forecast that action on the Sanders Bill to reorganize the workings of Communications Act of 1934 would be delayed for some time pending consideration of the testimony by the House Interstate and Foreign Commerce Committee. Blue Network announced the incorporation of a cash discount of 2 per cent in its new rate card and NBC and CBS were reported to be in accord "in principle" with the allowance of discounts for cash payments.

MBS To Broadcast From Russian Relief Dinner

(Continued from Page 1)

the Waldorf-Astoria, it was announced Friday. At the same time, Thomas F. Harrington and Norman Corwin, members of the committee sponsoring the affair, appealed to the radio industry to support the dinner to the fullest extent. Said Harrington, vice-president and radio director of Young & Rubicam, who is chairman of the radio section of the Radio, Film, Theater and Arts Division of RWR: "It is our duty, as part of the national war effort, to aid our allies in every way possible. At this strategic and vital moment Russia needs a great deal of help, and members of the radio industry are determined that she shall have it."

Corwin, who is in charge of entertainment for the dinner, declared: "Now is the time to give until it hurts—Hitler. Right now we can hurt him most in Russia. Relief to the valiant defenders of the Soviet Union is not Russian relief alone, it is an investment in civilization."

MBS will broadcast from the affair from 11-11:30 p.m. EWT. Endorsed by more than 350 executives and artists of the entertainment world, the dinner will feature specialties by Garson Kanin, Earl Robinson and John LaTouche. Paul Robeson, the Lyn Murray Chorus, Franklin P. Adams, John Kieran, Oscar Levant, Fred Allen, Morton Gould, Raymond Massey, Burgess Meredith, William Ramsey, Lawrence Tibbett, Cal Tinney, Margaret Webster, Dr. Lin Yutang and Clifton Fadiman.

International shortwave broadcasting received an impetus, with the filing of applications for two new stations, one in Los Angeles and the other in Seattle; and also with the setting up of a policy-making body composed of representatives of the FCC, the Rockefeller Committee and the Office of the Coordinator of Information.

Television Curtailed

Last week the FCC revised its television rules to permit the industry to continue operating on a curtailed basis for the duration of the war; under the new setup commercial television stations can broadcast a minimum of four program-hours a week, compared with the former requirement of 15 hours. It was also indicated in Washington that FCC Chairman Fly probably would be renominated. In Canada the position of the Canadian Broadcasting Corp. was strengthened by the testimony of J. T. Thorson, Minister of War Services, who testified before a hearing of a House of Commons committee on broadcasting. CBS released first quarter figures, which showed a decline in net profit despite a larger gross income than the corresponding period last year.

2nd Theater Anti-Trust Action Against Ascap

A second group of theaters in the metropolitan area on Friday filed suit under the Sherman Anti-Trust Act against Ascap seeking damages of \$25,619 plus attorney's fees of \$25,000. Suit, which was similar to one filed April 9th by 157 theater companies seeking \$606,784 damages, was filed Friday in Federal Court here by 14 Brooklyn theater companies against the Society and two of the organization's officers, Gene Buck and Gustave Schirmer.

As with the first suit, the new complaint charges conspiracy to monopolize the music field in violation of the Sherman Act. Theaters, it is contended, are able to use but a small portion of Ascap musical compositions, but in spite of this fact have been required to purchase the entire repertoire.



"Gosh, I hope she listens to the news on WDFD Flint, Michigan after this attack!"

COMING and GO

FRANK QUINN, manager of KOB, Albuquerque, N. M., in town for a few days on his network business.

SIDNEY N. STROTZ, NBC vice-president in charge of the western division, is here a few days on his way back to the Cleveland.

PARKS JOHNSON and WARREN H. at Corpus Christi, Texas, where he broadcast tonight's stanza of the "V" program from the U. S. Naval Base point.

NILES TRAMMELL, president of WFLA, turned on Friday from Florida where he was convalescing from the operation he underwent some weeks ago.

WILLIAM RUESS, personnel director JOHN J. GILLIN, JR., station manager WOV, are spending a few days here for attendance at the convention in Cleveland.

PETE SCHLOSS, time buyer at McCann, due back at his desk today from his convention trip.

P. K. EWING, general manager of WDS, Network outlet in New Orleans, visiting at Radio City.

R. T. CONVEY, president, and V. E. MICHAEL, sales manager, of KWK, stopping in New York for a few days.

DAVID S. GARLAND, sales promotion manager of WEEL, Boston, left yesterday for meeting of CBS sales promotion managers will be held in Chicago today and tomorrow.

WILLIAM PARSONS, assistant sales manager of NBC, went west from Cleveland for the convention and is now in Chicago business.

J. C. HANRAHAN, executive vice-president of Scripps-Howard Radio, also vice-president and general manager of WMPG, Memphis, joined the post-convention visitors now in New York.

Columbia Concerts For Radio Div. for Duration

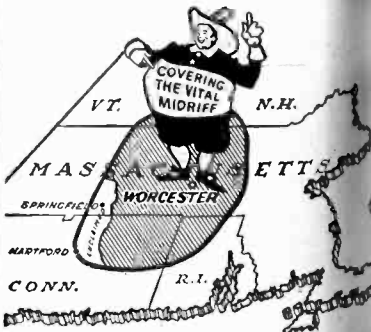
(Continued from Page 1)

into the Army Air Corps as a Lieutenant, radio bookings now supervised direct by each separate Columbia division.

Henderson On Tonight

Price Administrator Leon Henderson will be heard from 7:15-7:30 tonight over CBS. He will discuss "Price Control."

When you buy time BUY AN AUDIENCE



WTAG WORCESTER

Network Urges Advt. Viewpoint

(Continued from Page 1)
the ideal medium in war-
entire advertising field is on
Washington," the study
pointing out that advertising
is "empty and vague" will
be able to justify its place in the
war effort, while "construc-
tive advertising, explaining post-war
conservation, building of
will have unqualified gov-
ernment support."

Web Lists Advantages
Characterizing radio as "best for
haul," the Blue asserts that
medium not only will protect
insure brand acceptance
maintain good-will but also
an income group still unsold
business but representing an
increasing volume of buying

"Sparky" And "Kobbler" Adding Stations To List

edic W. Ziv, Inc., reports the
new stations added by
of "Sparky & Dud," trans-
musical variety show: WAVE,
BNS, WGAR, WEOA, WFIL,
WKWCO, WCLE. Series fea-
ling Kaufman and Fred Hall.
the Corn Kobbler," transcribed
show now in its third series,
is month on the following
stations: WWVA, WNBF, WFOY,
WDOD, WSOC, WCRS,
WRDW, WHIZ, WROL,
WBMY, WBML.

Correction
MO, St. Louis, received the
B. Lewis Award for the
effective inspiration of the ra-
diance to continued support
war effort in the super-power
the recent NAB convention
ad f WGY, Schenectady, N. Y.
later station won the award for
effective education of the
concerning the war effort.

Word Dealer Spots
rd Dealer Advertising Fund,
McCann-Erickson, New York,
using a four-week spot cam-
plug service announcements
WML, Washington.

Philadelphia Its

WPEN
THE STATION
THAT SELLS

950 KC

☆ PROMOTION ☆

WOR Amateur Photo Show

Unusual exploitation idea worked
out by WOR Press Department is a
WOR Photographic Exhibit to be
held at the Hotel Plaza, New York
City from May 25 through May 30.
WOR staff includes a flock of ama-
teur photographers, so many in fact,
that WOR decided to put their work
on view. Walter Engel, WOR staff
photographer and former "Time-
Life" staffer, is in charge of the ex-
hibit which will include examples
of his work done for WOR. Almost
every department at WOR will be
represented, with exhibitors to in-
clude Robert A. Simon, continuity
director; J. R. Poppele, chief engi-
neer; Dave Driscoll, director of news
and special features; Milton Kaye,
staff pianist; Jim Shannon, engineer;
Charles J. Oppenheim, press depart-
ment; Frank Knight, announcer and
Tro Harper, WOR newscaster, who
is also a professional photographer.

Blue Reminder Plan

Each person who requests informa-
tion by telephone, about programs or
time changes, from the Blue Net-
work or its key station, WJZ, will
also hear a reminder as to the time
of a certain network show being
aired on the station. Each week cer-
tain selected programs will be
plugged. The Blue's information de-
partment is queried every month by
approximately 1,500 persons.

Charlie Chan Author's Widow Sues Fred Allen

(Continued from Page 1)
asking that damages be fixed by the
court. The suit names as defendants,
in addition to Allen, Batchellor En-
terprises, Inc., Allen's agent; Texas
Co., his sponsor, CBS and 10 stations
of the network: WDRC, WCFL,
WMAS, WHEC, WIBX, WHP, WCAU,
WGBI, WFBL and WPRO.

Mrs. Cole's complaint alleges "de-
liberate piracy" in Allen's use on his
broadcast of April 2, 1941, of the
Charlie Chan character "with other
literary material, incidents, episodes,
similarities and publicity values pro-
tected by plaintiff's copyright." As
a result, Mrs. Cole asserts she was
"deprived" of the opportunity of
licensing others to use the Chan char-
acter on radio broadcasts.

A second cause of action alleges
unfair competition in that Allen (who
kicks his characterizations) "made
false and unfair comments on the
activities, background and character"
of Chan, thereby damaging the mo-
tion picture and radio rights of the
fictional detective. Complaint stated
that 25 motion pictures have been
made around the Chan characteriza-
tion.

Specifically, Mrs. Cole seeks an in-
junction, attorney's fees and a court
order requiring the defendant to sur-
render all recordings, scripts and dia-
logue relative to the disputed broad-
cast.

All-Night Audience

"Whatever Became of the Night-
Watchman?", a brochure spotlighting
the size and wealth of 1942's all-night
radio market, has been released by
WJZ to advertisers and agencies, in
conjunction with "Say It With Mu-
sic" on the air every morning
from 1 to 7. Brochure points out that
the regular all-night audience in New
York City, already larger than the
normal population of Rangoon or
Rochester, was dwarfed when a 24-
hour schedule was set up by war
industries whose "workers add to the
size of the all-night market and
thereby multiply its wealth and
desirability."

"Say It With Music," with musical
time and station announcements and
musical spot commercials created by
Alan Kent and Ginger Johnson,
"makes capital of all this labor," the
brochures continues, and concludes
with a summary of the potentialities
of the primary station area: 20 per-
cent of America's industrial capacity,
176,605 farms, 21 million people, 49-
214 square miles, America's 1st and
4th largest retail centers (New York
and Philadelphia) and 61 other cities
throughout the United States of
25,000 population.

Sanders Bill Hearings To Resume Tomorrow

(Continued from Page 1)
newspaper committee, then Rear Ad-
miral S. C. Hooper, communications
liaison officer to the Chief of Naval
Operations, will make a statement at
the committee's request.

Admiral Hooper, who criticized the
FCC's operations from the military
standpoint at hearings on the per-
missive telegraph merger bill before
a Senate Interstate Commerce sub-
committee two weeks ago, will dis-
cuss the wartime functioning of the
Commission.

Louis G. Caldwell, Mutual counsel,
will then take the stand. Caldwell
will undoubtedly support the Com-
mission's position on the network mo-
nopoly rules, as MBS has done in the
litigation on the subject.

The FCC is last on the schedule,
although the committee may allow re-
buttal testimony on the part of the
broadcast witnesses. Chairman James
Lawrence Fly is considered certain
to appear. Commissioner T. A. M.
Craven, who was on the FCC minor-
ity in the vote on the network regu-
lations and has been termed the
Commissioner best qualified to speak
on broadcast matters, several times
during the course of the hearings,
may also be called.

HEADING STRAIGHT
for their
GOAL

In Nature it is Instinct
In Business it is Experience

Our experience is a constant asset to our clients

WEED
AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO

experienced

Los Angeles

By JAC WILLEN

JEROME LAWRENCE, local writer, who has been working out of New York for the past five months, seems to be in for some kind of record having six half-hour coast-to-coast shows scheduled within an eight-day period starting this week. After the broadcasts of "Inside a Kid's Head," for "Columbia Workshop"; "Brownstone Front," mystery drama for "Manhattan at Midnight"; "Old Gags Old," satiric comedy for "Lincoln Highway," starring William Gaxton; "Wanted: a Rhinoceros" for "Stars Over Hollywood"; and two editions of the war program, "They Live Forever," Lawrence planes to Hollywood to start the writing chores on the Bob Hope Pepsodent summer replacement show, "A Date With Judy."

Lum and Abner will be featured on Vicki Knight's "Command Performance," May 21, for rebroadcast to service men abroad.

Rudy Vallee and the Sealtest Sportsmen helped the soldiers at Fort Sill, Oklahoma, celebrate "California Night" on May 14. At the request of the service men Rudy and the quartet recorded "California, Here I Come" and the "Field Artillery Song" and airmailed the disks to the fort.

That recently-built glass-enclosed reception booth in the Ruthrauff & Ryan offices must have been built "special" to house the niceness of Beverly Pickering the agency's "hello—what can I do for you" girl.

Shirley Mitchell, Ohio actress who came to Hollywood for radio less than a year ago, signed a year's contract with the Ransom Sherman show. The young actress plays the role of Mrs. Valveseat, as well as other characters on the show.

Summer replacements seem undefined at this stage with anybody's guess apt to be as correct as the next. The Blue with its current bevy of new shows hitting the airwaves seems unlikely to have many changes to make for summer, with most shows sold or scheduled to run into and through the summer period. NBC made but few announcements to date, with "A Date With Judy" the likely Bob Hope replacer, Bob Crosby the most likely Bing Crosby filler of the spot formerly taken on by Bob Burns—and with others still in the offing. At CBS "Forecast" shows seem out of the picture for the year 1942. "Big Town" replacement seems largest problem, with other shows such as "Blondie" and "Ransom Sherman" likely to run on through the warm spots. "Showcase" just recently renewed will continue. Others are as yet unannounced.

Apartment For Rent

PARK AVENUE: In the Sixties. Most attractive, 6 room apartment, beautifully furnished, glass enclosed baths, delightfully cool. Extreme bargain for summer. Immediate possession. Perfect if you're in radio. Call Miss Schaefer, Plaza 3-9200.



Bulletin Board!

● ● ● Niles Trammell was back at his NBC desk Friday looking like a two-year-old... Sid Strotz is in N.Y. for confabs sporting a beautiful California tan and the only noticeable change in the gent was the fact that he no longer smoked the brand of ciggies he's puffed for years. Cause may be the coast climate or (and more likely) it's Mrs. Strotz' brand!... "Scattergood Baines," which was supposed to mute on CBS for the summer May 15th will stick around until June 12th... That ciggie co. (not Chesterfields) plans an hour variety show which would bring back one of the nation's top funnymen!... Joe Hasel's nitely sport shows on the Blue are sensational and the lad is living up to the previous touting here and elsewhere!... Igor Gorin, if terms are agreeable to all parties, will do a few Prudential guest shots this summer... Bill Bacher leaves for the coast Wednesday with Bill Murray to do "Treasury Star Parade" with the Hollywood bigwigs... Freddy Martin's broadcast comes from Chicago tonite and then from the coast... Charles Barry, Phil Carlin's asst. at the Blue was responsible for obtaining the Guy Lombardo remotes from the Waldorf... Colgate, as soon as packaging problems are ironed out (along with internal affairs) will debut that half-hour variety show... Les Brown is the latest band to get a nod from the picture people and starts on the RKO lot June 19th... Bert Lahr is with Charlie McCarthy Sunday and Eddie Cantor's wife will be in N.Y. for the opening of the George M. Cohan life story at the Hollywood Theater... Tommy Dorsey will do his Sunday nite airings for the Treasury Dept. from his farm... Sam Brewer will be heard on Mondays and Fridays at 11:15 p.m. via MBS from New Delhi, India... Amy Arnell returns to the T. Tucker band next week.

● ● ● With the eyes of the nation focussed on the graduation exercises at West Point this year, it has been revealed that Kay Kyser's band will play for the last dance of the Pointers... One of those shows with a straight 26-week contract, may go off for the summer so that necessary revisions could be made during the hiatus!... "Dark Fantasy" NBC thriller, moves to a later time, 12:30 a.m. Friday... Fulton Lewis, Jr., is back on the job today after hospitalization... "Musical Millwheel" may be bought by another sponsor with a new star now that it is being dropped by its current sponsor June 7 because Walter Patterson, present star, is going into the Army... Has anyone heard from Lt. Hershell Williams yet?... Dan Seymour takes Warren Hull's chores over on the Dorothy Kilgallen show... Jim Beach took time off from his army chores to script "Midnight Blue" for the CBS "Workshop" May 24... Special survey reveals Ezra Stone's series as the most popular American program with Canadian listeners. (Last Thursday's show will give you an idea why it's the favorite everywhere!)

● ● ● Jack Arthur, who just closed in "Johnny 2 x 4," doesn't know whether to accept a picture offer or spend the summer in radio here... Shirley Temple knitted a "V" for Victory sweater for her brother, George, who is with the U. S. Navy in the Pacific Fleet. Recently George sent Shirley a note of thanks in which he wrote: "The sweater fits perfectly but all the boys kid me about the big 'V'. They ask if I went to Vassar!"... Arthur Vinton, who has received a great deal of publicity because he intends opposing Ham Fish for Congress in forthcoming elections, will be starred on "Grand Central Station" this week... The 9th and 10th Musical Script Books written by organist Molly Donaldson and Madge Tucker of NBC will be published this fall by Musette. Miss Donaldson composed all the music and Miss Tucker adapted the stories... Latest character in "Duffy's Tavern" is Panya Slovnick, tone-deaf music teacher, due for the spotlight this week. (One of the weak points of the Ed Gardner show seems to be the lack of "body" in Walter Gross' fine music. No punch there!)... Rudy Vallee will continue his airings through the summer from the west coast instead of coming to N.Y. He wants to continue with his California Guard work.

Chicago

By FRANK BURKE

EAST CHICAGO, Indiana city of 54,000, staged a civic celebration on May 15 to honor Richard Williams, 12-year-old homeboy who has won fame as a "Quiz Kid" on NBC. Kiwanis Club put on the and other "Quiz Kids" participated in Richard Williams Day festival.

Bob Singer, former "Esquire" motion manager, assigned by W. R. Harshe agency to handle the and WGES advertising and public accounts.

George Jessel guested on Shaheen's "Celebrity Reporter" on WJJD at 11:45 a.m., Saturday.

Freddy Martin and orchestra originate the "Lady Esther Serenades" from Chicago today over WBLS.

Pageant of Chicago foreign language and minority groups and contributions to the war effort featured on WBBM as a special "Am An American Day" broadcast yesterday, 10-10:30 a.m.

John Dunham, formerly KMOX-Louis, has joined the WBBM-CBS nouncing staff.

Don McNeill, emcee on NBC's "Breakfast Club" show, has received honorary citations and titles from the Government than anyone else in the local radio clan. He was cited for "distinguished service in behalf of the National Defense Savings Program" by the Treasury department. He has an honorary Master Sergeant rank at Fort Sheridan, Ill., and reserve recruiting official in the Marines.

Bob Strong and his orchestra heard on NBC's "Uncle Walter's House" show, playing a two-week engagement at Elitch's Gardens, Denver, Colo.

Ruth Perrott, actress on the CBS Cross-General Mills' show is very popular. Miss Perrott has written an informal program to be aired locally for the Red Cross Blood Donor Service and has an article in the current issue of "The Fountain," Chicago's literary publication.

George Clare, WBBM producer, passing out cigars as the proud father of a seven-pound baby daughter.

Ben Zucker, former associate of the Stanford Zucker agency, with friends that he is now Sergeant Ben Zucker of the headquarter battery, 8th Armored Division, Fort Knox, Kentucky.

Staff members of the Radio Council of the Chicago Public Schools who are working with George Jennings, radio director, in planning Comprehensive Radio Workshop, June 20-21, August 7, are Juliet Forbes, Marjorie Panko, Mary Agnes Schroeder, William Sener, Emil Andresen, Jess Simpson and Emilie Lephthian.

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

To the Colors!

MONTÉ KLEBAN, production manager of WOAI, San Antonio, has enlisted in the United States Army. He is now stationed at Dodd Field preparatory to his entrance in officers training school.

HENRY GUERRA, newscaster at WCI, San Antonio, is a member of the United States Army Air Corps.

ERMAN JOLLEY, announcer at WSKRNT, Des Moines, has joined the U. S. Marines.

MORTIMER LOEWI, vice-president of Allen B. DuMont Laboratories, is in Washington with the U. S. Navy as a Lieutenant Commander.

FRED MILLIES, of the engineering staff of WTMJ, Milwaukee, is now stationed at Great Lakes, Ill., as a member of the U. S. Navy.

VIGIL REIMER, well known announcer of NBC who doubled as announcer of Jack Benny on the comedy Sunday night program, has returned to the U. S. Army Air Corps.

WAR-PROGRAM IDEAS

Physical Fitness Series

WWRL, N. Y., has been selected by the Federal Security Agency, Division of Physical Fitness, to serve as the nation's test station for a new government series, which, if successful, will be transcribed and released to all stations. Titled "Your Neighbor," the half-hour dramatized series to be presented on Thursdays from 10:30-11 p.m., is intended to focus attention on problems that have arisen due to the war and corrective measures to be taken, and tell of the importance of physical fitness in our victory effort. Written and produced by the staff of WWRL, the program will feature Dorothy French.

Defense Workers' Special

WWL, Detroit, Mich., has started a new program, "Salute," aired 6-7 a.m., Monday through Saturday, offering one hour of recordings, interspersed with late news from the United Press, designed to fit the requirements of early rising war work-

ers and their families. There is no preamble, except the news, between the disks, and commercials enter on the 15-minute and half-hour breaks.

Blue's 2nd Espionage Series

"Counter-Spy," a series of half-hour dramatic programs, will be launched on the Blue Network today. Featuring a central character who works against professional paid enemy spies in this country, the series is the second to be aired on the Blue since the ban against programs with espionage and sabotage themes was lifted. "Alias John Freedom" was the first program of this nature. David Harding will be presented as a man who has received from the U. S. Government a "cover-all commission" which permits him to be his own boss, to work wherever and however he wishes, and to cooperate with other departments as the case comes within their jurisdiction. Produced by Phillips Lord; the series will be heard Monday from 10-10:30 p.m., EWT.

Coming Events

May 18-19: American Association of Advertising Agencies, closed convention, Skytop Lodge, Skytop, Pa.

May 19: Women's National Radio Committee, Annual Awards Luncheon, Hotel Pierre, New York.

June 8-13: Annual convention of the American Federation of Musicians, Dallas.

June 15-17: Newspaper Advertising Executives Assn., Columbus, Ohio.

June 21-24: Advertising Federation of America, 38th annual convention, Hotel Commodore, New York, N. Y.

Sept. 28-29: Southern Newspaper Publishers Assn., Hot Springs, Ark.

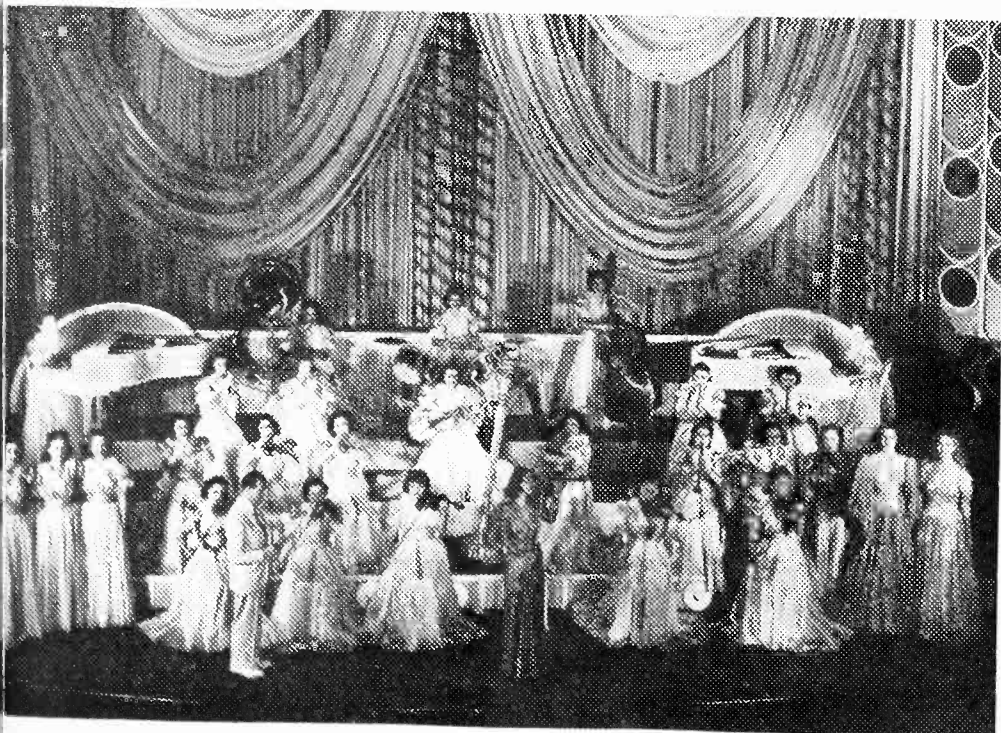
June 9-10: Radio Manufacturers' Association meeting, Hotel Stevens, Chicago, Ill.

Meyers To WSSR

Harold Meyers, manager of KYA, San Francisco is reported joining the Steve Rintoul outlet WSSR, Stamford, Conn.

"WE MUST BE VIGILANT"
(AMERICAN PATROL)

The Spirit of America



PHIL SPITALNY and his
HOUR OF CHARM ALL-GIRL ORCHESTRA

Phil Spitalny has taken the "American Patrol" march and whipped it into one of the greatest vocal and orchestral arrangements to come along since coin machines were invented. With new lyrics and a terrific "All-Girl" treatment, WE MUST BE VIGILANT will have your machines running as long as the nickels hold out. It's a sock profit maker of the first order.

ORDER

COLUMBIA
36550



NEW BUSINESS

WFIL, Philadelphia: J. E. Kunkel, Co., Phila. (Coal) twelve 100-word anns. weekly for four weeks through Cox & Tane, Philadelphia; MacFadden Publications, Phila. (Liberty Magazine) One 10-min program weekly for 52 weeks; Wm. Gretz Brewing Co., Phila., three 15-minute programs weekly for 13 weeks, through Howard Seberhagen Agency, Phila.; Dr. Shor, Phila. (Dental Service) one 5-minute program weekly for 52 weeks, through Philip Klein Agency, Phila.; Quaker Oats Co., Chicago (Sparkies) six 5-minute programs weekly for 9 weeks, through Ruthrauff & Ryan, Inc., Chicago; Phila. & Western Co., Phila. (Transportation) one 15-minute program weekly for 44 weeks; Corlies, Inc., Phila. (Furs) six 1-minute anns. weekly for 15 weeks, through Solis S. Canton Agency, Lewis Tower, Phila.; Norwich Pharmacal Co., Norwich, N. Y. (Pepto-Bismol) five one-minute anns. weekly for 20 weeks, through L. C. Gumbiner Agency, New York.

CKFX, Vancouver: Procter & Gamble, 15-min. Monday-through-Friday serial, "Life Can Be Beautiful," for Ivory Soap, and "Painted Dreams," for Oxydol, through Compton Agency and Blackett - Sample - Hummert; Union Oil Co. of Canada, Ltd., half-hour transcribed program once weekly, through Stewart-McIntosh; Army and Navy Stores, transcribed "Lone Ranger" three times weekly, direct; Lambert Pharmacal Co. (Listerine), weekly transcribed half-hour program, through Dominion Broadcasting Co.; Canadian Bakeries (4X Bread), quarter-hour Tuesday-through-Saturday program, "Cavalcade of Music," through Stewart-McIntosh.

KYA, San Francisco: Club Bohemios (night club), "Midnight Club" participation; Rainier Brewery's (beer and ale), baseball broadcasts; Cook Quick Co. (dried peas and beans), anns. ETs; Downtown Bowl (bowling alleys), remote pickups; Benatar's (cut rate drugs), Darrell Donnell (newscasts); Chesterfield Cigarettes, anns., ETs; American Service Pin Co. (jewelry), anns., thru Northwest Radio Adv. Co.

Name Advisory Group For Broadcast Contab

Chicago—New members of the advisory committee for the sixth annual meeting of the School Broadcast Conference which will be held in Chicago November 11, 12, 13, were announced here by George Jennings, acting director of the Radio Council. They are Lyman Bryson, CBS educational director; Phil Cohen, OFF; John Gunstreum, State Department of Education, Austin, Texas; Luella Hoskins, New York University; Kathleen Lardie, Detroit Public Schools; Luke Roberts, KOIN, Portland, Ore.; and Harry B. Sommers, Public Service Program Director of the Blue Network.

WORDS AND MUSIC

By Sid Weiss

WHEN THE BLUE NETWORK bows in tonite with "Counter Spy," it marks a victory for the principles for which Ed Byron, producer-director of "D.A." has been fighting ever since December 7th. The new series deals with nabbing the enemy within—and while it's on a different network than "D.A.," it shows that Byron's battling has not been in vain. Not long ago he put on "The Case of the Whispered Word" which he got to the mike after five weeks of arguing and it showed clearly the dangers of so-called "loose talk." Byron has geared "D.A." to the point of staying current and he bases his complaints on network censorship on the fact that you cannot completely ignore the war and still remain up-to-date. He isn't trying to turn the series into a spy thing—though the Blue has accepted spy stuff via "Alias John Freedom" and Capt. Tim Healy's tales of World War I espionage—but he does feel that when the normal course of events produces a drama dealing with those who are gnawing at the U. S. from within, it should be permitted to reach the dialers. His agency, Pedlar & Ryan, is backing him up. Network attitude has been that such dramas might show enemy agents how to operate—though they apparently don't seem to need any lessons. Within the next few weeks, Byron plans to submit another anti-Axis script.

★ ★ ★

Eddie Forman, one of the top comedy writers around these parts (he put in four and a half years on the Warner lot in addition to such musicals as "Let's Face It" and "Sons O' Fun"), is taking to radio like a rabbit to a helping of lettuce. Eddie took over the Frank Fay show at a very low Crossley and drove it up to over 13. Right now he's writing for Kay Kyser and his own show, "The Toast of the Post," debuts on the Blue this Sunday.

★ ★ ★

RADIOITES ARE TALKING ABOUT: Marty Lewis' new post with Paramount pix as head of the radio department... Ruth Lowe's latest tune, "It's Raining Memories"—a lovely thing... Benny Goodman's going into the army... The reconciliation of the Geo. F. Putnams... Alex Gruenberg's new show for B.B.D.&O.. "Women Without Men"... Lou Levy, who may do his future directing from an army camp... Freddie Lightner's new show, "The Lovable Gob," which Bob Kerr is readying for the air. Same office will have the Victory Twins bowing in next week with "Youth Marches On"... Walter Gross' snappy dialogue-reading on "Duffy's Tavern"... Charlie Vanda's new war show, "The Nature of the Enemy." Vanda's other show, "They Live Forever," is one of the best of the lot... Paul Lavalley's enlarged "Basin St." band... The possibility of the Stage Door Canteen being sponsored for the air... Proposed switch of Burns & Allen from NBC to Columbia... The report that Raymond Gram Swing may be Jack Benny's summer replacement... Bea Wain's loneliness these days with hubby Andre Baruch in Washington... NBC's high-powered brochure on Mary Margaret McBride who doesn't need any of it to "sell" her.

★ ★ ★

PASSING BY: Martin Block—a disc-jockey pioneer and now one of the best-known and most successful in the country. Block is well on his way toward becoming a national "name" in radio via his stints on the "Hit Parade," Kay Kyser airings and "Pepper Young"... Gwen Davies—and where did she get that new sparkler?... Betty Wragge—the glamour gal of radio... Ted Steele—who is being considered for the lead in Bill Rowland's new picture... Marion Sweet—who leaves for the Windy City next week to try her luck out there... Horace Braham—who played himself (Stage Door Canteen emcee) on "Armstrong Theater of the Air" Saturday... Charlie Yates & Matty Rosen—who join Frederick Bros. August 1st to handle everything but the one-niters and location dates.

★ ★ ★

—Remember Pearl Harbor—

GUEST-ING

LANSING HATFIELD, basso, the "Great Artists Series" of "Telephone Hour," today (NBC Red 9 p.m.).

LIONEL BARRYMORE, ANITA LOUISE and **GLENN FORD**, "Lux Radio Theater," today (WABC CBS, 9 p.m.).

CLAUDETTE COLBERT, "Cavalcade of America," today (NBC Red, 8 p.m.).

JOE E. BROWN, on the Bob Burns program, today (WABC-CBS, 8 p.m.).

JOSEPHINE ANTOINE, coloratura soprano, on the Carnation Milk program, today (NBC Red, 10 p.m.).

JULIA SVERSKY SMITH, sculptor, on Nancy Craig's "Woman Tomorrow," Wednesday (WJZ, Blue Network, 9 a.m.).

EDGAR ANSEL MOWRER, war correspondent, and **FELIX MORLEY**, president of Haverford College, discussing "Should the United States Break Relations with Vichy," on "America's Town Meeting of the Air," Thursday (WJZ, Blue Network 9 p.m.).

JIM AMECHE and **ARLEN FRANCIS**, on "Armstrong's Theater of Today," Saturday (WABC-CBS 12 noon).

ALICE MARBLE, on the Ellen Queen program, Saturday (NBC Red 7:30 p.m.).

SALLY BENSON, author of "Junior Miss," on "Of Men and Books," Saturday (WABC-CBS, 2:05 p.m.).

CBS Latin-Amer. Web Readies Formal Debut

(Continued from Page 1)

and a half in order to broadcast speeches by Vice-President Henry A. Wallace as well as members of the Latin American diplomatic staffs in Washington.

The addition of a half hour was made in order to broadcast speeches in Spanish as well as a full-hour English-language broadcast participated in by Under Secretary of State Sumner Welles, President Anastasio Somoza of Nicaragua, Nelson Rockefeller and an entertainment program featuring top names in music and motion pictures. Program will originate from Washington, where William S. Paley, CBS president, will preside at a formal dinner.

In an addition to the dedicatory program, CBS headquarters in New York, has been notified that more than half of its 120 domestic affiliates are programming their own salutes to the CBS Network of the Americas. Most of these tributes follow directly after the augmented hour and a half nationwide broadcast.

New Summer Hiatus Withdrawals On NBC

(Continued from Page 1)

"Cities Service Concert," Fred Wang (whose "Pleasure Time" program was officially renewed by Liggett Myers Friday), "Johnny Pressen" "Mr. District Attorney," "Hour of Charm," "Fitch Bandwagon" and "Elly Queen."

The Jack Benny program will leave the air on May 31 but will be replaced by another commercial. Benny returns on Oct. 10. Bob Hope vacation on June 16, and will be replaced by "A Date With Judy," returning to the air Sept. 22. Eddie Cantor will take a rest and make a comeback after June 24, being replaced by "Those We Love." Cantor returns September 30.

Decision On Burns And Allen

Whether Burns and Allen will vacate is still undecided, although they have tentative plans to go off the air on June 30, to return Oct. 6. The Skelton program is tentatively scheduled to go off the air on June 30, to return in the Fall although no definite commitment has been made as yet.

"The Rich Family" will take a four-week vacation, probably in August, and sustaining program will go in the meantime. Bing Crosby's "Kraft Music Hall" will continue through the summer with Bing's brother, Bob, taking his place while he lays off for a few weeks, probably late in July. "The Mr. McGee and Molly" have no vacation plans as yet.

"Coffee Time" Continues

"The Maxwell House Coffee Time" will continue as usual, both Fanny Brice and Marian Morgan taking separate vacations. "Baby Snooks" will holiday from July 23 to August 8, while Morgan will have his vacation from June 16 to July 16. On June 24 the program title will be changed to "Post-Cast's Time."

"Fish Or Consequences," "Cavaladee f America" and "The Great Deleeve" will probably remain on the air during Summer. The Al and Stanza will probably vacation.

WSAZ Manager To Navy

Huntington, W. Va.—Mike Layman, manager of WSAZ, has been directed to report to the Naval Training School at Norfolk, Va.

EVERY TELEGRAM'S A
USH TELEGRAM AT
Postal
Telegraph

CHARGES FOR TELEGRAMS
PHONED IN APPEAR ON YOUR
TELEPHONE BILL.

Mull Future Television Policy; Webs Studying Ruling of FCC

(Continued from Page 1)

tained at the old 15-hour per week rate.

In attempting to interpret the Commission's wishes as outlined in its relaxation order, tele executives were puzzled by what appeared to be conflicting ideas. On the one hand the FCC ordered the lowering of schedules "to prevent recession of this new art to a purely experimental or laboratory stage and to keep it alive, ready to flourish as a public service after the war emergency" and on the other stated the relief would "permit licensees to conserve the life of their equipment, particularly tubes, and will permit television stations to operate under conditions of greatly reduced personnel."

Priority Preference Absent

Generally, the tendency was to interpret the latter as more significant than the former, particularly in the light of continued failure to provide any kind of priority preference on essential television equipment, even of the purely replacement kind. In fact, tele execs were inclined at first sight to view the ruling as virtually an ultimatum to cut time and staff to the absolute minimum, but withheld definite action until completion of operations efficiency studies, etc.

CBS Revises Its Policy On Enlistment Payments

CBS's policy of voluntary payments to employees called into the U. S. Armed Forces has been revised and now includes payments to employees who enlist. The original plan, adopted in November, 1940, provided for payments of from one month's to six months' salary to all regular full-time employees called into active military service based on the term of their employment by the company prior to induction.

The present plan calls for payment to all regular full-time employees of the company except officers who enter active military or naval service of the United States and who have been employed by the company for 6 months or longer at the date of their entry into service. Each such employee will receive an amount equal to the difference between his regular CBS compensation and his starting pay in the armed forces, calculated on his length of service with CBS at the time of his induction. Benefits run from 2 weeks' salary for men with 6 months' employment to 4 months' pay for persons with the company six years or more.

Stork News

Howard Meighan, Eastern sales manager of CBS Radio Sales, became a father last week when a daughter was born to wife Mary Elaine. Meighan commuted back and forth between the Cleveland NAB convention and New York Hospital for the event. It's the Meighans first child.

Also, it was the general consensus of opinion that the order foreshadowed the "drafting" by the military forces of much of television's personnel into the Signal Corps and other communications branches where there is a pressing demand for persons with expert technical qualifications.

WNBT Busy With OCD

For NBC the decision on how much to cut schedules is probably hardest for WNBT currently is airing eight solid hours weekly of demonstrations and lectures for the Office of Civilian Defense on Air Raid Warden, Red Cross and other training. New arrangements will have to be worked out with OCD and police officials in order to disrupt present training plans as little as possible. Both NBC and Columbia's WCBW have been telecasting between 15 and 16 hours weekly.

The Commission's order also was interpreted as burying for the duration plans, which were well advanced, for a Washington-to-Boston television network. It was believed the Commission would take no action on DuMont's recent application for a tele station in Washington, although the firm is understood to have on hand almost all equipment needed to put the station on the air.

Chicago Agency Execs Aid War Bond Campaign

Chicago—Departmental heads were announced Friday among the 30 top-flight Chicago agency executives who are volunteering their services in shaping radio's participation with the War Savings Staff of the Treasury Department in Chicago and Cook County. R. J. Scott, of Schwimmer & Scott, is chief of the agency set-up. Others are Jerome Joss, station relations; Walter Schwimmer, program director; Milton Schwartz, director of continuity, editors; and William Murphy, director of radio copy.

These agency executives plan, prepare and place copy for all spot announcements used to stimulate sale of War Bonds in this area.

Eversharp Beamed Abroad

Eversharp, Inc., has added "Take It Or Leave It" to the list of CBS network commercial programs short-waved to U. S. military forces overseas. The quiz show with Phil Baker as emcee and David Ross announcing, which is aired domestically on a CBS network of 76 stations, Sundays from 10-10:30 p.m., EWT, will be short-waved via Columbia's WCBX and WCRC, every Wednesday, from 7-7:30 a.m.

Account is handled by the Biow Co.

Terminal Renews On WABC

Terminal Barber Shops, Inc., has renewed its participations on Adelaide Hawley's "Woman's Page of the Air," on WABC, New York.

New York AFM Local Rapidly Closing Pacts

(Continued from Page 1)

WBNX, while a few details remain to be ironed out with WINS and WBYN. All renewals are or will be retroactive to April 1 and are for two years.

WHOM's contract runs out the end of this month, with renewal negotiations expected to begin shortly and it also appears that new pacts will be worked out with WWRL and WLIB (formerly WCNW) as a result of their new and enlarged operating schedules.

Most extensive increases, due to boost of station's power to 50 kw., were secured at WHN where the station's staff band was upped from 10 to 11 men and salaries were boosted a total of \$20 per man, \$10 at once and a like amount next year. WNEW and WMCA pacts were renewed on same terms as before, while at WEVD the ante was augmented \$5. WQXR agreed to a \$5 raise now and a similar boost next year, while WBNS adds \$2.50 now and \$2.50 in 12 months.

Because of impending change in ownership of WOV, the AFM agreed to an interim renewal at the old scale pending FCC action on the proposed change in management.

Blue Promotion Adds Two

Ernie Anderson and Betty Buffe have been appointed to the sales promotion department of the Blue Network by Bert J. Hauser, sales promotion manager. Anderson, formerly sales promotion manager of the CBS Latin-American network, will handle sales presentations, and Miss Buffe, formerly a copywriter at Maxon agency, will work on program promotion.



THE 1942 RADIO ANNUAL

Arthur Sinsheimer, Director of Radio for the Peck Advertising Agency says, "for subject-coverage, information, detail, indexing and accuracy, it's the best and most useful volume in Radio."

The 1025 page Radio Annual is distributed at no extra charge to all subscribers of Radio Daily.



Coast-to-Coast



CLAIRE HARRISON, continuity director of KWK, St. Louis, is issuing a daily bulletin on newly enacted war restrictions for the use of the KWK staff. Facts and figures are assembled direct from Washington and from the station's United Press News Service.

There was a sentimental touch added to the Army Band concert broadcast over WOL, Washington, D. C., last Saturday, with the last-minute substitution of "Military Maestro" as the closing song. "Military Maestro's" composer, suddenly passed away just before the broadcast.

KOIN, Portland, Ore., dispatches a newsy, friendly "letter" to servicemen, at 3 a.m., each night, to tell them just how the home forces are backing them up. Even the ball scores are included in the feature, called "From U. S. to You-All." Bob Harris handles the mike, and Bill Mears of KOIN's continuity department does the scripting.

Walter O'Keefe and Alex Raymond, creator of the comic strip "Flash Gordon," spent twenty-five minutes in competition over WSRR, Stamford, Conn., on May 12, to see who could get the greatest number of people to call with pledges for War Savings Stamps and Bonds. O'Keefe won by a nose.

Ted Donaldson, 8-year-old radio and stage actor, who played "Harlan," the youngest son in "Life With Father" for over a year, appeared recently on the "Hour Of Charm" and "Life Can Be Beautiful" programs. Ted has been active in radio since he was four.

WABC broadcasts a discussion on "How Can Radio Best Implement Inter-American Amity?" immediately following the one-hour program dedicating Columbia's new network of the Americas tomorrow.

Wedding bells have rung for Theron Holt, assistant news editor of WOAI, San Antonio, Texas. Leona Bender, a very young gal with WOAI, has transferred to KABC, San Antonio, where she will assume the duties of program director.

BIRTHDAYS

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

May 18

Richard Brooks Perry Como
Eva May Greenwood
Paul F. Harron Raymond Paige
Donald Peterson Lew White
Meredith Willson

Leo Bolley, sportscaster at WFBL, Syracuse, N. Y., brings to six the number of staff members to join the armed forces. He will be added to the "Gallery of WFBL Service Men" now being installed in the station's lobby.

Newbold Morris, president of the New York City Council; Robert L. Ripley, Emery Deutch, Helen Mendenken, Dave Elman, D'Artega, and others, made personal appearances on a recent broadcast over WINS, N. Y., emanating from the fifth avenue windows of Bonwit Teller's, on behalf of a drive to sell War Bonds and Stamps.

Jim Petersen, chief announcer for KSL, Salt Lake, this week announced a program for training women for posts as announcers. Successful candidates would take the place of regular announcers that are called to the colors in case other men are not available.

Teddy Powell, bandleader, has hired a tutor for his 17-year-old trumpeteer Dick Main. It is believed that this is the first time any bandleader has provided a tutor for one of his bandsmen. Powell's band is currently playing an engagement at the Log Cabin, Armonk, New York, and broadcasts four times weekly over NBC.

USO-Camp Shows, which has entertained more than 2½ million service men in the past five months, staged a gala production at a dinner this week launching the Greater New York USO Campaign at the Hotel Astor. Artists from the entire amusement world appeared on the program, including Bert Lytell, Stan Kavanagh, the Gae Foster Girls, Marlene Dietrich, Lawrence Tibbett, Jane Froman, and Claude Thornhill.

Rad Hall, NBC announcer, is the father of a baby girl born at Doctor's Hospital. Rad is able to sit up, take nourishment and totter to the mike for his daily stint.

New series of Army shows got under way last Wednesday night with a half-hour broadcast from Fort Monmouth, N. J. The show was aired over an MBS coast-to-coast network, originating through WOR, N. Y., from 9:30-10 p.m., EWT. Nine camps are on the scheduled series entitled "Pass in Review."

Mischa Elman will open a newly scheduled series of Russian music, presented by Russian War Relief, Inc., over WINS tonight, 7:30 p.m.

A program designed to portray an average day at the Stage Door Canteen will be broadcast by WMCA, Wednesday. The Canteen is feeding and entertaining visiting soldiers and sailors, under the supervision of the American Theater Wing.

The 625-foot antenna tower, of WGY, Schenectady, N. Y., intercepted a lightning bolt during a recent pre-summer shower. The tower wasn't damaged but the station operated on reduced power for nearly thirty minutes until a fire in the coils could be extinguished. Dorothy Jane Caughey, secretary to A. O. Coggeshall, program director, has given up her job for marriage.

WNEW will observe Maritime Day on Friday, May 22, by presenting Commander R. C. Lee, national president of the Propeller Club of the U. S., from 8-8:15 p.m. Lee is also vice-president of the Moore-McCormack Steamship Lines.

Dave Murphy, program director of WKNY, Kingston, N. Y., has joined the staff at WGY, Schenectady, New York.

James W. Matheny, WFBM, Indianapolis, Ind., salesman will join the army today. Dave Milligan, continuity writer, is now fully recovered and back at his desk after an appendectomy.

The concert of the Catholic Choral Society of Boston, for the benefit of the Catholic Guild for the blind, will be broadcast from Jordan Hall, Wednesday night, May 20, from 8:20-10:15, over the Yankee network's FM stations W43B, Boston, and W39B, Mt. Washington.

Story of the Smithsonian Institute of Washington will be told over short-wave station WRUL, Boston, by Charles G. Abbott, secretary of the Institute. Talk is one of a regular series under the auspices of the American Philosophical Society.

Connecticut State Police Commissioner Edward J. Hickey, chairman of the second annual conference on first aid, has named Jack Zaiman, conductor of the "Heard and Overheard" column over WDRC, Hartford, as a member of the special sub-committee on publicity. Zaiman was the only radio man named to the special committee, which comprises leading Connecticut newspaper editors.

Jack Steck has been named manager of the publicity department WFIL, Philadelphia, it was announced by Roger W. Clipp, president and general manager of the station. Steck has been in radio for the past twelve years, and he places James Allan, who resigned in favor of the U. S. Navy.

Two new musical radio series books featuring the music of Me Donaldson (Muriel Pollock), organist and composer, will be published this Fall by Musette. Madge Tuel of NBC adapted the stories, the ninth and tenth to be published by the Donaldson-Tucker team. They tell the lives of George Washington and Benjamin Franklin in music a verse. Milton Cross does the narrations.

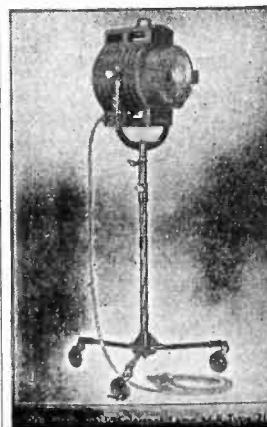
WRDO, Augusta, Me., has been added to the NBC network carrying the Rudy Vallee program, sponsored Sealtest, making a total of 74 stations carrying the series. Cut-in announcements from each station will continue each week during the show. The Vallee program, with John Barrymore and Joan Davis, will continue without change during the summer months, the same as last year. McKee & Albright, Inc., is the agency.

"Rumpus Room," on WTMJ, Milwaukee, conducted by Johnnie Olson is drawing heavy mail. Friday night "Rumpus Room" features a "sit with the record contest" that totals 2,973 fan letters in a single day's mail.

A new marching song, "Fight On," composed and written by L. Brown, president of the Essling Brewing Co., will make its debut over KYW, next Wednesday, May 20.

Robert Freeman, head of the WEE Boston transcription department, will go on a regular announcing schedule for the summer months. Stanley Mann, Freeman's assistant, will take over Freeman's former duties.

Hanns Leo Reich, former Vienna journalist, participated in a round table discussion yesterday over WBBM, Chicago. Topic was "I Am An American."



★ TELEVISION ★

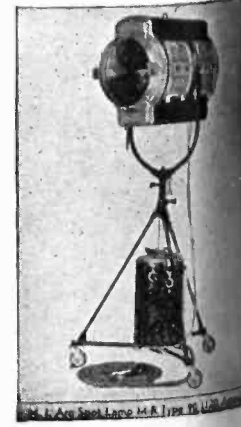
Equipment for Radio Stations

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

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Circle 6-5470-1

CHARLES ROSS, Inc.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 19, NO. 35

NEW YORK, N. Y., TUESDAY, MAY 19, 1942

TEN CENTS

Equipment-Pool Action

Club Sets Up Plan To Boost War Bonds

Plan that would inject additional funds into the sales of War Bonds, through retail orders for future delivery of automobiles, refrigerators and other durable goods purchased, has been adopted by the Advertising Club of New York as part of its war effort program. The marketing research group of the War Work Committee of the club will present the plan to the membership this week. Plan includes the purchase of War Bonds to be used as payment for future delivery of products whose production

(Continued on Page 10)

NLRB Issues Order Re KVOR Labor Status

Washington Bureau, RADIO DAILY
Washington—The National Labor Relations Board yesterday ordered the Out West Broadcasting Co., proprietor of KVOR, Colorado Springs, Colorado, to cease and desist alleged unfair labor practices in its bargaining negotiations with the International Brotherhood of Electrical Workers (AFL). The NLRB conceded the station "has not failed of its

(Continued on Page 2)

Tobacco Renews "Gay Nineties" On CBS

United States Tobacco Co. has renewed the "Gay Nineties Revue" over the CE coast-to-coast network for the second consecutive year. Renewal is effective Monday, May 25. Aired in the interest of Dill's Best and Model Smoking Tobacco, the "Gay Nineties Revue" is heard over 63 CBS stations

(Continued on Page 3)

Matting For Hubby

Cincinnati—Mrs. Gregor Zeimer, wife of WLW's European news analyst who was injured seriously in an automobile accident last Wednesday, will carry on for her husband both over the air and on the lecture platform. She will be assisted by their daughter, Patsy. By Mrs. Zeimer and her husband taught in the American School in Genoa before the war.

Jolliffe Honored

Dr. Charles Byron Jolliffe, assistant to the president of the Radio Corporation of America and chief engineer of RCA Laboratories, was awarded the honorary degree of Doctor of Laws by West Virginia University at the 75th annual commencement of the university held yesterday. Dr. Jolliffe was graduated from West Virginia University with a B.S. degree in 1915.

May Listeners Up—11% Rise Indicated

That the May listening audience shows a rise instead of a fall for the first time in eight years, and that heretofore Daylight Savings Time was undoubtedly the cause of the seasonal drop to great extent, is substantiated in the "National" Evening Program Ratings Report issued for mid-May revealing practically little change from the audience index for April which was 28.8 as against 28.3

(Continued on Page 11)

Esso's Army-Navy Game Offered In Other Markets

Invitation to share the sponsorship of the Army-Navy football classic to be held on November 28 is being offered by Standard Oil Company of New Jersey in markets outside of the 18 states and District of Columbia, which are serviced by its distributing subsidiary, Esso Marketers.

Announcement of the commercial

(Continued on Page 2)

Wellesley College Station—Agency Man Does Financing

First DuPont Awards Early In March 1943

Washington Bureau, RADIO DAILY
Washington, D. C.—First annual "Alfred I. DuPont Awards" of \$1,000 each to a radio news commentator and a radio station will be made during the first week of March 1943, it was announced yesterday by Mrs. Alfred I. DuPont at a luncheon, held

(Continued on Page 9)

Expected At Thursday's DCB Meeting According to Fly; WPB Still Cool To Broadcasters' Proposal

AAAA In 2-Day Meet Talks War Problems

Skytop, Pa.—Two-day closed session of the American Association of Advertising Agencies began here yesterday with only agency members in attendance. Agenda for the two-day convention includes discussion of the war influence on advertising, the effect of the war on advertising media, agency management problems during war time and methods of aid-

(Continued on Page 10)

Powerful Int'l Outlet Backed By U. S. In Africa

Washington Bureau, RADIO DAILY
Washington—An international short-wave station strong enough to cover Europe, Africa and Asia is being constructed by the Free French in Brazzaville with the aid of the United States Government, it has

(Continued on Page 2)

Authentic RCAF Disks Finally Set By NBC Div.

Life of a flier in the Royal Canadian Air Force from the time he enlists until he is flying a Spitfire, a Hurricane or a Wellington has been re-

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Action on the proposed pool of broadcast station equipment is expected to come to a head on Thursday when the Defense Communications Board meets to take up various items relating to the broadcasting industry, according to FCC Chairman J. L. Fly, at his press conference yesterday. Plan to pool such equipment, particularly transmission tubes, has been in the "proposal" state only.

The plan, prepared by the DCB Domestic Broadcast Industry Advis-

(Continued on Page 3)

CBS's M & O Clinic Switched To New York

Two-day "clinic" in station promotion and research for CBS owned and operated stations, originally scheduled for Chicago, May 18 and 19, is to be held in New York instead on May 20 and 21. George R. Dunham, supervisor of promotion for owned and operated stations, announced yes-

(Continued on Page 11)

Civilian Defense Rally Scheduled Over WLIB

WLIB will broadcast the Brooklyn Civilian Defense Rally from Kismet Temple tomorrow from 8:45-11 p.m. at which time James M. Landis, director of the Office of Civilian De-

(Continued on Page 9)

Air-Warden Stuff

Milwaukee—Bill Evans, announcer with WTMJ, recently became an air warden. His first official act was to distribute a questionnaire to the neighbors in his block, and he is now greeted with either a peculiar look or a sly smile. Evans attributes it to question number nine "At what time of the day is your husband away from home?"

(Continued on Page 11)



Vol. 19, No. 35 Tues., May 19, 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. Merserzau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago, Ill. — Frank Burke, 203 North Wabash Ave. Phone State 7596. Hollywood, Calif. — Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Monday, May 18)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	115 1/2	114 3/4	114 3/4	+ 1/4
Gen. Electric	24	23 3/8	23 1/2	- 5/8
RCA Common	23 1/4	23 1/4	23 1/4	—
Westinghouse	68 1/4	68 1/4	68 1/4	- 1/4

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	15 5/8	17 1/8
Stromberg-Carlson	4 1/2	5 1/2
WCAO (Baltimore)	15	18
WJR (Detroit)	17	19

NLRB Issues Order Re KVOR Labor Status

(Continued from Page 1)

obligation to bargain collectively in good faith," but stated that the management had attempted to discourage its technicians from joining the IBEW by anti-union statements and unilateral settlement of overtime wage claims.

Formal allegations by the union that KVOR had refused to bargain collectively with the union were dismissed by the Board. The ruling stated that the five-month time lapse in the negotiations was due to reasonable causes.

Under the order, the station must refrain from "coercing its employees in the exercise of the right to self-organization" and post notices to this effect 60 days. The principal owner of KVOR, E. K. Gaylord, the publisher of the "Oklahoma City Times" and "Oklahoman," led the recent barrage of mail and telegrams in opposition to the 40-hour week.

FOR SALE

One thousand Watt transmitter in excellent shape with plenty of spares. Also one hundred eighty foot Blaw-Knox self supporting tower. Write or wire Lee Wynne, 643 S. Olive, Los Angeles.

Authentic RCAF Disks Finally Set By NBC Div.

(Continued from Page 1)

corded in a dramatic series of 26 half-hour programs by the NBC Radio-Recording Division. Each of the recordings is authentic and approved by the Royal Canadian Air Force and cleared with the United States War Department for broadcast in the United States.

The story behind the making of these recordings and 13 more that are to be transcribed is as thrilling as the episodes themselves. Nearly a year ago the Radio-Recording Division had the idea of following the life of a pilot or pilots from enlistment, on the RCAF battle front. Hugh Chain, of the Radio-Recording Script Division was sent to Canada after the RCAF had given their blessing to the idea and wrote one script and a test record was cut.

Submitted to Washington

NBC submitted this test record to Washington authorities for their approval, and the idea was turned down. Washington pointed out that the United States was still not at war and asked NBC to shelve the idea, although the test recording had been approved by the Canadian Government.

After Pearl Harbor NBC again asked the Royal Canadian Air Force if they still liked the idea, and the reply came back, "Yes, will you go ahead?" Chain was again sent to Canada, to a manning depot, where all new members of the RCAF are first received. Rai Purdy, a former Canadian Broadcasting Company producer was assigned to help Chain.

From then on Chain lived the life of a flier from the rookie days to battle. "I spent my days and nights flying," Chain said today. "It was decided to follow through a group of four fliers, an American, a Canadian, Australian and Englishman.

Approved By RCAF

"Every one of the 26 recordings is a complete episode, all are authentic and all have been approved by the Royal Canadian Air Force."

Not only have the Canadian authorities placed their seal of approval on the series but they have also been approved in Washington. Recordings have now been cut from the master records and are ready for distribution.

The RCAF has granted NBC Radio-Recording Division the right to supply these records to stations for sponsorship, but all stations and the products to be sponsored must be approved by the Royal Canadian Air Force. In Canada they will be sponsored over CBS by the Imperial Tobacco Co.

WBNX NEW YORK

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

5000 WATTS Directional
OVER METROPOLITAN NEW YORK

Powerful Int'l Outlet Backed By U. S. In Africa

(Continued from Page 1)

been learned here. Details of the construction of the station and the source and manufacture of its equipment are closely guarded military secrets. It has been learned, however, that the station is "fairly well along."

The United States will share the use of the station with the Free French. It is thought that the broadcasts will be beamed at India to a considerable extent in the early stages of operation. The Brazzaville station marks the first known time the United States has stepped actively into the field of short-wave transmission from outside its own borders and further indicates the rapidly increasing operations of the United States in the world-wide fight to counter Axis propaganda.

Representatives of the Coordinator of Information will be sent to Brazzaville to help originate the programs. While the staff members who will work in the Free French headquarters in French Equatorial Africa have not yet been announced, it is understood that detailed information regarding the project will be made public in a week or two.

Brazzaville was selected as the location for the station because its position in regard to transmission to the areas selected, particularly India, is much more favorable than London, the Near East, or the United States.

Esso's Army-Navy Game Offered In Other Markets

(Continued from Page 1)

sponsorship for the first time in the history of the series was made last week-end by Commander L. S. Perry, U. S. N., graduate manager of athletics of the U. S. Naval Academy. Under the agreement Standard Oil Co. will pay \$100,000 for the broadcasting rights to the game, with \$50,000 going to the Army Emergency Relief Fund and \$50,000 to the Navy Relief Society. Responsibility for negotiating the participation of co-sponsors is being left in the hands of Marschalk & Pratt, advertising agency for Esso Marketers, and selection will be subject to approval of Army and Navy officials. Details of the network and stations to be used will be announced after co-sponsorship has been settled.

What about WOL?

serves the Nation's No. 1 Market—over 1,000,000 people

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

COMING and GOING

G. W. "JOHNNY" JOHNSTONE, Blue work director of news and special features expected back today from Washington he attended yesterday's luncheon of the Correspondents Assn.

L. S. MITCHELL, station manager of W Tampa, is here from Florida for a few days conferences at the offices of CBS.

LT. CHARLES E. PHELPS, of the Blue work sales department and now commiss in the U. S. Navy Reserve, left yesterday the School of Indochina at the University of Notre Dame. Departure followed a big end farewell party.

BOB HOPE, FRANCES LANGFORD, SKIN ENNIS, LARRY KEATING AND BOB STEPHENSON are in New Orleans today for the a of tonight's Pepsodent program from the Municipal Auditorium.

HUB JACKSON, station manager of K Hot Springs, Ark., is in town and visiting the local reps. He attended last week's vention of the NAB.

CECIL BROWN, CBS Far East correspondent in Wichita, Kans., where last night he broadcast the seventh in his coast-to-coast series lectures.

G. E. ZIMMERMAN, vice-president and general manager of KARK, Little Rock, is en back to Arkansas after spending the week and yesterday with the New York representatives of the station.

HARRY HERSHFIELD, JOE LAURIE, JR., FORD, PETER DONALD and ROGER BOY travel to Yaphank, L. I. tonight for the broadcast of "Can You Top This" from the U Army auditorium at Camp Upton.

T. F. ALLEN, commercial manager of W Blue Network outlet in Pawtucket, in from Rhode Island for a short visit on station and network business.

MOCK MILLAR, in town from the Coast of Bob Hope troupe which will shortly visit Eastern Army encampments.

ED MASON, farm program director of W Cincinnati, has arrived in Chicago to attend a conference of AAA chairmen drawn from 48 states of the Union.

Dr. R. E. Hellmund

Dr. Rudolph Emil Hellmund, electrical engineer associated with Westinghouse since 1907 and for the past nine years chief engineer of the organization, died Saturday at Memorial Hospital. He was 63. He controlled hundreds of patents.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

You Can Afford HARTFORD

You can reach more than a million people with one low-cost advertising campaign. Use WDRC in Hartford to sell Connecticut's 1st Market—WDRC's Primary Area. Basic CBS, Hartford.



Direct Action Soon On Equipment Pool

(Continued from Page 1)
 committee, under the chairman-
 of NAB President Neville Miller,
 will definitely come before the board
 of action, the FCC Chairman stated.
 The Commission head said that he
 had promoted the proposal for many
 months, but said that up to recently
 it had been termed unfeasible in
 many quarters. As the broadcasting
 industry came "up against the gun"
 of replacement problems, he added,
 the seriousness of the situation was
 realized.

WPB Attitude a Factor

The proposal, it is understood, has
 encountered a cool reception in cer-
 tain War Production Board quarters,
 but since it may act to keep all sta-
 tions on the air with a minimum of
 use of strategic materials, any WPB
 objection can probably be circum-
 vented. Under the plan advanced by
 the CB committee, a paper inven-
 tory pool of replacement parts would
 be prepared, provided WPB gives a
 high enough priority rating for the
 replenishment of depleted stocks.

Under the plan, station operators
 would make available surplus items
 from their replacement inventories to
 stations needing those particular
 parts in return for similar action
 on their own reserves did not con-
 stitute needed replacement. The pool
 would be supervised by a station-
 district administrator, and two assis-
 tants each of the 17 NAB Districts.

Quartz Control

Quartz crystals, important in the
 production of radio oscillators and
 other devices, were placed under strict con-
 trol by the Director of Industry Oper-
 ations of the War Production Board.
 The order stipulated that except
 by specific authorization, the crys-
 tals may not be used except in the
 manufacture of products for use
 in armaments of war, or oscillators
 and other devices in radio systems operated
 by Federal agencies or commercial
 firms, and telephone resonators.

Therefore, any use of the crystals in the
 manufacture of broadcast transmis-
 sion apparatus now must be ap-
 proved by the WPB through the issu-
 ance of a preference rating.

Selected amateur radio operators
 will be restored to the air as an aux-
 iliary Civilian Defense communica-
 tion facility by final FCC approval
 of a plan already passed by the DCB.

★ PROMOTION ★

Union Oil Offer

Test of the pulling-power of morn-
 ing radio was made by the Columbia
 Pacific Network recently, in coop-
 eration with the Union Oil Company,
 and was found to pull a 100 to 1 win-
 ner. A keytainer was offered to
 every listener sending in his or her
 name and address to the Union Oil
 program featuring Nelson Pringle's
 news analysis, and it was estimated
 that the commercial, a 70-word an-
 nouncement at the close of the pro-
 gram, would get a response of some
 6,000 requests if made three times.
 This estimate proved wrong, however,
 for within 24 hours after the first
 announcement more than 4,000 re-
 sponses flooded the station, and after
 the second announcement the re-
 sponse was so great that the offer had
 to be withdrawn. The program was
 carried by KNX, KARM, KROY,
 KQW, KOIN and KIRO, and to date
 better than 14,000 requests have come
 into the network.

It has been learned here. Commission
 action on the program, which was
 largely prepared by the Office of Ci-
 vilian Defense, and has been ap-
 proved by members of the FCC staff
 who will be responsible for the plan,
 is expected at tomorrow's meet.

The program, it is understood,
 would involve the relicensing of cer-
 tain amateurs who have been ap-
 proved by local defense officials. The
 hams will not be allowed full free-
 dom on the air, but will transmit only
 when needed in emergencies, and on
 the orders of OCD and Army.

Amateurs for Emergencies

Ham operators, it is understood,
 will go on the air only when other
 communications facilities are unavail-
 able or jammed. The program may
 also make use of other auxiliary ra-
 dio services. It is pointed out that
 telephone and telegraph lines may
 be rendered useless in bombing raids,
 and that the mobility of amateur
 facilities may make them of particu-
 lar value should damage occur in
 outlying areas.

Point-of-Sale Plugs

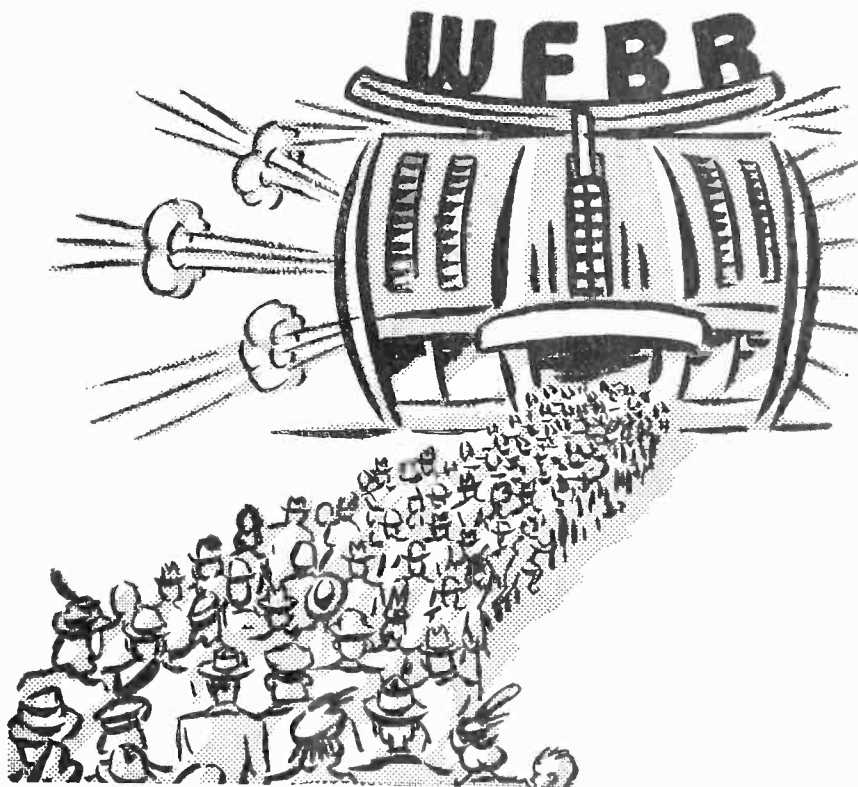
Spaulding Baking Co., of Elmira,
 N. Y., who sponsor the "Korn Kob-
 blers" on eight radio stations through-
 out New York State, has started a
 promotional campaign with printed
 announcements of the stations and
 the time that the "Kobblers" are
 heard, being inserted in every loaf
 of bread the company sells daily. In
 addition, pictures of the group are
 posted on building walls and bill-
 boards in the various cities. The re-
 sult of this promotion is found in
 the fact that the "Korn Kobblers"
 recently attracted to a Policemen's
 Ball an attendance which in point
 of size was believed to be the greatest
 in the history of the city.

U.S. Tobacco Renews 'Gay Nineties' On CBS

(Continued from Page 1)
 Mondays, 8:30-8:55 p.m., with a re-
 broadcast at 11:30 p.m., EWT. The
 program, also shortwaved to troops
 overseas, presents Beatrice Kay with
 Joe E. Howard, master of ceremonies;
 Jenny Lynn, the Floradora Girls and
 the Elm City Four. Having continu-
 ously sponsored programs on CBS
 since June, 1935, the United States
 Tobacco Co. has had the same Mon-
 day night spot on Columbia through
 that period. Arthur Kudner Inc.
 handles the account.

Davies To Army

Salt Lake City—Jack Davies, of
 the staff of KSL, has enlisted in the
 U. S. Army.



WHIO is

The Dayton Market

AND THE DAYTON MARKET
IS BIGGER IN

POPULATION
and PAYROLLS
than EVER BEFORE!

BASIC CBS • 5000 WATTS

C. P. Hollingbery Co., Representative

YOUR SHOWS CATCH ON QUICKER OVER WFBR

BALTIMORE

NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.



★
20 CLUB
 ★
 One of
 America's Greatest
 Local Radio Programs

WORLD BOSTON,
 MASS.

Los Angeles

By JAC WILLEN

C ECIL UNDERWOOD'S son, Jack, seems to be following in the footsteps, or rather swim-strokes, of the "Fibber McGee and Molly" producer and Coast head of Needham, Louis and Brorby Agency during his Seattle swimming days. Underwood, Jr., has become renowned as a Hollywood High School swim star.

The Rudy Vallee airer continues on throughout the summer without a break, marking the second summer it has aired continuously while other shows take their customary layoffs. Since October of 1940, when Rudy began his present series of programs, no one on the half-hour show has had a vacation. No changes in the present cast are anticipated.

Kay Jordan of the famous "Fibber McGee" Jordans seems to be slated as a definite part of radio from now on . . . with a possibility of appearing on the screen in the very near future, having received several tempting approaches. Could be she may make her first screen pitch on her "papa" and "mama's" forthcoming "Fibber McGee and Molly" production at RKO.

The "Program You Dream About," featuring Gary Breckner as emcee, started on a 52-week tour of the airplanes via KHJ for the new "Town and Country" market participating sponsors. Program which airs each Thursday at 10:15 a.m., features audience of marketers and sponsors who answer product questions, etc., with grab bag awards to winning answerers . . . plus ad lib question of the week by the sponsor winning guest spot of the week on his own product.

June 15th is the date set for the wedding of soundman-comedian Ray Erlenborn and singer Margaret Lenhart.

CBS's Latin-American Network program, scheduled for release to 76 South American stations, last Tuesday had Edward G. Robinson emceeing the Hollywood portion in English and Spanish, with Leith Stevens providing the musical portion of the fare.

Frank Bingham has been set to replace Don Forbes on the "Richfield Reporter" newscasts on NBC nightly, which started May 17. Forbes goes into the armed services immediately.

U. S. Navy Department will use a transcription made recently by James Vandiveer, special features director at KFI-KECA, for stimulating recruiting throughout the nation.

Buddy Twiss is that "terrific" swinger of word descriptions from the Hollywood Legion Stadium on fight nights.

RADIO ARTIST?

Call

LExington 2-1100

FIRST AND FOREMOST



Little Shots About Big Shots!

● ● ● Charles J. Gilchrest, chief of the radio section of the War Savings Staff, has commandeered this writer into service at no cost to the government, to co-ordinate the placement of the "Treasury Star Parade" transcriptions on local New York stations! . . . New York being the largest War Bond market, Gilchrest feels that additional radio promotion is absolutely necessary. . . . This space-filler hopes that the many stations in this area will cooperate with the Treasury Dept. and us in doing a bang-up job locally!

● ● ● Pall Mall is also looking for an hour variety show. . . . Bob Burns will drop Ginny Simms, guest stars and the current variety pattern of his show to return to the original "Arkansas Traveler" format shortly. . . . An important government tie-up with Bob Hope & Co. will be announced soon. . . . Hope, by the way, has played to more people personally than Sarah Bernhardt or Sir Harry Lauder! . . . Bill Stern is writing a piece about Stripteaser Ann Corio for "Liberty" mag. . . . Billy Mills' arranger, Ralph Hallenbeck, married Dorothy Dalton in Hollywood Saturday. . . . An important announcement will be made soon regarding Laura Deane Dutton, the thrush who received so much comment at the Rainbow Room and Waldorf-Astoria.

● ● ● Arch McDonald, WJSV sportscaster, is still very much alive today although he was forced to deny rumors of his own death on his 11:45 broadcast last Thursday night. . . . McDonald was playing cards with his wife at home before the broadcast when a rapid succession of calls from local newspapers began to come over the telephone. Before McDonald was finished, he had talked to reporters from both the Sports and City sides of the two Washington morning papers, informing them that he definitely had not died! . . . An unidentified woman had called the papers giving them the "tip" on the sportscaster's demise. . . . McDonald took the air with a witness, the staff announcer on duty, when his program came up, and informed his listeners that he was sure he was not dead, but that he would confirm his denial with other sources before issuing any positive communique!

● ● ● WSM maestro, Francis Craig, recently received an unusual letter with a very unusual request from Private L. J. Murray of Kentucky, now with the United States Army somewhere in the Canal Zone. . . . As Murray put it, the second anniversary of his induction in the Army was one to be celebrated. He didn't celebrate his first because he figured that was just a law, and he was drafted. The second one comes when he has learned that the law was indeed a wise one and that he is taking a real part in defending the country he loves. He really meant it, too, because he enclosed a \$10 money-order, 50 per cent of his salary, for the celebration. His fondest remembrance was the Hotel Hermitage and Francis Craig's music with a Nashville red head who he says is sweet enough to be rationed. And rationed she was when he asked Francis to call his best friend and invite him and the ration to dinner. . . . Even went into details as to the kind of corsage she likes best. Francis added another \$10 and saw that the second anniversary celebration was a huge success. In honor of the letter, Francis bought an extra \$100 War Bond to add to his growing collection with the remark that here's a good gun for Murray! . . . Murray ended his letter with, "In a year or two, I hope to entertain the Red Head in person. . . . but right now, I'm pretty busy. You see, WE HAVE A BIG JOB TO DO."

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

L IEUTENANT DAVID N. GOLENSON, naval recruiting officer in charge of the Chicago area, batting 100 per cent with the recruitment crowd and every week has one more original programs scheduled for local stations. Latest is formal induction ceremonies of recruits which will be conducted as a feature of new "Hi Sailor" show on WGN which will originate Monday through Friday at 3 p.m. at the U. S. Naval Recruiting Station in the Federal Building.

"Quiz Kids" will commemorate 100th broadcast on the Blue Network on Wednesday with Claude Brent, 13, serving as chief quizzier in place of Joe Kelly who is vacationing.

"Quiz Kids" program is finding it hard to locate girls with an I.Q. that rates competition on the weekly NBC program. Boys outnumber the girls five-to-one among the applicants and for the most part have proven themselves intelligent.

After defeating the Regimental champions of the Abbott Hall Military Shipmen's School, WGN's all-star softball team have been invited to play teams of Lafayette, Indiana; Sterling, Ill., and Barrington, Ill. This year's team is composed of Bill Elson, Jerry Moudry, Milt Heidrich, Leroy Olliger, Lester Summers, Bill Lite, Charley Lindou, Stanton Kramer, Ed Murphy, Joe Di John, Frank Quilford and Bill Calmeyn.

There's similarity to the voices of Pierre Andre and Lee Bennett, announcers on WGN, with Andre having the edge when it comes to finesse. Bennett, former Jan Garber vocalist, recently joined the WGN staff.

Five NBC actresses in Chicago have already become members of the growing army of "war wives." The five are Lois Zarley ("Sylvia Belmont" in "Road of Life") whose husband, Stuart Robson, is in a mechanized cavalry division; Sarajane Wells, whose husband, Dolph Nelson, is in the U. S. Coast Guard, Eloise Kummer, whose husband is Dr. Wayne Cameron, lieutenant in the Army Medical Corps; Ruth Bailey, whose husband, Eugene Swigart, is in the legal department of War Production Board, and Ruth Perrott, wife of George St. John Perrott, who is a governmental economic advisor in Washington.

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

TODAY
NEW STATION

WLIB



"THE VOICE OF LIBERTY"

1190 KC.
CLEAR CHANNEL

SERVING
THE
NEW YORK
MARKET

"Liberty", Theme of WLIB

"Voice of Liberty" Epitomizes Policy

A new voice speaks out over the Metropolitan area of New York City today: WLIB, "The Voice of Liberty." Dedicated to the true concepts of democratic speech, this new voice had its beginnings back in 1926 when, as WCNW, it went on the air to serve the good citizens of Brooklyn under the guidance of its engineer-owner, Arthur Faske. Since that day Arthur Faske envisioned a clear channel station that would serve the entire New York Metropolitan area, with its over eleven and a half million population, with the ideals of free speech by means of the most modern of all oral media—radio. Operating in the public interest, necessity and convenience, he has kept this one goal in mind and today his steadfast purpose has been achieved with the inauguration of a new broadcast station, WLIB.

Tradition

Appropriately enough, the new "voice", WLIB has both tradition as well as location to earn the right to be called "The Voice of Liberty." In addition to the fact that the new outlet is the result of the steadfast purpose of its first owner, it is strategically located in the center of the tremendous New York market; with its headquarters in Brooklyn, WLIB is not only in the center of the nation's melting pot of nationalities where freedom, individualism and liberty are prized highly and guarded zealously but it is also situated on ground steeped in the American tradition of liberty. Liberty, as we know it today, found its true meaning on the very soil on which the new WLIB is rooted; where, in Revolutionary days, the farmers of New York rallied to the banners of freedom and fought with their lifeblood to gain it. And today the descendants of those patriots and the many Americans, who have learned to value the principles of free thought, have another articulate medium to express their free thoughts, free ideals and free speech. That medium is the new WLIB.

The original license of WLIB was issued to Arthur Faske, then an

Victory Policy

Indication of the intentions of WLIB's management to follow through on its keynote—Victory over the forces of reaction and oppression—is found in a statement of policy which was made before WLIB went on the air. WLIB will donate all profits from its operation for the duration of the war to the United States Army and Navy Relief Funds.

WLIB

CLEAR CHANNEL • 1000 WATTS • 1190 KC.
GENERAL BROADCASTING
WITHOUT TALENT

Rates	1 wk.	13 wks.	26 wks.	39 wks.	52 wks.
1 HOUR	\$125.00	\$118.75	\$112.50	\$106.25	\$100.00
½ HOUR	75.00	71.25	67.50	63.75	60.00
¼ HOUR	50.00	47.50	45.00	42.50	40.00
10 MINUTES	40.00	38.00	36.00	34.00	32.00
5 MINUTES	25.00	23.75	22.50	21.25	20.00

FREQUENCY DISCOUNTS

2 TIMES WEEKLY	5%	5 TIMES WEEKLY	15%
3 TIMES WEEKLY	10%	6 TIMES WEEKLY	20%

SPOT ANNOUNCEMENTS

ONE MINUTE OR 100 WORDS

1 TIME WEEKLY	\$9.00 each	5 TIMES WEEKLY	\$7.00 each
3 TIMES WEEKLY	8.00 each	6 TIMES WEEKLY	6.00 each

ONE-HALF MINUTE OR 50 WORDS

1 TIME WEEKLY	\$5.00 each	5 TIMES WEEKLY	\$4.00 each
3 TIMES WEEKLY	4.50 each	6 TIMES WEEKLY	3.50 each

FREQUENCY DISCOUNTS

13 WEEKS	5%	39 WEEKS	15%
26 WEEKS	10%	52 WEEKS	20%

TIME SIGNALS REMOTES PACKAGES

RATES QUOTED ON REQUEST

SERVICE FLASHES STATION BREAKS NEWS REPORTS

SERVICE FACILITIES

- Complete program department available to advertisers.
- RCA double turn-tables, 33 1/3 and 78 RPM., Vertical or Lateral Recording.
- Transcriptions Accepted.

COMMISSION & CASH DISCOUNT

- Agency Commission: 15% to recognized agencies on time charges only.
- Cash Discount: 2%.
- Payment Date: Bills payable weekly following broadcast to earn cash discount.

TERRITORY COVERED

- Primary Area: New York City and 10 other counties containing over 10 million population.

WLIB

• 846 FLATBUSH AVENUE • BROOKLYN, NEW YORK
INGERSOLL 2-1300

REGULATIONS & RESTRICTIONS

- Closing Date: One week in advance of broadcast.
- All copy must be submitted and approved 24 hours in advance of broadcast.
- All program material subject to Federal State or Municipal decisions, laws and regulations now and hereafter in force.

MISCELLANEOUS

- Offices and Studios: 846 Flatbush Ave., Brooklyn, New York.
- Transmitter: Newtown Creek, New York, geographic center of metropolitan area.

OPERATING SCHEDULE

- Eastern War Time observed. Local sunrise to one hour past local sunset.

Experienced Station Manages Station

New management of WLIB, with its increased facilities for serving the world's greatest market, has dedicated itself to the furtherance of the democratic principles of liberty. To the experience of Arthur Faske and his associates, are added men who have devoted their lives to the cause of freedom. Heading the new group who are to be added to controlling interest of this new New York outlet is Irwin Steingut, who, pending FCC approval, will be the WLIB Chairman of the Board. Mr. Steingut has a long record of public service to the cause of liberty. Since 1928 he has been minority leader of the New York State Assembly, except in 1935 when he was Speaker of the law-making body. His long service as a public servant, starting in 1924, qualifies him for his new radio position. He has served as legislative spokesman for Alfred E. Smith, Franklin D. Roosevelt and Herbert H. Lehman during their respective tenures in office as Governors of the Empire State. Steingut's record of leadership in civic, political, social, philanthropic and defense activities, makes him a logical selection to help guide the destinies of the new WLIB in the cause of Liberty.

Serving as president and general manager of the "Voice of Liberty" will be Elias I. Godofsky. Before joining the staff of WCNW in 1939 as general manager, Godofsky was a newspaper reporter, editor and publisher. Under his management WCNW's billings have swelled to an all-time high; novel programming under his direction reached new heights and won the wide acclaim of New York City's editorial writers.

Civic Leaders Plus Pioneer

WLIB's two vice-presidents will combine the experience of civic life with that of radio pioneering. Aaron L. Jacoby, the station's first vice-president, is a well-known figure in the New York scene. Presently he is executive director of the Brooklyn Hebrew Orphan Asylum. He was formerly sheriff and register of Kings County. His name is noted in connection with educational and social welfare activities throughout the country. He, too, is a leader of communal activity in New York. Arthur Faske, the station's original licensee, is vice-president in charge of engineering for the "Voice of Liberty." His long experience as chief executive of WCNW and as head of the Faske Engineering Co. has resulted in a broadcasting plant of most modern design to meet the exacting requirements of a broadcast station serving the nation's richest market. Faske, a member of the Institute of Radio Engineers

(Continued on Next Page)

amateur radio operator, under the call letters, WCNW. The station was assigned a spot on the 296 meter channel and was authorized to operate with a power of 100 watts. It has continued operation from that time, first by the authority of the Federal Radio Commission and later under the present Federal Communications Commission. Its original channel assignment was switched to the 1500 kilocycles band and on March 29, 1941 it was again shifted

to 1600 kilocycles with an increase in wattage to 250 watts, under the FCC reallocation plan resulting from the North American Regional Broadcasting Treaty. In December 1941, the FCC granted the station a construction permit for a clear channel transmitter on 1190 kilocycles with a power of 1000 watts. With the construction completed, application was filed with the FCC for a change in ownership and control from Arthur Faske to WLIB.

WLIB Program Format Tuned To War Effort

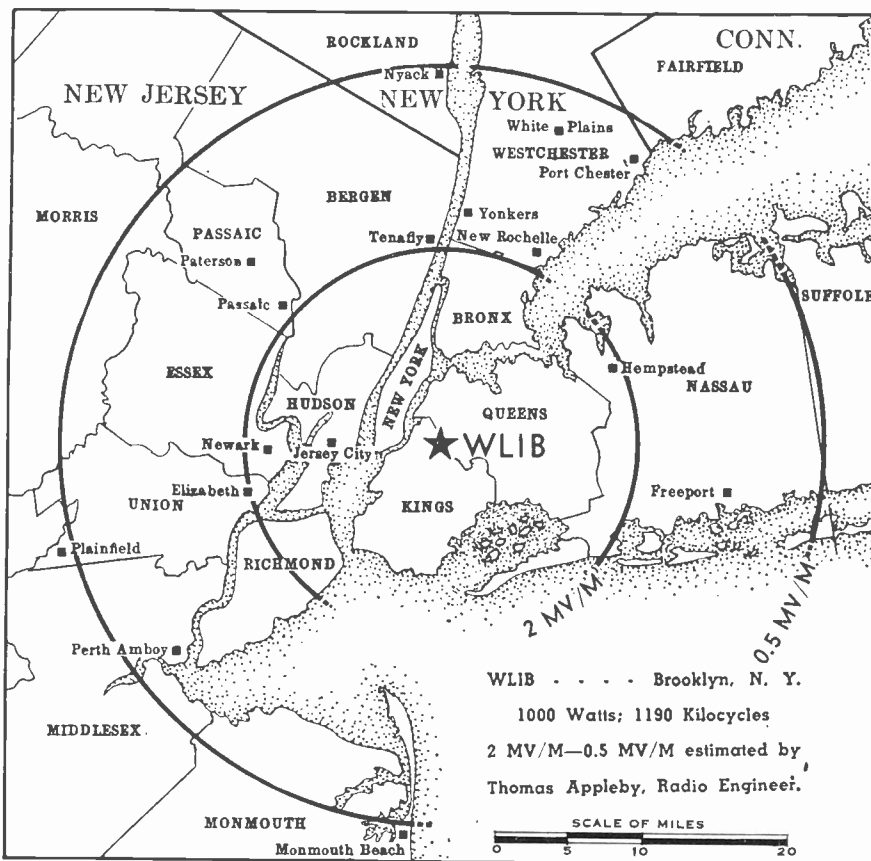
Strict adherence to a program more tuned to a country at war with general policy set up by the new WLIB management in the administration of its program department. All programs are to be expressly designed and expertly built and to hold a large and loyal audience of free liberty-loving people. Catering to the informational, educational and entertainment needs of listeners, they will at the same time serve the morale of a nation.

Good music and news will be the basis on "The Voice of Liberty" under this new policy. Station has recently acquired a basic library of 10,000 transcriptions and will have available for broadcast over 10,000 recordings in addition to a staff of announcers which will be featured in regular and special event programs. Special emphasis is being placed on light classical selections as contrasted with popular tunes; to cater to the fastidious tastes and preferences of the vast listening audience which makes up the New York Metropolitan area, modern opera, musical comedy and operettas will be the standard by which the program department is governed. Both live talent and recordings will be employed. Foreign language programs have not been introduced.

News Emphasized

From the very inauguration of its service, WLIB will air 6 daily news bulletins using the wires of the Associated Press, plus a staff for gathering local news stories. Following the democratic principles of free speech, the station will be factual and editorializing will be left to the discretion of commentators, who are chosen for their ability to speak on the station's liberty theme and to fight against fascism and the anti-Americanisms that confront the world at war. To facilitate its program policy, the station has established remote lines in all important centers of activity throughout the city.

In the pursuance of its policy, WLIB has a noteworthy tradition to build upon. As successor to WCNW, the station will have to follow in the footsteps of its predecessor, whose record for outstanding service merits praise from New York's daily newspapers on numerous occasions. WLIB has set a programming standard, which brought the following editorial comments: from PM, "One of New York's most praiseworthy stations..."; from the New York Post, "An excellent, democratically-purposed entertainment"; from the New York Post, "An excellent, democratically-purposed entertainment. No station in New York does a better job serving the public interest"; from the Brooklyn Eagle, "It serves a most worthwhile community function... a first-class asset."



WLIB's Modern Plant Strategically Located

Two important factors will aid WLIB in disseminating its message as "The Voice of Liberty." In the first place the station has been completely remodeled and equipped throughout with the latest RCA equipment. WLIB had ordered RCA's type 1-K 1000-watt transmitter prior to the freezing of new commercial broadcasting facilities due to war demands of the government. In addition to the transmitter, other equipment, including monitor, speech input, amplifiers, turntables, etc., bears the RCA trade-mark, guaranteeing up-to-the-minute broadcast facilities. Secondly, the transmitter and tower are located on Newtown Creek in the geographic center of New York City. These two factors guarantee a strong signal to the entire metropolitan New York market, which according to 1940 U. S. Census figures numbers over eleven and one-half million people who purchase for retail consumption alone nearly five billion dollars worth of products yearly. This signal will be carried to its listening audience without interference as WLIB became a clear channel outlet with its switch to 1190 kilocycles.

Remodeled Studios

WLIB will start fresh with recently remodeled studios incorporating all the latest acoustical developments, designed for high fidelity transmission. New set-up includes three studios, the largest of which will seat a studio audience of 175 people; four commercial offices; a record library room which houses the station's 10,000 records; a modernly-equipped control room; general office for the secretarial staff; a workshop for announcers and artists; and a reception room. Entire plant was completely renovated and redecored in modern but conservative motif in keeping with the character and purpose of the station.

Typical Day's Program on WLIB

7:00 a.m. Sign On—Anthem	1:00 p.m. Modern Tempo
7:03 News	2:00 Victor Herbert's Melodies
7:15 America Marches On	2:30 Rudolf Friml's Gems
7:30 Curtain Calls	3:00 News
8:00 Morning Symphonia	3:15 Concert Gems in Miniature
9:00 News	4:00 This is the Band
9:15 Hits and Bits	5:00 Gypsy Festival
9:30 Treasury Star Parade	5:15 Invitation to Waltz
9:45 Accent on Song	5:30 Rhumba With Cugat
10:00 Musical Americana	6:00 News
10:30 United States Army Band	6:15 Candlelight and Silver
10:45 Salon Swing	6:45 War on the Home Front
11:00 Gilbert and Sullivan Gems	7:00 Concert Hall
11:30 Consumer—Women's News	8:00 Gems of the Opera
11:45 Hawaiian Music	8:30 The Voice of Liberty
12:07 noon News	8:45 News
12:15 p.m. Concert Internationale	9:00 Sign Off

WLIB Signal Well-Received During Preliminary Tests

WLIB was heartily encouraged by its long planned, yet novel, programming during its recent midnight to dawn equipment tests by receiving over 350 unsolicited cards and letters commending the program structure of well balanced musical presentations, accentuating the classics with the blend of the modern. Incidentally, the mail response was heaviest from the metropolitan area, as expected, but an unusually high percentage came from New England, the South and Middle West, where reports indicated a very sharp signal on ordinary receivers.

Here are some typical comments received: "... reception is wonder-

ful; voice and instruments sound as if the artists were performing in person right in my room"—from midtown Manhattan. "... your station couldn't come in any better than it did last night in my car while I was travelling half way across New Jersey," from New York City. "... Thank you for the enjoyment you gave us"—from White Plains. "... Marvellous music. Top reception," from Queens. "... Most enjoyable music. Keep it up," from Brooklyn. "... Unusually fine music and reception," from the Bronx. And so on down the line. All comments were the same. Top reception; swell programs.

Experienced Staff Manages Station

(Continued from Preceding Page)

will head the engineering staff of "The Voice of Liberty."

Treasurer of WLIB will be William Weisman, former director and general counsel of WMCA, New York until its recent sale. Like Faske and other members of the WLIB management, he grew up in the radio business and his ability and knowledge were largely responsible for WMCA's present success. He brings to WLIB a genius for programming and radio "firsts." Louis W. Berne, secretary in charge of sales for the new outlet, is another one of radio's veterans, having started with WCNW in 1936 when it was founded. His record is studded with original ideas and a zest for progressiveness which assures WLIB of success from its very beginning.

A *New Clear Channel* TO NEW YORK'S BUYING MILLIONS!

Announcing....

WLIB

1190 KILOCYCLES

The Coverage: WLIB transmits on a clear channel, with 1000 watts, in all directions . . . from the geographical center of the New York-Metropolitan area. The new RCA transmitter . . . its antenna embedded in salt water marshes, assures the maximum power output to reach 12,000,000 people in the richest and most responsive market in the world.

The Policy: "The Voice of Liberty" epitomizes a soundly progressive policy. WLIB is a sincere, democratically purposed enterprise, which will devote itself wholeheartedly in promoting the nation's war effort. Fresh, crisp, vital, WLIB programs are attuned to the needs of a people at war. Personalized newscasts on a regular schedule. . . discussions of dynamic current interest. . . well-balanced musical programs, accentuating the classics with a blend of the modern . . . styled to the Metropolitan taste and built to inform and entertain. All WLIB profits for the "duration" will be donated to the United States Army and Navy Relief Funds.

The Rate: WLIB has ONE rate—the lowest in New York City.

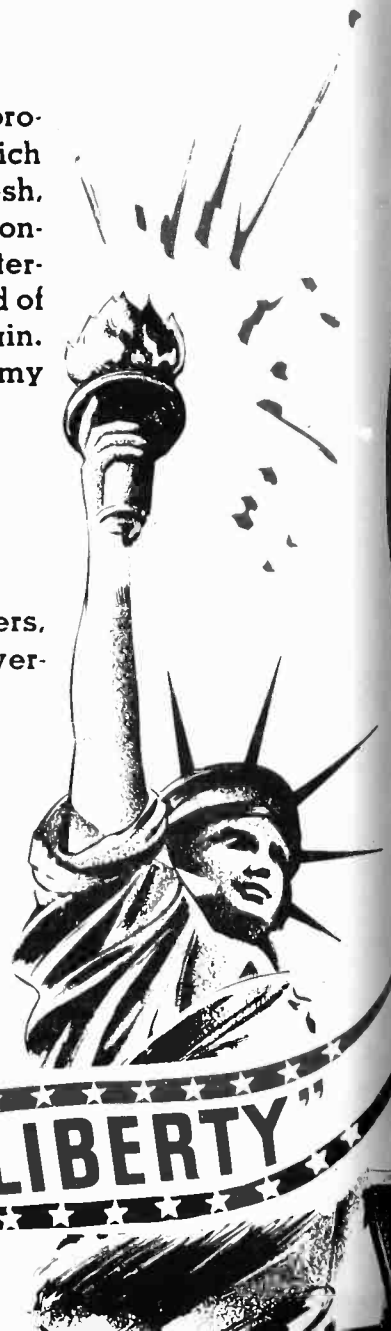
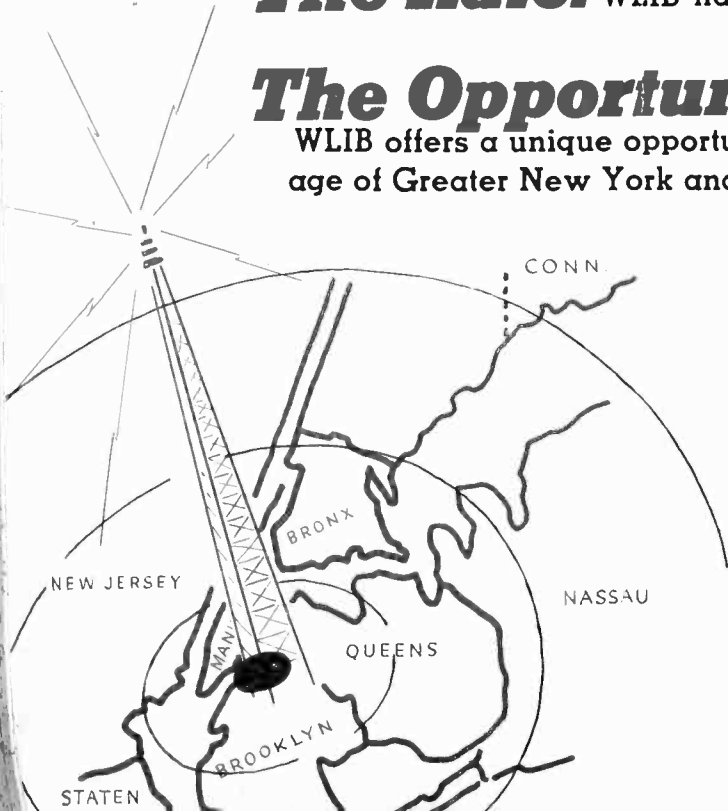
The Opportunity: To national and local advertisers, WLIB offers a unique opportunity for intensive, economical, profitable coverage of Greater New York and suburbs . . .

For full information, communicate with

WLIB

846 FLATBUSH AVENUE
BROOKLYN, NEW YORK

Phone: INgersoll 2-1300



THE VOICE OF LIBERTY

QUEST-ING

Y O'NEILL, on "Children in the Street," today (WJZ-Blue Network, 2 noon).

Y KING, first woman arc and **JACK CRAIN**, Texas all-star, on Horace "Treasure Chest," today (NBC, 10 p.m.).

TENNYSON, soprano, on the "Along" program, today (CBS, 5:30 p.m.).

ERGE A. PUTNAM and **E. F. PUTNAM**, on "Nellie Re-Meet the Artist" program, today (NBC Red, 12:30 p.m.).

J. G. KING, director of The Foundation, Inc., on "High-Voltage Health," Thursday (WABC, 15 p.m.).

FLORENCE BLANCHET, of the U. S. Army nursing school, on the "Thus We Live" program, Thursday (WABC-CBS, 9:45 p.m.).

DuPont Awards Early In March, 1943

(Continued from Page 1)
 the Marlton Hotel. Guest of honor in luncheon was FCC Chairman Lawrence Fly. Both awards were established as memorials to late Alfred I. DuPont, well-known Florida financier and philanthropist.

Judging Board of Five
 announcing the awards, Mrs. DuPont said, "Radio as a medium for dissemination of news and public opinion, and radio stations as instruments of education, are performing an important and patriotic service for the American public. Since Pearl Harbor, the great value of radio has been generally demonstrated in the furnishing of accurate, constructive and instructive information and opinion which has served not only to enlighten the people of America, but to sustain national morale."

The winners of the awards are selected by an impartial board of judges made up of five persons. The board will consist of one representative of a nation-wide women's organization; one non-commercial, national affiliate of the radio broadcasting industry; one nationally prominent educator; one nationally prominent expert on public opinion and national affairs; and one representative of the Florida Group of Banks, which acts as DuPont's agent in the spon-

SAMUEL FRENCH
 SINCE 1830
 AUTHORS' REPRESENTATIVE
 FOR RADIO, STAGE & SCREEN
 West 45th Street, New York
 West 7th Street, Los Angeles
 (Catalog of Plays on Request)

**Private Ownership Best Bet
 Fly's "Round Table" View**

Washington Bureau, RADIO DAILY
 Washington—The view that the nation's broadcast stations should remain in private hands and private operation was given by FCC Chairman James Lawrence Fly on Sunday's broadcast over NBC by the Chicago University "Round Table." The Commission chieftain further declared that the functions of radio particularly from the entertainment standpoint, can be better handled by industry men.

Also on "Round Table" broadcast, which originated here because two of its participants were government officials, were Harold D. Lasswell, Director of War Communications Research for The Library of Congress, and William Benton, vice-president of the University of Chicago and a former advertising man.

Three In Agreement
 All three of the speakers agreed that the basic structure of the broadcasting industry should remain as it is to best serve the war effort, and that the problem is the recognition of broadcasting's importance in the war effort and its proper orientation. The trio appeared to concur that as little government control "as possible" is the best method to gain full benefit for the nation.

The operators of the international short-wave stations of the "bronze network" drew considerable praise from the forum. Chairman Fly pointed out that the short-wave activities in the international field are definitely not profitable, and declared he was sure that no short-wave station operator had profited a nickel from his endeavors. Fly added that the operation of an international station at present involves mostly outgo,

involvement of the awards. Mrs. DuPont said that she has directed the Florida bank chain, which is owned by the Alfred I. DuPont estate, to finance the awards, and make payments only as directed by the board of impartial judges.

Called "Public Service" Award
 The commentator award will be known as the "Alfred I. DuPont Radio Commentator Award." In describing this award, Mrs. DuPont said, "It is my intention that this award shall be given in each calendar year to one individual who shall be a citizen of the United States, in recognition of distinguished and meritorious performance of public service, by aggressive, consistently excellent and accurate gathering and reporting of news, and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, integrity, independence and public service through the medium of radio."

The award to be made to individual radio stations is to be known as the "Alfred I. DuPont Radio Station Award." It is to be granted each calendar year to one "radio station in the continental United States for outstanding and meritorious public

with very little income. He said the stations were an example of "private operation for the national purpose."

The Commission chairman raised the possibility of the government's providing news commentators with "authoritative reports" for dissemination of the public. Whether these would be allocated to the various commentators, or put on as special programs, he did not make clear in his suggestion. It was pointed out by Lasswell and Benton, however, that the newscasters' sponsors might present a difficulty to be hurdled in such a procedure. Benton declared that the news broadcasters must compete for audiences in order to insure their economic success, and this results in their seeking sensational news, rather than material which might be more significant in the long run.

Laud Value of Information
 The Commission chairman, apparently alluding to the cry for a coordinated radio set-up, said that once the government gives the general directives, the radio men can step in and do the job. He stated that "we must take advantage of the need for diversion" on the part of the public, who might best be reached through the entertainment broadcasts they are accustomed to tuning in.

The forum participants, however, were agreed that discussion and talk regarding national affairs also is important in radio's war effort. Lasswell declared that "we should have more respect for talk," while Benton stated that if a proper dissemination of information on gasoline rationing and the need for it had been effected in the east, the abuses of the system would not have resulted.

**Al Simon On Leave—
 Joins War Savings Staff**

Al Simon, publicity director of WHN, New York, has been granted a short leave of absence to join the New York War Savings Staff to help organize a radio campaign for the promotion of war savings stamps and bonds. Simon recently took charge of the radio activities of the Greek War Relief, and joins the Savings Staff at the request of the Treasury Department. Bob Patt, sales promotion manager of WHN, will temporarily take over Simon's job, with Vivian Brown and Roland Hamel of the publicity staff carrying out their regular publicity activities.

service in encouraging, fostering, promoting and developing American ideals of freedom, and for loyal and devoted service to the nation and to the community it serves."

It was specified that the awards shall be made during the first week of March for the preceding calendar year, and shall continue annually thereafter until further notice. The initial award shall be made during the first week of March, 1943, for the calendar year 1942.

AGENCIES

THOMAS F. COLLISON, for the last four years assistant director of public relations for Eastern Air Lines, has joined the public relations department of N. W. Ayer & Son, Inc. He formerly was with King Features Syndicate and with several California newspapers.

J. K. STRUBING and **FELIX DYCK HOFF** have been elected vice-president and secretary, respectively, of Compton Advertising, Inc. Former has been with the firm as account executive since 1939; the latter joined the agency in 1935.

J. WALTER THOMPSON COMPANY's London office, in behalf of the British government, is directing a survey of English food and clothing purchases, according to a recent announcement by Samuel W. Meek, vice-president in charge of the agency's overseas operations.

PAN AMERICAN AIRWAYS has appointed J. Walter Thompson Co. to handle its advertising.

**Civilian Defense Rally
 Scheduled Over WLIB**

(Continued from Page 1)
 fense, will be the principal speaker. Other speakers include Borough President John Cashmore, Mary E. Dillon, chairman of the Civilian Volunteers of Brooklyn; Congressman Emanuel Celler and Judge Milton Wecht. Program is in line with the policy recently inaugurated by WLIB when it switched frequency and changed its call letters from WCNW.

WLIB is now operating on 1190 kc. with a power of 1000 watts. New RCA equipment has been installed at its transmitter on Newtown Creek, geographical center of the New York Metropolitan area. Station officially goes on the air today although it has been broadcasting on its new clear channel, with new facilities and completely remodeled studios and business offices since last week. Congratulatory messages have been received by Elias Godofsky, president and general manager of the outlet, from FCC Chairman James Lawrence Fly, Governor Herbert H. Lehman, Mayor Fiorello LaGuardia and other civic and business leaders.

Hope Bulkeley On McBride Show

Mary Margaret McBride's program on WEAf this afternoon will have as guest Hope Bulkeley, actress and sister of Lt. Bulkeley, hero of the fighting in the Philippines. Alexander Kirkland, producer, also will be heard on the program.

SALESMAN WANTED
 WAGE, Syracuse, N. Y. wants local salesman. New York State Man preferred. Must have some experience, good character references \$150.00 monthly drawing account. Good opportunity. Write for interview, stating qualifications. W. T. Lane General Manager.

Ad Club Sets Up Plan To Boost War Bonds

(Continued from Page 1)

has been curtailed in order to aid in the war effort and its five-point program has been formulated with the idea of benefitting consumer, dealer, manufacturer, banker and the government in both a war-time and a peace-time economy.

Five Points Stressed

Plan is developed along five points as follows: (1) It will inject a new incentive into purchasing War Bonds by giving to each participant something concrete to save for and acquire. Consumers know that the demand will be so great when the war ends; for automobiles—refrigerators and all the other products not available now—that there will be a great difficulty in being able to purchase one. Using the automobile as an example—by signing a purchase contract now, for a car that will be urgently needed, the buyer is assuring himself of preferential early delivery. He will enjoy a priority, dependent on the number he receives from his dealer, on his purchase order, of the 10th or the 15th car of a specified make that arrives in his community. It is conceivable that some manufacturers, impressed with the desirability of building up a vast reservoir of future paid-up orders, may devise other special inducements in the form of special discounts, etc., to further accelerate this buying.

Payments Will Buy Bonds

(2) Regular monthly installments will be paid against the purchase and future delivery of these products. The monies paid in will be invested in War Savings Bonds—to be held in trust for the purchaser. Interest accruing on the bonds will be applied to the purchaser's account until the transaction is concluded. Naturally, an approximate price will govern—subject to adjustment at time of delivery. These advance payments by consumers will achieve the siphoning off of excess buying power during the war and, at the same time, furnish the industries now engaged in the manufacture of war materials, a paid-in-advance back-log of orders with which to cushion the change-over of their plants at the end of the war.

(3) It is anticipated that the filling of these orders will necessarily have to be spread over a period of many months, while industry is gradually changing back to peace-time production.

Advantage To Treasury

(4) This should ease the strain of Treasury financing for the redemption of War Savings Bonds at war's end—because the Treasury can keep informed of sales month by month,

A "Must" for Every Program

UNITED NATIONS FOREVER

March-Song of the United Nations

At All Music Stores or Direct

Thornton W. Allen Co., 67 W. 44th St., New York

WORDS AND MUSIC

By Sid Weiss

BIGTOWN SMALL TALK: That Life Buoy fog-horn spot campaign reported to be fading in July—which doesn't make us a bit sore... Jerry McGill nixed a coast offer to "take over" the remaining eight shows on "Big Town." Says he'll accept only if he can do them from here... Circle Music's "Don't Steal The Sweetheart of a Soldier" headed for hitdom... If we were a station manager and we were looking for a record-spinner, we wouldn't look any further than Henry (Hit the beam with Neme) Nemo, whose record-reviews on Alan Courtney's spot hit a new high in comedy ad-libs. Henry would be a sensation in his own slot... Those rumors about Earl Mullin planning to leave the Blue are phonier than a three-dollar bill. Earl is doing a great job in the Blue press dept. and will wind up in a top exec. spot some day... On each of the "Celebrity Theater" shows, there's been a fluff—but it's always been the professional performers who miss. Nary a guest has muffed a line yet... You gotta hand it to Tom Tully for timing. Before he closed in "Jason," he already got himself signed up in "The Strings Are False"... Molly Donaldson and Madge Tucker both coming out with new children's books this fall... David Kent, former production manager and chief announcer at WAIR, has joined the announcers' staff at WDBJ, Roanoke, Va... Mark Woods back at his desk with a deep California tan... Another returning expatriate is lovely Delmar Byron—also with a tan... Al Williams, former NBC director, and now a Jersey farmer, penning a series of articles for the "Saturday Review of Literature."

☆ ☆ ☆

I'D RATHER BE RIGHT: From the column of March 12th: "Arnold Stang should be the target for every movie scout in town. A comedy 'natural', he's got the appearance to match—and in our inexpert opinion, is the greatest undiscovered comedy bet in radio." This Friday, Arnold leaves for Hollywood with an RKO contract tucked away in his pocket. He'll play a featured role in the next Victor Mature film!

☆ ☆ ☆

FILLER-DILLERS: Joan Edwards idea of a paradox: "The closer we get to the hot summer months, the more we hear of things being frozen"... Meyer Davis' definition of a yes-man: A guy who stoops to concur... Asked how he liked Hollywood on his last visit here, Milton Berle cracked: "I had a hectic time on the coast—and when I say hectic, I really mean exciting, because I don't know what the devil hectic means"... And Ken Lyons found himself among a group of armchair "generals" the other ayem at the NBC drugstore. As the arguments waxed furiously, Kenny excused himself from an opinion. "I can't tell how long the war will last," he cracked. "I haven't any tablecloth!"

☆ ☆ ☆

THE MORNING MAIL: "Dear Sid," writes our old pal, the publicity chief at WAIR in Winston-Salem, "here's what you might call a radio announcer's dream. It seems that our early morning man, after a series of off-day fluffs, topped them all with this one: 'Due to conditions over which we have no control, the program originally scheduled for this period will follow in just a moment!'"

and prepare well in advance for financing in accordance with manufacturers' estimates of their individual ability to make shipments month by month—once the war is ended. This should reduce the impact of a torrent of War Savings Bonds to be redeemed—to a steady monthly flow.

(5) It will enable the manufacturers who adopt this plan and vigorously promote it, to retain the good-will of the public for products no longer available—and preserve the value of their brand names, which were developed through years of effort and expense. And it will also enable them to keep actively employed at least a nucleus of their former sales or distributor organization for the duration of the war, so that they will be able

to swing back much more efficiently and quickly to peace-time pursuits, with the war's end.

Fifth point assures advertising media of continued support from businesses, which have discontinued distribution of products to the ultimate consumer in order to supply the government with essential war orders. Rather than innovation, the entire plan is an adaptation of existing functions of industry and trade toward the fullest support of the war program and the guarantee of orderly transition after the war to peacetime procedures. The plan is being elaborated upon in detail and all material will be available to the government and others directly interested in the very near future.

AAAA In 2-Day Meeting Talks War Problem

(Continued from Page 1)

ing the government war effort through advertising. The meeting is the AAAA convention in many years which advertisers, media and guests were not present.

In addition to discussion of time advertising problems the following new officers were elected: chairman of the board, William Reyde Newell-Emmett Co.; vice-president Thomas D'Arcy Brophy, Kenyon Eckhardt, Inc.; secretary, J. J. Hagan, Campbell-Ewald Co.; treasurer E. DeWitt Hill, McCann-Erickson, Inc., who was re-elected. John Hagan continues in his office as president having been elected in 1940 a four-year term. Also Frederick Gamble continues as managing director.

Member-At-Large Named

Members-at-Large of the Executive Board are as follows: Richard Cotton, Compton Advertising, Inc.; Carter J. LaRoche, Young & Rubicam, Inc. (re-elected); Guy C. Smith, Brooke, Smith, French & Dorrance Henry M. Stevens, J. Walter Thomson Co.; and John F. Whedon, L. & Thomas. All but the last named will serve three-year terms. Stevens was elected for two years filling the unexpired term of William Reydel and Whedon was elected one year to fill the unexpired term of Edward Lasker, now on active duty as a lieutenant-commander in the United States Navy.

Council Reps Listed

Continuing members-at-large are Ernest V. Alley, Alley & Richardson Co.; A. L. Billingsley, Fuller Smith & Ross, Inc.; Leo Burnett, Burnett & Co.; and Atherton W. Holer, Benton & Bowles, Inc. Members representing the Councils are: H. Williams, Erwin, Wasey & Co., New York; Harold Cabot, Cabot & Co., for New England; M. Goldman, Aitkin-Kynett Co., for Atlantic Council; R. J. Scott, Schwimmer & Scott, Inc., for the Central Council; and Dan B. Miner, Dan Miner Co., for the Pacific Council.

Ford WWPG Manager

Lake Worth, Fla.—Fred H. Ford for four years connected with station WJNO, in West Palm Beach, Fla., has been appointed general manager of station WWPG, of this city, according to announcement by Charles E. Davis, president and owner of the latter station, a Mutual affiliate. Ford comes to WWPG well equipped, he has had extensive experience in the newspaper and radio fields. For the past two years he had been commercial manager of WJNO.

As Big As TUXEDO JUNCTION

JERSEY BOUND

Recorded By TOP BANDS

Lewis Music Publ. Co., Inc. 1619 B'way

Listeners Up— 1% Rise Indicated

(Continued from Page 1)
 first two weeks in May. By
 May 1941 (25.5) showed a
 seven and three-tenth points
 e preceding April.
 according to the Hooper organiza-
 which prepared the report the
 it is a two and eight-tenths
 (.8) increase in the "Continu-
 Radio Use Index" this year over
 "up" in actual listening au-
 of 11 per cent compared with
 ago. While during the past
 ars there has been some de-
 all listener indexes for May
 aped with April, it has been
 ca for sponsored network pro-
) hold their audiences better
 al commercials and network
 aing programs. This year an
 al increase of two-tenths (.2) of
 oin sponsored network program
 index is recorded as com-
 d with a month ago. The Index
 ght-tenths (.8) of a point as
 paid with a year ago.

Tire Ban Minor Factor
 ne shortage which might tend
 ce more people at home, and
 eb contribute to this increase
 nterested here to be a minor
 ue to the compensating in-
 n persons not able to listen
 d of their engaging in war
 ctivities.
 e effect, if any, of gas rationing
 ram audiences should reveal
 f the next Hooper Evening
 the interviewing for which
 ic with the first week of
 et states' gas rationing. The
 rt will be published May 30.
 list of "First Fifteen" for
 Me 15 Report. Bob Hope, with
 th of 32.0, is out in front for
 r time since June, 1941. Fibber
 ed 30.9 puts him second. Jack
 ay moves up to third place with
 A these Hooper Ratings and
 bUse" percentages are based
 e method which counts the au-
 e during the broadcast (coin-
 th.

"First Fifteen" Listed
 e following is a list of the "First
 evening programs with their
 M ratings:
 b Hope, 32.9; Fibber McGee, 30.9;
 nny, 26.5; Aldrich Family,
 arlie McCarthy, 24.8; Radio
 t, 23.3; Coffee Time, 23.1;
 en Winchell, 22.0; Mr. District
 ne, 21.1; Time to Smile, 20.0;
 Kler, 19.0; Bing Crosby, 18.3;
 illee, 17.0; Fred Allen 16.5
 Redwagon, 16.2.
 d Kelton still leads the list of
 an measured by partial rather
 fu "national" interviewing cov-
 th a mid-May rating of 28.3.

SOLE LINK IN COLUMBIA CHAIN
 HUDSON TO THE GREAT LAKES



270,000
 METRO M'K'T
 Y. ONLY RADIO STATION

WAR-PROGRAM IDEAS

"Winning Health"

Frank Kimball, noted research chemist, health counselor and author, is featured on WMCA, New York, in a new series of programs entitled "Winning Health," inaugurated this week and heard Monday through Friday from 10:05-10:15 a.m. Although an expert in the fields of food, nutritional effects, medicinal properties and new scientific discoveries, Kimball's talks will be simply outlined to give listeners the benefit of his great store of information on exercise, diet and vitamin content. Kimball will also devote regular portions of his programs to the answering of listener questions on health, relaxation, diet, and numerous other related subjects.

War Streamlining

Carol Gay, KWK, St. Louis women's commentator, whose fifteen-minute daily program was formerly devoted

CBS's M & O Clinic Switched To New York

(Continued from Page 1)
 terday. The meeting was moved to New York to enable Dr. Frank Stanton, CBS director of research and acting director of sales promotion, to attend the sessions.

Confab is to be attended by sales promotion managers of the owned and operated stations to discuss their individual problems "to help coordinate the sales promotion activities" of the CBS owned and operated stations. Among the general topics to be discussed are: source material, trade paper advertising and mailing pieces, local promotion and budgets. In addition to Dr. Stanton and Dunham, the following sales promotion managers of CBS owned and operated stations are to attend: Jules Dundes, WABC; King Park, WBBM; John Heiney, WJSV; Sam H. Kaufman, WCCO; Tom Rooney, KMOX; and David S. Garland, WEEI, and George L. Moskovics, director of sales promotion of the CBS Pacific Network.

CIO Starts Series Friday

New York CIO Council, in cooperation with the Newspaper Guild of New York, will sponsor a weekly 20-minute dramatization on WQXR, New York, starting next Friday in connection with its "Win the War" campaign. Scripts for the series will be prepared by members of the constituent unions of the Council and will be written and produced by Peter Lyon and Paul Stewart respectively. Programs to be aired from 9:30-9:50 p.m., will be titled "Win the War," and will emphasize labor's unity in the war effort.

Stork News

Daughter was born last week to Alan Meltzer, formerly with CBS and lately publicity director of "This Is War!". Mrs. Meltzer and child, the couple's first, are doing nicely.

to news of special interest to women, fashions, book reviews and interviews with celebrities, has streamlined her broadcasts to meet wartime conditions and to make them of greater service to her listeners. The new-type programs feature answers to questions on how the newly-promulgated restrictions in various fields will affect every-day private lives. Included in the new format are interviews with experts on Victory gardens, the millinery trade, clothing, canning, rents, paper, price ceilings, psychology of children in war time, nutrition and Civilian Defense.

Youngsters Aid Too

Series of six programs on the part in the war effort being played by Los Angeles county schools, will be broadcast by KNX as part of its service to keep the community informed on all phases of the victory drive. Titled "Democracy's Workshop," the series is planned as an eye-opener to show adult listeners exactly what school youngsters are doing to help their country. The first program will be a half-hour in length, the others fifteen minutes. Titles of five of the programs are as follows: "The School and the Community," "Vocational Training for Defense," "School Business as Usual," "The School Defense Council," "Model Plane Making."

Agency Man Finances Wellesley's Station

(Continued from Page 1)

Blackett of the Blackett-Sample-Hummert Agency, Chicago, and has joined with the 35 other associated members of the Intercollegiate Broadcasting System.

Arrangements behind the scenes at WBS are in the hands of 13 small committees, each of which is an integral part of the station's organization. At present, the Wellesley Broadcasting System is under the supervision of three unit directors, whose job is to coordinate the work of the various program committees into unified broadcasts. Ruth Nagle '42 heads this department. Joan Davis '43 is now the WBS program director, and will head next year's staff.

Many New England stations took ads in the college paper congratulating Wellesley on its new venture.

Sign For "Canteen" Show

Constance Collier, The Five Marshalls, Sidney "Guffey" Fields, Red Buttons and Harry Salters orchestra yesterday joined the list of guests to be heard at the benefit performance for the Stage Door Canteen which will originate at the Brooklyn branch of the Brass Rail and will be broadcast from 9:30-10:30 p.m. over WMCA. Those previously scheduled for the benefit include Helen Menken and Lanny Ross.

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

Repeat Performance By
 Special Demand
 of

"WHAT BURNS US UP"

as presented at the NAB
 convention in Cleveland



Election returns—meet the new officers.

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



BOB RICHARDSON, sales manager of KWK, St. Louis, became the poppa of a six-pound, six-ounce daughter, last week. Mamma, former KWK secretary, and baby, doing swell... Grace Jean Beck, traffic manager, was among the first to register with the local OCD as a volunteer. She has been assigned to one day a week of secretarial work.

Irving C. Cartwright, production manager, Special Surveys Division, of C. E. Hooper, Inc., became the pappo of a six-pound boy, Dennis Charles, on Tuesday, May 12. Dennis and mamma doing fine.

"Vox Pop" microphones with Parks Johnson and his new partner, Warren Hull, broadcasting from the U. S. Army's Fort Belvoir, Va., on Monday, May 25, over CBS, 8 p.m., EWT.

Patsy Flick, reputed to be one of the best dialecticians in show business, starts a series of programs on WMCA, Friday, May 22, with Cliff "Vas you dere, Sharlie?" Hall, the Tunesmiths' quartet, Don Bryan's orchestra and guest stars.

Frank Korab, salesman of WIBW, Topeka, Kansas, served as moderator for the Kansas Congregational-Christian Conferences held at Topeka... Hilfon Hodges, announcer, was elected president of the Topeka Junior Chamber of Commerce... Mason Coppinger, studio operator, received his "second class telephone" license.

"Thank You, America!", the story of the work being done by the dimes and dollars which Americans have contributed to relieve suffering among the bomb-stricken civilians of Britain, is being heard over WWRL, Woodside, on Tuesdays at 10:05-10:15 a.m. The program is presented by the British War Relief Society and is conducted by Dr. Heber Benjamin, regional director for Queens County.

John B. Kennedy, WNEW commentator, and John Mulholland, magician, have been booked by the Lecture Division of the National Concert and Artists Corp. to appear at Springfield, Mass., Wednesday, on a program for the benefit of the Children's Vacation Committee.

"Can You Top This?" will broadcast from Camp Upton tomorrow via WOR. Participants will wear uniforms from the Civil War, the Spanish American War and World War I.

The boys in the Navy enjoyed Benny Fields so much at the last airing of "Clear the Deck" over WHN, New York, that they asked for him back again. He obliged with a second broadcast from the Brooklyn Navy Yard.

Jay Jostyn, radio's "Mr. District Attorney," is currently engaged in a speaking tour for the American Theater Wing, urging Broadway theater audiences to invest further in U. S. War Bonds.

Doug Arthur, program director of WIBG, Philadelphia, is now bicycling to work daily... Don Meyers, staff member, is motorcycling, and Fred Wieting, staff member, is roller skating... gas rationing... Oh well! what price exercise.

"Bulldog Drummond" returns to the air for a new series of adventures, starting next Monday over WOR and Mutual Network. Santos Ortega replaces George Coulouris in the title role. Horton's ice cream sponsors.

For the duration of the war, WGN, Chicago, will sign off each morning with the statement: "The time is 1:35 a.m. We will be back on the air at 5:30 a.m.—Four hours closer to victory."

Walter Wagoner, recently left the announcing staff of KCRJ, Jerome, Ariz., to join KROD, El Paso... David M. Segal joins the KCRJ staff as program director-announcer.

Bill Kumpfer, studio engineer at KOA, Denver, will soon leave the station to take a Civil Service post at Bellmar, N. J... Bill Michelson has joined the guest relations staff.

Ira Blue, staff member of KQW, San Francisco, acted as m-c at a War Bond and War Stamp rally conducted by the San Francisco State College at the El Rey Theater. Al Donahue and his orch., Abbott and Costello and Joaquin Caray, appeared on the program with Blue.

An epidemic of mumps has hit the "Piney Woods Sunrise Frolic," a hill-billy variety show broadcast by KFDM, Beaumont, Tex. Four members of the cast now sport big cheeks, the rest of the troupe is keeping its collective fingers crossed.

Dinah Shore will introduce a tongue-twister that she predicts will be a smash hit. The title of the song is "Conchita Marcheta Lolita Pepita Rosita Juanita Lopez." Dinah was invited by Walter Winchell to appear on the mammoth Navy Relief benefit held in San Francisco, May 18.

Julius and Ethel Colby, WMCA, New York, dramatic critics, are paying \$500 to review the motion picture, "Yankee Doodle Dandy," marking the first time on record that a reviewer has paid for this privilege. The money goes for a U. S. War Bond which is the admission price to the public for attending the opening. The Colbys were offered the usual free courtesies extended to critics but refused because of the importance of the contribution.

Jacques Thivierge, French program director of CKRN, Rouyn, Quebec, was married on May 2, in Quebec City... Madeleine Tardif has resigned as secretary at CKRN to accept a position in the Meranda Mines; she is being replaced by Rita Senecal... Irwin Morrison, formerly of the staff of CKSO, Sudbury, Ont., has joined the announcing staff at CHEX, Peterborough, Ont.


Dick Carlson, newsman for WELI, New Haven, Conn., is readying himself for Class "V" five, U. S. Navy Flying Cadet... The Winchester Repeating Arms Co. will sponsor a one-hour program on WELI to be broadcast from the Winchester plant using talented workers.

Paul Miller, staff member of El Paso, Texas, won a song contest sponsored by the El Paso branch of the USO... Lisbeth Caden, new "Women's League Air" commentator, is fast building admirers among the station's nine listeners.

Val Clare, news editor for CWindsor, Ont., will be guest of at a Maltese Rally held at Hall, Detroit, in aid of the Maltese Relief, on May 23.

Florence Ballou, program and publicity director of WICC, Bridgeport, Conn., was recently appointed wide chairman for the Connecticut State Federation of Music Clubs... George Dlugos, engineer, is the WICC recruit to the U. S. Army.

Three programs on Mutual start their broadcast times when F. Lewis, Jr.'s "Production For Victory" commentary moves from Thursday to Wednesdays 9:15-9:30 p.m., effective May 20. "Mystery Hall" "Nobody's Children" take new day spots effective May 24, the former from 7:30-8 p.m., and "Child" from 6:30-7 p.m., EWT.



Olive Kachley
HER FRIENDLY ADVICE,
WIT AND HUMOR, KEEP
WOMEN TUNED TO....
W C K Y

50,000 WATTS C B S

THE L. B. Wilson STATION

BIRTHDAYS

1	9	4	2
17	18	19	20
21	22	23	24
25	26	27	28
29	30		

May 19

Paul Brenner	Frank Capra
Rudolf Friml, Jr.	Lillian Gordon
Marinus Koster	Barbara Maurel
Marion Spiro	Mary Young
Martin Koerner	



INDIANA UNIVERSITY LIBRARY MAY 23 1942

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



Vol. 19, No. 36

NEW YORK, N. Y., WEDNESDAY, MAY 20, 1942

TEN CENTS

WNRC At Sanders Hearing

New Latin Amer. Web Formally Dedicated

Washington Bureau, RADIO DAILY
Washington—CBS's new Latin American network of 76 stations was dedicated last night "to the furtherance of brotherhood within the arms of nations whose common heritage is freedom" by William Paley, Columbia president. Paley participated in the special inaugural broadcast from 9:30-11 p.m. EWT, which also included speeches by Vice President Henry Wallace, Under Secretary of State Sumner Welles, and President Anastasio Somoza of Nicaragua.
(Continued on Page 7)

Buy War Bonds and Stamps

Indicators To Confer On CBS's "Air School"

Mont Farley, coordinator of radio for the National Education Association composed of 983,000 teachers, arrived here in town to confer with the CBS education department plans for the 1942-43 "School of the Air." Farley informed CBS that the executive committee of the National Education Association voted to co-operate with CBS in all.
(Continued on Page 2)

Buy War Bonds and Stamps

Coffee Bureau Spots Readied For 5 Markets

American Coffee Bureau's summer iced coffee spot campaign will begin shortly in five cities, New York, Chicago, Boston, Los Angeles and Detroit, with the special jingle being prepared also to be made available at cost to all local roasters and placement if desired with their.
(Continued on Page 2)

Mensers Dined

Employees of the NBC program department and heads and employees of other departments attended a cocktail party to the new head executive, C. L. Menser, NBC's general program manager, and Mrs. Menser, the former Irene Stone, on the 67th floor of the RCA Building Monday evening. A coffee service was presented to the couple.

No Doubt
Capsule commentary on status of broadcasting was delivered by Clifton Fadiman at Monday night's Arts Division dinner for Russian War Relief here. Introducing Tom Harrington of Young & Rubicam, Fadiman declared: "Radio would not be what it is today without the advertising agencies. And you can take that any way you like."

N. Y. Outlets On Job In Sudden 'Raid' Test

All New York City radio stations, and presumably those in nearby areas, went off the air yesterday from approximately 11:04-11:32 a.m. in response to a First Interceptor Command "blue alert," first such city-wide wartime precautionary measure since Dec. 10. In the nature of a surprise test of various civilian defense agencies, such as OCD, police,
(Continued on Page 6)

Buy War Bonds and Stamps

CBS West Coast Biz Running Ahead Of 1941

West Coast Bureau, RADIO DAILY
Los Angeles—Business is booming for the CBS Pacific Coast network and on the basis of first quarter new business web officials are predicting an increase for 1942 over last year's record sales. Thus far this year, not counting renewals, new sales account
(Continued on Page 5)

WNRC Makes Annual Awards Also Lauds Int'l Programs

Ascap Concludes Pact With Cuban Music Society

Havana—A pact between the Sociedad de Autores y Compositores (Cuban Society of Authors and Composers) and Ascap was signed during the recent visit of E. C. Mills, of Ascap. Edelberto de Carrera and Oscar Freixas have been named by the Union of Exhibitors of Cuba to discuss an exhibitor agreement with the Cuban Society.

Newspaper Radio Committee Attacks FCC's Order No. 79; Declares Move Unauthorized Under Statute

Canada Opens Probe Into CBC's Affairs

Ottawa—Estimated commercial revenue for the CBC for 1942 is \$950,000 compared with \$563,770 in 1939. Rene Morin, chairman of the CBC board told the House of Commons committee on radio broadcasting. He added the CBC could not produce the program service it now
(Continued on Page 3)

Buy War Bonds and Stamps

Expect Decision Today On "March Of Time" Move

Final decision on moving the "March of Time," which had been scheduled to leave the Blue following the broadcast of June 5, was still to be reached late yesterday, according to a spokesman for the program. Al
(Continued on Page 2)

Buy War Bonds and Stamps

Blue Net Call Meeting Of New England Outlets

Meeting of station managers and sales heads of the group of New England stations becoming affiliated with the Blue Network will be held here shortly, probably Wednesday, May
(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—A trio of representatives of the Newspaper-Radio Committee yesterday pounded hard at the FCC's authority to prohibit the ownership of broadcast stations by newspapers, contending that the Commission obviously does not have such jurisdiction by the terms of the Communications Act of 1934, at resumed hearings before the House Interstate and Foreign Commerce Committee on the Sanders Bill.

The newspaper-radio spokesmen, Committee Chairman Harold V.
(Continued on Page 7)

Buy War Bonds and Stamps

AAAA Elects Officers Of Sectional Councils

Skytop, Pa.—Officers and governors of the sectional councils and chapters of the American Association of Advertising Agencies elected for terms ending March 31, 1943 were announced at the two-day meet of AAAA, which was concluded yesterday. (National officers and board
(Continued on Page 5)

Buy War Bonds and Stamps

"This Is Your Enemy" Starts Sunday On MBS

"This Is Your Enemy," a new dramatic series designed to present the various aspects of life as it exists under the Nazi regime, will be heard
(Continued on Page 2)

Innovation
First all-Negro "Town Meeting" in the seven-year history of the series will be aired on May 28 when "America's Town Meeting of the Air" goes to Howard University in Washington, D. C. Members of the school's faculty, including its president, Dr. Mordecai W. Johnson, will be in the speakers' chair. WMAL will originate the program for the Blue Network.



Vol. 19, No. 36 Wed., May 20, 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, May 19)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	114	112	113	- 1/4
CBS A	10 1/2	10 1/2	10 1/2	+ 1/8
CBS B	10 1/2	10 1/2	10 1/2	+ 1/2
Gen. Electric	23 3/8	23 3/4	23 3/4
RCA Common	27 1/8	23 1/4	23 1/4
Stewart-Warner	6 1/4	6 1/4	6 1/4	+ 1/4
Westinghouse	68	68	68	+ 1/4
OVER THE COUNTER				
Farnsworth Tel. & Rad.		Bid	Asked	
WCAO (Baltimore)		15	18	
WJR (Detroit)		17	19	

Blue Net Call Meeting Of New England Outlets

(Continued from Page 1)
27, to confer with network officials on programming, sales possibilities, etc. To be held in the new Blue Network executive conference room, the meeting will be in the nature of a "fact finding session," it was stated.
Invited to attend will be representatives from the following stations: WHDH, Boston; WSPR, Springfield; WFCI, Pawtucket; WNBC, New Britain; WELI, New Haven; WNAB, Bridgeport, and WSRR, Stamford.

Flem Evans To WSAZ

Huntington, W. Va.—Flem Evans has been named station manager of WSAZ, of this city, replacing Mike Layman, who enlisted in the United States Navy. Evans comes to Huntington from WPAR, Parkersburg, W. Va. Interesting sidelight is the fact that he started his radio work at WSAZ in 1934.

FOR SALE

One thousand Watt transmitter in excellent shape with plenty of spares. Also one hundred eighty foot Blaw-Knox self supporting tower. Write or wire Lee Wynne, 643 S. Olive, Los Angeles.

"This Is Your Enemy" Starts Sunday On MBS

(Continued from Page 1)
over Mutual every Sunday at 10:30 p.m., EWT, beginning May 24. Each program will present a different side of life in Nazi-dominated territory.
Wallace R. Deuel, veteran correspondent who was on assignment in Germany for the "Chicago Daily News" from 1934 to 1941, during which time he saw Hitlerism grow from something ridiculous to the reign of terror it now represents, will be the guest speaker during the first program, which will present a picture of "The Treatment of Women Under the Nazi Regime." Deuel is now with the Office of the Coordinator of Information.
The entire series will be written by Bernard C. Schoenfeld. Chief of Radio for the OEM and the WPB. Russell Bennett, last heard on Mutual in the "Russell Bennett's Notebook" series, will write the music for the programs. Frank K. Telford, production director of the radio section of the OEM, will handle direction.

In addition to the weekly dramatic presentation, each program will bring to the microphone someone who has lived under Nazism, either as a newspaper correspondent or as a participant.

Sorrells Deputy Director Of Censorship Office

Washington Bureau. RADIO DAILY
Washington—John H. Sorrells, who has been serving as assistant director of the Office of Censorship in charge of the press division, was yesterday appointed deputy director under Censorship Director Byron Price. In his new post, Sorrells will be second in command in directing all censorship, including the voluntary set-up on broadcasting and the press, and the border censorship of cablegrams, mail, etc. The post of deputy director had not previously been filled.
Sorrells, on leave from the executive editorship of the Scripps-Howard newspapers, will be succeeded in the press post by N. R. Howard, who has been his chief assistant. Howard is on leave from his position as editor-in-chief of the "Cleveland News." The new deputy censorship director is a veteran Scripps-Howard editor, and was executive editor of the chain from 1930 until he went to Washington this year. He was previously managing editor of the "Cleveland Press" and of Memphis "Press-Scimitar" and editor of the Fort Worth "Press."

Coffee Bureau Spots Readied For 5 Markets

(Continued from Page 1)
local stations. ETs, which will feature the sound of tinkling ice, will be institutional in character, to permit local roasters to promote their own brand names in conjunction with the disks.
Buchanan & Co. handles the account.

Expect Decision Today On "March Of Time" Move

(Continued from Page 1)
though it had been understood the Time, Inc., show was due to shift to Thursday night at 10:30 on NBC Red, no official order for facilities had been received by that network yesterday. It was believed those in charge of the program were considering a CBS time availability, but it was generally expected NBC would get the final nod.
Meanwhile, the Blue wired stations on the "March of Time" network to hold open the Friday, 9:30-10 p.m. spot, currently used by Time, on the possibility the show might be renewed despite the previous cancellation.
The "March of Time" spokesman said a decision would be made shortly, possibly today.

Educators To Confer On CBS's "Air School"

(Continued from Page 1)
five of the "School of the Air" programs.
Members of the Columbia School of the Air Committee of the Music Educators National Conference will meet at CBS Friday afternoon to confer on next year's program series, "Music on a Holiday." Members of the Committee include: Osbourne McConathy, Chairman; Miss Lilla Belle Pitts, Teachers College, Columbia University; Mabel E. Bray, Director Dept. of Music, State Teachers College, Trenton, N. J.; Vanett Lawler, Associate Executive Secretary, Music Educators Nat'l Conference; George Spangler, Music Dept., Philadelphia Public Schools; Dr. Ernest G. Hesser, Music Dept., Baltimore Public Schools. Representing the "School of the Air," Columbia staff will be Leon Levine, Assistant Director of Education, and Clinton Johnston, Director of the "School of the Air" Music Programs.

Churchill's Audience

Prime Minister Winston Churchill's worldwide broadcast last week was heard by 27.4 per cent of American radio set-owners, CAB reported yesterday. Short-waved from England at 3 p.m., EWT, Sunday, May 10, the latest broadcast gives Great Britain's Prime Minister an average rating of 26.9 per cent for a series of five trans-Atlantic broadcasts over the past fifteen months. Churchill's average, computed only on the audiences of short-wave broadcasts, is the highest for any non-American political figure, and currently ranks second only to President Roosevelt, CAB stated.

Decca Continues Production

Phonograph records retailing for 35 and 50 cents are still being made and sold by Decca Records, Inc., and will continue on the market in slightly reduced quantities, in spite of rumors to the contrary, according to a Decca official. There will be fewer of them in view of the restrictions placed on the use of shellac, the company states, but what records are produced will be of better quality than at present.

COMING and GOING

EARL SMITH, manager of the San Francisco office of Edward Petry & Company, Inc., is in town for conferences at the New York headquarters. CHET MATSON, manager of the Los Angeles office, left for the Coast yesterday after spending a few days here.

CECIL BROWN, CBS Far Eastern correspondent en route from Kansas to North Carolina for Friday lecture engagement in Charlotte.

IRVIN GROSS, sales and promotion manager of WFAA, Dallas, in town visiting with local representatives of the station.

RUSS JOHNS, of the CBS short-wave production department, expected back today from Washington, where he supervised the international broadcast dedicating the Latin-American network.

W. C. HUTCHINS, of Associated Music Publishers, Inc., on a swing through the Illinois territory following attendance at the Cleveland convention of the NAB.

WILLIAM KILEY, sales manager, and HARRY M. BITNER, JR., office manager of WFB, Indianapolis, are in New York for another visit on station and network business.

WALTER HOLMES, president of the Junior Chamber of Commerce of the Bronx and a staff member of WBNX, has returned from Schenectady, where he attended the state convention of the Junior Chambers of Commerce.

T. F. ALLEN, commercial manager of WCFB, is back at his Pawtucket headquarters from a business trip to New York.

JOHN L. GRIMES, general advertising manager of Wheeling Steel Corp., and ROY WILSON, assistant to Grimes, trained back to Wheeling last night after conferring with Blue Network officials re the "Steelmakers" program.

Rock Appoints E. D. Harvey As KDKA Program Head

Pittsburgh—Appointment of E. D. Harvey as program manager of KDKA was announced by James B. Rock, general manager. Harvey, who until recently was general program manager for Hearst Radio, Inc., was a member of the KDKA staff in 1929-1931 and is widely known in Pittsburgh. He began his career in the theater and played in several Broadway productions before entering radio with NBC in Chicago in 1927. Two years later he transferred to the Westinghouse pioneer station as production and continuity chief and authored several well-known programs during his stay in Pittsburgh. Harvey replaces Franklin Tooke, now serving in the Navy.

NOT JUST MONROE COUNTY

but WHAMland

43 counties . . . 18 trading centers . . . 900,000 radio homes . . . 5,305 factories . . . 140,518 farms.

Nat'l Rep. George P. Hollingbery Co.

50,000 Watts . . . Clear Channel . . . Full Time . . . NBC Blue and Red Networks

ROCHESTER, N. Y. "The STROMBERG-CARLSON STATION"

PROMOTION

Radio Press Book

Permit-Raymond Radio Productions, producers of syndicated shows, has taken a cue from movie producers in turning out a press book campaign for sponsors of their new syndicated series, "Radio Theater of Famous Classics." The press book is made up as to include a complete publicity campaign on the series. The book outlines complete publicity material and merchandising aids to promote the series. Included are individually prepared stories on each program in the series, instructions for broadcasting, publicity and exploitation helps, biographical material on all talent appearing on the programs and special human interest stories on this talent. Also included are special advance news releases on the series as a whole and stories on the book give-away. Sponsors receive a complete set of photographs taken during program production, as well as photographs of each individual actor in the series, all of which are available for release to newspapers and radio station and store displays. The press book has a total of 31 pages

and is sent out to every sponsor who purchases the show, thereby giving the advertiser a complete publicity and promotion campaign, together with the series.

Aids Victory Center

KGW-KEX, Portland, is going all-out in helping make a success of the city's Victory Center, which was originated last week to aid in sale of United States War Bonds and Stamps. H. Quenton Cox, KGW-KEX assistant manager, is assistant program director for the Center. Phil Irwin, KGW-KEX announcer and secretary of the American Federation of Radio artists' local, has arranged for an AFRA member to act as master of ceremonies each day. And KEX pipes its noon news broadcast, "Here's Kneass With the News," to the crowds numbering nearly 2,000 each day. The Victory Center is to operate indefinitely, with the aid of well-known speakers, talent from the armed forces and music from the "name" bands that visit the city from time to time.

Canada Opens Probe Into Affairs Of CBC

(Continued from Page 1)
 was giving if its revenues were turned to licenses. Morin said assets of the CBC increased from \$1,545,596 in 1939 to \$2,381,273 on March 31, 1942. Total income, which in 1939 was \$3,311,440, was \$4,546,283 in the year ending March 31, 1942. Income from license fees had increased approximately 10 per cent each year.

Morin also told the parliamentary committee the board considered it better that the CBC should operate as a separate business rather than as a government department. More than 40,000 programs were broadcast in the past year and from operation 18 hours daily three years ago the corporation, using more than one network, now had programs totalling 33 hours daily. News broadcasts, he said, formed an increasingly important part of program activity. Understanding and cooperation between the CBC and private stations had been improved, according to Morin, and while war conditions had

"Breakfast At Sardi's" Adds Sponsor On Coast

Los Angeles—Photo-Developing, Inc., has bought a five-minute segment of "Breakfast at Sardi's," aired on 12 Pacific Coast stations of the Blue Network. The film concern has contracted to sponsor Mondays, Wednesdays and Fridays, the 9:40-9:45 a.m., EWT, portion of the show which is aired daily for half hour beginning at 9:30. Mayers Co. handles the account.

brought some restrictions, an effort was being made to make differing opinions available to the listening public.

Replying to criticism from M. J. Coldwell, C.C.F. party house leader, on a policy of divided responsibility among executive officers, Morin said no one man could be expected to fill the varying requirements of program production and business management. Coldwell charged divided authority was fatal to proper control of the CBC and the assignment of duties decided upon by the board seemed to be "at least a demotion" of the general manager, Major Gladstone Murray.

Ottawa—Minutes of the meeting of the CBC board of governors will not be produced before the House of Commons special committee on radio broadcasting, the committee has decided on an 8 to 4 vote. Reason given by Brooke Claxton, M.P., Montreal, was that CBC is not an ordinary government agency and should be free to act as it thinks fit in the public interest. His contention was that release of minutes would reveal valuable information which would be made available to private stations in competition with the CBC.

WHEN YOU SEE *this-*

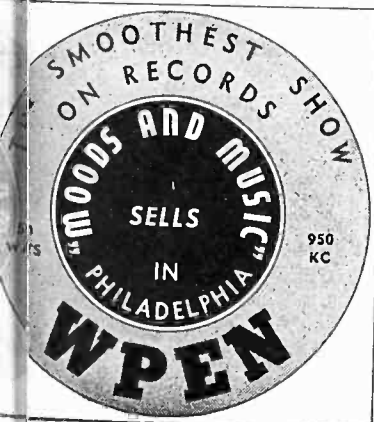


Only then YOU'LL SEE A LOWER COST THAN WTAM'S \$.000073 per FAMILY

Check WTAM'S cost two ways: First, divide the 15 minute Daytime rate of each Cleveland Station by the number of families each claims in its Primary Area. Then check the Surveys for actual listeners. In Metropolitan Cleveland and all through the Area WTAM leads by a wide margin . . . all day . . . all night . . . all week. It's this low cost per ear that makes WTAM the first choice of shrewd time buyers, coast to coast, for local, spot and network time.

WTAM 50,000 WATTS
 NBC RED NETWORK
 CLEVELAND-OHIO OWNED AND OPERATED BY NBC

REPRESENTED NATIONALLY BY SPOT SALES OFFICES



Los Angeles

By JAC WILLEN

JOHN ELWOOD, manager of KPO San Francisco, in Hollywood for a quick get-together with the NBC officials, returning to San Francisco pronto.

Twentieth Century-Fox has drafted the services of Crane Wilbur, producer of "Big Town," the Edward G. Robinson series on CBS, to write and deliver an important narration for "Edgar Allen Poe," based upon the life of the famous poet. Bryan Foy, who is making the picture, called in Wilbur because of his outstanding success in handling similar material for the Rinso show.

"Blind Date," the Frances Scully Blue Network show so popular with the armed forces has to cancel a recent airing due to the Adams Hat "Sports Parade" which broadcast in the time slot. In order not to disappoint the many soldiers who were in attendance, despite previous announcement, Frances gathered her show together and put on a "special" for the boys and gave her usual after-show dance...to everyone's satisfaction.

Nat Wolff's new offices for "Facts and Figures" is rounding into shape over at the Taft Bldg. Everything should be ship-shape soon at "the Little White House," as it has been dubbed.

Virgil Reimer, the sound-man heckler on the recent Jack Benny shows will be missed on the show and around NBC where he is noted as one of their top sound-men. Reimer joined the Army Air Forces last week.

Jim and Marian Jordan (Fibber McGee and Molly) were lauded on NBC's "Nothing But Praise" program for their Civilian and Red Cross work in Encino.

One of the most popular acts to appear on the Al Pearce show in some time is the Loumell Morgan Trio, which made its fifth "command" appearance in as many weeks. The group is composed of three boys direct from Harlem, Loumell Morgan at the piano, Lynwood Jones at the bass viol, and James Jackson at the guitar.

Pep Buys WJZ Spot Anns.

Kellogg Co. has contracted for a series of one-minute transcriptions on WJZ beginning June 1 for a period of 17 weeks. In behalf of Pep, 15 transcriptions will be aired weekly, one at 7:59 a.m., EWT, daily, one at 10 a.m., Monday, Wednesday and Friday, one at 12:14 p.m., Tuesdays and Thursday, and one at 2:29 p.m., daily. Kenyon & Eckhardt is the agency.

RAY WINTERS ANNOUNCER

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

LA 4-1200



Slug: Overmatter!

● ● ● Someone should tip off Goebbels that in his short-wave broadcast Saturday nite in which President Roosevelt was bitterly attacked, the band played among other tunes, "Joseph-Joseph"—which is an old Jewish melody with English lyrics!...Lew Valentine (old Dr. I.Q.) auditioned a show last week called "Sing For Your Dough" which had Morse International among other agencies listening...They say that Gale Gordon (Mayor LaTrivia on the Fibber McGee show) may become a Ransom Sherman regular...Anne Nichols will fly to Hollywood (if she can get a plane priority, no doubt) to talk about a picture deal after "Abie's Irish Rose" takes a summer hiatus...Pat Buttram, comic on the "National Barn Dance" is doubling as emcee of the series while Joe Kelly vacations...Carl Moore's "Coffee Club" which has been heard on CBS Mondays will also be heard on Thursdays and Saturdays starting the 23rd...Cincinnati Conservatory of Music ends its CBS season the 28th...Rodgers and Hart's new song, "Bombardier Song" will have its network premiere on the NBC "Army Hour" Sunday...We hear that Marvin Young, former NBC director in Hollywood, was promoted last week to the rank of Lt. Colonel—morale division...Tyrone Power's last radio appearance before beginning active service as a Chief Petty Officer in the Navy will be on the "Cavalcade of America" program Monday...Starting Sunday, Upton Close will be heard at 3:15 p.m. instead of 1 p.m. on the Red.

● ● ● A new comedy series headed by Jack Carson and including Franklin Pangborn, Ginny Simms and George Stoll's orchestra was auditioned this week and if it is sold, Billie Burke may be an added starter...Carl Stanton's plane was grounded in the mid-south...Blue Barron's Blue shows will be heard from Dayton and Cleveland the next two Sundays...Considering the marked success of programs which have been a perfect combination of music and audience participation, it's remarkable that further development of musical ideas, which include the audience, remain undeveloped. Thus far Kay Kyser and Major Bowes have the field to themselves and doing very well!

● ● ● James Backus, who used to write the Dinah Shore scripts and acted on "Gang Busters," has been named narrator on "This Nation At War" which opens on the Blue May 26 under the auspices of the National Association of Manufacturers...Bob Garred has been set as permanent announcer on the Nelson Eddy show—after much previous announcements and etceteras...House Jameson, who plays Ezra Stone's "father" on the air, has been named one of the two best-loved contemporary fathers of fiction by the National Father's Day Council—sharing honors with Lewis Stone...Wonder whether Meredith Willson knows that his "America Calling" has the identical basic thought as Eddie Pola's "Old Mr. Whiskers" which debuted on NBC the nite Roosevelt beat Willkie for the Presidency?... "Deep in the Heart of Tschaikowsky" which Mort Lewis wrote and had aired, has had a movie bid...Horace Heidt, now in Texas, takes his "Treasure Chest" to Chicago June 26th when he opens at the Edgewater Beach Hotel...Bob Burns, bazoooka and all, vamooses June 9th for 13 weeks. The sniping in the agency business for accounts these days makes the Russian snipers in the USSR look like amateurs! Two important accounts may be announced as switching before Memorial Day...Reason Russ Young broadcast "Bachelor's Children" wearing a hat last week was to hide a huge welt on his head received in a collision with his backyard clothesline...Jack Robbins' youngest heir, Brother, will spend his summer vacation working as a copy boy on a trade paper (not here) to earn enough dough to purchase a number of classical records!...Hal Hackett is scheduled to come back in town today...Secretary of the Treasury Morgenthau heard the four colored boys sing "My Country 'Tis of Thee" on the Fred Allen show and insisted that they become part of the Treasury Department's roving caravan to promote the sales of Bonds and Stamps!

Chicago

By FRANK BURKE

Don McNeill, emcee on the Blue Network "Breakfast Club," left on fishing trip to the Missouri Ozarks on May 16. During his absence Ted Jack Baker is pinch-hitting for Don.

New spot business at WBBM includes 18 transcribed announcements weekly for Pall Mall through Ruffauff & Ryan, New York. New WBBM contract for weekly "Sunshine" program, 11-11:15 a.m., Sundays, through Buchanan and Co., Inc., Chicago, Chicago Technical College and a special campaign of 16 spot announcements for Ward Baking Co. through W. E. Long & Co., Chicago.

John F. Whalley, business manager of the NBC Central Division, attended the National Credit Men's convention in Cincinnati.

Rita Ascot, NBC actress recently unofficially named "chief pretty ficer" at the Great Lakes Navy Training Station, has been awarded a "Certificate of Gratitude" by Admiral John Downes for her voluntary assistance in the production of radio shows at the naval station.

Winner of the WBBM "Aria Auditions" contest is baritone Hans Altmann, 30-year-old refugee. He was here last summer as guest soloist with the Chicago Women's Symphony Orchestra at the Grant Park concerts.

Father E. J. Flanagan of Boston, Neb., will be special guest on server of the "Quiz Kids" during the Blue Network broadcast from Chicago tonight.

Art Van Harvey, "Vic" in NBC "Vic and Sade," has become a member of an exclusive club composed by Captain Terrell Jacobs, lion-tamer and circus-owner, and received the lion's claw as his membership "card."

Percy Faith, conductor of the "Carnation Contented Hour," believes the radio orchestra leaders should keep their wartime music "stirring and cheerful" for the duration.

Sam Taub and Bill Stern, Blue Network fight reporters, in town to pick up fight of Johnny Colan and Antonio Christofordis at the Chicago Stadium today at 9:30 p.m., CWT.

WGN Helps Recruiting

Chicago—WGN yesterday went all out for naval recruiting in the Chicago area by announcing three 15-minute programs and one half-hour weekly show as well as spot announcements between now and July 4 in the interest of the bluejackets. In addition, WGN will devote the "Americans at the Ramparts" show tomorrow, to the Navy.

The radio recruiting drive will culminate with a mass induction at Soldier's Field on July 4, in cooperation with the American Legion.

LEN STERLING

Now available on
ALL NETWORKS

Call LA. 4-1200

A Elects Officers of Sectional Councils

(Continued from Page 1)
 were reported in yesterday's RADIO DAILY.

New York Council: chairman, H. W. Williams, Erwin, Wasey & Co.; vice-chairman, Philip W. Lennen, Lennen & Mitchell, Inc.; secretary-treasurer, Abbott Kimball, Abbott Kimball Co., Inc.; governors, H. C. Deane Jr., of J. Walter Thompson Co., H. C. Marschalk of Marschalk & Marschalk, Inc., H. Paul Warwick, Warwick Legler, Inc., and S. S. Larkin, Young & Rubicam, Inc.

New England Council: chairman, Harold Cabot, Harold Cabot & Co.; vice-chairman, Ernest V. Alley, Alley Richards Co.; secretary-treasurer, R. Sutherland, Sutherland-Scott & Sutherland, Inc.; governors, Louis Glaser of Sutherland-Scott, Inc. and Richard H. Humphrey, H. B. Humphrey & Co.

Dugdale Atlantic Head
Atlantic Council: chairman, H. K. Van Sant, Dugdale & Co.; vice-chairman, Norman W. Geare, Geare & Arston, Inc.; secretary-treasurer, E. Hood, The Richard A. Hood Advertising Agency; governor, E. Goldman, The Aitkin-Adair Co.

Central Council: chairman, R. J. Schwimmer & Scott; vice-chairman, J. H. Jameson, McCann-Erickson, Inc.; secretary-treasurer, Hansholt Co.; governors, C. W. Brooke, Smith, French & French, Inc., Leon F. Hussey of Hussey Smith & Ross, Inc., J. Kennerly of Young & Rubicam, Inc., F. Schridge, of J. Walter Thompson Co., L. R. Northrup of Erwin, Wasey & Co. and John F. Whedon & Thomas.

Miner Pacific Chairman
Council: chairman, Dan B. Miner, Dan B. Miner Co.; vice-chairman, Joseph R. Gerber, Joseph R. Gerber Co.; secretary-treasurer, Terence J. McCarty, The McCarty Co.; governors, Raymond P. Kelley of Kelley-Kelley, Inc. and James C. Knollin of Knollin Advertising Agency.

Midwest Chapter: chairman, R. H. Hax, McCann-Erickson, Inc.; vice-chairman, Clarence L. Davis, McCann-Erickson, Inc.; secretary-treasurer, Charles E. Griswold-Eshleman Co.; governors, E. J. Alexander of Fuller & Ross, Inc., and Stanley P. D'Arcy of D'Arcy Advertising Co.

Southern California Chapter: chairman, Robbins Milbank, Young & Rubicam, Inc.; vice-chairman, Howland W. Williams, Erwin, Wasey & Co.; secretary-treasurer, Ray Randall, Randall & Co., Inc.; governors, I. Harrington of Lord & Lord and R. L. Hurst of BBD&O.

Region Chapter Personnel
Region Chapter: chairman, Harold T. Pacific National Advertising Agency; vice-chairman, Ralph B. McCann-Erickson, Inc.; secretary-treasurer, Charles H. Devlin, R. Gerber Co.; governors, S. Kirkpatrick of W. S. Kirkpatrick Advertising Service and J.

NEW PROGRAMS—IDEAS

"Prevues And Encores"

New series of dramatic programs which started this week over WMCA, New York, will feature revivals of famous scripts by radio's most successful writers, as well as new presentations specially selected for broadcast. The first program was Norman Corwin's "Descent of the Gods," with the original cast. Entitled "Prevues and Encores Theater," the series will make selections from the works of Arch Oboler, John LaTouche and Irving Reiss among others. In addition, production men will be invited to participate in producing the "kind of show they've always wanted to do, but never got around to doing." The first six programs scheduled are: "Descent of the Gods," by Norman Corwin; "The Clinic," by Ted Key; "Comedy of Eras," by M. Bentcover; "Ineffable Essence of Nothing," by Randal MacDougal; "The Eve of St. Agnes," by Ed Byron; "The Ninth Man," by Joel O'Brien.

G. Bert Henderson

G. Bert Henderson, assistant to the president of the American Federation of Musicians, died Monday night in Chester, Pa., a day after he was stricken with a heart attack while attending a meeting of the union's Pennsylvania-Delaware council. His age was 45.

Henderson, who was born in Canada, became president of the Toronto local No. 149, some 25 years ago. Later he became a member of the executive board of the International Union, and for the past eleven years has been assistant to the president.

His home was located in Jackson Heights, Queens, New York, where he leaves a widow, Mrs. Mabel Henderson, and a daughter, Mrs. William R. Sweeney of Jackson Heights.

Funeral services will be held tomorrow.

Showalter Lynch of MacWilkins & Cole.

Pittsburgh Chapter: chairman, Leon D. Hansen, BBD&O; vice-chairman, Albert P. Hill, The Albert P. Hill Co.; secretary-treasurer, Clifford E. Lawrence, BBD&O; governor, Robert E. Grove, Ketchum, MacLeod & Grove, Inc.

Jack Smalley Named

Southern California Chapter: chairman, Jack Smalley, BBD&O; vice-chairman, H. E. Cassidy, The McCarty Co.; secretary-treasurer, Arthur W. Gudelman, Barton A. Stebbins, Advertising; governors, Norton W. Mogge of J. Walter Thompson Co. and John Weiser, Ruthrauff & Ryan.

Washington Chapter: chairman, George Weber, MacWilkins & Cole; vice-chairman, C. P. Constantine, Botsford, Constantine & Gardner; secretary-treasurer, R. H. Burke, Strang & Prosser Advertising Agency; governors, William H. Horsley of Pacific National Advertising Agency, Warren E. Kraft of Erwin, Wasey & Co., Francis G. Mullins of Ruthrauff & Ryan and A. H. Syverson of Syverson-Kelley, Inc.

Naturalization Pickup

WBML, Macon, Ga., recently broadcast a program direct from the Federal Court Room in Macon, during which more than fifty aliens were naturalized. Through the permission of Judge Bascom S. Deaver, WBML set up its mikes in the court room, and the entire proceedings were put on the air. James B. Watkins, chief examiner for the Immigration and Naturalization Service, presented the petitions of the aliens for full citizenship, and Col. Joseph F. Muldrow, Acting Commander of Camp Wheeler, made a short address stressing some of the responsibilities of American citizenship.

The Camp Wheeler band sat in the jury box and played the National Anthem. Program was arranged by WBML and the Americanization Committee of the American Legion, as part of their Americanization Drive. About twenty of the new citizens were soldiers.

WALA To Headley-Reed

Headley-Reed Co., station reps, has been named to represent WALA, Mobile, Ala., according to Frank M. Headley. At the same time it was announced by Headley that his firm no longer represents WSIX in Nashville, Tenn. WALA is an affiliated station of NBC.

CBS West Coast Biz Runs Ahead Of 1941

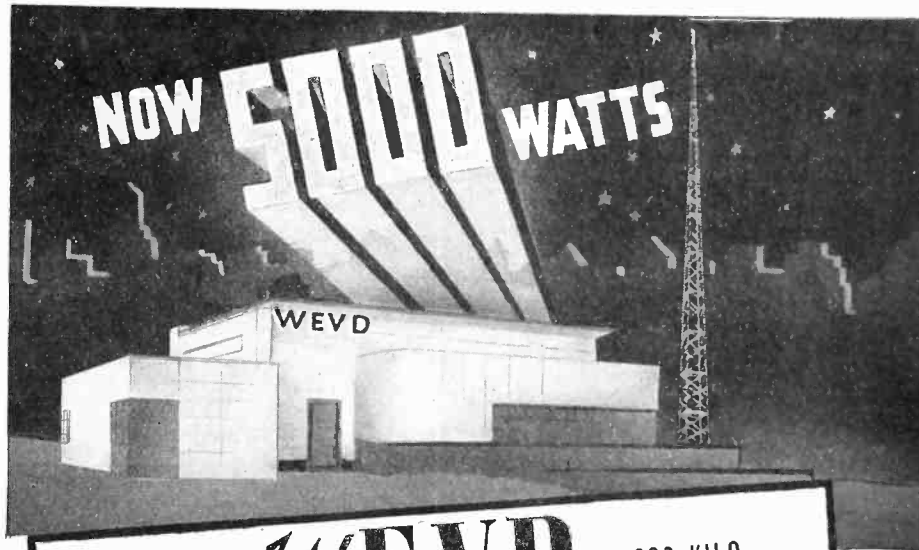
(Continued from Page 1)

for 37 quarter-hours per week divided among 15 accounts. In 1941 the Pacific hookup signed 25 new accounts for a total of 52½ quarter-hours a week.

Columbia's new clients so far this year includes Rancho Soups, California Packing Corp., Soil-Off, Mode O' Day, Calox, Manhattan Soap, Golden State Dairy, B. & W. (Avalon), California Prune and Apricot Assn., Folger Coffee Co., Gallenkamp Shoes, Van Dyck Cigars, Chamberlain Lotion, Planters Peanut Oil and Sperry Milling Co.

WJZ Trying "Sophisticate Tales"

WJZ is testing a new program, "Peter Hayward, Yankee Fabulist," which goes on in the five-minute period at 12:55 a.m., EWT. (A fabulist, according to WJZ, is "one who tells fables.") This new feature, described as "bedtime stories for sophisticates," occupies the spot just before WJZ's all-night, all-music program, "Say It With Music." The news formerly heard at this time was dropped when Esso Marketers took over the news summaries given on the hour as the only spoken words on the Kent-Johnson all-night program from 1-7 a.m.



5000 WATTS **1330 KILO.**

NEW YORK'S STATION OF DISTINCTIVE FEATURES

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

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

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

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

WNRC Annual Award; Lauds Int'l Programs

(Continued from Page 1)

Irion, WNRC chairman, paid high tribute to the overseas broadcasters, stating that their work has made the American broadcasting public, auditors, if not spectators, of the greatest drama in world history.

Philharmonic a Winner

CBS's award, a previous winner in the musical classification, was the broadcasts of the New York Philharmonic-Symphony Society, which also had the distinction of winning by the widest margin in any division. Honorable mention for music programs was given to Coca Cola's "The Pause That Refreshes" on CBS and two Blue shows, "Metropolitan Opera" programs sponsored by The Texas Co. on Saturday afternoons, and Dr. Walter Damrosch's "Music Appreciation Hour."

Emerging in first place in the drama classification was the "Aldrich Family," sponsored by General Foods on NBC, with Campana's "The First Nighter" on CBS and "Fibber McGee and Molly" for Johnson Wax on NBC in runner-up positions. The winning forum was a Blue Network feature, "America's Town Meeting of the Air." Runners-up in this classification was Mutual's "American Forum of the Air" and NBC's "University of Chicago Roundtable."

General Foods Scores Twice

"The Maxwell House Coffee Hour," another General Foods show aired on NBC, took top honors in the entertainment classification, with the Kate Smith Hour, also sponsored by General Foods on CBS, and the Chase & Sanborn Hour on NBC receiving mentions. In the quiz classification the voting was so nearly equal that two awards were made: "Information Please," American Tobacco Company's program on NBC and "Quiz Kids" for Alka-Seltzer on the Blue. "Rainbow House," Mutual children's program, topped all other nationally broadcast programs in the children's field. Special mention in this division was given to "Friendship Bridge" broadcast over WMCA, New York, although it was not eligible for an award because it is not nationally heard. H. V. Kaltenborn, NBC news analyst and a previous winner, and Walter Winchell, heard on the Blue Network, divided honors in the talks classification, with CBS's Elmer Davis as a close runner-up.

WQXR Cited

Special tribute were paid to WQXR, New York, and also to Mary Margaret McBride. The former was cited for special mention for the unusually high calibre of its music and news and for general excellence of its programs. The latter was mentioned by Mme. Irion in her presentation speech as a "radio commentator who, by her charm, gracious personality and ready wit, has won a unique place on the air."

Presentation of the annual awards, which this year were hand-lettered certificates instead of medals, in deference to the government's request to be sparing in the use of metals except for war purposes, was made

WORDS AND MUSIC

By Sid Weiss

OUR TOWN: Today's guess: That Merle Kendrick will get the conducting assignment on the General Motors show due to bow in June 9th and that Basil Loughrane will get the nod on the Bess Johnson show next month. Incidentally, the 1st of the General Motors series will emanate from Ft. Belvoir, Va. . . Observation: The return of men over forty to the orchestra field—men who had previously retired or who had been sidetracked by the youngsters. . . Peeve: Press agents who use patriotism to get publicity. . . Casting Note: Rex Ingram, famous colored star, on "Listen, America," this Sunday. . . Suggestion: One of the most important problems confronting a performer is audition material—yet most of them insist upon using standard stuff instead of original material. (One director we know, bored by it all, cracked that if a girl would only get up there and tell a good story, it would make a terrific hit!)

☆ ☆ ☆

Three years ago, a network staff announcer overslept when he was assigned to open the network at 7 ayem after an all-nite special assignment. He was handed his walking papers. He turned freelance and today has a reputation as one of radio's most dependable announcers. His name is Geo. A. Putnam and he's just won three new assignments—"Junior Miss" from the East, war production reports for General Electric and "Second Husband," replacing Andre Baruch who's in the army.

☆ ☆ ☆

RADIOITES ARE TALKING ABOUT: Irene Winston's hats and bags—which she makes herself. She cooks, too! . . . Rockhill Radio Productions lining up a series of five-minute shows—a new trend? They've already completed 39 transcriptions with Sigmund Spaeth as "The Tune Detective" and the field is clamoring for more. . . Jack Johnstone's taking over the Tuesday nite slot of "Johnny Presents" . . . Carl Bixby, who is writing the next book for "Stories America Loves," which will probably be "Kitty Foyle" . . . The new offices of the Blue Network—where even the floors are painted blue. . . That top-notch record-spinner and announcer who offered his services gratis to Lucky Strike on the "Hit Parade" (when Andre Baruch left for the army) providing that the paycheck was forwarded weekly to Andy. . . Burt Raeburn, the satirical singing-pianist at the Lombardy's Hunt Room, who is being paged by the networks. . . The open-mindedness of the networks in regard to sustainers put on by indie producers. . . The amount of press space that Ben Pratt is grabbing for the Souvaine office. . . The new trend in war shows which are sugar-coating the propaganda with real talent so that people will tune in for entertainment and not merely for patriotic reasons. . . Patsy Campbell, whose comedy antics have Para more than interested. . . Joan Vitez, who gets the lead on a forthcoming "Manhattan-at-Midnight" . . . Kay Raht's amazing versatility on the same show. Tonite, Kay, who is the sweet mother on the "Aldrich Family," portrays a cold-blooded femme killer. . . Bob Novak, Y.&R. director, who is mulling over the serious consideration whether to remain in radio or to enter the ranks of magicians—at which he is a master. Meanwhile, he's going into the army.

☆ ☆ ☆

A night at the Stage Door Canteen will be enacted over WMCA tonite from the new Brass Rail Restaurant in Brooklyn for the benefit of the Stage Door Canteen, founded by the American Theater Wing. Appearing on the broadcast will be Helen Menken, Lanny Ross, Joy Hodges, Harry Salter and his orchestra, the Five Marshalls, Radie Harris, Sidney "Guffey" Fields and Red Buttons.

☆ ☆ ☆

—Remember Pearl Harbor—

by Mme. Irion. Speakers were: Mrs. Lytle Hull, vice-chairman of the New York State War Savings Staff; William B. Lewis, assistant director of the Office of Facts and Figures; Rosemay Barck of the CBS Shortwave Staff; Max Jordan, former European representative of NBC; George V.

Denny, "Town Meeting" moderator; Fred Bate, former English representative of NBC; Elizabeth Wayne of Mutual; Major George Fielding Eliot of CBS; Helen Hiatt of the Blue Network; Alex Dreier of NBC; Lisa Sergio, commentator from station WQXR, and H. V. Kaltenborn, NBC.

N. Y. Outlets On J In Sudden 'Raid'

(Continued from Page 1)

hospital staffs, etc., the only given the general public came radio stations left the air ab Listeners twisted the dial from end of the frequency band other without picking up a

Regarding success and extent the test alert in so far as it at radio stations, Army public rel officers at Mitchell Field would no comment. A "blue" alert under conditions of actual would signify the approach of planes, is "strictly confidential" Army spokesman said, although tails of the test were given a front page play in New York d

Soap Opera Off

The public relations officer give no statement at all relating the number of stations which off the air, or other details, merely the announcement related to the press by Major-Gen. F. Bradley, commanding the air of the Eastern Defense Command which was that a "blue test alert" was sounded at 11:06 a.m. and "clear" at 11:25. Announcements other sources, including radio stations, added to the general confusion over actual times of the alert, though there was little confusion among the general public.

For the broadcasters, the test alert in the heart of the "soap opera" time, most stations being forced to drop two complete 15-minute broadcasts, with consequent rebate to advertisers. WJZ killed two Stee Products serials, WEAJ muted Procter & Gamble strips, CBS lenced a Pet Milk stanza and W blanked out a sponsored news and portion of the Bessie Beauty participation program.

WEAF Silent 26 Minutes

WEAF was off the air from 11:11:31, discontinuing broadcasts within 15 seconds of receiving "blue alert" order from Mitchell Field at master control. In the interim, as was the case with other network key outlets, transmitted signal to other radio stations to monitor WEAF.

As soon as the flash came all NBC engineers reported to their posts master control to await any further orders from the Army, supplemented by engineers on the regular shift. Under a standing order all NBC engineers even while off duty or at home must report to their posts during an alert raid alarm as soon as possible.

Rest of the NBC network was unaffected by the silencing of WEAF as programs being broadcast at the time originated in Chicago. There was no excitement at Radio City. It was stated, departments continued to work as usual.

Mayor Pleased

Only official comment on the test was from Mayor LaGuardia who stated: "We were ready this time as we will be ready at any time."

FCC Trio Gives Sanders Testimony In Strong Attack On FCC's Order

New Latin Amer. Web Formally Dedicated

(Continued from Page 1)

Chief Counsel Thomas D. and Associate Counsel Syd-Kaye, declared their belief in respect the existing statute not require modification, but terms are clear.

See Virtual Ban Now

At the same time, the representative of the newspaper-owned stations stated the charge that, although the inquiry have not been completed, and thus no action by the commission has been taken, the effect of an order preventing the acquisition of stations are in effect through the FCC's suspension file some 65 cases for construction permits and license transfers which have come from newspapers and persons in the newspaper business since the start of the probe.

His declaration drew the particular attention of the committee members at the session. Rep. Sanders (La.) author of the measure now under consideration, and Rep. Halleck (Ind.), particularly drew attention from the witnesses. In all, newspaper-radio witnesses appeared before one of the most important receptions yet accorded a group of spokesmen at the hearings.

Supreme Court Decisions Cited

The witnesses made clear their belief that the FCC does not have authority under the present act to prohibit any class as such from the ownership of stations. Judge Thacher cited an array of Supreme Court and other court actions, and reversals of administrative procedure which he declared were incontrovertible on the side of the committee members. They said they did not believe the act in this connection necessary, and thus had no legislative recommendations from the committee's consideration.

Judge Thacher conceded that the newspaper-radio hearings, which extended almost a year before their conclusion Feb. 6, and in the full days of testimony, had been conducted in a fair manner. He said the committee had received court treatment, and was accorded the privileges of a court of justice.

Hearings Called Needless

Committee counsel, however, declared that the hearings should not have been held in the first place, because, in phrase, "public interest, convenience, and necessity," the basis for license grants, had been established by the Supreme Court as that any person with sufficient qualifications and ability to operate the public service could be granted a license. He quoted the decision of the court in the *Brothers* case, written by Justice Roberts, that "the radio should be open to anyone, provided there is a suitable frequency over which to broadcast, if he demonstrates

his competency, the adequacy of his facilities, and the financial ability to make good his commitments."

Order No. 79 Termed "Unauthorized"

"We were convinced that the order of the FCC (Order No. 79, which authorized an investigation of the newspaper-ownership situation) was completely unauthorized by the statute," he declared. The committee attorney recalled that he had asked an opinion from the FCC legal department as to this, and that FCC General Counsel Telford Taylor had replied that he could not give an opinion without hearing the evidence in the inquiry.

"We thought this was lacking in candor," Judge Thacher, a former Solicitor General, declared, pointing to the court decisions in the field and previous opinions by FCC attorneys and others.

Two witnesses, Judge Thacher and Kaye, pointed out that there was no suggestion in the FCC order announcing the investigation of the possibility of formulation of legislative recommendations to be transmitted to Congress. This, said Judge Thacher, was later stated in an FCC press release.

Disagreement Within Commission

Judge Thacher pointed out that all Commission witnesses were not in agreement on the necessity of any regulations preventing newspapers from owning stations. He said that two or three witnesses who were called by the FCC testified in favor of the newspaper-radio committee's position. He declared that "we sensed throughout that we were in an adversary proceeding," but added, in response to questioning, that he did not criticize the Commission for this. This drew a long line of questioning from the Congressmen, particularly Rep. Halleck and Rep. South (D. Tex.). Halleck declared that he did not agree with Judge Thacher's statement that an adversary proceeding was the best way to develop the facts, pointing out that the House of Representatives had passed bills separating prosecution functions from judicial determinations in administrative agencies like the FCC.

"An Amazing Thing"—Thacher

If the Commission may exclude newspapers from broadcast station ownership, Judge Thacher stated, no profession is exempt. It would be "an amazing thing," he said, if it is concluded that Congress intended to grant such powers to the FCC. He said that the interpretation of the public interest, convenience, and necessity concept is vital to consideration of the matter, and stated that there is a well-established legal meaning of the term. It cannot be taken in a general sense as a grant of power to provide for the general welfare, he contended, but must be limited to the functions of the agency concerned.

Judge Thacher said that the limitation of the FCC powers to prevent

its discriminating against a particular class of station owners is as clearly stated in the statute as it could be. He declared that this argument was never answered at the newspaper-ownership inquiry, but stated that "I suppose the FCC will give it consideration" in its determination of an order on the basis of the hearings.

If the Commission does not consider this factor, the committee counsel said, the case will go through a long period of litigation.

Hough Testifies

Hough, of the Fort Worth "Star-Telegram," operator of KGKO and WBAP, charged that any prohibition placed on a particular occupational class does not fit into the American picture. He reiterated that Congress never intended to grant the Commission such powers, and declared that the alleged monopoly of public expression occurring in towns with single newspaper and radio station ownership "fades with analysis." There are 74 such communities, he declared, adding that no editor in any of them could prevent the people from learning the truth. People listen to other radio stations and read other newspapers, he stated, pointing out that there are no known areas of the country where at least two stations cannot be picked up. He added that for every 100 circulation of local daily newspapers, there is a circulation of 35 out-of-town publications.

Kaye sketched the progress of the newspaper-radio hearings, describing the types of testimony at the sessions. He particularly attacked the FCC's placing the 65 newspaper applications in the suspension file, stressing that they included not only requests for construction permits but transfer of licenses. A man is now given the choice of entering either the newspaper or the radio profession, he charged.

Joint Ad Rates Discussed

He recalled the tabulations of the answers to the questionnaires sent by the Commission to newspaper-owned stations, pointing out that there are only two or three examples of joint advertising rates. He emphasized that various studios, including the one conducted by the FCC, have shown that there is virtually no difference in the economic status of newspaper-controlled stations and others. This seems to controvert, he declared, any contention of unfair trade advantages held by the newspaper stations.

The committee associate counsel declared that no instance of slanting or coloring news by newspaper-owned stations was brought out at the hearings, and declared that no evidence was brought out to prove domination of the radio stations' news broadcasts by the papers. All the contentions at the hearing in this direction, he declared, were based on a feared potential domination.

(Continued from Page 1)

agua and Nelson Rockefeller. Paley presided at a formal dinner at the Carlton here attended by more than 100 celebrities of Government diplomacy and broadcasting.

Discussing the purpose of the new link between the Americas, Paley said: "There has been talk of propaganda. The propaganda method of democracy is to tell the truth. Radio under our system can be a powerful weapon for preserving the kind of world we love and helping to create the kind of world we want for the future. We feel both pride and humility in the opportunities and responsibilities that this new implementation of democracy presents. We pledge our listeners in this half of the globe that what they hear on the Network of the Americas will be the words that free men speak."

Sees Unity Accomplished

The CBS president saw the beginning of full scale operations of the Latin-American network as "the realization of a dream for the new world in which we live—a dream of uniting with radio organizations of the other Americas in an international network for the exchange of all forms of information among the peoples of the hemisphere—the creation of a potent force for good-will and understanding throughout America, and to that ideal the network of the Americas is being dedicated tonight."

Among the guests at the star-studded banquet were FCC Chairman James Lawrence Fly, NAB President Neville Miller, CBS Vice-President Harry C. Butcher and Edmond Chester, head of the new network.



A Gold Mine of INFORMATION

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THE 1942 RADIO ANNUAL

The 1025 page Radio Annual is distributed at no extra charge to all subscribers of Radio Daily.

To the Colors!

CURTIS L. PIERCE and J. CLINTON YOULE, NBC studio engineer, and member of the special events department, respectively, have entered the armed forces. Pierce has been commissioned a second lieutenant in the Signal Corps. Youle enters as a private.

—VVV—

DALE PHARES, member of the sales staff of WHBF, Rock Island, Moline and Davenport, has left for Evansville, Ind., to be inducted into the army.

—VVV—

WILLIAM H. KIKER, vice-president of WTCM, Traverse City, Mich., has enlisted in the U. S. Army Signal Corps.

—VVV—

CLARENCE G. ALEXANDER, NBC television program operations manager, has reported for duty in Washington, as a first lieutenant in the Army Air Corps.

—VVV—

LON SAXON, baritone singer at KWK, St. Louis, left recently for the Great Lakes Naval Training Station, having enlisted in the navy.

—VVV—

WILLIAM H. HANSHER, remote and studio engineer at WSAZ, Huntington, W. Va., has joined the U. S. Marines as a staff sergeant.

—VVV—

FRANK J. REED, Jr., assistant sales manager of NBC, has been called to active duty as a first lieutenant. Reed, a reserve officer, has been assigned to the Ordnance Corps.

—VVV—

CLARENCE G. ALEXANDER, NBC television program operations manager for the last four years, reports Wednesday for duty as first lieutenant in the Army Air Corps. He will be stationed at Washington. Alexander has been with NBC six years.

—VVV—

MYRON EARL, ART AVERY and JOE TURNER, engineers at WGN, bring to 24 the total of employees of the Chicago station which have joined Uncle Sam's forces. Earl handled operations in Master Control, Avery was a mainstay of the Special Events crew, while Turner was on maintenance and replacement work within the studios.

New Delhi On MBS

Sam Brewer, roving war correspondent of WOR-Mutual, is now broadcasting a Monday-thru-Friday newscast from New Delhi, India. It is heard from 11:15-11:25 p.m., EWT.

[1 9 4 2]											
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13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					

May 20

Vet Boswell	Patricia Dunlap
Patricia Ellis	Robert Hansen
Harold Stein	L. B. Wilson

Coast-to-Coast

HARFIELD, WEEDIN, formerly of HKPRC, Houston, Texas, and Lynn Bigler, formerly of KWFT, Wichita Falls, Texas, have joined the announcing staffs of WFAA-KGKO, Dallas-Fort Worth... Bob Lacey, KRIC, Beaumont, Texas, announcer, has joined the staff of WLW, Cincinnati.

Cecilia Wahl, assistant program director of WBAA, Lafayette, Ind., has so many persons interested in her doings that she is forced to circulate a journal called "Wahl Paper." The journal has a binding of real wall paper.

Fred Foster, for the last three years with WLW, Cincinnati, has joined the announcing staff of KWK, St. Louis. Foster had previously worked as an announcer at WMBR, Jacksonville, and WRUF, Gainesville, Florida.

Eddie Carlos, formerly program director at WFIG, Sumter, S. C., has assumed the same position with WGBG, Greensboro, N. C. Carlos also announces special events, and conducts a sunrise program on which he impersonates five different voices.

"Contest Club," conducted by Helen King over WEBR, Buffalo, N. Y., continued to turn out winners, when two members of the club won recently in the WJZ "Kitchen Quiz," conducted by Mrs. Ed East, in New York City. Not a week goes by that members aren't found winning prizes all over.

Carrol W. Neeld, local sales chief for WCBS, Springfield, Ill., has been appointed special civilian representative of the Naval Aviation Cadet Selection Board in Springfield. Neeld's current task is recruiting "Fifty Flying Springfield Sailors." Neeld plans to use the facilities of WCBS to promote the venture, with a well-rounded spot schedule, personal appearances by local city officials, and former air men from the WCBS area.

George A. Putnam has recorded a series of transcriptions for Celanese Corp. of America, announcing the change in policy on "Great Moments in Music" from serious music to light classics and operettas. Putnam announces the program on CBS every Wednesday at 10:15 p.m.

John K. Chapel, news commentator over KROW, Oakland, Calif., will make a speaking tour of Mexico and Central America for the second consecutive year. Chapel will fly from Oakland directly to Mexico City where he will speak to the International Society of that city.

Alberto Antolini, associate regional price director, and Marguerite Krock, business specialist of the OEM, discussed quoted price ceilings and their effect on the consumer, over WINS last night.

Ray Baird, formerly of WJW, Akron, Ohio, has been appointed chief engineer of WCED, DuBois, Pa., taking over the duties of Jerry Flyr, who resigned recently... Meredith Garth has been appointed music director, and Betty Young, secretary.

WDRG, Hartford, Conn., ensemble, after several months' layoff, has returned to the air with a special series of daily programs over WDRG and W65H, FM affiliate. The ensemble is directed by Joseph Blume, violinist... Capt. Hewitt T. Wheelless of the U. S. Army, who was cited for bravery by President Roosevelt, gave a talk to the Hamilton Standard Propeller Division of United Aircraft Corp. Talk was transcribed and played over WDRG.

Ed Mason, program director of WLW, Cincinnati, left last Monday for Chicago, where he was invited to attend a conference of AAA Chairmen from all 48 States. Purpose of the conference is to map the Nation's Farm Program and make an inventory of the 1942 food stocks.

Frank Blair, a University of New Hampshire student, has joined the staff of WBRY, Waterbury, Conn., as a summer announcer... Herbert C. Tilley, 3rd, was the local winner on the "Aria Auditions."

Larry Elliot, "the voice of the Treasury Hour," will handle a special round-table discussion from Washington tomorrow over the NBC network, at 10 a.m. The program will consist mainly of discussion on taxes and defense bonds.

Tom Tully, radio character actor, heard regularly as "Timothy Abbott" on "Young Widder Brown," NBC daily serial, opens this week in his first "heavy" Broadway role in "The Strings, My Lord, Are False." Tully has played a dozen comedy parts on the Broadway stage including two featured roles earlier this season in "Ah, Wilderness" and "Jason."

Denise Smith has joined the accounting staff of KOA, Denver, Col., replacing Jane MacWhorter, who resigned recently... "Boss" Parsons, sports expert for KOA, acted as a judge at a recent Big Seven Track meet held in Denver.

Sky Ranch, home of radio writer Carlton E. Morse, high in the mountains south of San Francisco, is the scene of many a sequence of the serial, "One Man's Family."

Harold L. Ickes will make his first radio appearance since gas rationing came into effect over WMCA, New York, today, from 8:05-8:30 p.m.... Helen Menken, Lanny Ross, Joy Hodges and other entertainers associated with the American Theater Wing, will join in a broadcast reproducing the Stage Door Canteen, over WMCA, tonight, 9:30-10 p.m.

NEW BUSINESS

WQXR, New York, has announced new contracts or renewals for several additional new contracts and spot announcements. Fels & Co. renewed for a year, S. E. Roberts, Inc., its sponsor of WQXR's 8:55 to 9 a.m. Assn. Press news strip daily, and, in addition, bought six time signals and flashes per week. Fels-Naptha product. William Elder Marcus, New York jewelry consultant, signed WQXR for its 7:25 to 7:30 p.m. periods on Mondays, Wednesday, Fridays for two weeks, through Wesley Associates. Pieter de Diamonds, Ltd., renewed for three weeks its sponsorship of the 9:10 p.m. news period daily. Brodie, Inc., placed the ad Bloomingdale Bros., Inc., signed WQXR for a ten-minute program from 9 to 9:10 a.m. each Monday through Friday, to begin May 21. Entitled "Women and the War" program is on a year's contract. A & P signed for a three-week announcement promotion, beginning May 7th, through Paris & Pearl Franklin Simon & Co., through Shon-Garfield, Inc., renewed for other four weeks its contract promoting the store's fur storage department.

KSAN, San Francisco: Gary Nursery (plants by mail), talk thru Northwest Radio Adv. Downtown Bowl (bowling all remote pickups; Redlick Furniture Co. (house furnishings), records anns.; Bay Construction Co. (building supplies), anns.; Beneficial Fidelity Co. (accident insurance), anns.; Nifty Sport Shop (men's and women's clothing), anns.; E. L. Laisne (optometrist), anns.

NBC-Chi. Adds Four

Chicago—Richard A. Kelley and Charles Blanchard, Jr., former with Lafayette, Ind., stations, have been employed as NBC relief engineers. Kenneth Fry, head of special events department, announced appointments of Victor Reed, formerly of the University of Michigan, and Kenneth Pettus, continuity news writer from KGW, Portland.

Vocalist Injured

Alyce King, of the King Sisters, sustained numerous cuts and bruises when the station wagon she was driving collided with a dirt truck near Northumberland, Pa. Riding with her was Betty Mae Nelson, secretary of Alvino Rey's orchestra, who received a possible fracture of right arm and cuts and bruises.

Pall Mall Spots on WJZ

American Cigarette & Cigar Co. contracted for a series of one-minute spots for Pall Mall cigarettes on WJZ, New York. Contract, which was placed by Ruthrauff & Ryan, calls for 26 announcements to be aired for a period of eight weeks.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VC. 19, NO. 37

NEW YORK, N. Y., THURSDAY, MAY 21, 1942

TEN CENTS

Increase Radio War Aid

M&O Meeting Discusses Promotion

Big promotion managers of CBS stations put in a full day yesterday studying mutual problems as a two-day sales "clinic" opened at the Ambassador here. Representatives of six CBS stations and George Lovvick, director of promotion for Columbia Pacific Network, participated in discussions led by Dr. Stanton, the network's director of research, Charles Smith and H. Houseman, research department and Fred Mahlsted, of CBS.

(Continued on Page 2)

Admiral Sanders Hearing; Admiral Unable To Appear

Washington Bureau, *RADIO DAILY*—Hearings on the Admiral Bill to reorganize the FCC postponed yesterday after Rear Admiral S. C. Hooper, communication liaison officer to the Chief of Operations, reported to the Interstate and Foreign Commerce Committee that he would be unable to appear. The session had been scheduled to begin at 2 p.m.

Although Admiral Hooper was to appear, the session was postponed.

(Continued on Page 2)

Special Instructions Prevent Program Delays

By which staff announcers are equipped with newly-formulated instructions covering announcements in case of program delays or interruptions because of technical difficulties has been instituted by Ray Egan, chief announcer of the Blue Network.

(Continued on Page 2)

Religious Motif

"All We Meet Again," patriotic songs dedicated to the armed services, will bow on the Blue Network Sunday, June 7. Emceed by Frank Luther and Ted Malone, the half-hour programs, which will have an underlying religious motif, will feature singing of hymns and old songs by the audience consisting of relatives and friends of enlisted men.

Special Trip

George F. Putnam, will have a real rooster in the studio when he emcees the NBC "Army Hour" this Sunday. Announcer's father is so thrilled at George doing his stuff on this show he is making a special trip in from Minneapolis, arriving Saturday night and leaving soon after the show late Sunday afternoon.

See Blue Network Biz In Black First Year

Barring unpredictable conditions resulting from the war effort and which would be felt more or less equally by the entire radio industry, Blue Network executives are confident they will close their first year of business in black ink. Profit, they admit, will be negligible, but if the web achieves the goal it will be the first network to meet expenses during its first year of operation.

(Continued on Page 6)

Grant WSAM Changeover, Want Crystals Turned In

Washington Bureau, *RADIO DAILY*—The FCC yesterday announced proposed findings of facts and conclusions proposing to grant the application of the Saginaw Michigan Broadcasting Co., operator of WSAM, to change its frequency from 1230 to 1400 kc., operate on unlimited time, and increase its power.

(Continued on Page 3)

Radio Has Outstripped Print Boutwell Informs Educators

Trimount Seasonal Halt Scheduled For June 11

Trimount Clothing Co., Inc., sponsor of Dorothy Thompson's comments on the Blue Network, will discontinue the program, in conformity with its usual seasonal policy, after the June 11 broadcast. Whether the program will return after a 13-week hiatus, as was the case last year, is not known.

(Continued on Page 2)

More Cooperation With OFF Indicated Following Conference Revealing Additional Time Needed

Dept. Store Divides Baseball Sponsorship

R. H. Macy & Co., Inc., yesterday signed to co-sponsor with General Mills the Yankees and Giants baseball games on WOR, beginning today. Although Macy's owns WOR, this is its initial use of the station on a comparatively large scale. In recent years Macy's has sponsored a number of other programs.

(Continued on Page 3)

Tom Lynch Elected Pres. Of Radio Executives Club

Newly elected officers of the Radio Executives Club, as announced yesterday at the weekly luncheon of the club at the Hotel Lexington, are Thomas Lynch, of Wm. Esty Agency, President; Miss Linnea Nelson, of J. Walter Thompson Agency, Vice-President; Peggy Stone, Treasurer, and...

(Continued on Page 2)

Decision On Dr. Watson Expected Next Thursday

Washington Bureau, *RADIO DAILY*—Status of Dr. Goodwin Watson, chief analyst of the FCC's foreign broadcast monitoring service, has been discussed by the joint committee on the subject.

(Continued on Page 3)

Increased cooperation on the part of sponsors and networks with various phases of the Government's war effort has been pledged as a result of meetings here this week with representatives of the Office of Facts and Figures. While cooperation with the OFF in the matter of conformity with the network allocations plan now is 100 per cent effective, insofar as the amount of time is concerned...

(Continued on Page 3)

WPB Still Doubtful On "Pool" Operation

Washington Bureau, *RADIO DAILY*—Substantial opposition to the recommendations of the DCB domestic broadcast industry advisory committee to have the War Production Board establish a paper inventory pool from which the nation's broadcasters could draw for their repair and maintenance needs, due to the fact that the committee...

(Continued on Page 6)

Waring Glee Club Winners Sked For CBS Sunday

Winners of Fred Waring's nationwide College Glee Club competition, will be announced over the Columbia network, Sunday, May 31, 11:30-12 p.m. The broadcast originates in New York.

(Continued on Page 2)

Ships in the Night

San Francisco—A merry time was had by all when Sidney Strotz, coast vice-president for NBC and the Red network, appeared recently as guest speaker for the local Advertising Club. He was introduced by the Ad Club prexy, William Ryan, who merely happens to hold the position of local manager for KGO and the Blue Network.



Vol. 19, No. 37 Thurs., May 21, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

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

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

FINANCIAL

(Wednesday, May 20)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	115	112	115	+ 3 1/4
CBS A	107 1/8	107 1/8	107 1/8	+ 3/8
CBS B	107 1/8	107 1/8	107 1/8	+ 1/2
Gen. Electric	24 1/8	23 5/8	24 1/8	+ 1/4
Philco	7 7/8	7 7/8	7 7/8	- 1/8
RCA Common	27 1/8	23 3/4	23 3/4
RCA First Pfd.	48	48	48
Stewart-Warner	6	6	6	- 1/4
Westinghouse	67 1/2	67 1/8	67 1/4	- 5/8
Zenith Radio	115 1/8	115 1/8	115 1/8
OVER THE COUNTER				
Farnsworth Tel. & Rad.			11 1/2	13 1/4
Stromberg-Carlson			4 1/2	5 1/2
WJR (Detroit)			17	19

CBS M&O Meeting Discusses Promotion

(Continued from Page 1)

Radio Sales. The clinic will resume today.

Stanton and Smith led off yesterday morning in a general discussion of research problems, with Mahlstedt in the afternoon outlining uses of sales research by station sales departments. Final discussion, led by Houseman, who is head of the presentation department of CBS sales promotion, dealt with the construction of presentations.

In town for the meetings are King Park, WBBM; John Heiney, WJSV; Sam Kaufman, WCCO, Tom Rooney, KMOX; David Garland, WEEI, and Moskovics. Jules Dundes represented WABC.

WNOE To McGillvra

Joseph Hershey McGillvra, station rep firm, has been named exclusive representative in the national field for WNOE, New Orleans, La., according to an announcement by James E. Gordon, vice-president and general manager of the outlet. WNOE is the Mutual Broadcasting System's affiliate in New Orleans.

Delay Sanders Hearing; Admiral Unable To Appear

(Continued from Page 1)

follow representative of Clear Channel Broadcasters on the witness schedule, it was decided to postpone the hearing when it was learned he would not be present. The navy officer may possibly appear before the Committee today, but this is deemed doubtful. As a result, Louis G. Caldwell, MBS counsel, probably will follow the Clear Channel group to the witness table.

Admiral Hooper, a radio pioneer from the first days of broadcasting, and one of the best qualified communications experts in the armed forces, was invited to testify by the Committee. It is thought, however, that the Navy Department prefers not to become embroiled in the controversy, which can have little effect on its own wartime operations. Admiral Hooper was critical of the FCC's activities as they pertain to the war effort in an appearance before a Senate Interstate Commerce Sub-Committee studying the telegraph merger legislation two weeks ago.

Special Instructions Anent Program Delays

(Continued from Page 1)

Network. Designed to bring the radio audience closer to the technical side of network operations, the new policy calls for a standard procedure explaining any delay or switch in programs, instead of the cut-and-dried announcement about "conditions beyond our control."

Hereafter announcers on the Blue will explain reasons for program failure and how the problem is being handled. The policy will also be put into practice at dance band pickups at which time dance patrons at the spot will receive explanations of the activities of the remote engineer before the broadcast is aired.

Bouts On CBS Tele

Prizes will be presented tomorrow to the boxing team of U. S. Coast Guardsmen which won the inter-service boxing tournament supervised by the AAU and broadcast by CBS television. Awarding of the prizes will be televised by WCBW from 8:25-9:55 p.m., EWT, on a program featuring exhibition bouts. To be awarded by Columbia's television department, the first prize which goes to the Coast Guard team stationed at Ellis Island is a large bronze and gold-plated championship plaque.

The tournament, planned to aid the morale of servicemen, was arranged by Bob Edge, former CBS television sports supervisor now a lieutenant (j.g.) in the U. S. Coast Guard Reserve.

KGNC Takes RCAF Series

KGNC, Red network outlet in Amarillo Texas, is the first U. S. station to sign "Flying for Freedom," series of 26 half-hour transcriptions describing life in the Royal Canadian Air Force.

Radio Outstripped Print Boutwell Tells Educators

(Continued from Page 1)

did Sterling Fisher, assistant public service counsellor of NBC, New York.

"For the first time in history Latin Americans are open-minded toward the United States and it is up to us to take advantage of this fact to develop a basis for permanent post-war unity in the Western Hemisphere through the radio and other mediums," Fisher declared. "Examples of freedom can be found in every country of the hemisphere for use on such radio programs."

He spoke of the interest of Latin American countries in making citizens of the Western Hemisphere one large republic with bi-lingual, Spanish-English speech, and described plans to inaugurate NBC's "Inter-American University of the Air" with those taking Latin American studies as an audience-nucleus.

In describing radio's superiority over the printed medium in effectiveness, Boutwell quoted research statistics that the average radio is on five hours a day.

Tom Lynch Elected Pres. Of Radio Executives Club

(Continued from Page 1)

and Bevo Middleton, of CBS Radio Sales, Secretary. New officers will be inducted at next Wednesday's luncheon, which will be the last of the season. Sessions will be suspended for the summer.

Yesterday's meeting was marked by the playing of transcriptions of the "What Burns Us Up" session at the NAB Convention. Several members of the club voiced their pet peeves. This feature was so successful, Frank Pellegrin, of NAB, has signified that he would like to make it an annual event at the convention. Frances Scott conducted the interviews. CBS and NBC made the transcriptions.

Trimount Seasonal Halt Scheduled For June 11

(Continued from Page 1)

when Trimount sponsored William Hillman and Raymond Clapper, will be determined during the Summer interim in line with wartime developments in the clothing field. Priorities and price restrictions will be the determining factors.

Miss Thompson's commentary is aired Thursdays from 8:45-9 p.m., EWT, on 55 Blue stations. Emil Mogul Co., Inc., handles the Clipper Craft clothing account.

WNEW Night Ball Sked

The new wartime dim-out regulations will only partially affect WNEW's schedule of night baseball games of the New York Giants and Yankees. While the 10 home games of the Giants will disappear, WNEW has penciled in four added night road games of the Yankees. Of the 29 games originally announced, 19 will be broadcast.

COMING and GOING

KEITH KIGGINS, vice-president of the Network in charge of stations, is on a weeks' tour of West Coast affiliates. He travel from the Pacific Northwest down the California.

JAMES T. MILNE, manager of WELI, Haven, is in New York for a few days station and network business.

CARLETON D. SMITH, of WRC, Washington in town yesterday on business.

MORGAN BEATTY, conductor of "Mill Analysis of the News" on the Blue Network returning from Ottawa where he covered opening sessions of the United Nations Training Conference.

DINAH SHORE is back in Los Angeles visiting San Francisco to participate in Navy Relief Show.

RED FOLEY, cowboy singer on WLS, Chicago off to Peoria, Ill., to establish a dude near that city.

BEA WAIN back from Washington, D.

WILLIAM VOSS, program director of WJ in town from Stamford, Conn., on a business trip. Visited yesterday at the office of the Blue Network.

SAM MOLEN, sportscaster of WCBS, Springfield, Ill., has arrived in Charleston, West Virginia to take up his new duties in the sports department of WCHS.

CECIL BROWN, CBS Far Eastern correspondent, in Charlotte tomorrow for the eighth in his coast-to-coast series of lectures.

Waring Glee Club Winner Sked For CBS Sunday

(Continued from Page 1)

New York City's Park Central Hotel where Waring will preside over a banquet honoring the competition finalists, 320 glee club members representing eight colleges.

Featured on the program will be songs by the winning club, and by the collegiate chorale, an amateur chorus comprised of 160 voices trained by Waring and making its first network broadcast.

The eight glee clubs in the final will be judged at concerts they are giving in Carnegie Hall for the benefit of the USO. There, a distinguished musical and theatrical jury will choose the winner Waring will announce on his May 31st broadcast.

Six thousand undergraduates from 140 colleges competed in the contest with the purpose of stimulating public interest in group singing. Waring has personally sponsored the contest. The glee clubs in the finals represent Dartmouth College, University of Oklahoma, University of Rochester, Washington & Lee University, Duke University, Purdue University, University of Redlands, California, and Elmhurst College.

Lloyd Yoder In Service

Denver, Colo.—Lloyd Yoder, manager of KOA of this city has been called to active duty with the United States Navy. Yoder, who is a lieutenant, has been in the Naval Reserve for the past eight years. His new duties will be as public relations coordinator for the Denver area. He has not announced plans anent his radio activity.

More Radio War Aid Is Needed By Govt.

(Continued from Page 1)

Assignment of assigned Government messages is concerned, further expansion on the theme is indicated. Additional meetings with agency and sponsor representatives are still to be held before details are fully worked out but it is understood the groundwork has been laid and network programs from now on will have considerably more time to carry messages.

Announcements Not Enough

It appears that some agencies and sponsors had interpreted the allocation plan as pertaining merely to placement of spot announcements and have been limiting their participation in the war broadcast program to these spots. OFF and Government officials, however, view the allocation plan as simply a blueprint for distribution of war appeals and had hoped programs, for greater effectiveness, to work the messages into the regular script where possible and to make wider use of Government experts as guest speakers, etc. In the latter connection, the OFF is understood to be building up a staff of experts, including top Federal agency officials on such subjects as price control, rationing, merchant marine etc., who will be made available to network programs even without notice as wartime development demand. Also especially built Government programs employing top production and writing, are in preparation for use at union minimum segments of sponsored program in sustaining network periods where favorable time is available.

All-Out Effort Soon

In general, aim of the OFF is to have wartime themes appeals and placements integrated more closely into the broadcast program structure, rather than continuing as a mere adjunct via the spot announcement route, and under the well-completed arrangements network programs are expected to increasingly stress wartime themes in all phases.

Known this week have been four officials, headed by William B. Lewis, assistant director in charge of radio. On Tuesday, Lewis and his associates, Alvin Josephy, Charles Johnson and Frank Wilson, conferred at the Advertising Council members of the council's radio committee and network meetings scheduled yesterday and today. At these conferences and talks with advertisers themselves, the outstanding broadcasting's increased war

AVAILABLE

Commercial Manager. My ten years radio experience, every department, fully qualifies me for the management of small, progressive station. Now employed in poor market, therefore better opportunity. Know station problems and experienced in sales. . . clever, result-getting ideas. 3-A Southeast preferred. Box 539, New York City, 1501 Broadway, New York City.

★ PROMOTION ★

The "Red" Sounds Off

A new piece of weekly promotion "for NBC'ers only" has been prepared by the Red Network Sales Promotion Department to keep employees abreast of what's going on with the Red. In the form of a card, on which is drawn a school slate with a red-headed professor in cap and gown holding it up and pointing to what the Red Network is doing, the cards are now being distributed.

Titled, "Red' Sounds Off!", Professor "Red" says:

"I've been keeping my ear to the ground on these rumors that 'War Time' was playing ducks-and-drakes with network listening. Well, maybe with some people—but not with NBC. Take a look at this—

"CAB Aggregate Evening Ratings—March, 1942

"NBC topped next network by 42.4 per cent

"NBC increased by 17.2 per cent over the same period of 1941

"Next network decreased by 17.5 per cent over the same period of 1941

Decision On Dr. Watson Expected Next Thursday

(Continued from Page 1)

House-Senate Committee considering the Independent Offices Appropriation Bill, but no final determination will be made until at least May 28, Congressional sources declared yesterday. The Committee expects to complete consideration of the conflicting House and Senate versions of the measure by the May 28 date, and will probably be ready to submit its report then. No vote has been taken either on Dr. Watson or the \$312,000 slash the Senate made in the FCC appropriation approved by the House, it was stated.

programming definitely and rapidly developing.

Present at the Advertising Council war meeting Tuesday was the full radio committee, composed of S. Heagen Bayles, Ruthrauff & Ryan; John Carter, Pedlar & Ryan; Kirby Hawkes, Benton & Bowles; John Hymes, Lord & Thomas; Arthur Pryor, BBD&O; R. J. Scott, Schwimmer & Scott; A. K. Spencer, J. Walter Thompson, and Fred Wile, Young & Rubicam.

OFF representatives particularly stressed the immediate need of fully explaining the need for and mechanics of the Government's anti-inflation program as a wartime measure. Other aspects of the war effort deemed vital at this time, but receiving comparatively small stress via radio, are the need for more volunteers in the merchant marine and the shortage of nurses. Plans for radio promotion United Nations Day, June 14, also were discussed.

"When they drop 'em we just pick 'em up!"

There is also a little verse that has gone along with the first edition of Professor "Red" to tell of his mission, which is titled "Me?"

This new promotion idea is the work of Peggy Myles of the Red Network Sales Promotoin.

UP Coverage Map

United Press Association is distributing a letter signed by Walter Rundle, promotion manager, to draw attention to its independent system of radio news bureaus. Accompanying the letter is a reprint, that appeared in RADIO DAILY and other newspapers, illustrating the complete coverage of United Press News.

The reprint entitled "On Home News Fronts Too," shows a map of the United States with small figures, representing reporters, dotting each location of a United Press news bureau. Under the map is a summing up of how the 47 bureaus are staffed and how the news from each bureau is distributed to its present 485 domestic clients.

WHOM Polish Dept. Head Dies In Automobile Crash

Leon Ciecuch, head of the Polish department of WHOM, New York, was killed yesterday in an automobile accident near Newark airport. Ciecuch was a leader in Polish-American circles in New York and New Jersey, and a friend of the Ignace Jan Paderewski. He was a radio veteran with nearly 17 years at the microphone, and last March celebrated his 15th anniversary in Polish language broadcasting, the last two and a half years being with WHOM. He spoke 4 languages and prior to the war made an annual tour of Poland. He was born in Jersey City, N. J., and was a veteran of the first World War.

MacDougall to CBS

Ronald MacDougall has joined the CBS program department to work on special programs, Douglas Coulter, broadcast director, has announced.

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

Dept. Store Divides Baseball Sponsorship

(Continued from Page 1)

15-minute "Consumer Club" broadcast three times weekly, but this now has been discontinued. Advertising copy for the ball game airings will be institutional in nature, it was stated, and arrangements were made direct. Wheaties gets the General Mills plugs.

Dugout Interviews Planned

WOR beginning tomorrow will add a dugout interview show to its schedule immediately before the ball games. Connie Desmond, who is assistant to Mel Allen in describing Yankee-Giant home clashes, will handle the daily 2:50-2:55 p.m. stint. Understood an after-game sports roundup also will be added by WOR in the near future. Pre-game dope session is sustaining as yet.

Grant WSAM Changeover, Want Crystals Turned In

(Continued from Page 1)

power to 250 watts. The station has been operating on 100 watts night and 250 watts daytime.

The Commission, in its conclusion, proposed that the application would be granted, on the condition that WSAM deliver one set of crystals in its possession to a well-recognized manufacturer or distributor. In this respect, the FCC ruling was similar to that handed down in the case of the Jamestown, N. D., Broadcasting Co., operator of KMRC.

The Saginaw application was pending at the time of the Commission's announcement of the broadcast construction freeze order, and action on it was postponed at that time.

The FCC, however, has been satisfied that the changeover will not involve the use of any critical materials. In issuing its proposed findings, the Commission dismissed the petition of WSAM, filed after the construction freeze order, that the application be granted, as unnecessary.

*Just what
the audience wants!*

- ✓ Local and international AP news
- ✓ Good commentators
- ✓ Sports programs
- ✓ Children programs
- ✓ Dramatizations
- ✓ Popular music
- ✓ Comedy sketches
- ✓ Religious programs
- ✓ Variety . . .
- ✓ Well balanced schedule from 7 A.M. to 11 P.M.

W I A C SAN JUAN
P. R.
BOX 4504

Los Angeles

By JAC WILLEN

MOST unusual of new local programs is that of Dr. Gregory Val-Goeshen over station KPAS at Pasadena, 4 p.m., Monday, Wednesday and Fridays. The fifteen-minute program titled "Tell Me Your Program" features the eminent psychiatrist in unusual behavior and general problems analysis for enlightenment of writers-in. A noted lecturer, Dr. Val-Goeshen who was formerly with the New York State Welfare Department and of recent years with the California State Relief Administration, should find no dearth of sponsor interest for his show.

Paul Dubov, radio and film actor of New York, whose first feature film "Girl's Town" is currently being shown in New York, received an offer from one of his New York admirers to appear in a leading role in a Broadway stage production this fall. Dubov, who currently is appearing in Universals "Smilin' Jack" production may have to forego the juicy stage offer due to future radio and film assignments.

Artie "Could Be Kitzel" Auerbach, long an Al Pearce associate, has faded from the Pearce broadcasts. Auerbach is currently resting at Santa Barbara prior to embarking on a proposed personal appearance tour across country as a build-up towards a fall opening of a radio show of his own.

Tommy Cook had himself a nice role in support of Claudette Colbert in "Remember The Day" on the "Cavalcade of America" program the other day.

Kitty Kallen, newest KFI singing star, who was drafted as a Hollywood radio artist after a nation-wide tour with the Jack Teagarden orchestra, is doing a bit-of-all-right on her Monday 6:15 p.m. spot.

Joan Davis is dickering with a record company which wants to issue a series of her song-parodies heard weekly on the Rudy Vallee program.

Bob Garred established what should be a CBS-Hollywood long-distance motor scooter record by riding one of the contraptions to Palm Springs. But it was the ride back that will make history...in the back of his friend's automobile, sitting on two feather pillows.

Sailors at a San Francisco base have given Dinah Shore's Friday-night program a tag of their own, according to a letter Dinah received this week from a group of them. "We like it so well we're calling it 'Shore Leave!'" they wrote.

Relay League Elects

West Hartford, Conn.—Re-election of George W. Bailey, Washington, D. C., and Charles E. Blalack, Yuma, Ariz., as president and vice-president respectively, and the appointment of David H. Houghton as treasurer, has been announced by the American Radio Relay League, following the annual meeting of the board of directors.



Pages from the Notebook!

● ● ● When Sally Benson wrote "Junior Miss" for the "New Yorker" several years ago, she employed an incident in which Judy Graves, the heroine, was to enter a contest sponsored by Procter & Gamble... The line Judy said: "Mom, have we any relatives who are employed by Procter & Gamble?" Miss Benson, of course, hardly imagined that the character of Judy and the entire "Junior Miss" creation would be used by the same Procter & Gamble soap company years later!... But the program appears on CBS every Wednesday under their sponsorship.

● ● ● Imagine grown men making mud pies? They do just that on WMCA's "Five Star Final" to create the effect of men marching through mud. It's part of the new sound effects technique developed by WMCA to keep abreast the military developments... The "mud pie" usage was invented by Jimmy Flynn, sound effects man on "Five Star"... He molds the mud while clapping his hands and then throws the finished product into a wicker basket. On the air it sounds like an army of men sloshing through soft earth... Although many sound effects are electrically controlled, the exacting demands of Walter Craig, WMCA program director, for realism in the presentation of "Five Star" has made manual sound effects necessary. Consequently, WMCA is one of the few stations in the country where "stock" effects are amply supplemented by studio-made gadgets... Hardly a day passes but some phase of military activity requires the creation of special effects. The U-Boat activity off the Atlantic Coast is a case in point. Early in the campaign, the script called for voices talking from the depths of a submarine with the conning tower open... Conscientious experimentation evolved the use of a large metal barrel. Actors grouped about the barrel in a circle and poked their heads into it while speaking. Ordinary barrels will not do. It must be an oil cask, according to WMCA's sound effects man... The greatest difficulty encountered in the creation of sound effects was in simulating bombers... To get the desired effect of four-engined bombers it was necessary to dub records from several old model transcriptions... Pom-pom guns in action was another headache for the producers of "Five Star"... Actual anti-aircraft guns were recorded and these are now in use when the script calls for rapid firing ack-acks... The problem of simulating the sound of a plane crash was solved entirely by accident... In disgust Flynn broke an old recording by heaving it into a basket. From the control room came the producer's voice "That's it, perfect." Now, WMCA uses all of its old recordings for this purpose.

● ● ● The boys at KFEL, Denver, have a sense of "humor." Ever since Jean Ruth ("Beverly") sold her "It's A Date At Reveille" show to Hollywood, they've been gagging her. Latest involved The Swedish Angel, 200-pound wrestler often billed as "the ugliest man in the ring"... Her back to the door, Beverly was surprised by The Angel, who rushed in growling. When she turned and looked, she fainted. Too nervous to do a commercial cut-in half an hour later, too.

● ● ● Privates Leonard M. Halpern and Richard G. Weiser, both of the U. S. Air Corps, who happened to be passing through the Hotel Edison lobby yesterday noon caught the eagle eye of Harry Hershfield and ended up with a free meal apiece sitting between former mayor Jimmy Walker and Willie Howard at the weekly WOR "Can You Top This?" luncheon club session in the Green Room... Walker and Howard were guests of honor, vieing with Hershfield, Joe Laurie, Jr., and Senator Ford, regular "Can You Top This?" experts, in exhuming gags and quips... It was a lively session.

— Remember Pearl Harbor —

Chicago

By FRANK BURKE

THREE program renewals were reported yesterday by WGN. Cliff Utley's "Foreign Affairs" broadcast heard Tuesday nights, 8-8:15 was renewed for 13 weeks by Chas. A. Stevens Co., through Frank Hooper Agency. "Fifteen Melodrama Minutes," electrically transcribed show heard Mondays, Wednesdays, Fridays, was extended 13 weeks beginning June 1 by Sinclair Refining Co., while a 15-minute AP news broadcast, Monday through Friday has been renewed for 43 weeks starting June 19, by Whitehall Pharmacy Co.

Watson Humphrey, director of NBC's "Uncle Walter's Dog House" is daddy of a second son born at Passavant Hospital.

CBS's "News of the World" signed for immediate sponsorship on WB by Inter-State Bakeries Corp., Kansas City, Monday through Saturday 7-7:15 a.m., in the interests of Schultze's Bread.

B & K's television tower on State Lake Building which was monumental steel skeleton until recently has suddenly become alive with workmen installing aerial rigging.

Lotte Stovall, from the "Timothy" city room, doing an excellent job of temporary radio editor since Ed Irwin left for army. Her daily human interest stories on Chicago radio personalities gained from studio visits are especially good.

Joe Emerson, featured vocalist of "Hymns of All Churches" program has collected 700 hymn books since the program went on the air in 1938.

Whitey Ford (Duke of Paducah) heard on the NBC "Plantation Parade" show got the uncomfortable feeling of living and working under canvas during bad weather of the opening of the Lewis Brothers' circus. Cold weather and rain in Michigan halted the first week of the tour. Whitey is billed as star of the circus and leaves the show each Friday to return to Chicago for his network broadcast.

Larry Sunbrook, rodeo and show promoter, who uses spot radio announcements a lot in selling his shows, reported readying another thrill show for Chicago at Soldier Field on Decoration Day.

Teletype machines have made their appearance in The Fair and Bond Loop department stores which are clients of WGN. The news service offered by the machines and the displays of war pictures are causing much favorable comment.

Canadian Set Sales Decline

Montreal—Restriction on manufacture and sales of radio receiving sets in Canada is reflected in a declining newspaper advertising of radios during the first four months of the current year. Figures for the advertising of radios in the half dozen leading newspapers in Montreal tallied 20,915 inches compared with 29,229 inches in the corresponding period last year.

QUEST-ING

... FIELDS, on "Double or Nothing," tomorrow (WOR-Mutual, 10 p. m.).

... AND YOUNG, on "Information Please," tomorrow (NBC Red, 8:30 p. m.).

... MUNI, on the Kate Smith Show, tomorrow (WABC-CBS, 8 p. m.).

... MELTON, on the Coca-Cola program, Sunday (WABC-CBS, 10 p. m.).

... HENRY MCGOWAN, Navy band of the Manhattan Beach Broadcasting Station, on Phil Spitalny's "Dance of Charm," Sunday (NBC Red, 10 p. m.).

... DR. OTIS R. RICE, of St. Luke's Hospital and the General Theological Seminary, on "Mutual's Chapel," Sunday (WOR-Mutual, 10:35 a. m.).

... HERGESHEIMER, novelist JACQUES BARZUN, historian Mark Van Doren's "Invitation to Learning," Sunday (WABC-CBS, 10:30 a. m.).

... MIRANDA, on the McCarthy program, Sunday (NBC Red, 8 p. m.).

... WHEELER, baritone from Ohio State University, on Fred Allen's "Texaco Star Theater," Sunday (ABC-CBS, 9 p. m.).

... CROSBY, on the "Fitch and Fitch," Sunday (NBC Red, 10 p. m.).

... MAX LERNER, author of "Are Weapons," and DR. ALBERT HAAKE, managing director of the National Assn. of Furniture Manufacturers, discussing "What Can We Do Now to Improve War Morale," on the "Wake Up America" program, Sunday (WJZ-Blue Network, 3 p. m.).

Local 802 Sponsors Concert

Local 802 of the American Federation of Musicians, Mayor F. H. La Follette and the War Service Section of the New York WPA Symphony Orchestra will sponsor a concert this Sunday at the Metropolitan Opera House. Jose Iturbi will be guest conductor and Argentinian will dance.

92% MUSIC
Ask FORJOE
CHICAGO-NEW YORK
SAN ANTONIO

WHO'S WHO IN RADIO

GEORGE H. JASPERT

GEORGE H. JASPERT, who last week took over the general managership of WPAT, Paterson, N. J., has a 21-year head start on the station of which he is now manager. On May 10, WPAT marked its first anniversary. And this coming fall Jaspert will have been in the broadcasting industry for 22 years. Jaspert's radio background dates back to the fall of 1920,—the pioneering days of the broadcasting industry. At that time, the Westinghouse Manufacturing Company advertised that it would broadcast on Station 8ZZ (now known as KDKA), the results of the Harding-Cox presidential election as the returns came in. Jaspert, who was employed by Westinghouse, obtained the returns from the "Pittsburgh Post," tabulated them, and telephoned them to an announcer at 8ZZ's transmitter in East Pittsburgh, whence they were broadcast. It was the first radio broadcast which had been publicized in advance as a public service.



WPAT's general manager.

This was only one of the "firsts" of the broadcasting business in which Jaspert played an important part. In 1921, he handled the arrangements which made possible the first play-by-play broadcast of a baseball game. In the same year he arranged for a blow-by-blow broadcast of the Dempsey-Carpentier heavyweight championship fight; and later in the year he took over the management of the first broadcasting station in Chicago, KYW. While he was at the latter station, Jaspert arranged for the first play-by-play broadcast of a football game, direct from the playing field.

During the past 13 years he has been associated with WIND, Chicago, Ill.; WAVE, Louisville, Ky.; WFIL, Philadelphia, Pa.; and WTAG, Worcester, Mass. He comes to WPAT from the Massachusetts station, where he served as commercial manager. Asked to comment on station policy, Jaspert said, "WPAT will, more than ever before, concentrate its every effort toward stimulating the war effort in the Metropolitan New York Area, and in northern New Jersey in particular. Our service will be dedicated to war workers, both in and out of uniform, and to the many factories and shops in northern New Jersey which are producing war materials for our country."

Jaspert married a Buffalo, N. Y., girl in 1928 and is the father of two girls and a boy, who range from 6 to 13 years. His hobby, when he finds the time, is an occasional round of golf.

U. S. Education Office Preparing Radio Kits

Washington Bureau, RADIO DAILY

Washington—In response to a widespread demand on the part of local school systems for assistance in planning their respective contributions to America's war effort, the Educational Radio Script and Transcription Exchange, U. S. Office of Education, will soon issue three "Conference Kits" to schools and local broadcasting stations for the purpose of systematizing school-radio activities.

Each kit will contain a half-hour transcription, to be played over the air by local stations, or in the classrooms, featuring well known speakers, and panel groups, in discussions on problems facing school systems, and their policies; reading material explaining various aspects of each problem, and suggestions on what local committees can do to alleviate them; an instruction manual explaining how to set up a local conference panel, and giving the procedure and agenda for local meetings based on the recorded discussion; background reading and a prepared speech for the local conference leader, and reading material for preparing members of a local panel group which will continue the discussion after the transcription ends.

N. Y. Women's Press Club To Honor Vince Callahan

Certificate of Merit will be presented to Vincent F. Callahan, director of radio and press for the War Savings Staff by the Women's Press Club of New York at its meeting next Saturday. Award was made to the Treasury Department for its "Education For Death" program, one of the Treasury's Star Parade transcriptions released in April.

WHYN Promotes Humphrey

Springfield, Mass.—Thomas R. Humphrey has been appointed assistant general manager of WHYN in Holyoke. In addition to his new position, Humphrey will continue his duties as chief engineer. He was formerly on the engineering staff of WBRK, Pittsfield.

SALES EXECUTIVE seeks new connection

Forward-looking sales and production executive now employed seeks new connection. Twenty successful years' seasoned sales and production experience. Married. Scotch-Irish. Mature. Draft Exempt. Address Replies to Box 540, RADIO DAILY, 1501 Broadway, New York City.

AGENCIES

JOHN C. YOUNG, advertising manager of Gruen Watch Co., heavy spot radio account, has joined the armed forces. Pending appointment of Young's successor, Benjamin S. Katz, president of Gruen, is in charge of the firm's advertising, which is placed by McCann-Erickson, Inc.

LOWELL THOMAS will conduct a quiz session on "How We Are Solving Our Wartime Advertising and Selling Problems" at the 38th annual convention of the Advertising Federation of America, to be held June 21-24 at the Hotel Commodore, here. Participants will include a national advertiser, retailer, advertising agency executive and AFA official, according to the official announcement of additional program details for the convention.

H. COLBY CURTIS, formerly vice-president of Frank Presbrey Co., and for a number of years connected with Adradio Associates, has joined John A. Cairns & Co., where he will be in charge of radio production.

DR. JULIUS HIRSCH will address the luncheon of the Advertising Club of New York next Wednesday, May 27. He will discuss "Profit Limitations and the Function of Profits."

C. E. HOOPER, INC., has announced the appointment of Walter E. Elliott, president of Elliott-Haynes, Ltd., to an executive post. Elliott will make his headquarters in the New York office of the research firm but will retain his interest in the firm bearing his name.

GORDON SCHONFARBER & ASSOCIATES, INC. is the new corporate name of Lanpher & Schonfarber advertising agency of Providence, R. I., following the resignation from the firm of Lawrence Lanpher, who has accepted a government position. Schonfarber, who is president of the agency, has taken over the added duties of treasurer.

WRVA
COVERS
RICHMOND AND
NORFOLK!
50,000 WATTS DAY
AND NIGHT CBS
PAUL H. RAYMER CO. NATIONAL REPRESENTATIVE

WPB Still Doubtful On "Pool" Operation

(Continued from Page 1)

for action by the full board today, is still expressed in certain WPB quarters.

The proposal, which was advanced by the DCB committee under the chairmanship of NAB President Neville Miller, would be it is thought, contingent on WPB's provision of a sufficiently high preference rating to permit replenishment of depleted stocks of replacement parts and transmission tubes. This feature of the plan is understood to be the focal point of the objections, since WPB is dealing with preference rating requests on a case-to-case basis, and may be reluctant to apply a blanket rating for all repair and maintenance needs of the broadcast stations.

Proposal Weaknesses Seen

There are also believed to be several holes in the broadcast committee proposal. Apparently all the WPB would do is list the available replacement parts in the hands of broadcast stations. This, it is believed, does not establish a tight enough control over the trading back and forth of the parts, and might lead to abuses. This aspect of the plan, it is understood, may be the subject of considerable DCB attention at today's meeting.

WPB officials may recommend that the replacement part problem be solved in another way, it is thought. This might involve asking broadcast stations to cut down on their decibel output and modulation so that substantially the same service could be given with a lengthening of the life of the transmission parts.

DCB Word Not Final

DCB action on the committee proposal, of course will not constitute the final word in the pressing replacement part problem. There are some who believe that the stations may have to shift for themselves in obtaining parts other than tubes possibly through makeshift engineering practices. Tubes, it is thought, are considered in a different light and 100 per cent inventories may be allowed.

At the same time, WPB is understood to be working on a clarification of the P-129 repair and maintenance order. The inventory provisions of the order are not consistent with the FCC's engineering standards, and some compromise between the two probably will be made.

G.M. Show For Soldiers

"Cheers From The Camps" new General Motors show which debuts June 9 on CBS, also will be short-waved to our troops abroad effective June 13. Domestic CBS network of 114 stations will carry the show Tuesdays from 9:30-10:30 p.m., EWT, with short-wave rebroadcasts Saturdays from 7-8 a.m., EWT.

Campbell-Ewald Co., Inc., handles the account.

WORDS AND MUSIC

By Sid Weiss

RADIOITES ARE TALKING ABOUT: John Carter, the Met. Opera baritone, who will now do his yodeling for the Navy via training at the Great Lakes Naval Station... Dan Seymour, who just nabbed two new shows, "The Aldrich Family" and Dorothy Kilgallen's "Voice of Broadway"... Keenan Wynn's catching on in Hollywood and his contract for "For Me and My Gal"... Jack Benny's luck in drawing luscious Maureen O'Hara as leading lady for his next film, "The Meanest Man in the World"... Those titles for the grisly "Inner Sanctum" series which invariably have the word "death" in their identification tags... Bing Crosby's new golfing short, aptly titled "Don't Hook Now"... Kay Kyser's version of "Jingle, Jangle, Jingle" which makes one tingle... Dinah Shore, who has been tagged the "Elsie Janis of World War II" by the boys at the Santa Ana Replacement Center... Alec Templeton turning up on the Blue Barron show this Sunday... The corsage Gracie Allen wears to work made of defense stamps mounted on wires, the stems tied with red, white and blue ribbons.

☆ ☆ ☆

Irene Beasley's latest song, "I've Got a Job To Do for Uncle Sam," will be introduced on the "Army Hour" this Sunday... Frank Lovejoy celebrating his fifth year on the networks... Dick Gilbert has penned a new tune called "Give a Minute to Your Minute Man" for the Treasury Department's nation-wide War Bonds campaign... Benny Goodman's 4F rating in the Army is due to ailment which put him under the knife two years ago... Abbott and Costello will head their own variety show next fall... Geo. Hogan vacationing in his home town of Kansas City... New unit with Johnny Long at the New Yorker is a quartet billed as "The Four Teens"... It's a baby girl at the Les Zimmermans... Because of the FCC ruling cutting down on television, NBC is contemplating devoting all its time to air-raid warden training.

☆ ☆ ☆

RADIO TYPES: The language interpreter at one of the networks who has mastered every tongue but his wife's... The producer of a crime program which is so poor his sponsor is going to teach him that crime doesn't pay... The station stenog who never asks advances on next week's salary—but for salary on next week's advances... The switchboard op who is constantly losing money on the horses because she can't help getting the plugs mixed... The drinking actor who mistook gasoline for whiskey and now instead of hicking, he honks... The cancelled singer who gets his shoes shined three times a day so he can see his face in them when he takes bows... The female of the speeches—deadlier than the male... The ebullient youngsters of the mike who are much alike in many disrespects... The ham who insists he was born to be a writer because he has a good ear for carrying a pen... The exec. who keeps his stenog after hours because of urgin' business... The press agent, usually around for the build-up, but never for the let-down... The after-dinner speakers who are after dinners to speak after.

☆ ☆ ☆

"In a recent column," says Alfred Dinsdale, of WATN, Watertown, N. Y., "you remark that if you were the Mr. Big of radio, you'd try and do something about news which is shunned by radio, but printed in the newspapers. You can stop a newspaper at a country's borders—but you can't stop a radio signal. Without going any further afield, German subs are listening just a few miles off our East coast...."

☆ ☆ ☆

On the same subject, Van C. Newkirk, Director of Program Operations for the Don Lee System, has this to say: "While I agree with you heartily, we find it impossible to get such cooperation as you suggest from the dailies or press services, so we have set up our own code for the Don Lee stations on the coast. We have letters of appreciation from the War, Navy and Bureau of Censorship and it has been sent to all Mutual stations in hopes that they would follow the procedure. The A.P. also carried it in its entirety on their radio wire."

☆ ☆ ☆

See Blue Network In Black First

(Continued from Page 1)

took both Columbia and NBC years to achieve the status of concerns.

Prediction of no red ink was on the basis of an "excellent" quarter which saw "substantial" creases in business over the spending period of 1941 when the network was part of NBC. The new network clients have been since the Blue separated from Red.

Further basis of optimism of executives stems from what is the "realistic" approach to web broadcasting which the web adopted. Blue's policy makers recognized the increasing need of looking carefully at every tising dollar spent and are str the Blue's "low cost coverage," this in with the proved value dio for maintaining friendly rel with customers despite priority war restrictions.

The Blue's entire sales organiza and promotion efforts are being directed toward facing the war rather than bemoaning it. To end, the web is stressing instit advertising and the need for taining brand name franchises.

Real Estate Co. On W

The Cord-Meyer Development Forest Hills, N. Y., launched a agers-development campaign via dio for the first time in its 35 year existence. The program, over New York, consists of five minute records each Friday morning, Jules Labert as announcer. P are strictly on the subdued side, designed to entice people for a lo see at Forest Hills. The program a test, but if successful will run summer. Furman-Feiner age New York, handles the account.

One of the most successful hous campaigns ever aired, was put ac by Arthur Godfrey, over WJSV Washington, D. C., but outside of seasonal campaign, co-sponsored various developments over WQ the Cord-Meyer spot is the of housing commercial to be heard the New York area.

Plough, Inc. on WMAL

Washington Bureau, RADIO DAILY Washington—Plough, Inc., has sig ed for a daily, 6-times weekly ne period on WMAL of this city. Five minute newscasts are in behalf of sponsor's aspirin and Penetro an were placed by Lake-Spiro-Shurman Memphis, Tenn.

Westinghouse 4-Mo. Profit

A net income of \$5,098,873 for the four months ended April 30, after taxes and charges, has been reported by Westinghouse Electric and Manufacturing Co. This compares with net income of \$7,905,003 for the corresponding period of 1941.

A WAR MESSAGE FROM THE UNITED STATES TREASURY DEPARTMENT



Next to the Stars and Stripes . . .

AS PROUD A FLAG AS INDUSTRY CAN FLY

Signifying 90 Percent or More Employee Participation in the Pay-Roll Savings Plan

IT doesn't go into the smoke of battle, but wherever you see this flag you know that it spells Victory for our boys on the fighting fronts. To everyone, it means that the firm which flies it has attained 90 percent or more employee participation in the Pay-Roll Savings Plan . . . that their employees are turning a part of their earnings into tanks and planes and guns *regularly*, every pay day, through the systematic purchase of U. S. War Bonds.

You don't need to be engaged in war production activity to fly this flag. Any patriotic firm can qualify and make a vital contribution to Victory by making the Pay-Roll Savings Plan available to its employees, and by securing 90 percent or more employee participation. Then notify your State Defense Savings Staff Administrator that

you have reached the goal. He will tell you how you may obtain your flag.

If your firm has already installed the Pay-Roll Savings Plan, now is the time to increase your efforts: (1) To secure wider participation and reach the 90-percent goal; (2) to encourage employees to increase their allotments until 10 percent or more of your gross pay roll is subscribed for Bonds. "Token" allotments will not win this war any more than "token" resistance will keep our enemies from our shores, our homes. If your firm has yet to install the Plan, remember, **TIME IS SHORT.**

Write or wire for full facts and literature on installing your Pay-Roll Savings Plan now. Address Treasury Department, Section D, 709 12th St., NW., Washington, D. C.

Make Every Pay Day "Bond Day"



U. S. **WAR Bonds** ★ **Stamps**

This Space is a Contribution to Victory by

RADIO DAILY



Coast-to-Coast



WALTER TERRY, dance editor of New York "Herald-Tribune," will act as interviewer of the leading figures of the ballet world, both Russian and American, in a new series on Russian dance, to be presented by WNYC, New York, Mondays, beginning May 25, in cooperation with the Russian War Relief Society.

Irene Rich and the dramatic series, "Dear John," switch to the CBS network, Friday, June 5, 7:15-7:30, EWT. Show is currently heard over NBC Blue and PC.

"Know Your Groceries," to be presented as a feature of the National Association of Retail Grocers convention in Chicago, June 7 to 10, will be aired from the convention platform at the Palmer House over CBS network, Monday, June 8.

David Penn, young news analyst, has joined the staff of WOV, New York, where he will handle all of WOV's evening newscasts, beginning at 6 p.m., Mondays through Saturdays.

New additions to the staff of WOWO-WGL, Fort Wayne, Ind., include Bob Snider, engineer; Dorothy McClintock, continuity department, and Jim Tetlow, mail clerk. Evelyn Magley, formerly of continuity, has taken over new duties as secretary to Eldon Campbell, program director.

A series of programs designed to furnish the public with first-hand information on the contributions to the USO, will be featured over WMCA, New York, every Friday, beginning tomorrow, from 6:45-7 p.m. Programs are presented in furtherance of the current USO war fund drive and are to be conducted by Jerry Crowley, director, of the USO Radio Activities Committee.

George Gunn, formerly with station WMAL, Washington, D. C., has been selected to fill a vacancy on the Blue Network's announcer staff in New York by Ray Diaz, chief announcer. Gunn was chosen under a new policy whereby announcers of affiliated Blue stations are allowed first opportunity to fill vacancies on the network staff.

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

May 21

Richard Bennett	Frank Cooper
Dennis Day	Horace Heldt
Florence Hirsh	Arthur Kemp
Lucille Manners	Leonard Stokes
Lt. Robert Montgomery	

Stanley Haigh, salesman for KSTP, Minneapolis, Minn., has accepted a position with the War Production Board. He has been assigned to work in the iron and steel branch, with the district covering Minn., Wisconsin, Michigan, North and South Dakota.

Alexander Drier, NBC commentator, has been booked by the lecture division of the National Concert and Artists Corp. to speak at the convention of the Hospital Association of New York State, at Buffalo, tomorrow night.

Most recent additions to those stations carrying the "Funny-Money-Man" program, include WCAU, Philadelphia; WBZ, Boston; KGW, Portland, Ore.; KGKO, Fort Worth-Dallas, and WDAY, Fargo, North Dakota. Each station plans to use the program 15 minutes daily, 5 shots a week.

Congressman Martin Dies was the principal speaker on the "I Am An American" day program broadcast by KFDM, Beaumont Texas, last Sunday, May 17. Tony Chastain, member of the KFDM's announcing staff, spoke in behalf of the new citizens.

Brigadier-General Leo M. Boyle, chief of staff of the Illinois Reserve Militia, has adopted "On Guard Every Minute," a march written by Robert Trendler, musical director of WOR-Mutual's new war effort program, "Americans at the Ramparts," as the official song of the Illinois unit.

Bill Day, assistant news editor of KOA, Denver, will take over that station's "Sport Page of the Air" program during the summer, while "Poss" Parsons, regular conductor of the program, is on leave. Day was formerly publicity director at the University of Colorado before joining KOA.

Wythe Williams, who was scheduled to return to WHN, New York, last Monday, will not be back for his nightly show until June 1. Williams has been with his seriously ill mother for the last two weeks, and has not been broadcasting.

Opening the drive to recruit men of the middle-west for all branches of the Navy, the "Americans at the Ramparts" program to be heard over WGN, Chicago, will salute that branch of the armed forces and initiate the drive for 10,000 new men.

CHEX, Peterborough Ontario, is carrying five half-hour, and one one-hour program on behalf of the Peterborough Red Cross and Community Fund Campaign. The town of Lindsay, Ont., witnessed its first radio broadcast when CHEX presented a remote from that town recently.

Presentation of an honorary degree to Major General Richard K. Sutherland, chief of staff to General Douglas MacArthur, was broadcast recently by WWVA, Wheeling, W. Va. The degree was presented at commencement exercises of Bethany College.

WGEA, Schenectady, N. Y., short-wave station, will broadcast a half-hour program of popular music, news, and sports daily except Sundays to troops in the northern half of Africa and in the Near East.

Kathleen Jensen, home economist for Remar Bread, conducts a new tri-weekly program over KROW, Oakland, Calif., for her concern entitled "Calling All Kitchens." Show is a telephone quiz feature during which Mrs. Jensen telephones listeners, who have registered for the show at grocery stores. Questions are asked and money prizes awarded, with double awards for correct answers about the sponsor's product. Jensen previously conducted the "Hostess Room" over KROW for the same sponsor. The account is handled by the Sidney Garfinkel agency of San Francisco.

Eugene Loring and his "Billy the Kid" ballet company are to appear on Columbia television's "Men At Work" program today. They will replace Tamiris and her dance group who were originally scheduled for this period.

Mrs. Chase Going Woodhouse, Secretary of the State of Connecticut, recently congratulated WDRG, Hartford, for the work it is doing in connection with the war effort, in a letter written to general manager Franklin M. Doolittle.

Dol Brissette will return to WTAG, Worcester, as baton-waver, replacing Bob Pooley, recent director of the WTAG studio orch. Pooley leaves for a series of summer engagements throughout New England. Marguerite McCormack, office manager of WTAG, will wed Thomas S. McEvoy, June 13.

Charles Stradley, roving reporter of week-end tours for WEW, St. Louis, Mo. has uncovered the solution to the very pressing question of how the family is going to take that summer vacation and still conserve on gas and tires. Stradley tells listeners of all the spots that can be reached, enjoyed and returned from in the space of one day.

Pepsi-Cola's jingle tune, "Nickel-Nickel" is now enlisted in the War Bond campaign, with \$100 worth of War Bonds being given away for the best four-line "War Bond Jingle," submitted by radio listeners to 171 stations of the Blue Network. Each

night, five nights a week, four winners are named, and each receives \$25 bond.

Carl E. Smith, chief engineer, United Broadcasting Company, stations WHK and WCLE Cleveland, will be given the Hickok Award for the best paper in the Cleveland station competition of the American Institute of Electrical Engineers.

"Korn Kobbler," who are customarily heard four times weekly, Mutual from The Flagship 29, N. J., are conducting a poll of their listeners and fans to find six most popular patriotic songs of the days. These will be played their Decoration Day broadcast. winners will receive an album of the "Kobbler's" Okeh recordings.

Joel Blake, former production manager and chief announcer, WKIP, Poughkeepsie, N. Y., and announcer of WFAS, White Plains, N. Y., has joined the staff of W Paterson, N. J.

WEAF, New York, has issued a brochure titled "When the Minute Wears Diamonds," outlining four participating-sponsorship success stories on Mary Margaret McBride's five week series. The woman commentator was recently cited by Yolanda Mero-Irion, chairman of Women's National Radio Committee as having won a unique place on air by her charm, gracious personality and ready wit.

Berkeley Made Manager For Blue In Washington

Kenneth H. Berkeley has been appointed Washington representative of the Blue Network by Mark W. president. In his new capacity, Berkeley will take over duties formerly handled by Frank M. Russell, vice-president, and will report to Woods and Edgar Kobak, the Blue executive vice-president. Berkeley's appointment marks the setting up of independent operations by the Blue in Washington.

It was also announced that Berkeley has been appointed manager of WMAL, Washington, by Samuel Kauffman, president of the Evening Star Broadcasting Co. and assistant business manager of the newspaper. Berkeley's dual appointment will be effective July 1 when WMAL moves to new offices in the Tray Lux Building.

Born in Washington, Berkeley joined RCA in 1923 and became assistant manager of WRC. He continued in this position when NBC took over the station on its formation in 1926 and was appointed manager the following year. He has also been acting as manager of WMAL.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

19, NO. 38

NEW YORK, N. Y., FRIDAY, MAY 22, 1942

TEN CENTS

Clear-Channel Argument

'Facility' Security Confuses Radio Men

Washington Bureau, RADIO DAILY
Washington—Considerable confusion appears to exist in Government communications circles concerning aspects of President Roosevelt's executive order outlining the facility security program for the protection of broadcasting stations and other communications services, as well as other types of facilities of importance to the war effort. While FCC sources indicated that the order was nothing but a clarification of existing arrangements, others seem to feel that it might lead to a reorganization of the industry.
(Continued on Page 6)

Photographic Studio WJZ Children Show

Philadelphia—The new studio is expected to be one of the first radio ventures by a photographic studio, Lorstan Studios, Inc., which has signed to sponsor Madge's "Coast-to-Coast on a Bus" program on WJZ Sundays from 10-10:30 a.m., beginning May 31. Lorstan has operated in the past via announcements on local stations, but the present venture is the firm's initial use of the medium on a relatively large scale.
(Continued on Page 2)

Over News Schedule Laugurated By WSAI

Indianapolis—Changes having for their purpose the "invigoration" of the WSAI news broadcasting policy were inaugurated here this week. A daily calling for 23 newscasts extending from 6 a.m. to 1 a.m. was inaugurated.
(Continued on Page 7)

Practical

Fun Lewis, Jr., MBS Washington commentator, is following government's request for paper conservation to the very letter—or, more definitely, letters. Recently he decorated his den at his 100-acre Maryland farm using his own mail, bouquets and brickbats for wallpaper. Idea was patriotic and usually effective from standpoint of interior decorating.

Heavy Draw

Washington—That public interest is high in the recent "war aims" speech of Vice-President Wallace, which was largely passed over by the daily press, was demonstrated here yesterday. Arthur Godfrey, who quoted the talk enthusiastically on his CBS program Wednesday, had received 1,160 requests yesterday from nearby states for copies of the address.

'Language' Committee Okays Wartime Code

Executive Committee of the Foreign Language Broadcasters Wartime Control, meeting yesterday at the offices of WOV, here, approved the code of wartime precautions which were drawn up at the Cleveland convention of the NAB on May 14. Copies of the code, together with a letter from the committee, will now be sent to the 200 or more foreign language stations.
(Continued on Page 7)

Third Major Dept. Store Buys Time In Met. Area

Influx of department stores throughout the metropolitan area into the radio medium took on added impetus yesterday as L. Bamberger & Co., Newark, signed a 52-week contract for six quarter-hours weekly on WNEW, becoming the third major store to turn to radio here within the past few weeks. As added in-formation.
(Continued on Page 2)

Commons' CBC Investigation Hears of Too Many 'Bosses'

WTIC War-Effort Sked Averages 1-Hour Daily

Hartford, Conn.—Results of survey released yesterday showed that the program schedule of WTIC of this city is devoting an average of one hour per day to programs on behalf of the war effort. Among the types used are talks, interviews, drama-
(Continued on Page 2)

Sholis Testifies At Sanders Bill Hearing On Big-Watter Benefits To Public And Danger Of Tearing It Down

CBS War Sales Clinic Mulls Copy Problems

Wartime sales clinic of CBS M&O stations has been held over an extra day and will continue this morning at the Hotel Ambassador, although originally it was scheduled to conclude last night. Highlight of the session thus far was the luncheon meeting tendered the group by Melford R. Runyon, CBS vice-president.
(Continued on Page 5)

New Series On Mutual Re U.S. Troops Abroad

First regularly scheduled series of programs built around the activity of U. S. troops in the British Isles will begin on Mutual Sunday when "Stars and Stripes in Britain" debuts, to be aired Sundays, 7:30-8 p.m., EWT. Program, which is being pre-
(Continued on Page 7)

Coleson To New York As Asst. To Col. Welles

Robert C. Coleson, formerly administrative executive of Bureau of Public Relations of the War Department's Radio Branch, has been named director of the New York office.
(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—An extensive governmental study of rural broadcast service was urged yesterday by V. Sholis, director of the Clear Channel Broadcasting Service, in hearing before the House Interstate and Foreign Commerce Committee on the Sanders bill. Sholis cracked the existing broadcast setup as it pertains to rural service, declaring that "we have failed to spread the pleasures of broadcasting equitably among all our people. There still are too many forgotten areas."
(Continued on Page 5)

Navy Opening Branch For Agency-Net Co-Op

Washington Bureau, RADIO DAILY
Washington—The Navy Department announced yesterday the establishment of a branch radio section in New York to service more conveniently and quickly the networks and advertising agencies placing chain programs with Navy material. The new office, a branch of Navy's New York office.
(Continued on Page 7)

Youthbuilders Award Going To "This Is War!"

"This Is War!," government-sponsored series recently concluded, will be given this year's award of Youthbuilders, Inc., when the New York public school student group holds its annual convention.
(Continued on Page 2)

Real Winners

Denver—With the threatened nation-wide gas rationing, Ben Bezoff, who conducts a "personality quiz" for KMYR gasoline sponsor, is faced with a predicament. Show is a combination record-quiz program and offers prizes of gasoline to winners. Meanwhile, Bezoff spends his time worrying about queries from rationed Easterners who could use a few extra gallons.

Ottawa—Public ownership of radio in Canada is suffering from "too many bosses," the House of Commons special committee on radio broadcasting was told by Gordon Graydon, Peel, Ont., M.P. He said under present conditions two ministers of the federal cabinet were concerned with administering the radio act, the CBC Board of Governors proposed to set up an executive committee.
(Continued on Page 6)

RADIO DAILY



Vol. 19, No. 38 Fri., May 22, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : Editor

MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. 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, May 21)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	117	114 ⁷ / ₈	116 ¹ / ₂	+ 1 ¹ / ₂
CBS A	11	10 ⁵ / ₈	11	+ 1/4
CBS B	11	10 ³ / ₄	11	+ 1/4
Gen. Electric	24 ³ / ₄	24 ¹ / ₄	24 ¹ / ₂	+ 3/8
Philco	8	7 ⁷ / ₈	8	+ 1/8
RCA Common	27 ⁷ / ₈	23 ³ / ₄	23 ³ / ₄	+ 1/8
RCA First Pfd.	49 ³ / ₈	49 ³ / ₈	49 ³ / ₈	+ 13/8
Westinghouse	69 ¹ / ₂	66 ¹ / ₄	69	+ 13/4
Zenith Radio	11 ³ / ₄	11 ³ / ₄	11 ³ / ₄	+ 1/8

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	1 ¹ / ₂	1 ³ / ₄
Stromberg-Carlson	4 ¹ / ₂	5 ¹ / ₂
WCAO (Baltimore)	15	18
WJR (Detroit)	17	19

Youthbuilders Award Going To "This Is War!"

(Continued from Page 1)
Annual Forum Award Rally to honor those means of communication which "has done most to help them feel their responsibility in a democracy."

Special program originating on WABC, New York, to a CBS network, will air the presentation of the award to Norman Corwin. Other speakers on the program are Alexander P. DeSeversky, Leo Durocher and V. G. Dougherty of the FBI. Club members will participate in the entertainment half of the airing. Program will be aired from Town Hall at 10:45-11 p.m.

Henderson On CBS Mon.

Leon Henderson, Federal Price Administrator, will broadcast a talk on rationing over WJSV, Washington, D. C., and the Columbia network on Monday from 11:15-11:30 p.m.

Gorman Joins Young & Rubicam

Walter Gorman, formerly of Compton Advertising, Inc., has joined the radio production staff of Young & Rubicam. He has not yet been given a definite assignment.

WTIC War-Effort Sked Averages 1-Hour Daily

(Continued from Page 1)
tizations, agricultural, in addition to spot announcements.

These programs include "Connecticut Men and Women in the War Work," a series of interviews conducted by Miss Jane Dillon; "Road to Victory," dramatizations written by WTIC staff members, bringing out salvage propaganda; "Your Part in National Defense," a weekly series conducted under the direction of Colonel Samuel Fisher, head of the Connecticut Defense Council, which programs are wired by WTIC to WICC, Bridgeport and WBRY, Waterbury; a series of weekly talks on "Rationing," by Chester Bowles, State Rationing Commissioner; a weekly program under the auspices of the University of Connecticut entitled "The Connecticut Farm Forum," dealing with the role of the farmer in the war; "Getting Acquainted with Latin America," a discussion of the background and history of the various nations; "Wrightville Sketches," written by Paul Lucas, of the station's staff, dramatizing rationing; and almost daily plugs for War Bonds by Nan Clarke in her "Bazaar."

A program which is growing in popularity as "Yale Interprets the News." This is presented every Sunday evening at 6:45 from the Yale campus and includes a commentary by Yale professors covering the most important event in the war news of the week. WTIC's FM outlet, W53H, also carries most of these programs.

Photographic Studio Buys WJZ Children Show

(Continued from Page 1)
scale and involves a considerable expansion of the company's advertising budget, according to the Lorstan agency, United Advertising Agency, Newark. Contract is for 52 weeks.

With 33 portrait studios in the area from Middletown, N. Y., south to Washington, D. C., and west to Philadelphia, Lorstan will aim its promotion at families with growing youngsters. In line with this idea, the company will announce a personality child photo contest on the first broadcast. Children up to 14 years of age will be invited to have their pictures taken free at any one of the Lorstan studios. Fifty-two prizes totaling \$1,200 in War Savings Bonds, with \$500 in Bonds as the first prize, will be awarded. The contest will extend from June 1 to August 1.

Written and produced by Madge Tucker, "Coast-to-Coast on a Bus" is currently aired on the Blue as a three-quarter hour Sunday program.

"March of Time" Cut-in

Presentation of the Distinguished Flying Cross to Lieut. Theodore Bosselli of New York City, bomber navigator, by Gen. Harold L. George, ferrying command chief, will be broadcast from Washington tonight as a feature of the "March of Time" program, Blue Network, 9 p.m., EWT.

Coleson To New York As Asst. To Col. Welles

(Continued from Page 1)
office in a realignment of the functions of the bureau, according to Lieutenant Colonel E. M. Kirby. Coleson, who will be assistant to Col. Walter H. Welles, in charge of radio in New York, will act as producer of "The Army Hour," heard Sundays on NBC, and will represent and supplement the work and responsibilities of all sections of the Radio Branch in the New York area.

Under the new operating plan, as announced by Col. Kirby, functions within the Radio Branch have been aligned to assure speedy consideration and disposal of broadcasting matters as they are brought to the attention of the War Department. Close day-by-day contact will be maintained between the New York and Washington offices. At Washington headquarters Brooks Watson, formerly assistant manager of WMBD, Peoria, Illinois, will take over as administrative executive as well as coordinator for "The Army Hour."

Branch Is Fully Staffed

In announcing the revised setup, Col. Kirby stated that the Radio Branch now is fully staffed. Some 2,400 applications for wartime duty are on file, he indicated, and such additions as will be needed already have been selected. The present staff includes 36 military and civilian employees, on a full time or consultant basis.

Col. Kirby also reemphasized the importance of addressing all inquiries to the Radio Branch itself rather than to individual members of the staff. He pointed out that the organization now is set up so that any of several persons is qualified to handle questions as they arise.

Third Major Dept. Store Buys Time In Met. Area

(Continued from Page 1)
dication that the anti-radio front of New York department stores apparently at last had been effectively breached, it was learned from a reliable source that another major local department store—its identity can not be revealed at this time—also will take a flyer in the broadcast medium on a considerable scale within a month.

Bamberger, which follows Macy's (co-sponsoring the baseball broadcasts on WOR) and Bloomingdale's (on WQXR), will sponsor morning and evening segments of Martin Block's "Make Believe Ballroom" on WNEW beginning this Monday. Tuesdays, Thursdays and Saturdays Bamberger will bankroll the 10:45-11 a.m. section and on the remaining weekdays will sponsor the "Ballroom" from 6:45-7 p.m. Victor van der Linde Agency handles.

Bamberger's ad copy, for the most part, will be institutional in nature, stressing the consumer's relation to the war effort. The Newark department store has used radio (also on WNEW) during the past two years, but the current buy is most extensive to date.

COMING and GOING

DONALD W. THORNBURGH, general manager of KNX and CBS West Coast official in the...

LINUS TRAVERS, vice-president in charge sales and production for WNAC and WJZ Boston, and the Yankee Network, in New York on station and network business.

FRED M. THROWER, general sales manager of the Blue Network, vacationing in his home state of Florida.

PARKS JOHNSON and WARREN HULL leaving this week-end for Fort Belvoir, Va., where they will broadcast Monday night's "Vox" program from the U. S. Army Engineer Center training school.

R. E. DUNVILLE, sales manager of WJZ Cincinnati, in town for conferences with local representatives of the station.

MERLE S. JONES, general manager of KMOX St. Louis, spending a few days here on station business.

HUB JACKSON, station manager of KTH Hot Springs, left yesterday for Arkansas following a week in town.

HAL WILSON, of Wilson, N. C., a visitor in New York.

J. C. HANRAHAN, executive vice-president of Scripps-Howard Radio, also vice-president and general manager of WMPG, Memphis, spent most of this week in New York, his last night for home.

GENE AUTRY, VIRGINIA VASS and other members of the program company travel to Providence this week-end for the broadcast of the "Melody Ranch" program from WPM.

M. C. WATTERS, general manager of WCAZ has returned to Cincinnati following completion of a short business trip to New York.

JACK BENNY, MARY LIVINGSTONE, DENNY DAY, DON WILSON, PHIL HARRIS and EDDIE "ROCHESTER" ANDERSON to La Jolla, Cal., on Sunday to broadcast their program from Camp Callen.

Warner Bros. Spots For 'Yankee Doodle' Premieres

Warner Bros. on Monday will start a citywide radio campaign on behalf of "Yankee Doodle Dandy," which premieres May 29 at the Hollywood Theater here. Warners has signed for announcement series, both transcribed and live, on WABC, WOR, WHN, WEA and WQXR, for one week, with possibility the plugs will be continued throughout the picture's run. On WABC, Warners will use the 7-7:45 a.m. Arthur Godfrey show, plus spots in the afternoon.

Blaine-Thompson Co., Inc., handles the account.

THE PENTHOUSE

SERENADE

with Latin American Tunes

Does A SELLING JOB IN PHILADELPHIA

WPEN

5000 WATTS 950 KC

THIS, TOO, IS SUMMER or *The next move is yours, Sir*

WOR would like to pass along some thoughts about summer and radio for anyone so inclined to make a mental meal of:

They're all in a booklet called, "5 Months Make One Year — WAR EDITION" which every smart timebuyer should get the feel of.

It's a piece that will do something to your point of view.

WOR for instance, tells you what effect the continuous-curriculum of the big universities are going to have on listening. There's stuff about war work, civilian furloughs and yourself, too.

"5 Months Make One Year — WAR EDITION" gives you ideas even — which you can take.

There are facts about how long people will listen this summer and where they'll spend the money they make.

WOR, talks about itself, of course, and why people listen to it, and when, and other banalities.

And leads up to some pointed comment — with names — on how certain sponsors avoided fatalities.

We even give you some tips on how you can get just the KIND of listeners you want to reach;



Whether they're at home, having a backyard picnic, or listening to portables on the beach.

So, you see, "5 Months Make One Year — WAR EDITION" is something you should run for:

It will save you time and trouble and even tell you about the kind of business you should gun for.

A copy may be had by writing or calling

WOR

at 1440 Broadway, in New York

San Francisco

SIDNEY ROGER, former UCLA student, has begun a sponsored news analysis series over KQW in San Francisco. . . . Dick Ellers of the KQW mike staff has accepted a position in the evenings as radio instructor in Berkeley High School night classes. . . . KQW also is featuring song concerts by a group of Chinese-American high school students.

Janet Strugnell, KYA traffic staff, who is the recent bride of Dick Wynne, KSFO announcer, is in the hospital with bronchitis. . . . Dude Martin's Gang of KYA staged a one-time carnival for Boy Scout Troop 56 of San Francisco at Potrero Hill Neighborhood House to raise funds to send the troop to summer camp. . . . Three KYA-ers, Darrell Donnell, Ivan Green and Rod Hendrickson, are staging a show titled "America's Answer" for the Civilian Defense Council of San Francisco.

Upton Close, NBC's commentator on Far Eastern affairs, broadcast two special programs from KPO in San Francisco during a recent visit to the bay city. . . . During his recent visit in San Francisco, KPO arranged for Sir Norman Birkett of the English High Court of Justice to be interviewed over the radio, and to meet prominent civic leaders.

The use of radio in education was explained by Leonard Gross of KGO's staff in an appearance before Oakland educators, gathered in Roosevelt High School. . . . KGO has launched a new series of weekly programs from the Commonwealth Club of San Francisco, where the world's outstanding speakers are presented each week. . . . Phil Bovero has begun a new KGO-er, titled "Young Man With a Clarinet," featuring himself and band.

Lu Watters, rated as San Francisco's hottest swing maestro, guested on KSAN's "Jive Club" and brought a recording valued at \$100, from a \$10,000 collection, to be played over the air. Director of the program, Ted Lenz, recently received a letter six feet long, signed by 145 fans, saying the Sunday ayem swing show was the best program of its kind in the west.

FM station KALW in San Francisco has started a course in broadcast training for women. Thirty femmes have enrolled for six hours schooling daily at the Samuel Gompers Trade School, which operates KALW.

WHN To Air Twilight Baseball

WHN, New York, will broadcast the twilight baseball game between the Brooklyn Dodgers and Philadelphia team of the National League on Monday. Game will start at 5:55 p.m. due to the wartime ban on night baseball.

19 • PASADENA • 42
KPAS 1110

MAIN STREET

OL' SCOOPS DAILY

Personal Postcards To:—

• • • **BERNICE JUDIS:** During the last fifteen minutes of Zeke Manners' hillbilly show Monday morning, he commented that the time was open for sponsorship—and if a SPONSOR would like to be auditioned, to come on over and Zeke would audition them! Before the day was over, we understand, a sponsor did phone and agreed to sponsor Zeke's fifteen minutes. . . . **PHIL SPITALNY:** Corporal Earl Oxford, former musical comedy star, who will conclude the service men contest on "Hour of Charm" May 31st, has a leading role in the Irving Berlin soldier-musical. . . . **RUDY VALLEE:** Joan Davis, the laugh inducer on your show, has authored a book called "Laughter Insurance" and it may be used as a screen vehicle for her. . . . **ED MURROW:** Wonder how many people know that before the war, your wife, Janet, was London head of "Bundles for Britain". . . . **CHARLES SPEVAK:** Happy to hear that the Blue made some mike setup changes for your Saturday p.m. show. First session was bad and an injustice to your fine band. . . . **RED SKELTON:** Eddie Cantor will try to get you to guest with him before the show folds for the summer. . . . **JOSEF CHERNIAVSKY** and **HAROLD FELLOWS:** That young lady you helped has been signed by the Blue Network and the announcement will come from them before Monday. . . . **GABRIEL HEATER:** Understand that the arrival of your first grandchild is slated for July. . . . **SHEP FIELDS:** Now it can be told—you're opening at the Edgewater Beach Hotel in Chicago July 24! . . . **JOHN BARRYMORE:** Because of your sudden illness yesterday which necessitated that you be rushed to the Hollywood Hospital, your brother Lionel again took over your chores on the Sealtest stanza. . . . **OZZIE NELSON:** We saw your wife, Harriet Hilliard, with Ken Murray in a movie the other nite. Because we personally like them both, we'll continue on speaking terms!

• • • **TOMMY ROCKWELL:** You may be interested to know that the head of your radio department, Frank Cooper, adopted a ten-day-old girl! . . . **BOB HOPE:** Jerry Lawrence will also write "A Date With Judy" which is your summer replacement. . . . **HORACE HEIDT:** Your pianist, Frankie Carle, has a sixteen-year-old daughter, who is now singing with Art Whiting's band on the coast. . . . **JACK BENNY:** Dennis Day comes to N.Y. for stage appearances when the show folds for the summer. . . . **PHIL HARRIS:** Congrats. It'll give Benny a topic for script material to be spread over the rest of the season, no doubt. . . . **JOHN SWALLOW:** Sidney Strotz was scheduled to leave town last nite. . . . **NAT ABRAMSON:** Planters Peanut Co. is supposed to be interested in "True or False" for the summer when the current sponsor abdicates June 29. . . . **EDWARD G. ROBINSON:** Since you've changed the substance of "Big Town" it's good to know that the show will stay on all summer. There is so much you could do in the way of morale with that stanza. . . . **DICK ROGERS:** Your drummer, Hank O'Brien, has returned to Blue Barron's band. . . . **JACK ROBBINS:** Julie Stern, your collegiate song-plugger who is such a favorite with the band leaders, dons khaki Monday at Fort Monmouth. . . . **CHARLES MARTIN:** That institutional show may begin next month with you at the controls. . . . **ALTON COOK:** The lead in your column Wednesday should be distributed to all those mentioned! . . . **JOE RINES:** Isn't Mack Goldman's new tune, "Something Worth Fighting For" great? . . . **JACK RUNYON:** Now that you're a Californian again, why don't you write to the gang back here. . . . **BARRY WOOD:** Gee, how you've improved on the "Hit Parade"! . . . **"UNCLE WALTER":** Fred Brady replaces you on the Raleigh show next week. . . . **AL PEARCE:** Plan is to consolidate your half-hour show with another thirty-minute show for a Camel Hour program.

— Remember Pearl Harbor —

Chicago

By FRANK BURKE

ERIC A. JOHNSTON, newly elected president of the U. S. Chamber of Commerce, will broadcast a "Message of Business to the Fighting Forces of the Nation" over WBBM-CBS from 10:30-10:45 p.m. tomorrow.

J. L. Van Volkenburg, of the local CBS organization, sent out a cheerful little earful in the way of a message to the local staff yesterday. It ran in part: "I feel as though I just attended a funeral. Today I had occasion to call at least a half dozen people within our own organization, and I would like to curl up now and have a good cry. Let's put some cheerfulness into the answer of our phones, and eliminate the voices. Remember, we are dealing with a lot of people on the outside and cheerfulness and courtesy is a requisite at all times."

Arthur Pearson, purchasing agent for NBC Central Division, has been elected to board of governors of the Chicago Purchasing Agents' Association.

Arlington and Washington Park race tracks, through Schwimmer Scott, have ordered 62 daytime and 52 evening one-minute live announcements on WMAQ starting June 1 and extending through September.

Red Skelton, Ozzie Nelson's orchestra and Wonderful Smith have been renewed for another 52 weeks on the Raleigh show through Russell Seeds Agency. Program will be on for the summer but will resume in the fall.

Roy Shield, NBC musical director in Chicago, is vacationing on a trout stream somewhere in Oregon and during his absence Joseph Gallicchio will conduct the "Roy Shields and Company" musical revue.

Ruth Bailey, who plays the role of "Rose Kransky" in the "Guiding Light," not only is an active member of the Chicago chapter of Bundles for Bluejackets but also is vice-chairman of the local committee for Seeing Eye, Inc.

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

Clear Channel Bill Committee Hears Arguments For Clear-Channels

(Continued from Page 1)
 men, as far as radio listening returned, among rural and small Americans."

Clear Channel representative only witness in the hearings and after his appearance, hearing was postponed until at the request of FCC-DCB man James Lawrence Fly. Caldwell, Mutual counsel, expected to precede the Commission to the witness table assumption of testimony. Today's session was conducted by a small group of committee members, who had few questions for him, emphasizing the alleged discrimination against rural listeners, he declared:

Post-War Challenge

Probably the greatest challenge we confront us in the post-war development of American broadcasting will be to atone for this. It is a challenge confronting Congress, the FCC and the industry. We cannot sit back thinking that it will be met by a grip where we left off on the Pearl Harbor. To the contrary, over a period of several years prior to the war tended to separate radio service to rural areas instead of improving it. . . .

Important, extensive and exhaustive study must be made, there must be any more Clear Channels deteriorated, and before impairment of rural service proceeds any further.

serious damage will be done if the allocation structure is not until victory in the war allows make the kind of comprehensive engineering study of rural service necessary to the drafting of an long range plan. Grave an result, however, if the Commission continues to nibble away at the allocation structure and duplicate Clear Channels on a piecemeal basis."

Clear-Channel Definition

of a Clear Channel station, said: "Shorn of all technical details, the type of station which is not merely listeners in its community and city, but is heard by distant listeners living

miles and miles away on farms, in small towns and in cities without stations of their own. Generally speaking, it is upon clear channel stations that over fifty million Americans living across 80 per cent of our country's area depend chiefly for radio reception at night—that is, between sunset and shortly after sunrise. . . ."

No Urban-Rural Conflict

"I want to make it crystal clear that I do not regard this technical problem as one of city listeners versus rural listeners. One group does not have to be discriminated against to provide service for the other. . . ."

"I hope the Commission assures you that without any further legislation, it is really going to make a thorough study of the problem, subject to the exigencies of the war effort. I hope, too, that the Commission will assure you that pending completion of such a study and the drafting of a program based on scientific conclusions, it will not permit any further deterioration of rural radio service. Given such assurances, which we are prepared to accept, there would be no need for legislation on this subject."

Sholis explained that of the 932 radio stations now operating, 875 of these are limited by technical reasons to serving only their metropolitan areas. He said: "The entire lot—all 875—however, can only be heard at night in about 20 per cent of the country's area. With just these (local and regional) stations on the air, the remaining 80 per cent of the country in which some 50,000,000 people live would be plunged into a radio blackout."

Says 50,000,000 Listen

"These 50,000,000 people do get radio reception at night almost entirely from the type of clear channel station I represent (of which there are 25). What other radio service they must get comes from the half-area class of stations (of which there are 31, known technically as 1-B clear channels)."

"The reason why a real clear channel station can serve such a vast area is not hard to understand. At night it is the only one allowed to broadcast on its channel. As a result, there is no other station on the same channel to scuttle its skywave service with interference."

Sholis pointed out that radio engineers have been the staunchest advocates of clear channels as the only means of providing rural radio service. The broadcasting committee of the Institute of Radio Engineers, called in by the Federal Radio Commission for assistance in 1928, recommended setting up 50 clear channels to spread service to rural areas. The Commission compromised on 40. Since 1928, that number has been whittled down to 25, Sholis added.

Describing recent FCC action in

breaking down one of the remaining 25 clear channels, Sholis said the Commission, in 1939, adopted regulations providing for 25 clear channels as a means of spreading radio service more equitably between rural and city listeners. He added that within two years following adoption of the regulations the FCC threw one of the clear channels overboard, and just recently broke down another, leaving only 23.

Points to KOA Case

The first breakdown, involving clear channel station KOA in Denver, occurred when the Commission permitted a station in Boston—already well served by seven night-time stations—to broadcast at night on the same channel, 850 kc. Of this action, Sholis said: "A good case can be made out for the need of clear channel service in all parts of the country, but the Denver case happens to be much simpler to demonstrate."

"The sparsely settled Rocky Mountain area is most direly in need of the type of radio service furnished by clear channel stations. Denver and Salt Lake City are virtually the only cities from the Missouri River to the West Coast, with the exception of some in Texas, that are large enough to support a clear channel station. Boston, on the other hand, is a lush advertising market. It already had seven night-time stations, thus enjoying an abundance of radio service. Although a choice of seven stations is more than adequate for any listener, there could be no reasonable objection to giving Boston an eighth station provided—and I emphasize the word provided—it is not done at the expense of rural listeners who have no such plentiful service. . . ."

Cites "Encirclement"

"Several months ago the Commission placed another station on this hitherto clear channel, without holding any hearing at all. This new station is at Akron, Ohio, hundreds of miles nearer to Denver and holding even greater possibilities of interference. This is what usually happens once a clear channel is broken down. A trend of encirclement is started which bit by bit slices away the rural service previously furnished by that channel."

Following the FCC's decision in the KOA case, the Commission granted a "special service authorization" to a station at Albuquerque, New Mexico, permitting that station to broadcast at night on the clear channel assigned to WJZ in New York City. In the case of another application to duplicate one more clear channel, Sholis said:

"To its credit, the Commission recently rejected an application to duplicate a clear channel used at Minneapolis. It was filed by a New York station, which wanted to become the fourteenth night-time station broadcasting in that city. . . ."

"When enlisting for the duration,

CBS Wartime Clinic Mulls Copy Problems

(Continued from Page 1)

which was attended by Merle S. Jones, general manager of KMOX, St. Louis; Howard Meighan, Eastern head of Radio Sales; Donald Thornburgh, CBS West Coast vice-president; Dr. Frank Stanton, director of research and promotion; George Dunham, supervisor of promotion for M&O stations; John Andrews, Dunham's assistant, and Fred Mahlstedt, of Radio Sales. Luncheon was held in the University Club.

Yesterday's work sessions were devoted to copy planning and media relations under current wartime conditions, during the morning, under the leadership of Dunham, and, in the afternoon, to copy and production problems. Luncheon session at the New Weston Hotel was concerned with problems of organization of sales promotion material. Guest speakers, all from Radio Sales, were Thora McLeary, Mac Masterman and Mary Salvo.

"Digest" One-Time Shot

"Reader's Digest" will assume sponsorship of the Elmer Davis newscast on WABC this Sunday, 8:55-9 p.m., EWT, for a single broadcast only. Understood to be in the nature of a test looking toward possible network sponsorship later on. BBD&O handles the "Digest" account.

clear channel stations took on a long list of war duties. These stations are the ones that can reach a far flung area with messages on recruiting for the armed forces, selling War Bonds and Stamps, raising Red Cross and other war relief funds, locating needed war plant and farm labor, promoting Americanism and citizenship, aiding civilian defense and assisting listeners in making necessary readjustments in living under the impact of war. . . ."

Sholis also outlined many farm service programs broadcast by clear channel stations which aided in converting agriculture to the food for freedom program.

"Is it any wonder, then, that last year in a nation-wide survey, rural Americans voted radio their favorite form of entertainment by wider margins than any other group in the country?"

CLOSE THAT DEAL TOMORROW BY TELEGRAPHING TODAY VIA Postal Telegraph

FOR TELEGRAMS 'PHONED IN ON YOUR TELEPHONE BILL.

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

'Facility' Security Confuses Radio Men

(Continued from Page 1)

to confusion. At the Office of Civilian Defense the effects of the directive seemed uncertain, but there one spokesman voiced the view that it might cloud the situation.

Army First, Says Landis

In a statement following the executive order, OCD Director James M. Landis emphasized that "we are undertaking a job of developing and supplementing existing protective programs—rounding out the security measures already provided—and the Army will continue to have the principal role."

The OCD chieftain emphasized that "the owners and operators of essential facilities continue to be primarily responsible for maintenance of proper guard against sabotage in any form. Our purpose is not to supplant any existing authority... But to work with and through established agencies to the end that there can be no successful attack on any part of the resources and utilities vital to the nation in winning this war."

OCD Duties Listed

The President's order directed OCD to "serve as the center of the coordination of plans sponsored or operated by the several Federal departments and agencies; establish standards of security to govern the development of security measures for the nation's essential facilities; review existing and proposed security plans and measures, and require the adoption of such additional measures as may be deemed necessary; and take steps to secure the cooperation of owners and operators of essential facilities and of state and local governments in developing and carrying out adequate security measures."

"Report To The Nation" From Jap Encampment

"Report to the Nation," weekly feature show over CBS network, airs from the Federal Government's Japanese relocation project near Parker, Arizona, Tuesday, May 26. William N. Robson, director of the show, has enlisted the help of the Army to guard against interruption which might result from rain, wind or sand storms blowing down the U. S. Army Signal Corps telephone lines. There'll be a soldier posted every quarter mile along the more than 20 miles separating Parker, Ariz., and Blyth, California. The "Report's" aim is to give Americans a clear picture of what Uncle Sam is doing with the Japs he is moving out of the West Coast and other danger zones.

George Bryan Renewed

George Bryan has been renewed for a second 13-week period as announcer on the 8-8:15 a.m. news period on WABC. General Baking Co., for Bond Bread, sponsors, with Newell-Emmett Co. the agency.

WORDS AND MUSIC

By Sid Weiss

BIGTOWN SMALL TALK: Prediction: Watch for announcer James Fleming to do "a Ralph Edwards." We didn't think there was a new idea in quiz shows left—but Jim dug one up and the MCA gang is plenty steamed up about it. If and when it goes through, Jim will do the emceeing. It's tagged: "Your Family Quiz"... Don't be surprised if Wiff Roberts and Fritz Blocki join the General Motors show... William Morris looking for mystery writers... It's a red-headed boy at the Redd Evans—born exactly 7:11 Wednesday nite, by golly. Pop wrote "I-A in the Army" and "Gobs of Love."

☆ ☆ ☆

Good luck came in double doses to Phil Waxman, manager of the N.Y. office of "Radio News Reel," this week. No sooner did he receive word that he had passed the N.Y. State Bar exam than he announced his forthcoming marriage to Ruth Grant this month. Couple will honeymoon in sunny Calif. for six weeks... Peggy Conklin snared the lead on "Tillie, the Toiler"... CBS auditioning a comedy show built around Mischa Auer... National Safety Council readying a new Blue series (8 weeks) called "Men, Machines—Victory," slated to start early in June... On Milton Berle's final show, June 2nd, he will have as his guest, Chester Morris. Chester is, as you may know, one of Hollywood's foremost amateur magicians. Berle, himself, is no novice at the stuff, either. Their big trick of the evening, no doubt, will be making the series disappear... Benny Ross giving up summer radio spot to take out U.S.O. unit together with his partner, Maxine Stone... "Radio Guide's" editor, Arthur Miller, was turned down by three Marine Corps doctors—only to be grabbed by the draft. We don't get it either. Mel Spiegel will probably pinch-hit.

☆ ☆ ☆

If you like omens in your success stories, you'll agree with us that Laura (L for lovely) Deane (D for delightful) Dutton (D for delicious), the Blue Network's new singing find, will prove a sensation. Laura preceded and followed Dinah Shore at the Waldorf's Wedgwood Room. Like Dinah, she got her radio start via WNEW and again like Dinah, she starts her career as a sustaining artist on the Blue (Monday, three-times weekly with Joe Rines orch). Credit Phil Carlin, the Blue's live-wire program manager, with the catch. Laura is a manager's dream—figure, voice and looks to spare. In our very inexpert opinion, she's custom-built for Hollywood. The daughter of Col. Henry R. Dutton, Laura faced parental objection at an early age, with the Col. finally compromising on a career providing she could finance herself. This she did by raising and selling pedigreed cocker spaniels. Take our word for it, tho', Laura's "dog" days are definitely over. A new star is about to be born!

☆ ☆ ☆

Paramount's newest fair-haired boy, Alan Ladd, due in town Monday and already booked for the Kate Smith show Friday. Marty Lewis is lining up plenty of radio spots for the new star... Executive offices of Tel. Exchange move into their new 5th ave. quarters Aug. 1st... Two weeks ago, Arthur Vinton announced he would run for Congress against Rep. Ham Fish. The other day, Arthur was cast in his first role since making his political declaration. He played a crooked politician on "Mr. D.A."... Mandell Kramer signed for a featured role (the tough top sergeant) in "Private Buck," which will star Benny Baker... It's a girl at the Jack (CBS) Carneys... Stamford speed cops threw Tommy Dorsey for a ten buck loss last week... Harry Goodman, brother of Benny, enlisted yesterday in the Army... Mary Chase's "Go Get It" show on WOR climbing steadily on the Hooper... Dick Mooney recuperating up at Stony Point, N. Y. Will be back in action in a few weeks... Shep Fields auditioning so many gals for a vocal spot with his crew that he's beginning to feel like Dave Selznick looking for Scarlett O'Hara.

☆ ☆ ☆

Too Many CBC Boss Commons Is Informed

(Continued from Page 1)

tive committee and there had a division of authority between general manager, Major Glad Murray, and the assistant general manager, Dr. A. Frigon.

"If we are going to have a bus like setup you can't have too bosses," Graydon stated. "This of the difficulties public-owned is suffering from today."

Appointments Ratified

Rene Morin, chairman of the said the organization had been signed to give closer control rapidly-growing organization. In this plan, appointment of president with a salary of more than annually was required to be ratified by the finance committee instead only approved by the general manager.

Morin told Graydon that through four general meetings of the board of governors annually were considered sufficient. A proposed executive committee of four members would be organized soon and would meet monthly to deal with matters of ordinary importance not handled by the management. He said he thought closer supervision desirable.

Questioned by Graydon on the handling of government news, Morin said he had invited War Secretary J. T. Thorson to have government provide more news. "I told him we would like to get it soon as the press and possibly be able to get it," Morin said.

Cites Program Criticism

"In other words you were trying to get ahead of the papers?" Graydon asked. "Yes," Morin replied.

Coldwell drew attention to the criticism of the CBC programs in Quebec. He asserted the function of the CBC was not to propagandize the public but to see to it that it is not propagandized improperly. Morin replied that he thought the criticism "unfair and without foundation."

Touching on political broadcasting, Rev. E. G. Hansell, Macleod, M.P., said he had heard of cabinet ministers leaving a platform in an auditorium and broadcasting from a small private room adjoining the platform because of a rule prohibiting broadcasting of political meetings. Morin replied the regulations were set by the government and not the board.

Free Time Discussed

Coldwell then asked by what authority the general manager had suggested that in addition to free time granted each political party in an election, time could be purchased on the national CBC network. The free time agreement had been decided upon at a meeting of the party representatives. Morin replied the proposal had been suspended in part because of war conditions. However, he recalled that objections in the recent plebiscite campaign from isolationist elements had elicited the answer that they were free to buy time on private stations but would not be permitted free time on the CBC network.

Language' Committee Keys Warlike Code

(Continued from Page 1)

ations for their individual and acceptance. Today's session was presided by Arthur Simon, general manager of WPEN, Philadelphia. Committee members include Joseph Lang, general manager of WHOM, Jersey City; Griffith Thompson, general manager of WBYN, and Harry Hen-

Questionnaire Drafted

questionnaire to be filled out by employees of foreign language stations as drafted at yesterday's session. These will be mailed to stations accepting the code and include pertinent data and ask reports of the employee signing document. Everybody employed in the station must sign. The committee voted yesterday to open an office to expedite the work. Space will be used at the NAB headquarters in Washington.

Members yesterday included J. Hopkins, president and general manager of WJBK, Detroit, for chairman; Griffith Thompson for treasurer and Joe Lang for public relations. Fred Coll, of WJLW, is named publicity director.

Text of Code

The committee of station operators has drafted the code at the NAB headquarters. The committee is comprised of Simon, Lang, Henshel, Thompson, Arnold, of WGES, Chicago; William of KOY, Phoenix; Mervyn of KGER, Long Beach, Cal.; and David Baylor, of WGAR, Cleveland. The Cleveland memo on the code stated:

Personnel engaged in the production and presentation of foreign language programs shall be cleared by the committee. All personnel must fill out a questionnaire and be fingerprinted. All questionnaires returned from the stations will be checked through the chairman of the committee who, in turn, will have them checked through government officials. All stations will adhere to the code practices and will take extra added precautions in compliance with the already stringent monitoring service now employed.

Action Against Violators

The committee demands that action be taken against any operator violating this code. The committee resolves that all foreign language stations will continue to contribute to the war effort by increasing the use of pro-democratic programs and the further supplying information to the various foreign groups of America in their language. On the continental United States there are approximately 100 stations broadcasting foreign language programs in 29 different languages approximating 1,700 hours on the air. Nearly 5,000 writers, musicians and other talented producers are involved in the preparation and broadcasting of these programs."

PROMOTION

WOWO Program Card

Attractive two-color placards are being distributed by WOWO, Fort Wayne Ind., listing times of all market and news broadcasts and farm programs, as well as selected commentaries of interest to farm audiences. The promotion piece is expected to land on counters of feed dealers, in county agents' offices, on courthouse bulletin boards, in land bank windows and other locations where farmers congregate. Quantities of cards are being mailed to county agents in the WOWO area together with a personal letter from Tom Wheeler, WOWO farm director. County agents already have volunteered to distribute the cards in their vicinity. The value of the promotion may be seen in the fact that rural audiences lack ready access to newspapers listing programs.

First Aid Booklets

Free vest pocket first aid booklets are being offered to listeners by WPAT, Paterson, N. J. The booklets, which regularly sell for fifteen cents, are offered on a program entitled "Your Health," which is broadcast every Monday at 11:45 a.m., and features health talks by doctors of the Paterson area. The program is presented by the Passaic County Medical Society.

New Series On Mutual Re U.S. Troops Abroad

(Continued from Page 1)

Presented in cooperation with the British Broadcasting Corp., will have Ben Lyon and Bebe Daniels, former American film stars, as emcees and will feature selected pick-ups from various points in England, Scotland and Northern Ireland, where members of the AEF are stationed.

It will follow the semi-documentary pattern developed by the BBC whereby edited, recorded segments are worked in with live talent. Initial show will feature messages from Col. Edmund M. Barnum, Chief of the Special Service Dept. of the Army in the British Isles, and Lieut. Commander Robert E. Vining, of the U. S. Navy, now attached to the U. S. Embassy in London.

Designed to be entertaining as well as informational, the series will depict the activities of members of the U. S. Army, Navy, Marines and Air Force.

Locally, the series will be aired via transcription at 9-9:30 p.m. on WOR.

KPRC Boosts Power

KPRC, NBC Southeastern Group outlet in Houston, Texas, is now operating with 5,000 watts night power using directional antenna, the station has notified the network here. Station has a frequency of 950 kc., and has been operating with 5,000 watts days and 1,000 watts at night. Frequency and daytime power unchanged.

On the Block

WEAF is distributing to advertisers and agencies a standard size manila folder containing a sheaf of one-page presentations on currently available programs. Intended for recipient's station files, the folder's contents will be kept up-to-date by NBC Spot and Local Sales salesmen. Individual program presentations are elaborately drawn up in two colors, on slick paper stock and include pictures on news, Mary Margaret McBride, Pat Barnes, Bill Stern, Isabel Manning Hewson and "Studio X." Bob Hutton, WEAF promotion manager, executed the presentation.

Industrial Morale

Committee for National Morale in cooperation with WINS, New York, has awarded over 4,000 "certificates of merit" to members of unions in local defense plants, who through cooperation with the management have allayed, solved or set aside controversial issues in an effort to attain increased efficiency and production in the war emergency. Each week a jury selected by the Committee selects a defense plant where labor and management have cooperated and the certificate is awarded to each worker in the plant. Plant is named on the weekly series titled "Your Labor Relations Reporter," featuring Austin M. Fisher.

Heavier News Schedule Inaugurated By WSAI

(Continued from Page 1)

put into effect by Jimmy Leonard, program director.

Most of the programs involved are on the hour or half-hour. Three network shows are included, with the NBC news roundup of foreign correspondents featured at 8 a.m. A similar program will be aired at 7:45 p.m. and another at 11 p.m. Ernest K. Lindley, editor of the Washington bureau of "Newsweek," and William Hillman, foreign analyst, will be heard from the nation's capital.

The programs emanating from the WSAI newsroom will be handled by a staff of newscasters comprising Michael Evans, Jay Sims, John Cornell, Carl Roth, Bob Bentley and Milton Chase. The latter was formerly head of the Shanghai UP.

An analysis of the news schedule shows programs scheduled on the hour each day except at 9 a.m. because of the "Breakfast Club," and at 9 p.m. and 10 p.m., when network programs are broadcast.

Named KOWH Manager

Omaha, Nebr.—Frank Shopen, formerly assistant manager of KOWH of this city, has been promoted to manager of the outlet. Shopen has been in radio since 1929, starting as an engineer at WAAW, former call letters of the station he now manages. After working in several capacities in stations in the mid-west, he returned to WAAW in 1935.

Navy Opening Branch For Agency-Net Co-Op

(Continued from Page 1)

public relations, will be opened on Monday. Captain Leland P. Lovette, assistant director of Navy public relations, and J. Harrison Hartley, chief of the radio section, will meet with representatives of the networks and advertising agencies at the Waldorf-Astoria at 4 p.m. Monday in conjunction with the opening.

The branch office will be located at 580 Fifth Avenue, and Lieutenant Morgan S. A. Reichner, U.S.N.R., will be in charge.

WPB Honors Kurlan

Arthur Kurlan, who produced and directed the 28 broadcasts of the OEM's "Keep 'Em Rolling" series on Mutual, will receive an award from the Women's Press Club tomorrow over WOR-MBS at 2 p.m. for the Radio Section of the War Production Board which sponsored the series. Although Kurlan has produced hundreds of radio shows, this will be his first personal appearance at a microphone.

The newspaper women gave the award because "the growing yet under-publicized role that women are playing featured a portion of these programs which emphasized American women's part in the Victory War Program."

Nesbit Replaces Hunnicutt

Cincinnati—Dick Nesbit has replaced Mike Hunnicutt on the "Luncheon Party" program heard over WKRC. Mondays through Saturdays at 12:15 p.m. Dot Food Stores sponsors the program. The account is controlled by Jesse M. Joseph Agency.



Mr. John Hymes, radio time buyer for Lord & Thomas, says:

"THE 1942 RADIO ANNUAL

is a tremendous source of vital information for me. I use it constantly."

The 1025 page Radio Annual is distributed at no extra charge to all subscribers of Radio Daily.



Coast-to-Coast



NEWEST patriotic effort at WTAG, Worcester, is the victory corsage being worn by femme staffers. Corsages consist of war savings stamps gathered into a bouquet and tied with a red, white, and blue ribbon. . . . Bill Brennan, former WTAG announcer now with the CBS production department, visited the studios for a brief "hello" last week. . . . Mildred Bailey, editor of WTAG's "Afternoon Journal," this week celebrated her second anniversary with the station. She now conducts another program, "The Modern Kitchen," thrice weekly on WTAG.

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NO. 19, NO. 39

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Approve Equipment Pool

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(Continued on Page 5)

Donohue Named Director Of Buchanan Radio Dept.

Joseph C. Donohue has been named radio director of Buchanan & Co., advertising agency, replacing Paul Monroe, who has been made an account executive for the recently acquired Bendix Aviation Corp. account. Before joining the Buchanan agency Donohue was associated with William Esty & Co. and the Columbia Broadcasting System.

DCB Puts OK On Plan For Replacements And Asks WPB For Operation Now; 17 Conservation Districts Set

NBC-CBS Curtail Tele Until Emergency Ends

In accordance with the recent ruling of the FCC which relaxed the minimum number of weekly operating hours for the duration, two leading television broadcasters, NBC and CBS, on Friday stated they would proceed to curtail their telecasts to the minimum requirement. It is expected that other television broadcasters would follow suit in the in-

(Continued on Page 7)

KDKA Gave 179 Hours To War-Service Shows

Pittsburgh—A total of 179 quarter-hours was devoted by KDKA to local sustaining public service programs directly related to the war effort during the period of approximately five months from Dec. 7 to April 30.

These figures, announced on Friday

(Continued on Page 5)

Ascapp Denied Motion In Marks-BMI Action

Appellate Division of the New York Supreme Court on Friday turned down an application of Ascapp for leave to appeal to the Court of Appeals from the denial of Ascapp's mo-

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—A cooperative pool of broadcasting station replacement equipment, suggested by the Domestic Broadcast Industry Advisory Committee of the Defense Communications Board, was approved by the DCB Saturday and transmitted to the War Production Board with the recommendation that it be placed into effect.

The plan calls for 17 regional conservation districts, presumably the

(Continued on Page 7)

'Draft' SESAC Force To Help Bond Sales

Apparently in line with Archibald MacLeish's "Brains, Heart and Energy" speech at the recent NAB convention, the U. S. Treasury has drafted the SESAC station relations staff for the duration to act as a liaison between the broadcasting industry and the Treasury Dept. to increase the effectiveness of the War Savings radio

(Continued on Page 5)

Donovan's Resignation Reported As Imminent

Washington Bureau, RADIO DAILY
Washington—The recurring rumors that Col. William J. Donovan has resigned as Coordinator of Information and is now, or soon will be, on active army duty were given substantiation by authoritative

(Continued on Page 6)

★ THE WEEK IN RADIO ★

... Further War Effort

By BOB LITZBERG

BROADCASTING further girded itself in the war effort in two directions last week. After a meeting with OFF and other government officials, who informed them that the allocations plan was only a blueprint for the distribution of war appeals and that programming as well as spot announcements should be tuned to the war effort, networks, agencies and sponsors pledged increased cooperation and laid the groundwork for devoting considerable more time

to war messages. . . In Washington, it was announced, that a plan prepared by the Defense Communication Board's Domestic Broadcast Industry Advisory Committee to pool broadcast equipment came to a head before the Board and received approval. Replacement problems and the unofficial nod from the FCC seemed to assure some action even though the War Production Board appeared doubtful on the move to establish a

(Continued on Page 2)

Bomber Load

Bombers flying from the USA to England these days are carrying not only implements of war but evidences of the cultural unity between the two nations in the form of recordings of the British-American festival programs heard on Fridays over WABC and the CBS network. The records are used in Home Service by the British Broadcasting Corp.

Rationed Rationer

Hartford, Conn.—Driving with Chester Bowles, state rationing director, last week proved of no advantage to Bill Malo and J. Eric Williams, WDRC commercial manager and salesman respectively. In the middle of a "doubling up" trip, the car ran out of gas. The radio men sat in the car while the gasoline rationer thumbed his way to a gas station for the needed fuel.



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Voluntary cooperation with government agencies regarding foreign language broadcasting was expressed at luncheon meeting Friday by 11 sponsors of Italian language programs. With Harry D. Henshel, WOV managing director, as host, the meet was held to discuss future broadcasting activities. Arthur Simon, general manager of WPEN, Philadelphia, and recently elected chairman of the

(Continued on Page 5)

Donohue Named Director Of Buchanan Radio Dept.

Joseph C. Donohue has been named radio director of Buchanan & Co., advertising agency, replacing Paul Monroe, who has been made an account executive for the recently acquired Bendix Aviation Corp. account. Before joining the Buchanan agency Donohue was associated with William Esty & Co. and the Columbia Broadcasting System.

★ THE WEEK IN RADIO ★

... Further War Effort

By BOB LITZBERG

BROADCASTING further girded itself in the war effort in two directions last week. After a meeting with OFF and other government officials, who informed them that the allocations plan was only a blueprint for the distribution of war appeals and that programming as well as spot announcements should be tuned to the war effort, networks, agencies and sponsors pledged increased cooperation and laid the groundwork for devoting considerable more time

DCB Puts OK On Plan For Replacements And Asks WPB For Operation Now; 17 Conservation Districts Set

NBC-CBS Curtail Tele Until Emergency Ends

In accordance with the recent ruling of the FCC which relaxed the minimum number of weekly operating hours for the duration, two leading television broadcasters, NBC and CBS, on Friday stated they would proceed to curtail their telecasts to the minimum requirement. It is expected that other television broadcasters would follow suit in the in-

(Continued on Page 7)

KDKA Gave 179 Hours To War-Service Shows

Pittsburgh—A total of 179 quarter-hours was devoted by KDKA to local sustaining public service programs directly related to the war effort during the period of approximately five months from Dec. 7 to April 30.

These figures, announced on Friday

(Continued on Page 5)

Ascrap Denied Motion In Marks-BMI Action

Appellate Division of the New York Supreme Court on Friday turned down an application of Ascrap for leave to appeal to the Court of Appeals from the denial of Ascrap's mo-

(Continued on Page 2)

Washington Bureau, *RADIO DAILY*
Washington—A cooperative pool of broadcasting station replacement equipment, suggested by the Domestic Broadcast Industry Advisory Committee of the Defense Communications Board, was approved by the DCB Saturday and transmitted to the War Production Board with the recommendation that it be placed into effect.

The plan calls for 17 regional conservation districts, presumably the

(Continued on Page 7)

'Draft' SESAC Force To Help Bond Sales

Apparently in line with Archibald MacLeish's "Brains, Heart and Energy" speech at the recent NAB convention, the U. S. Treasury has drafted the SESAC station relations staff for the duration to act as a liaison between the broadcasting industry and the Treasury Dept. to increase the effectiveness of the War Savings radio

(Continued on Page 5)

Donovan's Resignation Reported As Imminent

Washington Bureau, *RADIO DAILY*
Washington—The recurring rumors that Col. William J. Donovan has resigned as Coordinator of Information and is now, or soon will be, on active army duty were given substantiation by authoritative

(Continued on Page 6)

Rationed Rationer

Hartford, Conn.—Driving with Chester Bowles, state rationing director, last week proved of no advantage to Bill Malo and J. Eric Williams, WDR commercial manager and salesman respectively. In the middle of a "doubling up" trip, the car ran out of gas. The radio men sat in the car while the gasoline rationer thumbed his way to a gas station for the needed fuel.

(Continued on Page 2)



Vol. 19, No. 39 Mon., May 25, 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

(May 22)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	117 1/8	116 1/2	116 1/2	- 3/8
CBS A	11 1/8	11 1/8	11 1/8	+ 1/8
CBS B	11 1/8	11 1/8	11 1/8	+ 1/8
Gen. Electric	24 3/8	24 1/4	24 1/2	+ 1/8
Philco	8	8	8	- 1/8
RCA Common	27 1/8	27 1/8	27 1/8	- 1/8
RCA First Pfd.	48 1/2	48 1/2	48 1/2	+ 1/8
Stewart-Warner	6 1/4	6 1/4	6 1/4	+ 1/4
Westinghouse	68 3/8	68 1/2	68 3/8	- 1/4
Zenith Radio	11 1/2	11 1/2	11 1/2	- 3/8

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	13 3/4	2
Stromberg-Carlson	4 1/2	5 1/2
WCAO (Baltimore)	15	18
WJR (Detroit)	17	19

Name Smith WRC Mgr.

Appointment of Carleton D. Smith, for 8 years assistant manager of WRC, Washington, D. C., as manager of the NBC Red affiliate in the nation's capital was announced by William S. Hedges, NBC vice-president in charge of station relations. Smith's appointment is effective today. He succeeds Kenneth Berkeley, who resigned recently to become manager of WMAL, Blue Network affiliate in Washington, D. C. He will continue to announce Presidential broadcasts in addition to his managerial duties.

In Philadelphia Its

WPEN

THE STATION THAT SELLS

5000 WATTS 950 KC

★ THE WEEK IN RADIO ★

... Further War Effort

(Continued from Page 1)

pool from which broadcasters could draw for their repair and maintenance needs.

Domestic as well as Canadian radio regulatory agencies were both subject of legislative investigation last week. Hearings on the Sanders Bill in Washington coincided with an investigation by a House of Commons Committee in Ottawa into the affairs of the Canadian Broadcasting Corp. Of the two investigations thus far the CBC fared better than the FCC which was attacked vigorously by representatives of the Newspaper-Radio Committee, who questioned the FCC's authority to prohibit the ownership of broadcast stations by newspapers. Postponement of the testimony of Rear Admiral S. C. Hooper, who has already criticized the FCC's operations from a military standpoint, only delayed attacks on the FCC until later in the week when the Clear Channel Broadcasting Service, through its director, Victor Sholis, cracked down on the existing broadcast setup as it pertains to rural service. Canadian broadcasting also came in for its share of criticism before an investigating committee. Stress was placed on lack of business-like operation on the part of the Canadian Broadcasting Corp.

Television circles buzzed last week following a loosening of FCC restrictions concerning minimum operating hours and there was a general belief that the FCC order foreshadowed the drafting by the military forces of much of television's personnel into the Signal Corps and

other communication branches where there is a pressing demand for persons with expert technical qualifications... Officials and affiliates of CBS were pre-occupied with two activities during the past week: the network officially dedicated its new Latin-American network of 76 stations; and sales promotion managers of CBS M&O stations met in New York in a two-day clinic to discuss mutual problems... Women's National Radio Committee announced the winners of its annual awards and at the same time paid tribute to the overseas reporting of the networks... Radio also received another bouquet from William D. Boutwell, radio chief of the U. S. Office of Education, who stated that radio during the past 20 years has outstripped printed media in effectiveness, in a speech before delegates of the National University Extension Association meet at Penn State College... American Association of Advertising Agencies held its annual convention at Skytop, Pa... Advertising Club of New York announced the outline of plan to assist advertisers, agencies and media in continuing "normal" business operations under wartime conditions... Both Army and Navy radio departments switched personnel to New York from Washington in an effort to coordinate their activities... NAB Foreign Language Committee approved the code of wartime precautions, which is to be sent to the 200 or more foreign-language outlets for their individual approval and acceptance.

Ascrap Denied Motion In Marks-BMI Action

(Continued from Page 1)

tion to dismiss the test suit filed against it and for Ascrap members by BMI and the Edward B. Marks Music Corp. The plaintiffs are seeking an adjudication on the question of radio rights to songs where the publisher is a member of BMI and the composers belong to Ascrap.

The Appellate Division has unanimously upheld a lower court decision which directed a trial of the suit after ruling that the BMI complaint stated a good cause of action. An application may be made directly to the Court of Appeals for a review of the case following the denial of an appeal instituted by the Appellate Division.

Fast Job

Announcement of the naming of Ted Williams, Boston Red Sox batting champion of the American Baseball League, as a naval aviation cadet, was made over the Mutual Broadcasting System just 30 seconds after the Navy Department's release on Friday at 6:15 p.m. EWT. Program switch enabled MBS to originate the news via Jim Britt, Yankee-Colonial Network sports director, from Boston.

NCAC Divisions Joined; Phyllis Mohr Director

Merger of the special attraction division and the lecture division of National Concerts & Artists Corp., effective June 1, under the direction of Phyllis Moir has been announced by Alfred H. Morton, NCAC president. Under the new setup John J. Collins, who has been in charge of special attractions in conjunction with radio activities, will assume the position of assistant director.

COMING and GOING

A. S. GRINALDS, general manager of WSA Cincinnati, in town Friday visiting with station's local reps.

CECIL BROWN, CBS Far Eastern correspondent, in Indianapolis today for the broadcast of tonight's lecture, the eleventh in the series which he is delivering from coast-to-coast.

A. W. GREBE, office manager of WBAJ Wilkes Barre, expected here today for a few days on station business.

JACK O'MARA, promotion manager at WOWO WGL, has returned to Ft. Wayne after having attended the Indiana Retail Food Dealers Convention at Gary.

RALPH G. MATHESON, general manager WHDH, new Blue affiliate in Boston, was in New York Friday for conferences at network headquarters.

WILLIAM KILEY, sales manager, and HARRY M. BITNER, JR., office manager, of WFBM Indianapolis, have returned to Indiana after spending the latter half of last week in town.

HUGH R. NORMAN, station manager of WNBH, New Bedford, down from Massachusetts for a few days on station and network business.

KATE SMITH is in Washington, D. C. where with cooperation from the U. S. Army Band, she broadcast yesterday's program from Constitution Hall.

WQXR Signs New Spots

WQXR, New York, signed contracts for four new spot announcement campaigns during the past week. Pan-American coffee, the film "Yankee Doodle Dandy," Vimms vitamin tablets and Omnibook magazine are among the products to be promoted. The Pan-American Coffee Bureau signed for spots running through August 9th, through Buchanan & Co. Warner Bros. signed, through Blaine-Thompson Co., for twelve spots per week for thirteen weeks for "Yankee Doodle Dandy." Lever Brothers Co., through BBD&O, signed for a two-week campaign for Vimms tablets. The Omnibook account, for one week, was placed direct.

Ex-Lax Anns. On WJZ

Beginning today, Ex-Lax, Inc., launches a spot ET-campaign on WJZ, New York, using one-minute announcements twice daily, Mondays through Fridays. Joseph Katz Co. agency for the Ex-Lax company, placed the business.

FOR A STRONG PULL ---

USE **WBNS**

CENTRAL OHIO'S ONLY CBS OUTLET

ASK ANY BLAIR MAN OR US!

Coldwell, In Canada Probe, Calls CBC Affairs "Chaotic"

(Continued from Page 1)

out by evidence presented to the committee. He suggested the affairs have become more chaotic since Plaunt's resignation.

The committee discussed the relative powers of the CBC general manager Major Gladstone Murray, its assistant general manager, Dr. Augustin Frigon, and the proposed executive committee of the board which has not yet been set up. Coldwell's evidence indicated Dr. Frigon had wider powers than the general manager and in addition Dr. Frigon controlled the finances for the corporation. In fact, he said, Major Murray is no longer general manager.

"Lack of Confidence" Discussed

Morin said Major Murray retained control of programs and internal management.

"Was this the result of lack of confidence in the general manager?" Coldwell asked.

"Lack of confidence in his ability in financial matters," Morin replied. The executive committee was intended to meet needs of a rapidly growing organization, Morin said, but that the committee had not been named pending filling of a vacancy on the board. (This vacancy resulted with the appointment of H. Charleson recently). Pending appointment of the committee, most of its functions were being handled on by the finance committee.

At this point, Gordon Graydon, former Peel said it was crystal clear that the CBC board was dividing authority to a point where there is no central control. Dr. Morin felt the plan to be sound based on good business principles which would contribute to the efficacy of the CBC.

Appointment of Dr. Frigon as assistant controller was a further division of authority, Graydon said. On this under his jurisdiction, Dr. Frigon reported direct to the board.

"A Matter of Economy"

Examining operation of the organization, Morin said technical operations were controlled by Dr. Frigon, who also was named finance controller as a matter of economy.

Arthur Slaght, M.P., Parry Sound, stated that having as finance controller a man with already wide experience amounted "to supervising his right hand with his left. I have never heard of such a thing." Morin said Dr. Frigon's appointment was intended to avoid immediate expenditure of salary for a new official and his appointment did not work out, outside man could be appointed. Slaght said the only power under the CBC by-laws over the finance

controller was the executive committee, not yet appointed, so "he is running wild." He added he was not critical of the officials themselves but he was discussing the organization.

Claims Centralization Ignored

Coldwell said the board, in allocating powers, neglected to take cognizance of the provision in the act establishing the CBC which named the general manager as the chief executive officer. He also charged that the CBC ignored the views of the parliamentary committees on radio in 1934 and 1936, which wanted authority centralized in the general manager.

Rev. E. G. Hansell, Macleod, Alta., suggested annual appointment of a parliamentary committee on radio broadcasting to inquire into CBC affairs. The last committee was held in 1939.

War Services Minister J. T. Thorson welcomed a suggestion from Graydon that farmers and working classes be given direct representation on the CBC board of governors.

Coldwell objected to two members of the board being representatives of a competing industry: N. L. Nathanson, former president of Famous Players Corporation of Canada, Ltd., and R. Holland of Vancouver, counsel for Famous Players Corp.

Sees Propaganda Govt. Function

Morin told the committee chairman, Dr. J. J. McCann, Renfrew, that he did not think more diversified representation on the board would result in improvement.

Dealing with radio propaganda to counteract broadcasts from stations in Germany, occupied and unoccupied France, Morin said, was in his opinion a matter for government action and not for the CBC board. This came up when Brooke Claxton, M.P., Montreal, referred to broadcasts directed to Canada and asked what action CBC had taken to meet these enemy broadcasts. Morin said the matter had not been discussed by the CBC board. All information supplied by the government was carried and a number of addresses were broadcast, some routed over short-wave station directed toward France.

Questioned by Mr. Claxton, Morin said the construction of a powerful short-wave station also was a matter for the government. The CBC was financed through licenses and it was thought the money should be devoted to projects of direct benefit to the license-holders.

Short-Wave Station Considered

A short-wave station to advertise Canada in other parts of the world would cost \$400,000 a year to operate and should be built or financed by the government, Morin stated.

Hon. Mr. Thorson told the committee the matter of a short-wave station had been considered by the government and said initial cost of the station would be about \$800,000.

The committee will resume tomorrow.

FULTON LEWIS Jr. HAS A LARGER NUMBER OF SPONSORS THAN ANY OTHER RADIO PERSONALITY

Satisfied Advertisers Throughout America sponsor FULTON LEWIS Jr.

- | | | | |
|------|--|------|--|
| KABC | Wolff & Marx Department Store | WBRK | Rogers Jewelry Company |
| KALE | Pendleton Woolen Mills | WCAE | P. Lorillard Company |
| KALE | Men's Hand Laundry | WCOS | Concrete Construction & Supply Company. |
| KBTM | City Water & Light Plant | WCOU | Rogers Jewelry Company |
| KDON | Lighthouse Furniture Company* | WDSM | Snyder Drug Store* |
| KEUB | Italian Swiss Colony Wine* | WENY | Remington Rand Company |
| KFBI | Derby Oil Company* | WFBR | Studebaker Motor Company |
| KFEL | American National Bank | WGH | Globe Brewing Company |
| KFRC | Langendorf Bakeries | WGR | William Simon Brewing Co. |
| KFRC | Italian Swiss Colony Wine* | WGRC | Kentucky Home Mutual Life Insurance* Company |
| KGB | Italian Swiss Colony Wine* | WHKC | Congress Cigar Company* |
| KHJ | Italian Swiss Colony Wine* | WHN | P. Lorillard Company. |
| KHJ | Langendorf Bakeries | WJEJ | Caskey Baking Company |
| KHJ | Associated Dental Company* | WJHP | The Texas Company |
| KLO | Italian Swiss Colony Wine* | WJZM | Dunlop Milling Company* |
| KMO | Langendorf Bakeries | WLAP | Graves-Cox Men's Wear Co.* |
| KOCY | Oklahoma City Federal Savings & Loan Association | WLVA | J. R. Milner & Company* |
| KOL | William C. McKay Ford Dealer | WMBH | New Bedford Acceptance Corp. |
| KOYO | Italian Swiss Colony Wine* | WMOB | Julius Goldstein & Son, Inc. |
| KOY | Italian Swiss Colony Wine* | WMPS | Tennessee Brewing Company |
| KSAL | Franklin Life Insurance Co. | WNOE | Chattanooga Medicine Co.* |
| KXRO | Langendorf Bakeries* | WOL | Mazor Furniture Company* |
| KYOS | Valley Oil Company* | WSAY | First Federal Savings & Loan Association* |
| WAAB | Victor Coffee Company | WSLS | Shenandoah Life Insurance Co. |
| WABY | Beverwyck Brewery, Inc.* | WTJS | Pepsi Cola Bottling Company |
| WATL | Chattanooga Medicine Co. | WTSP | The Texas Company |
| WBIR | Chattanooga Medicine Co. | | |
| WBML | Macon Gas Company | | |

PRESIDENT'S NEWS CONFERENCE

- | | | | |
|------|---------------------------------|------|---------------------------------|
| CKLW | Wrigley's Markets* | WHBC | First National Bank of Canton* |
| KMO | Mierow's Jewelry Company* | WMOB | M. Forcheimer Flower Co., Inc.* |
| WDSM | Lightbody's Women's Dress Shop* | WMPS | Tennessee Brewing Company* |

* New sponsors. Within last 9 weeks. (28—count 'em.)

TALENT CHARGE—ONE TIME QUARTER-HOUR RATE PER WEEK
CONTACT • WM. B. DOLPH • WOL
HEURICH BLDG. • WASHINGTON, D. C.

PASADENA • 42
PAS 1110

Los Angeles

By JAC WILLEN

CAROL DAVIS, formerly with Tom Fizdale's Hollywood office, has returned from Palm Springs and steps into her new berth at NBC-Hollywood where she will replace Martha Sherwin as NBC contact for fashion and magazines in Hal Bock's publicity unit.

Two Hollywood radio men, Jerome Lawrence, writer, and Charles Vanda, producer, were honored in New York this week when their program, "They Live Forever," was singled out for the recognition by the Women's Press Club of New York and awarded a certificate of merit "as one of the outstanding radio programs of the year."

First of the "Red Ryder" (Reed Hadley) Saturday morning broadcasts to and for members of the newly founded Victory Patrol Club was aired Saturday at 10 a.m. First guests so far listed include Beverly Wills, 8-year-old daughter of Joan Davis, radio and film comedienne, and Ronnie, 6, and Sandra, 7, children of the Burns' and Allen's.

Dave Lane, popular KNX singer, has what he calls a "remuneration innovation," or a new kind of tip... simple and patriotic. Dave had some cards printed reading "It's a long Lane (Dave) that has no turning, so I'm turning this over to you 'till it's over, over there." And on the card is affixed a 25-cent war saving stamp. Dave reports waitresses love it.

The "Fibber McGee and Molly" airshow may drop from the airlines for only eight weeks instead of the planned thirteen weeks' summer lay-off. They may remain on the air for four more broadcasts after the previously planned "fade" on June 30.

Frances Scully, Blue's "Blind Date" mistress of ceremonies, has undertaken the job of answering in long-hand every letter she receives from soldier listeners to her military show... and by now, take our word for it, don't extend your hand to shake with La Scully. She is hand-conscious!

Meredith Willson's "Thoughts While Strolling" from his noted "O. O. McIntyre Suite," went on the platter stands last week in the new Decca black label series.

Xavier Cugat's Tuesday-night airshows will originate in Hollywood for the next three months while the "Rhumba Revue" maestro, vocalists Carmen Castillo and Margo, and members of the orchestra work before the movie cameras in "Carnival in Rio."

Directs KDYL Programs

Salt Lake City—George A. Proval has been named program director of KDYL, replacing Emerson Smith, who has joined the U. S. Army Air Corps, according to an announcement by S. S. Fox, president and general manager of the station. Other changes in the KDYL staff include the appointment of Alvin G. Pack as assistant program director and addition of Russell Stewart as announcer.



Little Shots About Big Shots!

● ● ● A Los Angeles headline writer topped Comedian Red Skelton on the night of his NBC broadcast this week—but good... Writing the top banner for the Los Angeles Evening "Herald" and "Express" on the bombing of Tokyo by Brig. Gen. James H. Doolittle, the desk man blazoned it as follows: "...DOOLITTLE DOOD IT!"... Skelton reciprocated by giving the paper and the headline a plug at the opening of his coast-to-coast broadcast and then ran to the newsboy at Sunset and Vine to buy all the papers available!

● ● ● An automatic radio device, tuned to WTAG, will give warning to thousands of Worcester students in the event of an air raid. It was learned by E. E. Hill, managing director of WTAG... Hill was notified that the mechanism, believed to be Worcester's first air raid warning device, utilizes a radio receiver which is constantly kept tuned to WTAG. ... When the station goes off the air in an alarm, a relay will be tripped and a gong at the top of the instrument panel will sound a warning!

● ● ● While in New York last week, Fulton Lewis, Jr., discovered in a small store a certain type of rare cheese of which he was very fond. ... What with the cheese so hard to get, he decided to purchase a large supply. This he did, and took it along with his baggage to a Sleeper on a Washington-bound train. Lewis deposited his cargo and went into the Club Car... When he returned to retire, the entire sleeper, to a man, was up and about, trying to discover who or what was dead.

● ● ● A musician from out-of-town met Maestro Harry Salter at Radio City and said, "I want to make a night of it. What have they in the way of burlesque in this town?"... "The mayor and license commissioner," was Salter's wry retort.

● ● ● When Phil Spitalny needed a girl singer a friend gave him the 'phone number of a girl who was supposed to be a sensational vocalist. Phil called the girl's home and her mother answered... "My daughter can't speak to you," she said. "She's saving her voice for grand opera."

● ● ● Harold E. Smith, general manager of WOKO, Albany, watched inductees at this Northeastern New York Induction center go by his Radio Centre studios day after day with no indication that folks were much interested in where the boys went... Smith contacted Major Gustave Ericson, Army commander, and arranged with Army permission, for a new schedule, which went into effect last week: At 2:30 each induction day, inductees are marched to Radio Centre with colors and a band playing. At the station Forrest Willis runs an hour show on the air with volunteer radio and professional talent, while cigars, cigarettes, pop and chewing gum are passed out to the men... The inductees then have their own 15-minute program on the air. Group singing precedes roll call and then selectees are sworn into the U. S. Army, program closing with "The Star Spangled Banner." Later in the afternoon, the same band and colors precede the new inductees from the radio station to the railroad depot!

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

BEN POLLACK, veteran swing bistro, in town making advance arrangements for the Chico Marx bar which opens an engagement at the Oriental Theater today. It's a sort of a homecoming for Ben and he to make him feel welcome music publishers tendered him a dinner Henri's.

Much speculation here as to why new spot WHIP, Hammond, will be on the dial under its new management.

Morris Abrahams of the Treasury Department in Washington spent the week in Chicago arranging special publicity and exploitation of war bond and defense stamp sales.

Jack Holden, WLS announcer, and Ozzie Westley of the "WLS Rarities" recently collaborated on a new song. The song is "You Can Count On Uncle Sam."

Skinny Ennis, Ozzie Nelson and Horace Heidt are among the radio band leaders booked for early appearances at the Chicago Theater.

"Clara, Lu 'n Em," trio of radio veterans, return to the air for Pillsbury Flour Mills over WBBM on a new three-a-week show starting June 8. Program will be broadcast Mondays, Wednesdays and Fridays and will be heard on 14 stations.

Deal set by McCann-Erickson, who last week announced dropping "Musical Mill Wheel" on the air effective June 7 because the host, Walter Patterson, was called to the colors.

Bill Vorhis, WBBM program department, is leaving to become an aviation cadet.

Lee Carson, INS war correspondent, is visiting Chicago radio friends.

Tommy Dorsey and orchestra slated to head the summer replacement show for Red Skelton when Red goes off the air next month. The show sells Raleigh cigarettes and is handled by Russel M. Seeds, which is casting the Dorsey show at this time.

Sale of a big line-up of name radio bands for summer and fall engagements at the Hotel Sherman has been announced by Art Weiss, manager of General Amusement, Inc. The names set are Glenn Gray, June 3; Glenn Miller, July 7; Duke Ellington, July 17; Charlie Spivak, August 14; Jimmy Dorsey, Sept. 11; Woody Herman, Oct. 12; Stan Denton, Dec. 4, and Claude Thornhill, New Year's Eve. Consummation and verification of the westward trend of big name eastern bands who prefer engagements out of the dim-ought of the east.

Reported that Orrin Tucker, band leader, will enlist in Navy this week.

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

**at' SESAC Force
To Help Bond Sales**

(Continued from Page 1)
Following a conference Vincent F. Callahan, Director of Radio and Press of the War Division of the Treasury and Leonard D. Callahan, general counsel of SESAC, at the NAB convention in Cleveland last week, E. J. Sinecke, president of the music publishing organization agreed to make available without cost to the War Division the services of the field staff.

Believed Unprecedented
It is believed to be the first instance in which a government agency has made available the facilities of a private organization as a contact with industry. Treasury officials are reported to be enthusiastic over the arrangement. SESAC station relations staff will be empowered by Vincent Callahan to relay to the Treasury the views of radio station owners constructive criticism and suggestions for making the War Savings Bond campaign. Daily reports will be furnished to the Treasury by the SESAC representatives and they will also be authorized to recommend that citations be awarded to stations and individuals where they find outstanding public service jobs.

Sinecke Expresses Appreciation
Expressed with the respect and confidence reposed with the SESAC representatives, Vincent Callahan expressed his appreciation to President Callahan for the use of SESAC's cooperation, adding that "the arrangement will be a great contribution to the War financing effort."

SESAC now has long-term lists with virtually 100 per cent of the radio industry, its station relations staff is in an excellent position to give their time to assisting stations to coordinate the government programs. These representatives will also be able to help community managers with concrete suggestions for obtaining sponsors for various Treasury shows.

Four Executives Named
The Treasury work will be handled by Claude C. J. Culmer, SESAC representative on the Atlantic seaboard; Burt Squire in the Middle West; Gus Hagenah in the Central West Coast and by Emile J. Gough on the West Coast. All experienced radio men, these men are expected to materially aid the radio branch in the War Saving campaign by contacting the Treasury, the broadcast side of the story as to what program will do the best at that particular locale. The Treasury will then be able to pre-

partment To Sublet

in Terrace apartment, exquisitely furnished and completely furnished. To be let from June to October. Upper Central West section. Rental \$500 per month.

Call 9-1076 for appointment for viewing.

WHO'S WHO IN RADIO

CHARLES J. GILCHREST

FIFTEEN years in radio as a radio editor, script writer, news commentator, special events director and publicity director all combined to give Charles J. Gilchrest the necessary experience to handle his present position with the United States Treasury Department as Chief of the Radio Section of the War Savings Staff.



War Bond Salesman

After spending his childhood with his family in Europe, Gilchrest returned to Chicago to attend high school and the University of Illinois School of Journalism. As soon as he finished his education at the University, where he was a member of Phi Kappa Psi and Skull and Bones Honorary Society, he joined the staff of the "Chicago Daily News" as a cub reporter.

He soon graduated from the cub reporter class, and in those first days of radio when WMAQ was owned by the "Daily News," he became newscaster for the paper on that station. He continued as such for five years, also broadcasting daily radio gossip and star interview programs. He became Radio Editor of the "News" in 1931, and continued in this capacity for eight years. During this time he also worked

as a free-lance writer, having written scripts for "Court of Missing Heirs," R.C.A. "Magic Key," and as Chicago correspondent for the MacFadden Publications, Tower Publications, Inc., and the "Chicagoan," the Mid-West version of "New Yorker" Magazine.

Gilchrest was also heard for 42 weeks on a coast-to-coast radio gossip program for Monarch Finer Foods. His own show, "Gilchrest Gossip," was later syndicated by Blackett-Sample-Hummert, Chicago, and broadcast five days weekly for 52 weeks by 200 stations throughout the country. In 1939 Gilchrest left Chicago to join the National Broadcasting Company in New England. He was news and special events director for Stations WBZ and WBZA in Boston until December 1940, when he became General Manager of Earle Ferris' Radio Feature Service in New York City. He had been with that organization only four months, when he was asked to join the Treasury Department War Savings Staff to help promote the sale of Bonds and Stamps. Serving first as Assistant to Vincent F. Callahan, he was made Chief of the Radio Section this past February. In this capacity he supervises all radio promotion of the War Savings Program, dealing with local stations, networks, sponsors, and agencies.

An ardent boat lover, it was on his cabin cruiser in Chicago some years ago, that Commander Eugene F. McDonald, President of Zenith, developed the Marine Radio which Zenith now has on the market. Gilchrest's boat served as the floating laboratory on which Commander McDonald perfected this now important radio set.

pare the requisite continuity or transcriptions. It is believed that greater emphasis will be placed on producing programs of purely local appeal to supplement the present station break announcements.

Each SESAC representative will carry with him a letter of authorization signed by Vincent Callahan as well as mimeographed forms on which to note his observations and discussions. The letter of authorization reads: "I want to thank you for the SESAC offer of cooperation for the Treasury Department, War Savings Staff."

SESAC Sees "Vital Job"

"This letter is your authority to represent me when calling upon radio stations in the interest of solidifying the radio end of the campaign to more than double the monthly quota of money invested in War Savings."

Leonard Callahan declared that SESAC and the station relations staff were proud to be of service to the broadcasting industry and to the Treasury and expressed confidence that the plan "will prove of inestimable value in the vital job of getting the money to buy the material to win the war."

**Calif. Growers Assn.
Renewing CBS Coast Web**

California Prune and Apricot Growers Association indicated Friday that it would renew its program "Dick Joy, News" on six stations of the CBS Pacific coast network, starting June 13. The news program, heard Saturdays from 8:55-9 p.m., PWT, is presented in behalf of Sun-sweet Prunes and Apricots. The sponsor, who started on CBS in December 1938, has been on continuously since March of this year.

Stations carrying the news show are: KNX, Los Angeles; KARM, Fresno; KOIN, Portland; KROY, Sacramento; KQW, San Francisco and KIRO, Seattle. Long Advertising Service handles the account.

Quaker Oats On WEA F

Quaker Oats Co. launches a musical series Thursday on WEA F, New York, in the interests of Aunt Jemima Pancake Flour. The programs will be aired Thursdays, Fridays and Saturdays from 7:25-7:30 a.m., EWT. Sherman K. Ellis is the agency controlling the account.

**"Language" Sponsors
Pledge More War Aid**

(Continued from Page 1)
NAB Foreign Language Radio War Control Board, was one of the speakers.

In addition to weaving material with patriotic and pro-democratic content into their scripts, the sponsors agreed to devote a certain amount of time hitherto used for commercials for government announcements such as recruiting, bond and stamp sales and the salvage campaign.

**KDKA Gave 179 Hours
To War-Service Shows**

(Continued from Page 1)
by James B. Rock, general manager, show the station contributed the equivalent of more than nine full broadcast days to programs on behalf of the armed forces, civilian defense, Treasury Department, Department of Agriculture and the many other government and private agencies seeking time on the air. These programs were exclusive of network shows carried by the station, and also were exclusive of spot announcements. During the same period, spot announcements on behalf of the war effort numbered 1,780.

In line with station policy that any subject deserving time on the air should receive the same attention to programming and production as a commercial account, special programs are prepared weekly by KDKA which feature the activities of all branches of the armed forces. These range from dramatizations to informal talks and interviews.

To coordinate the heavy schedule of war programs and announcements, a special department was established some time ago, headed by Victoria Corey.

Burdette Series On WNEW

Clifford Burdette, young Negro author and producer is presenting a new program, "All Men Are Created Equal," over WNEW beginning yesterday and continuing each Sunday thereafter from 3-3:15 p.m. Guest stars will be featured.

When you buy time—
BUY AN AUDIENCE

WTAG WORCESTER

GUEST-ING

RITA HAYWORTH and ROBERT TAYLOR, in an adaptation of "Test Pilot," on the "Lux Radio Theater," today (WABC-CBS, 9 p.m.).

TYRONE POWER, in "Cavalcade of America," today (NBC Red, 8 p.m.).

JOSE ITURBI, on the "Telephone Hour" (WABC-CBS, 9 p.m.).

JOHN EMBREE, author of "Suye Mura," a study of the agrarian problems of Japan, on "Spotlight on Asia," today (NBC Red, 4:15 p.m.).

WILLIAM LINDEMAN and JAMES BERRY, of the Hi-Y Clubs, on "Children Also Are People," Wednesday (WABC-CBS, 4:15 p.m.).

CORP. EARL OXFORD of Ft. Bragg, as vocalist on Phil Spitalny's "Hour of Charm," Sunday (NBC Red, 10 p.m.).

Donovan's Resignation Reported As Imminent

(Continued from Page 1)

sources over the week-end. According to the reports, Col. Donovan has left the COI for good, after doing what is generally regarded as an excellent job in telling the story of the United States to the Far East and occupied Europe through the medium of the "bronze network."

It is well known that Col. Donovan has repeatedly requested active duty since the outbreak of war with the Axis last December. He felt, it is understood, that his job at the COI was done and that he could better serve in the army. The information coordinator has been absent from his desk since he was injured in an automobile accident several weeks ago, although he lunched with President Roosevelt recently.

See COI Absorbed By WIB

The rumored resignation may well fit into the expected War Information Board picture, announcement of which has been awaited for weeks. COI probably would go under the WIB in such a plan, and Col. Donovan's post would no longer exist in a specific sense.

Robert Sherwood, playwright and at present assistant coordinator in charge of the New York office, is regarded as Col. Donovan's most likely successor, either as Coordinator of Information or chief of an international broadcast section in the War Information Board. Murray Brophy, former CBS official now in an important post in Washington, and Capt. Ben Stern, Marine Corps, and Navy Department liaison with the COI, will probably bulk large in any reorganization.

Another possibility is that Censorship Director Byron Price will step into the international propaganda field. This has been seen as a possible follow-up to the appointment of John H. Sorrells as Deputy Censorship Director, a post not previously filled.

WORDS AND MUSIC

By Sid Weiss

OUR TOWN: Ted Steele will accept a position with the Treasury Dept.—if the price is right. He's demanding that it be sliced to one dollar per annum!... Is Johnny Long secretly married? He sez no—but his intimates say yes... Helen Young is singing "I-A in the Army" and meaning it. Her groom of two weeks is now with our favorite Uncle... Joan Edwards had a bad day at Belmont this week. "I went there with a liberal mind," she cracked, "and returned full of race prejudice"... Robert C. Labour a new addition to NBC's production staff... Mel Allen's sister, Esther, promoted on Ralph Edwards' "Truth or Consequences" staff. She's now supplying the ideas for the "consequences"... Wm. Hargrave gets a solo shot on the Schaefer Revue tonite—his first important network assignment... Kaymusic's new tune, "Let's Spend Our Days Together," getting off to a fast start with both Vincent Lopez and Irv Carroll featuring it. Song was penned by James McKewen... Geo. Bryan has added eight news periods to his schedule bringing it up to a total of 24 news airings weekly... Phil Meltzer, one of our favorite contribs, wants to know if you'd call a microphone bogey man (like "The Shadow") a "radiogre"... Larry Adler will be profiled by the "New Yorker"... For worthwhile reading, grab Robert Paul Smith's "So It Doesn't Whistle," a novel about radio and its personalities. Smith is a former CBS production man, now occupying a government post in Washington... According to Burnett Hershey, the Tokyo bombing was "Doolittle—but not too late!"... Tommy and Jimmy Dorsey had another of those "battles" at the former's opening at the Astor, with Ruby Bloom separating the boys.

☆ ☆ ☆

With Kay Kyser's picture, "My Favorite Spy," opening at Loew's State, Kay becomes a triple threat man in this territory. His band has broken all records at the Meadowbrook and his recordings of "Who Wouldn't Love You" and "Don't Sit Under the Apple Tree" have led Columbia's list for the past six weeks.

☆ ☆ ☆

Red Barber has the cutest trick of the week which he employs when circumstances compel him to give out a "wire reading" rather than a personal viewing report of a ball game. The Barber of See-ville lets the play get one step ahead of his account—and then authoritatively announces where the next batter (who has already hit) is most likely to smack one.

☆ ☆ ☆

After four years, Bill Pennell, CBS announcer, tells this one on himself. Seems he was announcing for the Blue Jay Corn Plaster Co. in Miami and the sheet he was reading was a faded mimeographed copy. The last sentence was supposed to read: "Always use Blue Jay—it removes corn, root and all." Naturally, you know how Bill read it that day. Anyone listening in at that time would have heard: "Always use Blue Jay—removes corn, FOOT and all!"

☆ ☆ ☆

OBSERVATION WARD: If "Look," the magazine, took the trouble to visit any dramatic serial, they would find that every radio actress emotes visibly as an aid to voice character, and not only Betty Winkler, (altho' this is most certainly not meant as any slur to Betty, who is one of our better emoters). In fact, it would be quite a trick to see the voice go to work without accompanying facial contortion. THAT would indicate a REAL actress.

☆ ☆ ☆

Vicki Vola owns a little dog which she has been taking with her to the "Mr. D.A." program, in which she plays a featured role. She doesn't any more—and here's the reason why. One day the script called for her to scream for help, which she did. Whereupon the dog paid her a high compliment for realism. He leaped in and took a nip at actor Arthur Vinton who was playing the villain. Fortunately, the dog bit more cloth than flesh—and Vickie was able to call off her "protector" in time.

☆ ☆ ☆

AGENCIES

CHARLES A. POOLER, formerly with research departments of Bros. and Ward Wheelock, at the past six months head of departmental projects of Ben Bowles, has been named head search at B&B. He replaces J. Bogert, who resigned when he elected vice-president of Star Brands.

KFPY, Spokane, is among the members added to the Advertising Federation of America. Other members announced are Transental & Western Air, Inc.; S. McGray System, The Pacific Review, Yachting Publishing and Field & Stream Publishing.

CBS Closes Conference Of Sales Promotion

(Continued from Page 1)

sales promotion for CBS O & C, led the "clinic" in their discussions. Dr. Frank Stanton, director of research and acting rector of sales promotion, attended several of the sessions and spoke at the assembly on research problems.

The regular group attending sessions consisted of Dunham, Andrews, his assistant; George Kovics, sales promotion manager of the CBS Pacific Network; King WBBM, Sam H. Kaufman, WJ Tom Mooney, KMOX; David S. land, WEEI; Jules Dundes, WJ John Heiney, WJSV.

Earlier sessions featured talks by Dr. Stanton, Louis Hauseman, in charge of the presentation division of the CBS sales promotion department, and Fred Mahlsteadt of Radio Sales.

Research Discussed

The morning session was led by Dr. Stanton and Charles Smith of the research department, who discussed research problems. Individual stations' research problems were talked over by the gathering—all those present participating.

In the afternoon Louis Hauseman talked to the group on the construction of presentations and Fred Mahlsteadt spoke of the use of sales promotion by station sales forces.

One of the highlights of the day's meeting was a luncheon at University Club with Medford Runyon, CBS vice-president in charge of operations, as host. Donald Thornburgh, CBS West Coast vice-president; Merle Jones, general manager of KMOX, and Howard Meighan, Eastern sales manager of Radio Sales, were among the guests present from the "clinic" group.

Thursday morning the group discussed copy problems and media then adjourned for a luncheon which organization and flow of sales promotion material for Radio Sales was discussed with Miss Thora Leary, Miss MacMasterman and Mary Falvo of Radio Sales.

In the afternoon the group had a round-table discussion on copy production.

Pool Of Replacement Equipment OK'd By DCB; Forwarded To WPB

(Continued from Page 1)
 The 17 NAB districts with assistance of the group in each in checking of inventories and preparation of distribution lists to be placed in the hands of the administrator in each district. It further recommended that the administrator be delegated to administer portions of the plan calling for centralized administration by the DCB.

The program of approval by the DCB will result in the formation of the first DCB office at each district and recommended that the DCB establish a central office in Washington, D. C. and will have jurisdiction over all districts and the DCB to the plan by station districts subject of course to the Federal Communications Commission. The War Production Board which has authority by law to handle war matters.

DCB Approval a Problem

Approval of the program is being promoted by FCC Chairman James Lawrence. It is a time-consuming and difficult process. Because the army is more interested in the use of spare parts in regard to broadcast equipment, in particular the 8.1 tubes, the failure to get the Sanders bill despite the efforts of the House Interstate Commerce Committee. The main problem had little to do with getting the program approved by the DCB. WTP approval is probably be another process.

The officials of the WTP are working with the defense program. They are thought to plan whereby the DCB would be authorized to extend the life of the components. The plan would be similar to that of the military, where spare parts are held in stock and as far as possible have been forethought to build up replacement parts.

Distribution a Factor

The WTP is thought to be the primary in the DCB to handle redistribution of spare parts between the stations. While the redistribution is to be handled by the administrator, the other stations will be handled by the DCB program through the Federal Communications Commission which will be in War Production Board.

The DCB administrator should operate with the cooperation of the board and this cooperation is as the fact that it is original broadcast stations themselves and are submitted to the Administrator broadcast

committee of the board. It is believed that its operation should be a joint one to release the production problems now confronting the 800-odd broadcasting stations in repair and maintenance materials.

The DCB proposal to the WTP follows:

10 Proposals Listed

In order to obtain maximum life of domestic broadcast equipment including vacuum tubes to use fully replacements now in stock and to require minimum new material which will be allocated by the War Production Board, the following plan is proposed governing the technical maintenance of standard broadcast stations for the duration of the war:

1. Make a detailed inventory of all equipment in use at all times. The inventory will be the responsibility of the stations.

2. Keep all the requirements for replacement of equipment from stock and from new material to be used for periods.

3. Obtain an inventory of the new material and equipment from the War Production Board to satisfy current and future requirements.

4. Make a detailed inventory of the minimum requirements of all domestic broadcast stations to establish that they are in compliance with the minimum requirements of the War Production Board. The inventory will be made in cooperation with the stations and the requirements of the War Production Board. The inventory will be made in cooperation with the stations and the requirements of the War Production Board.

5. Inventory the Federal Reserve Bank and other financial institutions. These districts will be authorized to provide and to obtain the necessary funds to purchase equipment with the necessary cooperation and authorization between the stations and the Federal Reserve Bank. The Federal Reserve Bank will be authorized to provide the necessary funds to purchase equipment with the necessary cooperation and authorization between the stations and the Federal Reserve Bank.

6. The DCB will establish a central office in Washington, D. C. and will have jurisdiction over all districts and the stations. The central office will be authorized to provide the necessary funds to purchase equipment with the necessary cooperation and authorization between the stations and the Federal Reserve Bank.

7. Each district will be authorized to make a detailed inventory of all equipment in use at all times. The inventory will be the responsibility of the stations.

8. The administrator of each with the aid of his assistants as needed will make the inventory and submit the same to the War Production Board. The administrator will be authorized to provide the necessary funds to purchase equipment with the necessary cooperation and authorization between the stations and the Federal Reserve Bank.

9. The administrator and assistants will be authorized to make a detailed inventory of all equipment in use at all times. The inventory will be the responsibility of the stations.

10. The inventory of each district will be made in cooperation with the stations and the requirements of the War Production Board.

equipment. The redistribution in a district will be handled by the administrator of that district. The redistribution between districts will be handled through the DCB which will be based on WTP rules.

11. Material within a district will remain in its present hands until such time as it is needed at other stations in the district or in other districts.

12. An inventory will be kept from day to day in each district and at the end of each week it will be cleared with the central office at Washington. All requests for additional materials will be sent through the central office.

13. A station will be considered as having the minimum required equipment except vacuum tubes when such equipment meets the manufacturers' specifications for spare parts. No spare equipment will be taken from a station whose equipment list fulfills the minimum requirements. A station not having the minimum required spare parts will not be allowed to increase the inventory above what it had on hand January 1, 1942, any equipment more than the established minimum requirement will be considered in excess of the requirements and subject to redistribution to other stations within the district or to other districts.

Minimum vacuum tube stock will be considered on the basis of the requirements for spare tubes set out in the Commission's standards of good engineering practice or up to 100 per cent spares depending upon the previous practice at the station. In case a station had on hand on January 1, 1942, tubes in excess of the requirements set out in the Commission's standards the minimum for such stations shall be considered the inventory as of January 1, 1942, provided however that the minimum requirements be considered more than 100 per cent spares.

In case a station has some part that is known to be subject to failure in excess of the general expectation and yet the transmitter is operating satisfactorily, this will be taken into consideration in establishing the minimum stock requirements for that station. Records shall be kept of the hours of tube use and the condition of the other equipment.

14. The original holder of equipment will be paid the then current market price of such equipment plus delivery charges when material is transferred from one station to another or from one district to another. The transactions will be on a C.O.D. or cash basis as determined by the WTP.

15. Data on vacuum tube life and operating performance will be obtained from station records and tube manufacturer reports. Where possible vacuum tubes will be reconditioned. All 6A5 vacuum tubes of over 100 watts output rating will be reworked for the material they contain. There are several other plans of operation that will be studied in connection with these plans. The administrator will own or have available an AC or DC voltmeter with range suitable for checking all filament voltages (0.20 and 0.50 V range) with an accuracy of 1 per cent and scale of 5 inches. Possibly other equipment will be needed in one case or another equipment will be required as sufficient equipment is on hand in the industry.

16. The district administrator and his assistants will receive no pay or other benefits from the Federal Government. They will be repaid necessary out-of-pocket traveling expenses and subsistence when sent from the city in which the station at which they are employed is located. These expenses shall be provided between the stations in the district on the basis of the highest published highway mileage rate of each station. The headquarters of the administrator and assistants will be their present office. It is desired that no new civilian personnel or office space be required for these duties.

17. The administrator will be selected on the basis of known administrative ability and willingness to do this

NBC-CBS Curtail Tele Until Emergency Ends

(Continued from Page 1)

interest of conserving materials and getting by with the smallest number of personnel in order to preserve the progress already made and be in a position to prolong television service during the present emergency.

Niles Trammell, president of NBC, indicated that the revised NBC television program schedule for its outlet WNBT will be curtailed effective today and will comprise six hours weekly for the next five weeks. At the end of this period there will be a further reduction to four hours weekly. This conforms, Trammell said, to the FCC's desire "to prevent recession of this new art to a purely experimental or laboratory stage and keep it alive, ready to flourish as a public service after the war."

War Demands Heavy

Increasingly heavy war demands on the NBC staff and the wartime necessity of prolonging the operating life of irreplaceable television equipment and other critical materials, were further cited by Trammell as the basic reasons for the curtailment.

CBS's station WCBW is going to four hours weekly on June 1, as against the current telecasts of 15 hours weekly. Under the new schedule CBS will broadcast on Thursday and Friday between 8-10 p. m. EWT. It is hoped that other tele outlets will broadcast at times when there will be no duplication on the air of tele program service.

It is believed that the major portion of tele program content will deal with the war effort and for the benefit of civilian defense.

Vitamin Firm Testing

Associated Laboratories has initiated its first major radio test for Vitamin Quota with participations on the "Peegen Prefers" program on WOR. Sold via mail order, Vitamin Quota has, of course, potential national distribution and if the WOR test measures up to expectations, expansion of the radio campaign into other markets will follow. Vitamin Quota has been on the market about a year and a half.

Associated Labs, beginning last week, started participation announcements on the Peegen Fitzgerald program Mondays, Wednesdays and Fridays, 9-9 15 a. m. Grady & Wagner Co handles the account.

work. One assistant administrator will be selected for his technical ability and knowledge of the design and functioning of the technical equipment of stations. The other assistant administrator may be selected for his business or legal knowledge and familiarity with the licenses of his district. All administrators and assistants should be available under present expectancy for the duration of the war. Also careful attention must be given to their availability of time to devote to this work and to their willingness to do a difficult job in a proficient manner. No occupational deferments from Selective Service will be recommended for the administrator or assistants for this activity.

18. The conservation plan should be put into operation as soon as approved by the DCB and WTP for the industry and as soon as the administrative machinery as outlined, can be set up.

Los Angeles

By JAC WILLEN

CAROL DAVIS, formerly with Tom Fizdale's Hollywood office, has returned from Palm Springs and steps into her new berth at NBC-Hollywood where she will replace Martha Sherwin as NBC contact for fashion and magazines in Hal Bock's publicity unit.

Two Hollywood radio men, Jerome Lawrence, writer, and Charles Vanda, producer, were honored in New York this week when their program, "They Live Forever," was singled out for the recognition by the Women's Press Club of New York and awarded a certificate of merit "as one of the outstanding radio programs of the year."

First of the "Red Ryder" (Reed Hadley) Saturday morning broadcasts to and for members of the newly founded Victory Patrol Club was aired Saturday at 10 a.m. First guests so far listed include Beverly Wills, 8-year-old daughter of Joan Davis, radio and film comedienne, and Ronnie, 6, and Sandra, 7, children of the Burns' and Allen's.

Dave Lane, popular KNX singer, has what he calls a "remuneration innovation," or a new kind of tip... simple and patriotic. Dave had some cards printed reading "It's a long Lane (Dave) that has no turning, so I'm turning this over to you 'till it's over, over there." And on the card is affixed a 25-cent war saving stamp. Dave reports waitresses love it.

The "Fibber McGee and Molly" airshow may drop from the airlines for only eight weeks instead of the planned thirteen weeks' summer lay-off. They may remain on the air for four more broadcasts after the previously planned "fade" on June 30.

Frances Scully, Blue's "Blind Date" mistress of ceremonies, has undertaken the job of answering in long-hand every letter she receives from soldier listeners to her military show... and by now, take our word for it, don't extend your hand to shake with La Scully. She is hand-conscious!

Meredith Willson's "Thoughts While Strolling" from his noted "O. O. McIntyre Suite," went on the platter stands last week in the new Decca black label series.

Xavier Cugat's Tuesday-night airshows will originate in Hollywood for the next three months while the "Rhumba Revue" maestro, vocalists Carmen Castillo and Margo, and members of the orchestra work before the movie cameras in "Carnival in Rio."

Directs KDYL Programs

Salt Lake City—George A. Proval has been named program director of KDYL, replacing Emerson Smith, who has joined the U. S. Army Air Corps, according to an announcement by S. S. Fox, president and general manager of the station. Other changes in the KDYL staff include the appointment of Alvin G. Pack as assistant program director and addition of Russell Stewart as announcer.



Little Shots About Big Shots!

● ● ● A Los Angeles headline writer topped Comedian Red Skelton on the night of his NBC broadcast this week—but good... Writing the top banner for the Los Angeles Evening "Herald" and "Express" on the bombing of Tokyo by Brig. Gen. James H. Doolittle, the desk man blazoned it as follows: "...DOOLITTLE DOOD IT!"... Skelton reciprocated by giving the paper and the headline a plug at the opening of his coast-to-coast broadcast and then ran to the newsboy at Sunset and Vine to buy all the papers available!

● ● ● An automatic radio device, tuned to WTAG, will give warning to thousands of Worcester students in the event of an air raid, it was learned by E. E. Hill, managing director of WTAG... Hill was notified that the mechanism, believed to be Worcester's first air raid warning device, utilizes a radio receiver which is constantly kept tuned to WTAG... When the station goes off the air in an alarm, a relay will be tripped and a gong at the top of the instrument panel will sound a warning!

● ● ● While in New York last week, Fulton Lewis, Jr., discovered in a small store a certain type of rare cheese of which he was very fond... What with the cheese so hard to get, he decided to purchase a large supply. This he did, and took it along with his baggage to a Sleeper on a Washington-bound train. Lewis deposited his cargo and went into the Club Car... When he returned to retire, the entire sleeper, to a man, was up and about, trying to discover who or what was dead.

● ● ● A musician from out-of-town met Maestro Harry Salter at Radio City and said, "I want to make a night of it. What have they in the way of burlesque in this town?"... "The mayor and license commissioner," was Salter's wry retort.

● ● ● When Phil Spitalny needed a girl singer a friend gave him the 'phone number of a girl who was supposed to be a sensational vocalist. Phil called the girl's home and her mother answered... "My daughter can't speak to you," she said. "She's saving her voice for grand opera."

● ● ● Harold E. Smith, general manager of WOKO, Albany, watched inductees at this Northeastern New York induction center go by his Radio Centre studios day after day with no indication that folks were much interested in where the boys went... Smith contacted Major Gustave Ericson, Army commander, and arranged with Army permission, for a new schedule, which went into effect last week: At 2:30 each induction day, inductees are marched to Radio Centre with colors and a band playing. At the station Forrest Willis runs an hour show on the air with volunteer radio and professional talent, while cigars, cigarettes, pop and chewing gum are passed out to the men... The inductees then have their own 15-minute program on the air. Group singing precedes roll call and then selectees are sworn into the U. S. Army, program closing with "The Star Spangled Banner." Later in the afternoon, the same band and colors precede the new inductees from the radio station to the railroad depot!

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

BEN POLLACK, veteran swing maestro, in town making advance arrangements for the Chico Marx band which opens an engagement at the Oriental Theater today. It's a sort of a homecoming for Ben and just to make him feel welcome music publishers tendered him a dinner at Henri's.

Much speculation here as to what new spot WHIP, Hammond, will go on the dial under its new management.

Morris Abrahams of the Treasury Department in Washington spending the week in Chicago arranging some special publicity and exploitation for war bond and defense stamp sales.

Jack Holden, WLS announcer, and Ozzie Westley of the "WLS Rangers," recently collaborated on a new song. The song is "You Can Count On Uncle Sam."

Skinnay Ennis, Ozzie Nelson and Horace Heidt are among the radio band leaders booked for early appearances at the Chicago Theater.

"Clara, Lu 'n Em," trio of radio veterans, return to the air for Pillsbury Flour Mills over WBBM-CEB on a new three-a-week show starting June 8. Program will be broadcast Mondays, Wednesdays and Fridays and will be heard on 14 stations. Deal set by McCann-Erickson, who last week announced dropping of "Musical Mill Wheel" on the Blue effective June 7 because the star, Walter Patterson, was called to the colors.

Bill Vorhis, WBBM program department, is leaving to become an aviation cadet.

Lee Carson, INS war correspondent, is visiting Chicago radio friends.

Tommy Dorsey and orchestra are slated to head the summer replacement show for Red Skelton when Red goes off the air next month. The show sells Raleigh cigarettes and is handled by Russel M. Seeds agency which is casting the Dorsey show at this time.

Sale of a big line-up of name radio bands for summer and fall engagements at the Hotel Sherman has been announced by Art Weems, manager of General Amusements, Inc. The names set are Glenn Gray, June 3; Glenn Miller, July 7; Duke Ellington, July 17; Charlie Spivak, August 14; Jimmy Dorsey, Sept. 11; Woody Herman, Oct. 12; Stan Denton, Dec. 4, and Claude Thornhill, New Year's Eve. Consummation gives verification of the westward trek of big name eastern bands who prefer engagements out of the dim-out area of the east.

Reported that Orrin Tucker, band leader, will enlist in Navy this week.

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

'Staff' SESAC Force to Help Bond Sales

(Continued from Page 1)
 sign. Following a conference
 Vincent F. Callahan, Direc-
 Radio and Press of the War
 Division of the Treasury
 and Leonard D. Callahan, gen-
 eral counsel of SESAC, at the NAB
 convention in Cleveland last week,
 Heinecke, president of the mu-
 sicians organization agreed to
 be available without cost to the
 staff of the services of the
 field staff.

Believed Unprecedented
 Beieved to be the first instance
 which a government agency has
 the facilities of a private or-
 ganization as a contact with industry,
 Treasury officials are reported
 enthusiastic over the arrangement.
 SESAC station relations staff
 have been empowered by Vincent
 Callahan to relay to the Treasury
 radio station owners construc-
 tive criticism and suggestions for
 improving the War Savings Bond
 campaign. Daily reports will be
 sent to the Treasury by the SESAC
 representatives and they will also
 be authorized to recommend that
 many citations be awarded to sta-
 tion and individuals where they find
 outstanding public service job
 done.

Heinecke Expresses Appreciation
 Heinecke expressed with the respect and
 confidence reposed with the SESAC
 representatives, Vincent Callahan ex-
 pressed his appreciation to President
 Callahan for the use of SESAC's
 power, adding that "the arrange-
 ment will be a great contribution to
 the war financing effort."

SESAC now has long-term li-
 censes with virtually 100 per cent of
 the radio industry, its station rela-
 tions staff is in an excellent position
 to devote their time to assisting sta-
 tion owners to coordinate the gov-
 ernment programs. These representa-
 tives will also be able to help com-
 mercial managers with concrete sug-
 gestions for obtaining sponsors for
 various Treasury shows.

Four Executives Named
 Treasury work will be handled
 by Claude C. J. Culmer, SESAC
 representative on the Atlantic sea-
 board by Burt Squire in the Middle
 West by Gus Hagenah in the Central
 and West Coast. All experienced
 broadcasters, these men are expected
 to materially aid the radio branch
 in the War Saving campaign by con-
 tacting the Treasury, the broad-
 cast side of the story as to what
 the program will do the best
 for that particular locale. The
 staff will then be able to pre-

Apartment To Sublet

Room Terrace apartment, exquisitely
 furnished and completely furnished. To
 be let June to October. Upper Central
 West section. Rental \$500 per
 month. Mu 9-4076 for appointment for
 inspection.

WHO'S WHO IN RADIO

CHARLES J. GILCHREST

FIFTEEN years in radio as a radio editor, script writer, news com-
 mentator, special events director and publicity director all combined
 to give Charles J. Gilchrest the necessary experience to handle his
 present position with the United States Treasury Department as Chief of the
 Radio Section of the War Savings Staff.



War Bond Salesman

After spending his childhood with his family
 in Europe, Gilchrest returned to Chicago to
 attend high school and the University of Illinois
 School of Journalism. As soon as he finished his
 education at the University, where he was a
 member of Phi Kappa Psi and Skull and Bones
 Honorary Society, he joined the staff of the
 "Chicago Daily News" as a cub reporter.

He soon graduated from the cub reporter
 class, and in those first days of radio when
 WMAQ was owned by the "Daily News," he
 became newscaster for the paper on that sta-
 tion. He continued as such for five years, also
 broadcasting daily radio gossip and star inter-
 view programs. He became Radio Editor of the
 "News" in 1931, and continued in this capacity
 for eight years. During this time he also worked
 as a free-lance writer, having written scripts for "Court of Missing Heirs,"
 R.C.A. "Magic Key," and as Chicago correspondent for the MacFadden
 Publications, Tower Publications, Inc., and the "Chicagoan," the Mid-West
 version of "New Yorker" Magazine.

Gilchrest was also heard for 42 weeks on a coast-to-coast radio gossip
 program for Monarch Finer Foods. His own show, "Gilchrest Gossip," was
 later syndicated by Blackett-Sample-Hummert, Chicago, and broadcast five
 days weekly for 52 weeks by 200 stations throughout the country. In 1939
 Gilchrest left Chicago to join the National Broadcasting Company in New
 England. He was news and special events director for Stations WBZ and
 WBZA in Boston until December 1940, when he became General Manager
 of Earle Ferris' Radio Feature Service in New York City. He had been
 with that organization only four months, when he was asked to join the
 Treasury Department War Savings Staff to help promote the sale of Bonds
 and Stamps. Serving first as Assistant to Vincent F. Callahan, he was made
 Chief of the Radio Section this past February. In this capacity he super-
 vises all radio promotion of the War Savings Program, dealing with local
 stations, networks, sponsors, and agencies.

An ardent boat lover, it was on his cabin cruiser in Chicago some years
 ago, that Commander Eugene F. McDonald, President of Zenith, developed
 the Marine Radio which Zenith now has on the market. Gilchrest's boat
 served as the floating laboratory on which Commander McDonald perfected
 this now important radio set.

pare the requisite continuity or trans-
 criptions. It is believed that greater
 emphasis will be placed on produc-
 ing programs of purely local appeal
 to supplement the present station
 break announcements.

Each SESAC representative will
 carry with him a letter of authoriza-
 tion signed by Vincent Callahan as
 well as mimeographed forms on
 which to note his observations and
 discussions. The letter of authoriza-
 tion reads: "I want to thank you for
 the SESAC offer of cooperation for
 the Treasury Department, War Sav-
 ings Staff.

SESAC Sees "Vital Job"

"This letter is your authority to
 represent me when calling upon ra-
 dio stations in the interest of solidify-
 ing the radio end of the campaign
 to more than double the monthly
 quota of money invested in War
 Savings."

Leonard Callahan declared that
 SESAC and the station relations staff
 were proud to be of service to the
 broadcasting industry and to the
 Treasury and expressed confidence
 that the plan "will prove of inesti-
 mable value in the vital job of get-
 ting the money to buy the material
 to win the war."

Calif. Growers Assn. Renewing CBS Coast Web

California Prune and Apricot
 Growers Association indicated Fri-
 day that it would renew its program
 "Dick Joy, News" on six stations of
 the CBS Pacific coast network, start-
 ing June 13. The news program,
 heard Saturdays from 8:55-9 p.m.,
 PWT, is presented in behalf of Sun-
 sweet Prunes and Apricots. The
 sponsor, who started on CBS in
 December 1938, has been on con-
 tinuously since March of this year.

Stations carrying the news show
 are: KNX, Los Angeles; KARM,
 Fresno; KOIN, Portland; KROY,
 Sacramento; KQW, San Francisco
 and KIRO, Seattle. Long Advertising
 Service handles the account.

Quaker Oats On WEA

Quaker Oats Co. launches a musical
 series Thursday on WEA, New
 York, in the interests of Aunt Je-
 mima Pancake Flour. The programs
 will be aired Thursdays, Fridays and
 Saturdays from 7:25-7:30 a.m., EWT.
 Sherman K. Ellis is the agency con-
 trolling the account.

"Language" Sponsors Pledge More War Aid

(Continued from Page 1)
 NAB Foreign Language Radio War
 Control Board, was one of the speak-
 ers.

In addition to weaving material
 with patriotic and pro-democratic
 content into their scripts, the spon-
 sors agreed to devote a certain
 amount of time hitherto used for
 commercials for government an-
 nouncements such as recruiting, bond
 and stamp sales and the salvage cam-
 paign.

KDKA Gave 179 Hours To War-Service Shows

(Continued from Page 1)
 by James B. Rock, general manager,
 show the station contributed the
 equivalent of more than nine full
 broadcast days to programs on behalf
 of the armed forces, civilian defense,
 Treasury Department, Department of
 Agriculture and the many other gov-
 ernment and private agencies seeking
 time on the air. These programs
 were exclusive of network shows car-
 ried by the station, and also were
 exclusive of spot announcements.
 During the same period, spot an-
 nouncements on behalf of the war
 effort numbered 1,780.

In line with station policy that any
 subject deserving time on the air
 should receive the same attention to
 programming and production as a
 commercial account, special programs
 are prepared weekly by KDKA
 which feature the activities of all
 branches of the armed forces. These
 range from dramatizations to infor-
 mal talks and interviews.

To coordinate the heavy schedule
 of war programs and announcements,
 a special department was established
 some time ago, headed by Victoria
 Corey.

Burdette Series On WNE

Clifford Burdette, young Negro au-
 thor and producer is presenting a
 new program, "All Men Are Created
 Equal," over WNEW beginning yester-
 day and continuing each Sunday
 thereafter from 3-3:15 p.m. Guest
 stars will be featured.

When you buy time—
BUY AN AUDIENCE

WTAG WORCESTER

GUEST-ING

RITA HAYWORTH and ROBERT TAYLOR, in an adaptation of "Test Pilot," on the "Lux Radio Theater," today (WABC-CBS, 9 p.m.).

TYRONE POWER, in "Cavalcade of America," today (NBC Red, 8 p.m.).

JOSE ITURBI, on the "Telephone Hour" (WABC-CBS, 9 p.m.).

JOHN EMBREE, author of "Suye Mura," a study of the agrarian problems of Japan, on "Spotlight on Asia," today (NBC Red, 4:15 p.m.).

WILLIAM LINDEMAN and JAMES BERRY, of the Hi-Y Clubs, on "Children Also Are People," Wednesday (WABC-CBS, 4:15 p.m.).

CORP. EARL OXFORD of Ft. Bragg, as vocalist on Phil Spitalny's "Hour of Charm," Sunday (NBC Red, 10 p.m.).

Donovan's Resignation Reported As Imminent

(Continued from Page 1)

sources over the week-end. According to the reports, Col. Donovan has left the COI for good, after doing what is generally regarded as an excellent job in telling the story of the United States to the Far East and occupied Europe through the medium of the "bronze network."

It is well known that Col. Donovan has repeatedly requested active duty since the outbreak of war with the Axis last December. He felt, it is understood, that his job at the COI was done and that he could better serve in the army. The information coordinator has been absent from his desk since he was injured in an automobile accident several weeks ago, although he lunched with President Roosevelt recently.

See COI Absorbed By WIB

The rumored resignation may well fit into the expected War Information Board picture, announcement of which has been awaited for weeks. COI probably would go under the WIB in such a plan, and Col. Donovan's post would no longer exist in a specific sense.

Robert Sherwood, playwright and at present assistant coordinator in charge of the New York office, is regarded as Col. Donovan's most likely successor, either as Coordinator of Information or chief of an international broadcast section in the War Information Board. Murray Brophy, former CBS official now in an important post in Washington, and Capt. Ben Stern, Marine Corps, and Navy Department liaison with the COI, will probably bulk large in any reorganization.

Another possibility is that Censorship Director Byron Price will step into the international propaganda field. This has been seen as a possible follow-up to the appointment of John H. Sorrells as Deputy Censorship Director, a post not previously filled.

WORDS AND MUSIC

By Sid Weiss

OUR TOWN: Ted Steele will accept a position with the Treasury Dept.—if the price is right. He's demanding that it be sliced to one dollar per annum!... Is Johnny Long secretly married? He sez no—but his intimates say yes... Helen Young is singing "I-A in the Army" and meaning it. Her groom of two weeks is now with our favorite Uncle... Joan Edwards had a bad day at Belmont this week. "I went there with a liberal mind," she cracked, "and returned full of race prejudice"... Robert C. Labour a new addition to NBC's production staff... Mel Allen's sister, Esther, promoted on Ralph Edwards' "Truth or Consequences" staff. She's now supplying the ideas for the "consequences"... Wm. Hargrave gets a solo shot on the Schaefer Revue tonite—his first important network assignment... Kaymusic's new tune, "Let's Spend Our Days Together," getting off to a fast start with both Vincent Lopez and Irv Carroll featuring it. Song was penned by James McKewen... Geo. Bryan has added eight news periods to his schedule bringing it up to a total of 24 news airings weekly... Phil Meltzer, one of our favorite contribs, wants to know if you'd call a microphone bogey man (like "The Shadow") a "radiogre"... Larry Adler will be profiled by the "New Yorker"... For worthwhile reading, grab Robert Paul Smith's "So It Doesn't Whistle," a novel about radio and its personalities. Smith is a former CBS production man, now occupying a government post in Washington... According to Burnett Hershey, the Tokyo bombing was "Doolittle—but not too late!"... Tommy and Jimmy Dorsey had another of those "battles" at the former's opening at the Astor, with Ruby Bloom separating the boys.

☆ ☆ ☆

With Kay Kyser's picture, "My Favorite Spy," opening at Loew's State, Kay becomes a triple threat man in this territory. His band has broken all records at the Meadowbrook and his recordings of "Who Wouldn't Love You" and "Don't Sit Under the Apple Tree" have led Columbia's list for the past six weeks.

☆ ☆ ☆

Red Barber has the cutest trick of the week which he employs when circumstances compel him to give out a "wire reading" rather than a personal viewing report of a ball game. The Barber of See-ville lets the play get one step ahead of his account—and then authoritatively announces where the next batter (who has already hit) is most likely to smack one.

☆ ☆ ☆

After four years, Bill Pennell, CBS announcer, tells this one on himself. Seems he was announcing for the Blue Jay Corn Plaster Co. in Miami and the sheet he was reading was a faded mimeographed copy. The last sentence was supposed to read: "Always use Blue Jay—it removes corn, root and all." Naturally, you know how Bill read it that day. Anyone listening in at that time would have heard: "Always use Blue Jay—removes corn, FOOT and all!"

☆ ☆ ☆

OBSERVATION WARD: If "Look," the magazine, took the trouble to visit any dramatic serial, they would find that every radio actress emotes visibly as an aid to voice character, and not only Betty Winkler, (altho' this is most certainly not meant as any slur to Betty, who is one of our better emoters). In fact, it would be quite a trick to see the voice go to work without accompanying facial contortion. THAT would indicate a REAL actress.

☆ ☆ ☆

Vicki Vola owns a little dog which she has been taking with her to the "Mr. D.A." program, in which she plays a featured role. She doesn't any more—and here's the reason why. One day the script called for her to scream for help, which she did. Whereupon the dog paid her a high compliment for realism. He leaped in and took a nip at actor Arthur Vinton who was playing the villain. Fortunately, the dog bit more cloth than flesh—and Vickie was able to call off her "protector" in time.

☆ ☆ ☆

AGENCIE

CHARLES A. POOLER, for with research departments of Bros. and Ward Wheelock, and the past six months head of departmental projects of Ben Bowles, has been named head search at B&B. He replaces Jo Bogert, who resigned when he elected vice-president of Star Brands.

KFPY, Spokane, is among the members added to the Advertiser Federation of America. Other members announced are Transmental & Western Air, Inc.; S. McGray System, The Pacific Review, Yachting Publishing and Field & Stream Publishing Co.

CBS Closes Conference Of Sales Promotion

(Continued from Page 1)

sales promotion for CBS O & O tions, led the "clinic" in their discussions. Dr. Frank Stanton, director of research and acting rector of sales promotion, attended several of the sessions and spoke the assembly on research problems.

The regular group attending sessions consisted of Dunham, Andrews, his assistant; George Kovics, sales promotion manager of the CBS Pacific Network; King WBBM, Sam H. Kaufman, WC Tom Mooney, KMOX; David S. land, WEEI; Jules Dundes, WA John Heiney, WJSV.

Earlier sessions featured talks Dr. Stanton, Louis Hauseman, who in charge of the presentation division of the CBS sales promotion department, and Fred Mahlsteadt of Radio Sales.

Research Discussed

The morning session was led Dr. Stanton and Charles Smith of the research department, who discussed research problems. Individual stations' research problems were talked over by the gathering—all those present participating.

In the afternoon Louis Hausen talked to the group on the construction of presentations and Fred Mahlsteadt spoke of the use of sales promotion by station sales forces.

One of the highlights of the day's meeting was a luncheon at University Club with Medford Runyon, CBS vice-president in charge of operations, as host. Donald Thornburgh, CBS West Coast vice president; Merle Jones, general manager of KMOX, and Howard Meighan, Eastern sales manager of Radio Sales, were among the guests present from the "clinic" group.

Thursday morning the group discussed copy problems and media then adjourned for a luncheon which organization and flow of sales promotion material for Radio Sales was discussed with Miss Thora Leary, Miss MacMasterman and Mary Falvo of Radio Sales.

In the afternoon the group had a round-table discussion on copy production.

Pool Of Replacement Equipment OK'd By DCB; Forwarded To WPB

(Continued from Page 1)

the 17 NAB districts, with establishment of the pool in each of the checking of inventories, the supervision of distribution parts to be placed in the hands of the administrator in each district. The DCB further recommended that the FCC be delegated to administer the portions of the plan calling for centralized administration by the War Production Board.

The program, if approved by the War Production Board, would also result in the formation of the first DCB office as such. The board recommended that "the DCB will establish a central office in Washington, D. C., and will have control over all districts and the adherence to the plan by stations in all districts, subject, of course, to any final action that may be required by the War Production Board, which is an agency set up by law to handle war production matters."

WPB Approval a Problem

The approval of the program, which has been promoted by FCC Chairman James Lawrence Fly at this time, is considered uncertain. Because the army and navy are more or less following a "no comment" policy in regard to broadcast matters, as evidenced in particular by the failure of the Sanders bill despite the passage of the House Interstate Commerce Committee, the chairman probably had little chance of getting the proposal approved by the DCB. WPB action on the program will probably be another matter.

Some officials of the WPB are reported to look with disfavor on the program. They are thought to favor a plan whereby decibel output modulation would be restricted, thus extending the life of the broadcast components. The pool of equipment in certain quarters as necessary if tube stocks can be conserved, and as unfair to broadcasters who have been farsighted in building up replacement parts.

Redistribution a Factor

In addition, WPB is thought to be concerned with the provision in the DCB plan which would give the FCC the authority to handle redistribution of replacement parts between the districts. While the redistribution of parts in each district is to be handled by the district administrator, the inter-district matters will be handled, under the DCB proposal, "through the Federal Communications Commission, which will report to the War Production Board."

The DCB announced, "could operate only with the cooperation of the broadcasters, and this cooperation is assured by the fact that it originated with the broadcasters themselves and was prepared and submitted to the War Production Board by the domestic broadcasting

committee of the board. It is believed that its operation should go a long way to relieve the priority problems now confronting the 900-odd broadcasting stations in repair and maintenance materials."

The DCB proposal to the WPB follows:

18 Proposals Listed

"In order to obtain maximum life of domestic broadcast equipment, including vacuum tubes, to use fully replacements now in stock, and to require minimum new material which will be allocated by the War Production Board, the following plan is proposed governing the technical maintenance of standard broadcast stations for the duration of the war:

"(1) Make a detailed inventory of all the equipment now on hand at all domestic broadcast stations in the continental United States.

"(2) Establish the requirements for replacement of equipment from stock and from new material by one year periods.

"(3) Obtain an allocation of the new material and necessary priorities from the War Production Board to satisfy current and future requirements.

"(4) Make a detailed check of the technical performance of all domestic broadcast stations to establish that they are operating in a manner to give maximum life of equipment, including the vacuum tubes, consistent with good service and in keeping with the Commission's rules and regulations and the standards of good engineering practice. (The regulations and standards should be modified if it can be shown that a worthwhile improvement in the life of equipment will be accomplished.)

"(5) Divide the United States into 'conservation districts.' These districts will be as large as feasible and to contain as many stations as possible consistent with the requirements of communication and transportation between the stations and the administrator of the district. The districts should contain enough stations that a representative stock supply is available in each district.

"(6) The DCB will establish a central office in Washington, D. C., and will have control over all districts and the adherence to the plan by stations in the districts, subject, of course, to any final action that may be required by the War Production Board which is the agency set up by law to handle all priority matters.

"(7) Each district will be controlled by a civilian administrator and two assistants selected from the station's operating personnel in the respective districts.

"(8) The administrator of each district, with the aid of his assistants, as needed, will check the inventory, administer the distribution and redistribution of equipment, requisition new equipment, and determine that proper and efficient operation of each station in his district is maintained. The administrators will operate under a very strict and specific directive issued by the DCB, with the approval of the War Production Board.

"(9) The administrator and assistants in each district will be selected at a conference of all stations in each district. An inspector or other Commission representative would preside until the administrator is elected. At this time, the duties of the administrator and his assistant will be clearly set out, as well as the responsibility of the station licensee in order to operate under the program for conservation of equipment.

"(10) The inventory in each district and between districts will be used as a basis of a redistribution of equipment as required between stations needing such

equipment. The redistribution in a district will be handled by the administrator of that district. The redistribution between districts will be handled through directions from the FCC which will be based on WPB rules.

"(11) Material within a district will remain in its present hands, until such time as it is needed at other stations in the district or in other districts.

"(12) An inventory will be kept from day to day in each district and at the end of each week, it will be cleared with the central office at Washington. All requisitions for additional materials will be sent through the central office.

"(13) A station will be considered as having the minimum required equipment (except vacuum tubes) when such equipment meets the manufacturers' specifications for spare parts. No spare equipment will be taken from a station whose equipment just fulfills the minimum requirements. A station not having the minimum required spare parts will not be supplied spare parts to increase the inventory above what it had on hand January 1, 1942; any equipment more than the established minimum requirement will be considered in excess of the requirements and subject to redistribution to other stations within the district or to other districts.

"Minimum vacuum tube stock will be considered on the basis of the requirements for spare tubes set out in the Commission's standards of good engineering practice or up to 100 per cent spares, depending upon the previous practice at the station. In case a station had on hand on January 1, 1942, tubes in excess of the requirements set out in the Commission's standards, the minimum for such stations shall be considered the inventory as of January 1, 1942, provided, however, in no case will minimum requirements be considered more than 100 per cent spares. "In case a station has some part that is known to be subject to failure in excess of the general expectation and yet the transmitter is operating satisfactorily otherwise, this will be taken into consideration in establishing the minimum stock requirements for that station. Records shall be kept of the hours of tube use and the condition of the other equipment.

"(14) The original holder of equipment will be paid the then current market price of such equipment plus delivery charges when material is transferred from one station to another or from one district to another. The transactions will be on a C.O.D. or credit basis as determined by the seller.

"(15) Data on vacuum tube life and operating performance will be obtained from station records and tube manufacturers. When possible, vacuum tubes will be reactivated. All dead vacuum tubes of over 100 watts output rating will be turned in for the material they contain. There are several other plans of operation that will be studied in connection with these plans. The administrator will own or have available an AC or DC voltmeter with range suitable for checking all filament voltages (0.20 and 0.50 V range) with an accuracy of 1 per cent and scale of 5 inches. Possibly other equipment will be needed. In any event, no new test equipment will be required as sufficient equipment is on hand in the industry.

"(16) The district administrator and his assistants will receive no pay or subsistence from the Federal Government. They will be repaid necessary out-of-pocket traveling expenses and subsistence when away from the city in which the station at which they are employed is located. These expenses shall be prorated between the stations in the district on the basis of the highest published daytime ¼ hour rate of each station. The headquarters of the administrator and assistant will be their present office; it is desired that no new civilian personnel or office space be required for these duties.

"(17) The administrator will be selected on the basis of known administrative ability and willingness to do this

NBC-CBS Curtail Tele Until Emergency Ends

(Continued from Page 1)

interest of conserving materials and getting by with the smallest number of personnel in order to preserve the progress already made and be in a position to prolong television service during the present emergency.

Niles Trammell, president of NBC, indicated that the revised NBC television program schedule for its outlet WNBT will be curtailed effective today and will comprise six hours weekly for the next five weeks. At the end of this period there will be a further reduction to four hours weekly. This conforms, Trammell said, to the FCC's desire, "to prevent recession of this new art to a purely experimental or laboratory stage and keep it alive, ready to flourish as a public service after the war."

War Demands Heavy

Increasingly heavy war demands on the NBC staff and the wartime necessity of prolonging the operating life of irreplaceable television equipment and other critical materials, were further cited by Trammell as the basic reasons for the curtailment.

CBS's station WCBW is going to four hours weekly on June 1, as against the current telecasts of 15 hours weekly. Under the new schedule CBS will broadcast on Thursday and Friday between 8-10 p.m. EWT. It is hoped that other tele outlets will broadcast at times when there will be no duplication on the air of tele program service.

It is believed that the major portion of tele program content will deal with the war effort and for the benefit of civilian defense.

Vitamin Firm Testing

Associated Laboratories has initiated its first major radio test for Vitamin Quota with participations on the "Peegen Prefers" program on WOR. Sold via mail order, Vitamin Quota has, of course, potential national distribution and if the WOR test measures up to expectations, expansion of the radio campaign into other markets will follow. Vitamin Quota has been on the market about a year and a half.

Associated Labs, beginning last week, started participation announcements on the Peegen Fitzgerald program Mondays, Wednesdays and Fridays, 9-9:15 a.m. Grady & Wagner Co. handles the account.

work. One assistant administrator will be selected for his technical ability and knowledge of the design and functioning of the technical equipment of stations. The other assistant administrator may be selected for his business or legal knowledge and familiarity with the licenses of his district. All administrators and assistants should be available under present expectancy for the duration of the war. Also careful attention must be given to their availability, of time to devote to this work and to their willingness to do a difficult job in a proficient manner. No occupational deferments from Selective Service will be recommended for the administrator or assistants for this activity.

"(18) The conservation plan should be put into operation as soon as approved by the DCB and WPB for the industry and as soon as the administrative machinery as outlined, can be set up."



Vol. 19, No. 40 Tues., May 26, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

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

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

FINANCIAL

(Monday, May 25)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	116	116	116	—
CBS A	11	11	11	1/8
Gen. Electric	24 7/8	24 1/4	24 3/8	— 3/8
RCA Common	27 3/8	27 1/8	27 1/8	—
RCA First Pfd.	49 1/8	49	49	1/4
Westinghouse	67	67	67	— 1/2
Zenith Radio	11 3/4	11 3/4	11 3/4	+ 1/4

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.		
WCAO (Baltimore)	15	18
WJR (Detroit)	17	19

Bond-Theater Tie Up Starts On WIP Thurs.

(Continued from Page 1)

aters, the program will award one \$1,000 and two \$25.00 bonds weekly. It was placed by H. M. Dittman advertising agency.

Joins WMCA News

David Anderson, formerly with United Press and Transradio, has been added to the news staff of WMCA as news editor. Anderson will supervise the night news shift on WMCA. Another recent addition to the WMCA staff is Phoebe Mink, formerly NBC press department, who joins the press department at WMCA.

Andy Stanton

Andy Stanton, veteran announcer, died at his Long Island home yesterday morning following an illness of several months. He had been freelancing previous to becoming ill.

REEVES

Sound Recording Studios Inc.

1600 Broadway New York City
35mm. 16mm.

Film Acetate and Wax Recording Facilities.
Complete Location Equipment for Film, Business Meetings and Specialty Recordings.

New Blue Net Program To Cut Down Accidents

(Continued from Page 1)

duction Fund to Conserve Manpower on Friday, June 5. Dramatized incidents in the war production program will be used to spotlight the importance of manpower and illustrate the link between the men in the factories and the soldiers in the thick of battle.

The show, to be aired Friday from 10:15-10:30 p.m., EWT, will emphasize that every accident takes its toll of manpower and reduces the number of planes, tanks, ships and guns available for the men in the armed forces. Prominent industrialists and stage and screen personalities will take part in the broadcasts. Raymond Massey will be narrator of the first program in the series, "Man With a Punch," and William A. Irvin, ex-president of United States Steel Co. and chairman of the War Production Fund, will be guest speaker.

Nearly 200 Men In AEF Heard From Australia

(Continued from Page 1)

average of five AEF men to the microphone every morning at 11:15, EWT. In addition to the voices of American fighting men speaking to the homeland, the programs also include the latest news and information from the United Nations outpost "Down Under."

Most of the men heard during this two-month's period were residents of New York, New Jersey and other eastern states. Texas, California, Illinois, and Missouri were also well represented. The great majority of soldiers heard were privates, with a scattering of non-coms and lieutenants. The highest ranking officer on the broadcast was Major Roger Eller Eggeberg, who spoke on April 27 on behalf of a number of his men.

NBC Station Relations In Personnel Alignment

(Continued from Page 1)

dles sustaining shows and Jim Gaines is in charge of station promotion and publicity. Sheldon B. Hickox, Jr., continues as manager.

More Coast Baseball

San Francisco—Already sponsoring live broadcasts over KYA of all home games of the San Francisco Seals baseball club, the Rainier Brewing Company has signed to also sponsor all Saturday and Sunday contests from the Oakland ball park. This will bring an additional 32 bay area contests to northern California dialers. The season continues through September 20.

Clarence Leisure of the KYA staff and Jack McDonald, a former baseball star, will handle the KYA mikes at the games.

Dalton Hille To WTOL

Toledo—Dalton Hille, formerly of WLOK, Lima, and WMMN, Fairmont, West Va., has joined the announcing staff at WTOL here.

New Portuguese Programs Set For Brazilian Cities

(Continued from Page 1)

Affairs (Rockefeller Committee). Originating at WOR, the programs will be beamed to South America via A.T.&T. facilities, but will not be heard in the United States. Eight stations in the Brazilian cities will rebroadcast the series Mondays thru Saturdays, 8-8:15 p.m., EWT. Start was made yesterday. Dr. Julio Barata, head of the Brazilian Section of the Coordinator's Office in New York, will be in charge of production.

The complete schedule follows: Mondays, Dr. Julio Barata, political comments on the war; Tuesdays, Dr. Raymundo Magalhaes, Brazilian activities in the U. S.; Wednesdays, Dr. Origenes Lessa, weekly book review; Thursdays, Dr. Pompeu de Souza, news of human interest; Fridays, round table discussion by entire group, and Saturdays, Dr. Julio Barata or Dr. Raymundo Magalhaes, political review of the week.

In addition to this series, programs of popular contemporary music have been exchanged between a network of Brazilian radio stations and Mutual since last August. A quarter-hour of typical American music is short-waved to South America the last Wednesday of each month, with announcements in Portuguese. On the last Thursday of the month, 8:45-9 p.m., EWT, Brazil returns the musical salute with a quarter-hour of native music with English announcements, known as "Brazil Presents."

Disks For War Plants Ready For WPB Release

(Continued from Page 1)

couraging that it has been included in the set for broadcast to war workers on their jobs. Miss Lewis is the author of the "Three Thirds of the Nation" series.

Also in the kit are two 15-minute speeches by Donald M. Nelson, one five-minute speech by Nelson and four quarter-hour dramatic programs by Joel Hammill, of the WPB office. These are designed to "show the workers just what their jobs mean in the war program."

Loan Assn. Renews

WNEW, New York, has renewed The Savings & Loan Radio Group, composed of five Federal Savings & Loan Associations for the third successive contract. Business was placed by Heffelfinger Agency. In addition to its regular series, "Memories in Music," the group is featuring public service talks with guest appearances under the title, "Get Acquainted With New York." Portion of the time is also contributed to the USO War Fund Drive.

SOUND EFFECT RECORDS GENNETT-SPEDDY-Q

Reduced Basic Library Offer Containing Over 200 Individual Sound Effects

Write For Details

CHARLES MICHELSON

67 W. 44th St. New York, N. Y.

COMING and GOING

CHARLES BROWN, BILL ROUX and SHELDON B. HICKOX, of NBC here, went to Boston yesterday to confer with WBZ authorities re switch of the station to the Red network, back tomorrow.

J. R. HEATH, commercial manager of KT, Phoenix, Ariz., in town this week on business.

JOHN ELMER, president and commercial manager of WCBM, in town from Baltimore conferences at the headquarters of Blue Network.

PAUL WHITE, director of public affairs CBS, is back at his desk following an absence of several weeks. It was his first vacation in three years.

R. E. DUNVILLE, sales manager of WL, returned to Cincinnati over the week-end after spending a few days here.

S. C. VINSONHALER, general manager of KLRA, Little Rock, visiting New York on state business.

ABE SCHECHTER, of the news and special events department of NBC, left yesterday for departmental business in Los Angeles and San Francisco.

GRACIE FIELDS arrived yesterday for a Broadway appearance in "Keep 'Em Laughing" and for much war relief work.

M. B. WOLENS, commercial manager of WCAO, Chicago, expected in town today in the course of a business trip.

DAVID C. JONES, business manager of WLAW, Lawrence, Mass., arrived here yesterday, visiting with the New York representatives of the station.

BOB HOPE, JERRY COLONNA, SKINNERS ENNIS, LARRY KEATING and BOB STEPHENS in Atlanta today for the broadcasting of tonight program from the Naval Reserve Aviation Base.

JOSEPH M. NASSAU, station manager and sales promotion director of WMRF, Lewistown, Pa., has arrived for a few days of talks with the local reps.

LARRY BAIRD, of the national advertising department of WLW, is in town from New Orleans for a short business visit.

Lehman Approves Bill Re Radio-Stock Owner

(Continued from Page 1)

capital stock by aliens. The Government had previously vetoed this measure. In approving it he said: "This bill was previously disapproved on the ground that it was inconsistent with the Federal Communications Act. I am now advised by the Chairman of the Federal Communications Commission that he has no objection to its enactment."

What about WOL?

It covers Washington 24 hours a day with 1000 watts.

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



★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

OUR HAT'S OFF TO KATE SMITH!

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Thanks, Kate, for Friday night's nationwide broadcast of that Grandest, Dandy-est George M. Cohan music and for your singing of "So Long, Mary" and "Over There" and "Yankee Doodle Dandy" and all the rest of that tremendously wonderful melodic score that is so truly the heart of WARNER BROS. Entertainment Miracle,

Starring

JAMES CAGNEY

in

'YANKEE DOODLE DANDY'

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

BASED ON THE STORY, LYRICS AND MUSIC OF GEORGE M. COHAN with JOAN LESLIE • WALTER HUSTON • RICHARD WHORF
JEANNE CAGNEY • FRANCES LANGFORD • GEORGE TOBIAS • IRENE MANNING • Directed by MICHAEL CURTIZ
Screen Play by Robert Buckner and Edmund Joseph • Original Story by Robert Buckner

Los Angeles

By JAC WILLEN

THOMAS S. LEE'S seventh television defense program over station W6XAO, Saturday, spotlighted the United Service Organizations, with Dr. A. H. Giannini, president of the Bank of America and chairman of the Los Angeles Board of USO, presiding with film starlets Susan Peters and Mary Howard facing the cathode ray tube for a live talent presentation.

Don Lee director of television Harry R. Lubcke supervises the defense shows which are presented to Southern California "lookers" every alternate Saturday night from 8-8:30 p.m., PWT.

Sidney Strotz, West Coast NBC head, returned from New York, and the NAB convention, yesterday.

San Diego is scheduled as the first stop for Billy Mills and his "Fibber McGee" orchestra on their Navy Relief Fund tour late this month.

Boys at the Santa Ana Replacement Center, one of the largest Army induction camps in the U. S., labeled Dinah Shore the "Elsie Janis" of World War II after her stirring performance at the camp last week, following a broadcast of the Eddie Cantor program. Dinah went on an open-air stage before 6,000 boys and sang for more than an hour.

Writing duties on the Al Pearce show are now being handled by Stan Davis and Marvin Fisher with the third writer, Monroe Upton, joining the Merchant Marine this week as a wireless operator.

Lionel Barrymore took over the usual John Barrymore spot on the Rudy Vallee Sealtest program and will most likely hold the spot until brother John recovers from his present pneumonia attack.

Lurene Tuttle moved into her new Toluca Lake home last week. A made-to-order plaque with a camera and radio mike under the inscription, "The house that radio and films built," should be placed over the door. Both Lurene and her husband, Mel Ruick, are in films and radio... and of the best!

Wendell Niles, Jr., son of the well-known announcer of the Camel-Al Pearce show, lately has become fervid in his patriotic outbursts. Celebrating his sixth birthday, he was aiding in the setting of the table as a mark of personal service. When all were seated Niles, Sr., asked Jr. "where is the bread?", and noting further, "and the butter?" "Why, Daddy," said Jr. —"Don't you see that package of Camels on your plate! That's our bread-and-butter, isn't it?"... Underneath the package of Camels were \$1.00 worth of Defense Stamps!

RADIO ARTIST?

Call

LExington 2-1100

FIRST AND FOREMOST

MAIN STREET

OL' SCOOPS DAILY

The Informer!

● ● ● Abbott & Costello may be peddling something other than Chase & Sanborn coffee next season—but it definitely will not be a Lever Brothers' product as previously announced!... Kay Kyser was renewed by Lucky Strike... Walter Winchell will continue to broadcast from Hollywood for a number of weeks... "I Love A Mystery" fades June 29th... As exclusively predicted here some time ago, Tommy Riggs and Betty Lou start replacing Burns & Allen for the summer July 7th... Association of American Railroads still hasn't committed itself on taking Jack Benny's vacated summer time for an institutional program... Ted Slade, sound-effector on "Inner Sanctum," struck his head on a steel shelf just before the broadcast Sunday and first aid treatment allowed him to go to work but still woozy!... George (The Real) McCoy is auditioning his new early morning show, aptly titled "Daylight Shaving Time"... "The Better Half," a new quiz show with Tom Slater starts on MBS for the summer... Phil Spitalny's recording of "We Must Be Vigilant" sold more than 60,000 copies in a few weeks... "Hi Neighbor" is a picture being made on the coast with radio talent including Don Wilson, Vera Vague, Roy Acuff of "Grand Ol' Opry" and Lulu Belle and Scotty of "National Barn Dance"... Alton Alexander went to Dayton Sunday to direct the Blue Barron band in making audition records for a new idea show which they are readying to show a prospective sponsor... As reported here a while back, Al Goodman's orchestra will be the nucleus of the substitute session for Fred Allen... Red Skelton has changed his mind and will do his remaining broadcasts from Hollywood. Tommy Dorsey, who succeeds Skelton for the summer, will take a leaf from the "Hour of Charm" book and feature a different service man each week with a \$100 war bond as the draw.

● ● ● "The World Today" ends June 26th via CBS because the sponsor has difficulty in bringing bananas from Central America... Red Ferrington, comic with Horace Heidt, got a picture bid but elected to stay with the band... Frank Morgan premieres the new Ben Hecht-Ferde Grofe tune, "Uncle Sam Stands Up" on the Maxwell show this week... Gertrude Neisen will be one of the few guests Ed Gardner is using on "Duffy's Tavern" and is due on next week's show... In addition to appearing in the Xavier Cugat picture, Margo will double into a Paramount musical... Bob Hope's Boswell, Mack Millar, who arrived in N.Y. the other week ended up handling two pictures locally... Andre Kostelanetz, conducting the Toronto Symphony Orchestra, shattered all existing attendance marks there... Very impressive brochure sent out by the Blue for the National Association of Manufacturers show debuting tonite at 9:30... WEEF's "Studio X" celebrates its first anniversary today and a breakfast was given at the St. Regis... Ezra Stone will be one of Irving Berlin's stars in the B'way musical made up of army men for the benefit of the Army Emergency Relief Fund—opening July 4... Last January we went to the Wedgewood Room of the Waldorf and heard a terrific gal singer. She was appearing there nightly for a long spell and not one bid came her way for a chance to appear on the air... Two weeks ago we again encountered the young lady, just back from an engagement in Cleveland. She said she was anxious for an opportunity in radio. We said we would see what could be done and wired Josef Cherniavsky and Harold Fellows at WEEI, Boston, to give the girl a chance on one of Josef's shows. Both agreed and the girl went up to Boston—and instead of appearing on one program, she did two shows... Three days later she returned with records of the programs under her arm. The day after we listened to them and decided that she was good enough for network radio. We took the recordings up to Bud Barry, Phil Carlin's assistant at the Blue. He listened and called Carlin in to hear the records. Within five minutes after the records were played, the girl was set on the Blue—she debuted yesterday. Her name is Laura Deane Dutton!

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

ART LINICK, veteran Chicago radio personality who created character, "Mr. Schlagenhauer," definitely returned to the air on WJL Monday, following a postponement due to illness. Art will have his show, "Happy Go Lucky," which will be heard each weekday from 8-8:30 a.m.

Durward Kirby, announcer here on the Blue's "Club Matinee" and "Bats in the Belfry" shows, has chartered an Ohio River houseboat for vacation, starting this Thursday. During his absence of three weeks, "Curley" Bradley will emcee "Club Matinee" show and Gene Moore will take over the "Bats in the Belfry" assignment.

Proposed series of "Women at Work" on WBBM with Lorraine Hall and Mary Conway has been called off.

Jim Phillips of WBBM engineering department has taken over the scheduling post vacated by Bill Voris, who has joined the Army Air Corps.

Mary Ann Mercer, singer on "Uncle Walter's Dog House" show will tour a number of southern camps next month in the interest of War Bond and Defense Stamp sales.

Bruce Dennis, WGN publicity director, in a patriotic mood took the station's call letters and coined "W-world's G-reatest N-avy" as slogan for the new series of Navy programs which will be broadcast station.

Ted Weems and orchestra participated in a special Treasury Department entertainment which was broadcast from the Nathan Hale Court of the "Chicago Tribune" on WGN the other day.

WGN is broadcasting 143 news programs a week according to figures released by the publicity department. "Today's War and You," new WBBM sustaining show has been extended from 15 minutes to a half hour and will be heard each Monday from 6:30-7 p.m.

Hy Blaustein, formerly of the Warner Pictures publicity staff in New York City and now a sailor at the Great Lakes Naval Training Station Great Lakes, Ill., may find himself in the public relations division through a chance meeting with Lieutenant Edgar Thompson, Naval public relations officer. Lieutenant Thompson, formerly radio editor of the "Milwaukee Journal," learned of Hy's courtesy on the press at a recent Bob Hope broadcast from the station and granted the New Yorker an interview. It was then he learned Blaustein was a former public relations man.

Mayor Edward J. Kelly of Chicago will be one of the "armchair detectives" on "Ellery Queen's" mystery dramatization on NBC, Saturday.

LEN STERLING

Now available on
ALL NETWORKS

Call LA. 4-1200

Radio's Leadership Lined By Gilman

Fly Praises Radio Industry For Initiative Anent Pool

Hit Freeze-Squeezers Seeking New Material

(Continued from Page 1)

(Continued from Page 1)

(Continued from Page 1)

Study Group of the American Association of Public Relations. He points out the new importance of public relations in a changing world.

Business is to retain its present important position in our economic life, it will have to act quickly and effectively through the field of public relations," Gilman declared, adding to recent research, "which shows that there has developed in this country a large bloc of people who believe that business can be more successfully operated by a more intelligent government."

Business Responsibility

Business, Gilman said, is faced with the responsibility of "developing an attitude on the part of the public which is favorable to the continuation of private business." "Radio," he added, "offers a medium of effective mass contact on an established basis of timeliness and credibility."

Millions need to be reached, radio is the only single medium which is actually available to most of them.

Radio has been the first and foremost projector of all subjects of national or local import. It is the most important mass communication system that man has ever known.

An illustration of this is more than the fact that President Roosevelt has been estimated to have received as many as seventy-five million addresses from his study at the White House, whereas Theodore Roosevelt, who did more public radio contact than any other former president, was estimated to have talked to five million persons in his entire lifetime."

Example of Last War

In discussing another wartime phase of public relations, Gilman predicted that when the longer the war lasts, the more likely are we to hear programs that are mainly to sustain and keep up good-will and public interest.

May large national advertisers react to their sorrow during the World War that abandoning advertising meant the destruction of a business, the loss of good-will and the loss of public confidence that never could be regained. There seems to be what the Germans would call a 'hex' on

on a nation-wide basis. There may be something here that other industries might find useful when adapted to their particular needs. Should the plan get under way it will have a real meaning to the radio listening public because the broadcasters have shown the foresight to meet the recurring emergencies of equipments' failures.

"Operation of the plan, in my opinion, will result in lessening the pressure put upon the Government for immediate priorities certificates and will assure the public of continued radio listening."

Nazi Audience Nil

Chairman Fly told his press conference that the listening audience of Axis propaganda broadcasts in this country is very limited. Reading a prepared statement, the Chairman disclosed that "a few weeks ago, a German propaganda speaker urged American listeners to go to public libraries to read certain volumes known to contain anti-British material. To learn just how much stock American radio listeners (if there were any listeners outside of official Government monitors, and others studying the problem), the FCC asked the American Library Association to circulate member libraries for

a check on public requests for these volumes.

"A complete report from the association," Fly continued, "shows but a solitary request, which occurred at the San Francisco library, and that was from a person having an unrelated purpose in mind.

"This indicates fairly well that few listen to Axis propaganda outside the persons on the crank fringe and, of course, those studying the material, such as the Government's own listening services, which make prompt use of such material to institute heavy propagandizing of Germany and Italy in return.

Cites Case in Reich

"These latter operations by our own country and our allies sometimes provoke trouble in the occupied territories. For example, just this last week the German-controlled Netherlands radio broadcast a threat against 460 prominent Dutchmen in Nazi hands as hostages. The German-controlled station declared that something dire would happen to these hostages unless the London radio operated by the Dutch government in exile were silenced. This obviously was because the London station was 'inciting the Netherlands people against the Germans'."

Italian Radio Firm Files Dissolution

Albany—Il Progresso Broadcasting Service, Inc., and Il Progresso Advertising Service, Inc., both of New York City, have filed certificates of voluntary dissolution in the office of the Secretary of State here.

Firm was to have bought and sold foreign language radio time and was backed by Generoso Pope, publisher of the Italian language newspaper, "Il Progresso." Hyla Kiczales had been named general manager.

the abandonment of advertising for a nationally known product."

Gilman lauded efforts of progressive companies to "humanize" contact with the public, citing such activities as General Motors' development of the "Futurama" and the educational campaigns of Westinghouse and others who are serving the public "for the sake of the business they expect in a post-war world."

Radio Readily Adaptable

Radio is particularly adaptable to this type of advertising, he said. With war-occupied citizens too busy to read, and a growing class of buyers in the lower income brackets due to wartime prosperity, radio is a "tool for the public relations expert which has the intimacy of personal contact, the mass appeal of all other mediums of communication combined, and mass acceptability," Gilman concluded. "Many of our American institutions today are in need of a better understanding with those they serve. The radio is a ready tool for their hands."

OPA Revises Schedule Of Radio-Phono. Prices

Washington Bureau, RADIO DAILY

Washington—Term "manufacturer" has been redefined by the Office of Price Administration in revised price schedules No. 83 and 84 pertaining to radio receivers, phonographs and parts. Sales of such products made by factory branches performing the functions of wholesalers and distributors no longer are covered by the provisions of the schedules, Price Administrator Leon Henderson stated.

The change was effected by the issuance of amendment No. 3 to both schedules; following the petition for amendment filed by General Electric Co., Bridgeport, Conn., requesting a definition recognizing the functional distinction between operations of the distributing branches of the company and its factory.

As a result of the amendment, the firm's distributing branch or the distributing branch of any manufacturer will be treated in the same manner as are other distributors, sales by whom are controlled by the General Maximum Price Regulation. Manufacturers' sales, except those excluded by the redefinition, continue to be covered by Revised Price Schedules Nos. 83 and 84.

College Post For Radio Writer

Montreal—Robert Choquette, radio script writer and French-Canadian author whose radio series "Le Cure du Village," was featured over CKAC for several years, has been appointed "writer in residence" at Smith College, Northampton, Mass.

very natural tendency on the part of each applicant to stress his case as being particularly meritorious because, for example, the materials or most of them are available, and because of various procedural steps heretofore taken, delays incurred, expenditures made, and the like.

"Needless to say," he went on, "the Commission would like to recognize those situations. But we are faced with requirements of the War Production Board and with actual rules that have been adopted to meet the wartime situation. These rules are deemed essential for war purposes. These are the rules, and the Commission and the industry have no alternative but to live up to them. We expect to make no exceptions except those indicated by the rules.

Asks Acceptance of Rulings

"I strongly advise applicants not to waste the time, energies, and money of themselves and the Commission by pressing these applications. The best we can do in the broadcast field is to consolidate our position and endeavor to keep the broadcasting structure on a firm and enduring foundation for the duration of the war. In that effort the industry will have the complete cooperation of the Commission and all assistance it can render consistent with the requirements for active war work."

The Commission Chairman also declared that a further relaxation of operator's requirements, particularly for low-powered stations, is under consideration, and that announcement of new regulations may be made soon. "Everyone wants more skilled technicians," he stated, pointing to the Army, Navy, FCC and the broadcast industry as specific examples.

Voices Hope for Small Stations

We are impressed with the needs of the small stations for operators, Fly emphasized, adding that "we want to do everything within reason to insure continuous operation of all stations—not only the large ones, but the small ones." He added that he hoped the DCB replacement part pooling plan would aid the stations in another of their serious wartime problems, that of materials.

MORE BUSINESS

are made, not born. Factual presentation based on accurate market research makes it possible for salesmen to increase sales from present sponsors and new prospects. Available now, sales promotion man, seven years broadcasting. Excellent record of achievement, best references, draftsmanship, broad knowledge of exploitation, ability, special events. Knows how to handle tough competition. Details on request. Write RADIO DAILY, Box T, 10 Broadway New York City

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

To the Colors!

THAINE ENGLE, former member of the publicity staff, at WBAP-KGKO, Fort Worth, has received a first lieutenant's commission in the signal corps. He is now stationed at Fort Monmouth, N. J., awaiting his next assignment at Harvard University where he will receive additional advanced telephone training.

— vvv —

ALUN T. JENKINS, formerly with WHK, Cleveland, is a yeoman second class at the U. S. Naval Training Station, Great Lakes, Ill.

— vvv —

PAUL CHIEF, news desk assistant at CBS in New York, is now a member of the United States Merchant Marine. He has been replaced by Robert Evans, former mail room boy at the network.

— vvv —

PETER AYLEN, program liaison officer of Canadian Broadcasting Corp., has enlisted in the First Field Brigade, Royal Canadian Artillery.

— vvv —

DICK ASHENFELDER, chief engineer of WCBS, Springfield, Ill., will report to technical training school in Chicago on May 25, where he will prepare for his entry into the U. S. Signal Corps.

— vvv —

PHILIP K. BALDWIN, chief engineer of WEEI, Boston, Mass., has been commissioned as a captain in the Army Air Corps. He is attached to the First Interceptor Command in Boston.

— vvv —

CLARENCE EVANS, sales representative of WCBS, Springfield, Ill., has enlisted in the U. S. Army Air Corps and is standing by for his call to the colors.

— vvv —

CHARLES WAYNE DAMERON, emcee with the "Haymakers," hill-billy troupe at WCKY, Cincinnati, has signed up for the duration. Dameron is in Class V-6 of the U. S. Navy and will do public relations work when he reports in a week or two.

Gennett Sound-Effects Rights

Charles Michelson, transcription company representative, has been appointed as distributor for Gennett sound effects library. Michelson also is distributor of Speedy-Q sound effects in New York and is planning a combination offer to stations using both companies' catalogs.

D'ARTEGA

and his orchestra
BELIEVE IT OR NOT

Saturdays, 10:00 • Blue • 103 Stations

D'ARTEGA PRESENTS

An entirely new idea, featuring D'ARTEGA'S transcriptions PLUS his own live emceeing and comments, Tuesdays, 9:05-9:30, WMCA
Bookings—Dell Peters, MCA

WORDS AND MUSIC

By Sid Weiss

IN A HIGHLY intelligent discussion of radio's part in exposing Axis propaganda, Ernest Schier, radio ed of the Washington "Post," makes a sound suggestion to government heads. In relating the efforts of Ed Byron toward pointing out the methods of undercover agents in this country, he calls attention to a few people who have turned out successful audience-getting radio programs. Says Schier: "While Arch Oboler, Norman Corwin and Bill Bacher have been drafted by Government agencies to write and direct radio programs, Byron, along with Dick Marvin, Charles Christoph and Tom McKnight, has yet to be tapped for Federal programs." If a suggestion is in order, it would seem that if these fellows can sell soap, cigarettes or hair tonic, they should certainly be able to sell propaganda ideas to the nation.

☆ ☆ ☆

Capt. Eugene LaBarre is recording a series featuring the World Military Band. It was LaBarre who reorganized the famous Sousa band for a series of concerts after the great leader's death in '33. At that time, the "Herald-Tribune" tagged him as "the logical successor to Sousa." The "World-Telegram" called his "the world's finest military band." For the series he's now planning he has assembled key men of the famous Sousa band together with first-chair men from the major symphony and broadcasting orchestras. The transcriptions go to radio stations as a part of World's station library.

☆ ☆ ☆

Back in 1939, L. Wolfe Gilbert wrote a tune called "Where the Dog Sits on the Tuckerbox" (5 Miles From Gundagai). The song was published in Australia and became an immediate hit there—altho' it failed to create any interest here due to the Australian slang and idiom used. However, now with the armed forces in the land Down Under, the song is getting renewed action. Dinah Shore, the Merry Macs and others are scheduled to short-wave it to the Australian forces.

☆ ☆ ☆

Pinky Herman's lyrics in "Wacky in Khaki" which goes: "We're Wacky in Khaki, but we can fight by cracky, we'll knock the Suki-Yaki out of Japan" is the latest "sock war words" and the tune is being used as theme music on several morale shows... "Song Hits" mag. picked Woody Herman's crew as "Band of the Month"... The OCD has requested bandsmen to be prepared to stop panics in case of air raids while playing theaters, ballrooms, etc... Martin Block is plugging "Over There." Sez it's still the number one war tune... Patti Andrews and Marty Melcher are warbling in key.

☆ ☆ ☆

SUMMER ALONG RADIO ROW: Microphone lassies blossoming out with sun glasses—on NBC's 3rd floor... Announcers airing out their dazzling sports jackets... Jay (Mr. D.A.) Jostyn shopping for seeds for his Victory garden... Woody Herman dolling up his band with summer uniforms... Wilted collars—and tempers to match... Sports announcers making up parties to go out to the race track... Bea Wain with a new hairdress... Paul Lavalle looking cool—altho' his music is hot.

☆ ☆ ☆

At a one-nite stand out in Long Beach, Calif., last week, Glenn Miller drew a crowd of 9,768 at one buck ten per copy!... Ina Ray Hutton reported to be secretly wed to one of her musicians... Korn Kobblers set for a Columbia short next month... Joe Davis has organized his own recording company using the label "Beacon" records. Plans call for sending new releases monthly to radio stations and tie-ups have already been made with juke-boxes and other distrib. Jerry Wayne, CBS vocalist, has been signed as a recording artist... Anita Boyer now with Jerry Wald's crew... Associated Music Publishers coming out with three new marches dedicated to the Marines: "The Devil-Dog Marines," "Leathernecks on Parade" and "March on Marines"... Tune-Dex "pocket" music library made its national debut last week, the original edition consisting of 100 past, present and advance songs, printed on miniature cards.

PROGRAM REVIEW

"Stars and Stripes In Britain"

Patriotism reached across the Atlantic to the British Isles and the rest of the world in a most effective initial Sunday program series to be broadcast at 7:30-8 p.m., EWT, on the Broadcasting System. Differing slightly from local and network programs from domestic training centers, the first show in the series titled "Stars and Stripes in Britain" has a deeper patriotic note to the listener as he heard American songs sung by American soldiers in London, Dublin, Ireland and other parts of the British Isles. Program marks the first time American armed forces were heard over the Atlantic. The show was presented in cooperation with the British Broadcasting Corporation, U. S. Army and Navy officials stationed in England.

Sunday's inaugural program featured interviews with 11 representatives of our armed forces including soldiers, sailors and members of the American Eagle Club. Emceed by the show were Bebe Daniels and Lynn Lyon. Entire proceedings were recorded in a professional manner. The slight interference, occasioned by the fact that the broadcast was a shortwave pickup, enhanced the show. Program was aired by Mutual stations and re-broadcast by transcription from Mutual line WOPR, New York, at 9 p.m., EW.

Hawley Guests Listed

Four guests have been listed coming stanzas of Adelaide Hall. They are: Rafael de La Cerna, Consul General of Mexico, Gilbert Seldes, head of the CBS television programs, on May 27; Harkness, authority on pandas, on May 28, and Jules Ormont, collector of epigrams, on May 29.

Schubert Gets Rights

Radio rights to the "Gay Falcon" motion picture series have been signed to Bernard L. Schubert, program producer firm, by RKO Radio Pictures and Michael Arlen, author. Show will be packaged with Hollywood star and offered to advertising agencies.

INFORMATION AT YOUR FINGERTIPS
JUST REACH FOR THE CARD!

TUNE-DEX

A "living" "pocket" library of past, present and advance tunes printed on miniature cards detailing melody, chords, lyrics, composers, arrangers, keys, etc. Hailed by publishers, recorders, vocalists, radio program directors, and others of the entertainment field as a permanent contribution to maintaining a permanent reference.

NOW READY—1,000 old timers—tunes that have been popular for years—program daily.

FOR COMPLETE INFORMATION: TUNE-DEX,
1619 Broadway, New York City

Informative Ads Commerce Dept.

(Continued from Page 1)
have arisen, many of which
ever even contemplated.

automobile owners, suburbanites,
manufacturers of war machines, resi-
dents of defense areas, tire dealers,
mechanics, all have been faced with
problems and have had to make
arrangements for which many of them
were ill prepared. Housewives
do not know how to conserve equip-
ment, how to prepare foods in new

alternative advertising is not a
new thing, but it is being used intelli-
gently by some advertisers and the
use has undoubtedly increase. White
says that institutional advertising is on
the increase, and, if properly done,
is a very important part in pre-
paring for the post-war period. Brand
names made out of public conscious-
ness if they are not kept alive
by advertising.

Part in War Vital
Advertising can be used to make,
in making, its contribution to the
winning of this war, White says. This
is even being used by the
Government to advantage. Private ad-
vertisers are contributing space and
effort directly to the advancement of
the war effort.

Another article in the Commerce
Department weekly presented an
answer to the question
in its title, "Can Demand Still
Be Stimulated?"

In spite of certain shortages
caused about by wartime restric-
tions, the article stated, "a great
number of consumer goods are still com-
ing from the consumer dollar, and
marketers find it advisable to
continue to demand for their products."



**THE MOST
COMPREHENSIVE
SOURCE OF
RADIO DATA
EVER
COMPILED**

1942 RADIO ANNUAL

The 1025 page Radio Annual is
distributed at no extra charge to
subscribers of Radio Daily.

WARTIME PROMOTION

Share-the-Car Plan

The share-your-car movement, in-
augurated over WAAT, Jersey City,
recently by sportscaster Earl Harper,
under the auspices of the Newark
Baseball Club, gains favorable re-
sponse with each broadcast. The plan,
which makes it possible for fans in
neighborhoods not within close prox-
imity of bus or trolley transit to
double up in their automobiles and
thus attend the games in one-car
groups, has even greater and far-
reaching possibilities than an after-
noon or evening at their favorite ball-
game.

Harper finds very many of these
same fans who have gotten together
to share-their-cars to see the Bears
play ball, have found the plan ap-
plicable in the performance of their
daily tasks and have worked out ar-
rangements on the same general idea
in their work-a-day responsibilities,
thus considerably aiding the conserva-
tion of tires and gasoline. Interested
fans are invited to send a post-card
to Earl Harper at WAAT, or in care
of the Newark Baseball Club, giving
full name, address and telephone
number and how many passengers
the car will accommodate. They will
then be put in touch with other pub-
lic-spirited citizens in their own
neighborhoods. The station serves
suburban New York, a very heavily
populated residential area.

Free First-Aid Charts

CBS Television is issuing first-aid
charts free to members of its audi-
ence taking the ten-hour first-aid
course conducted by the American
Red Cross and televised Tuesday and
Thursday nights. The illustrative
charts issued to date cover the first
four lessons of the course. They have
enabled viewers to prepare the
proper eye, arm, ankle and other
bandages with ease. Written instruc-
tions are issued to all television
course enrollees. As an added ser-
vice, a special telephone has been in-
stalled in the television studio. Tele-
viewers taking the course are urged
to call the studio if they have ques-
tions regarding the first aid tech-
niques which have been demonstrated
during the course.

The ten-week course also includes
instruction in bleeding control, care
and transportation of the injured,
artificial respiration and war gasses.
Given in half-hour lessons, the course
was introduced by Colonel Van Zile
Hyde, medical director of the second
defense region of the OCD, and Cap-
tain Charles B. Scully, head of the
first-aid service of the New York
chapter of the American Red Cross.
Glossy prints of the charts prepared
for the assistance of participants are
available on request.

Plan College Hookup Along Eastern States

(Continued from Page 1)

yesterday that plans for the college
"network" were being made in con-
junction with the recent extension
by a number of FM stations of pro-
gramming to the college transmitters.

Programs originating from New
York, under the proposed setup, can
be carried to every FM station of the
existing chain and rebroadcast to the
students of the IBS member stations
located in the New England and Mid-
dle Atlantic states. It will provide
better program service by college sta-
tions and afford advertisers a new
medium for reaching the college
market.

War a Program Feature

At the same time, IBS released
results of a survey showing that col-
lege stations are devoting a consider-
able portion of their time to Inter-
American and war programs in
cooperation with local, city, state and
national government authorities. Ci-
vilian defense programs are carried,
as are broadcasts in conjunction with
the Rockefeller Committee, USO,
Treasury Department, OEM, Army,
Navy, etc.

Floyd Marion To WSPD

Toledo—Floyd Marion, long con-
nected with both show and radio
business, has joined the announcing
staff of WSPD here.

Tele Dividing Time For 5-Night Schedule

(Continued from Page 1)

WCBW cuts from the present 15-
hour per week to four hours. NBC's
WNBT, effective immediately, is re-
ducing to six hours per week.

New WNBT schedule, announced
yesterday, will fill two hours nightly
on Monday, Tuesday and Wednesday
nights. WCBW, as reported here yes-
terday, will telecast from 8-10 p.m.
Thursdays and Fridays. NBC tele-
cast schedule, which will be devoted al-
most entirely to Air Raid Warden
training instruction, will be 7-7:30,
8-8:30, 9-9:30 and 10-10:30.

In announcing the new setup yes-
terday, Noran E. Kersta, manager of
NBC television, declared that "it is
our confident prediction that when
the war has ended, television will
come into its own as one of the great
media of mass communication, and
television receivers will once more
become the focal point of home en-
tertainment."

Kersta revealed that since the first
of the year, WNBT has given more
than 60 per cent of its time to train-
ing Air Raid Wardens and WNBT
will continue to be used for official
instruction of the Air Warden Ser-
vice.

Heller Joins Capra Unit

Bob Heller, recently assistant to
Norman Corwin on the "This Is
War!" series, has joined the film
division of U. S. Army public rela-
tions headed by Maj. Frank Capra.
Appointment is effective immediately.

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

Don't miss the

FINAL MEETING

for this season

Induction of New Officers



BOB BYRON

"The Whistling Pianist"

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



AS PART of the drive to conserve water in the Philadelphia area, Mayor Bernard Samuel addressed the KYW listening audience last Sunday, with an urgent appeal for their cooperation.

Pat Hayes and Jack Kinzel, sport experts of KIRO, Seattle, Wash., share production honors on KIRO's latest program "Sport Plays." Historical highlights from the local sports whirl form the hub around the new program.

Bill Ratcliff, program director for WORD, Spartanburg, S. C., made such a hit on the J. B. Williams Tobacco Co. show, "True Or False," when it originated at Camp Croft, in Spartanburg, he was asked to handle the Fort Bragg show yesterday. Ratcliff handles commercials and announcing.

Swing may be a solid favorite with the men in Uncle Sam's armed forces, but the Army apparently likes soothing music too. WPAT, Paterson, N. J., received a letter from two West Point cadets saying, "We feel that 'Music a la Mood,' a half-hour program of light concert music, is an integral part of our day. We prepare our academics for our two o'clock class while relaxing to your soothing selections of music."

KWSC, Pullman, Wash., airs imaginative trips to South America every Tuesday and Wednesday afternoon. Programs emphasize points of interest about industrial, social and historical Latin America, and are directed by Kenneth Yeend.

Announcers at WTAG, Worcester, Mass., have devised a game by which they can "brush up" and "build up" their vocabularies. One announcer will give a letter of the alphabet to another who has to name as many words beginning with that letter as he can within 60 seconds.

WIBX, Utica, N. Y., is cooperating in Utica's effort to add a little color to draft inductions by broadcasting daily from the scene of the swearing-in, and describing the parade to the railroad station by the mobile unit.

"St. Anthony Hour," WHN's weekly broadcast, from Graymore Monastery at Garrison, N. Y., is now aired Sundays at 7:30 p.m. Program was formerly heard at 5:30 p.m., on Sundays.

KGU, Honolulu, will soon be broadcasting transcriptions of the Blue's "Town Meeting of the Air." Shipment of the records by clipper service was temporarily halted because of the difficulties with priorities.

Bill Stauber, former continuity head of WPTF, Raleigh, N. C., and now an Ensign in the Naval Reserve, visited the station last week while on furlough... WPTF covered the launching of a victory ship in Wilmington, N. C., as part of the National Maritime Day observance.

WHB's, Kansas City, continuity department, heretofore completely masculine, is now almost completely feminine. Of the male contingent, only Reese Wade, continuity editor, remains. At the other typewriters are Jetta Carleton and Mary Short.

WWNY, Watertown, N. Y., recently had as its special guest, Ensign George E. Cox, U.S.N.R., who manned the boat which took General Douglas MacArthur, his wife and family out of the Philippines. Ensign Cox, holder of four citations for bravery in World War II, was home on a brief furlough, visiting his family in Watertown. A dinner tendered for him by the Civic Committee was also broadcast by WWNY.

Jean V. Grombach, former West Pointer who sold his recording business and closed his independent production Co., in 1941, after twelve years' operation to enter the Army as a Captain, is now a Lieutenant Colonel of Infantry. Grombach was once a star athlete in the Army, and on several Olympic teams.

WFDF, Flint, Michigan, celebrated its twentieth anniversary yesterday. Founded in 1922 by Frank D. Fallain, WFDF now operates with 1,000 watts power on 910 kc.

The combined facilities of WWSW, Pittsburgh, and its FM affiliate W47P, aired a complete Music Festival Program last Thursday evening, from the Carnegie Music Hall. Festival included the All-city Elementary Schools Orchestra, Chorus and Junior High mixed Chorus, under the direction of Oscar Demmler and Jacob A. Evanson.

Helen Ann Young, KSL, Salt Lake, music and transcription librarian, has left for New York, and other Eastern cities, to study the methods used in large network stations for handling their libraries. Helen Ann will also attend the graduation exercises at the University of Michigan.

Muriel Pollock, free-lance organist, handles all the music on the new program sponsored by the CIO which made its debut over WQXR, New York, last Friday night, at 9:30. Program is called "Win the War," and is entirely non-partisan. Miss Pollock will compose special music and play the organ on the series. Paul Stewart and Peter Lyon direct.

Hull & Sons, Berkeley, Cal., mortuary, has moved its "Friendly Philosopher" program from KLS to KROW, Oakland. Program lacks usual solemn tone of philosophical programs, and is done in an ordinary man-to-man fashion.

WHN, New York, "Yiddish Swing" program aired its 130th consecutive broadcast last Sunday, during which time more than 250,000 people have witnessed the show. Show is sponsored by B. Manischewitz, Inc.

Fulton Lewis, Jr., Mutual's Washington news analyst, has been forced to abandon temporarily, his regular news broadcasts. No date has been set for Lewis' return to his microphone duties. During his absence Frank Blair, newscaster for WOL, Washington, D. C., will pinch hit.

Two series of musical programs on WQXR, New York, in June, will operate for the benefit of Allied War Relief. United China Relief and Russian War Relief will each have broadcasts in prominent position on the station's schedule.

Newly-created post of assistant to Fay Pattee, in charge of NBC-KPO, San Francisco, sales traffic, has been given to Helen Stenson, employed for the last two years as secretary in KPO sales department. Succeeding Miss Stenson in the sales secretarial spot is Alice Meunier, who comes to KPO with a background of business experience and a year's special study at the University of California. Secretarial work in sales is now in the hands of Lorraine Brunson, formerly of the staff of "Broadcasting" magazine in Hollywood, and the "Los Angeles Examiner."

Roy H. Faulkner has been named executive vice-president of General Broadcasting System, Inc., Cleveland, according to an announcement by Donald C. Jones, president. Faulkner, who has a wide experience in the automotive field as well as in visual training activities, will also act in the same capacity for Motion Picture Productions, Inc. and the Emerson Corp., affiliated companies of General Broadcasting System.

"Tips From the Ol' Schoolmaster," is the title of a nightly sustaining feature over WSB, Atlanta, Ga., consisting of a 30-second strip of philosophical tid-bits, little "gems" of thought about popular conversational topics such as the war, sugar rationing and the like.

Forty-seven employees of Publications, Inc., were awarded service pins recently. Among were Henry Peters and Jerome Bord, who are featured over Topeka, Kan., as "those mas pleasing harmony." Peters has in radio for 15 years, DeBord and were given five-year pins they joined WIBW in 1937. is affiliated with Capper Publications.

Kay MacInnes has joined the staff of CKGB, Timmins, Ontario, general stenographer and bookkeeper. Don Carlson of CFGP, I. Alberta, has joined CKGB, as announcer. Harvey Freeman joined staff as a salesman. Rogerson recently became member of CJKL, Kirkland Lake, Ont.

Fred Mueller, director of radio for KMOX, St. Louis, resigned recently after ten years of service to take a Civil Service position. Albert Kohr, assistant office manager, has been promoted, and joined production department to handle special sound effects department. Recently created by C. G. Renier as program director.

WELI, New Haven, Conn., operation with the New Haven Bond and Stamp Committee, broadcast the three noon-day rallies the New Haven Green, which highlighted the "Sign Up For Victory" drive that ended in New Haven yesterday.

First remote of its type on WOWO, Fort Wayne, Ind., was two-way conversation between U. S. army bomber high above Wayne, and a ground unit stationed at Baer Field, army air base, broadcast as feature of the regular War army program, "From Baer Field to the Sky."

The first broadcast from Kf Field, Biloxi, Miss., "Service With a Smile," was aired last Friday. WGGM, Gulfport, Miss., in the vice Club of the country's great Corps Technical School.

"Fitch Bandwagon" Sees Summer Program

Following the announcement it would remain on the air during the summer, F. W. Fitch Co. has announced a new method of selecting the orchestras which will appear on the "Fitch Summer Bandwagon" beginning July 5. Choice of the orchestras aired on the 13 weeks during summer will be made by popular ballot and will be confined to local bands and orchestras performing in radio stations will be excluded from the contest. Ballot boxes will be placed in the drug stores throughout the United States. Agency F. W. Fitch Co. is L. W. Ramsey and the "Bandwagon" programs produced by Music Corporation of America.

1942											
MAY			JUNE			JULY			AUG.		
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					
May 26											
Jules Alberti	Charlotte Buchwald										
Al Durkin	Margaret Fuller										
William Kephart	Donna Lee										
	Edward MacHugh										
	Frederic Mackaye										
Howard Parker	Roy Wilson										

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



19, NO. 41

NEW YORK, N. Y., WEDNESDAY, MAY 27, 1942

TEN CENTS

Top Shows To So. Amer.

Clarification WPB Repair Order

Washington Bureau, *RADIO DAILY*
Washington—Clarification of the Repair and Maintenance Order relates to broadcasting, is still in process, it was reported yesterday. The confusing portions of the order, which provide for inventories less than the minimum prescribed by the engineering standards, are receiving WPB attention, but only the draft of the revision has been prepared, it is understood.

tain broadcasters, it was in-

(Continued on Page 7)

WBX To Rebroadcast Important Web Speeches

Arrangement with Mutual Broadcasting System, WBX will broadcast all important speeches heard on the network via recordings taken from the MBS line. Station will monitor, for local Mutual key outlet, to inform Mutual of what they understand Mutual will then order at a flat rate of \$5 per minute and \$8 for half an hour. WBX is seeking to make similar arrangements with

(Continued on Page 2)

Out New Approach Handling Bond Plugs

New approach to obtaining radio operation for the U. S. Treasury Department's War Bonds Campaign, June 4-24, will be tried by Al Sincere, recently "drafted" from his publicist-director's post at WHN to serve the Government for six weeks. Sincere, whose duties apply to the

(Continued on Page 5)

Menser Honored

Box College, at Galesburg, Ill., has honored Clarence L. Menser, regional program manager of the National Broadcasting Company, with an award taking the form of a gold-lettered parchment in recognition of Menser's services to the institution, where he held the chair of professor of public speaking for 15 years before he joined NBC in 1929.

WHN Readies FM

FM station W63NY is currently making tests preparatory to going on regular operations on June 1. New FM outlet is a sister station of WHN, both owned by Metro-Goldwyn-Mayer, and an augmented staff under the direction of Herbert L. Pettey, will operate both stations. Tests are being directed by Paul Fuelling, chief engineer, from the new transmitter site at Cliffside, N. J.

New OEM Air Scripts Price-Control Facts

Office for Emergency Management, division of information, is distributing a series of radio scripts to local stations throughout the country, to be aired in an effort to obtain the widest possible distribution of basic facts on general price control. Scripts are set up in form of questions and answers and designed to answer many

(Continued on Page 3)

"Liberty" Back On CBS Buying Edwin C. Hill

Macfadden Publications, Inc. ("Liberty" magazine), returns to CBS today after an absence of three months, assuming sponsorship of the Edwin C. Hill "Human Side of the News" programs Wednesdays and Fridays from 6-6:10 p.m., EWT, on 19 stations.

Erwin, Wasey & Co., Inc., handles the account.

Experts Considering Aspects Of New Packaging Problems

Shortwave Facilities Leased In Deal By WINS

Signing of a 26-week contract with Press Wireless, Inc. for the latter's overseas service has been announced by Cecil H. Hackett, managing director of WINS, New York. Facilities of Press Wireless, Inc., will enable WINS to air shortwave broadcasts from Europe and South America and

(Continued on Page 2)

Du Pont's "Cavalcade" First In Series 'Processed' Sans Commercials; Co-Op With Rockefeller Committee

Hall Bros. Program Going Blue In August

Representing the first instance of luring away a client from the Red by its ex-sister network, the Blue, and raising a number of questions regarding official U. S. military radio policy, Hall Brothers, Inc., Kansas City, Mo., in August will sponsor "Meet Your Navy" on an as yet

(Continued on Page 6)

Intelligence Division Created As FCC Dept.

Washington Bureau, *RADIO DAILY*
Washington—A new division of the FCC, the Radio Intelligence Division, was created yesterday. The new branch of the Commission is the former National Defense Operations Section of the engineering department's field division, and George

(Continued on Page 2)

Axton Fisher Spot Text For New Cigaret Brand

Axton-Fisher Tobacco Co. (Spuds, Twenty Grands) will embark on a test spot campaign shortly, it was reported yesterday, for a new standard-priced cigarette brand, All Amer-

(Continued on Page 2)

In cooperation with the Office of Coordinator of Inter-American Affairs (Rockefeller Committee) and various network sponsors, NBC this week embarked full scale on a project of supplying top American radio entertainment to South American listeners in their own language and on a regularly scheduled basis. Initial U. S. commercial, du Pont's "Cavalcade of America," after being translated and reproduced in Spanish with commercials deleted, is now being shortwaved by NBC's international transmitters, WRCA, WNBI and

(Continued on Page 7)

N. Y. Audiences Rose 10 Per Cent In April

Terming it "one of the most unusual audience developments in recent years," the Continuing Study of Radio Listening in Greater New York yesterday reported that "radio listening indices for the month of April jumped 10 per cent ahead of the record levels already reported for

(Continued on Page 3)

Columbia Bakeries Renew Southern Spot Schedules

Columbia Bakeries has renewed its spot schedule on 35 Southern stations through the summer, according to a transcription order placed with NBC Radio-Recording Division call-

(Continued on Page 2)

Town Meet Guest

Federal Price Administrator Leon Henderson will be featured as guest speaker on the Blue Network's "Town Meeting of the Air" on Wednesday, June 4. Others to be heard include James M. Landis, director of the OCD; Helen Hiatt, radio commentator, and W. P. Witherow, president of the NAM. Program will emanate from WWVA, Blue outlet in Wheeling.

(Continued on Page 6)



Vol. 19, No. 41 Wed., May 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

(Tuesday, May 26)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	117 1/4	116	116 1/2	+ 1/2
CBS A	11	11	11	
Gen. Electric	24 7/8	24 1/2	24 1/2	- 1/8
Philco	8	8	8	- 1/4
RCA Common	27 3/4	27 1/2	27 3/4	
RCA First Pfd.	49 1/8	49 1/8	49 1/8	+ 1/8
Westinghouse	68 1/2	67 3/4	68 1/8	+ 1 1/8
NEW YORK CURB EXCHANGE				
Nat. Union Radio	9-16	9-16	9-16	
OVER THE COUNTER				
	Bid	Asked		
Farnsworth Tel. & Rad.	1 3/8	2		
Stromberg-Carlson	4 1/2	5 1/2		
WCAO (Baltimore)	15	18		
WJR (Detroit)	17	19		

Columbia Bakeries Renew Southern Spot Schedules

(Continued from Page 1)
ing for 18 additional programs of the "Over the Back Fence With Allen Prescott" series. Columbia, for Southern Bread and Cake, will have utilized 72 programs in the Prescott series with the new order.

Prescott, as the "Wife Saver," is sponsored on NBC from 10:30-10:45 a.m., EWT, Saturday mornings by International Salt through J. M. Mathes, Inc.

Quincy Howe On Leave For Govt. Assignment

Quincy Howe, news commentator and analyst regularly heard on WQXR, New York, is taking an indefinite leave of absence to undertake some special work for the government. His final program will be aired on Wednesday night when his contract with the Hanscom Bakeshop is completed. His Monday to Friday night spot will be taken over temporarily by Lisa Sergio, who will continue her sponsored morning shows as well as taking over Howe's stint on a sustaining basis.

"How You Can Help"

The Navy Relief Society is in dire need of volunteers to help check up on the many Glass Banks which have been distributed throughout the five Boroughs of New York City collecting funds for its most worthy cause.

Radio folks who can spare one to three hours on certain days of the week or every day, for the next two weeks, are urgently requested to help. Such help will go toward the protection of the families of the Sailors, Marines and Coast Guardsmen who are now protecting us all.

If you are able to join in this good work, please call Alice Marble at the Navy Relief Society (730 Fifth Ave.), phone COLUMBUS 5-0500.

Intelligence Division Created As FCC Dept.

(Continued from Page 1)

E. Sterling, who has been serving as NDOS chief, was appointed FCC assistant chief engineer in charge of the radio intelligence division. The new division is the FCC's largest, with 700 employees and 100 monitoring stations.

The move, the Commission said, was taken "because of the vital importance of the work of the (NDOS) and the increased responsibilities recently assigned in connection with the war effort." It is not thought that the work of the radio intelligence division will differ substantially from that of the NDOS.

At the same time, it was announced that Commander E. M. Webster, who has been serving as FCC assistant chief engineer and chief of the safety and special services division of the Commission's engineering department, has been called to active service as Chief of Communications of the U. S. Coast Guard. William N. Krebs will replace Commander Webster as chief of the safety and special services division.

Axton Fisher Spot Text For New Cigaret Brand

(Continued from Page 1)

icans. Details of the radio effort were not revealed, but the chief selling point will be that the package contains 24 king size cigarettes.

Axton-Fisher has been more or less a steady user of radio in the past, having sponsored programs on NBC, CBS and Mutual at various times for Spuds and Twenty-Grands as well as conducting spot campaigns of varying intensity.

Blackett - Sample - Hummert, Chicago, is the agency.

McCarthy To WKRC News

Cincinnati—Tom McCarthy, for the past three years with the news staff of WCPO, has been appointed news department head of WKRC of this city by Hulbert Taft, Jr., WKRC general manager. Appointment is effective Monday when McCarthy succeeds Bob Heidler, who joins the "Cincinnati Times-Star," WKRC licensee.

WCBW Keeps War Angles For Shorter Tele Sked

Programs of a wartime nature and continuance of its official Red Cross first aid instruction series will make up the balance of CBS' reduced television schedule which goes into effect June 1 when WCBW drops to four hours weekly. Program listings for the initial days of reduced time operation announced yesterday:

Thursday, June 4, 8 p.m., news; 8:10, quiz; 9:00, film; 9:15-10:00, Red Cross first aid instruction.

Friday, June 5, 8 p.m., news review of the week; 8:30, table talk conducted by Gilbert Seldes with guests: Herbert Agar, President of Freedom House and Editor of the Louisville "Courier-Journal," Rex Stout, author, and representative of Council of Democracy, Henry J. Taylor, author of "Time Runs Out," discussing "Must We Establish a Dictatorship to Defeat the Dictatorships"; 9:00, film; 9:15-10:00, Red Cross first aid.

WEEI Appoints Stiles New Chief Engineer

Boston—Walter Stiles, Jr., has been appointed chief engineer of WEEI of this city, replacing Philip K. Baldwin, who has joined the U. S. Army Air Corps, according to an announcement by Harold E. Fellows, WEEI general manager. Stiles was formerly a member of the CBS engineering department in New York and is the 1936 winner of the William S. Paley Annual Amateur Radio Award for his performance during the March 1936 flood emergency.

Alan Ladd Guest Shots

Guest appearances on four network programs have been arranged for Alan Ladd, latest screen discovery of Paramount Pictures, during his current visit to New York City. On four successive days starting Friday he will appear on the "Kate Smith Hour" on CBS, the "Lincoln Highway" program on NBC, on "The Show of Yesterday and Today" on the Blue Network and Bill Stern's "Sports Newsreel of the Air" on NBC. Guestings were arranged by Martin Lewis, newly-appointed radio publicity head of Paramount Pictures in New York.

COMING and GOING

ROGER W. CLIPP, general manager of Philadelphia, in town yesterday for station conferences at the offices of the Network.

CECIL BROWN, CBS Far East correspondent in Columbus, Ohio, where tonight he will broadcast the 13th in his coast-to-coast series of lectures on the situation in the Orient.

D. R. FITCH, engineer at WOAI, San Antonio, has arrived in Chicago to take up his duties as studio engineer with the central division of NBC.

JIMMY and JEANNE CAGNEY are in town for the opening of "Yankee Doodle Dandy" at the Hollywood Theater Friday night.

HAL WILSON leaves today for Wilson, N. C. with a stopover scheduled at Washington, D. C. He has been in New York since last Thursday.

JIM DICKERT, technical director of the V. Broadcasting Co., is back in Chicago following an extended stay in Mexico City, where he made 156 Coca-Cola transcriptions for Mexican stations.

GLENN MILLER and his orchestra are in Chicago for service camp broadcasts through the Midwest.

Shortwave Facilities Leased In Deal By WINS

(Continued from Page 1)

also offer its sponsors an opportunity to shortwave programs originating at the station to foreign countries.

First use of the newly-acquired shortwave facilities will be made on June 2, Hackett revealed, when WINS will inaugurate exclusive airings of news by Robert Fraser directed from the studios of the British Broadcasting Corp. in England. The WINS newscasts will be aired from 6 p.m. to 7 p.m. on Tuesdays, Thursdays and Saturdays and as soon as WINS clears its current commercial commitments at that hour the new periods will be aired across the board. The station is trying to arrange a grand inaugural program from Lord Beaverbrook for the inaugural program.

WBNX To Rebroadcast Important Web Speech

(Continued from Page 1)

other major webs. This Saturday night the station will rebroadcast the recorded speech of Major General Doolittle, station contending that good speech is always good.

NOT JUST MONROE COUNTY

but WHAMland

900,000 radio homes make it a better buy.

WHAM

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

N.Y. Audiences Rose 10 Per Cent In April

(Continued from Page 1)
 "This 'unprecedented trend,' as stated, is a complete reversal of the usual 5-8 per cent seasonal drop. The report continued: 'While national averages have already begun a downward curve, listening in New York has grown steadily since the outbreak of war— a 10 per cent rise since December 7. Audiences to news programs up 10 per cent over pre-war levels, there is much to be said for the theory that New York may be more 'war-conscious' than the rest of the country. 'Tal blackouts, curtailments of transportation and a long period of inclement Spring weather also were factors contributing to the 'abnormal' increase in listening locally.

Baseball Popular
 W.R., for whom the study is made, reported that its Continuing Survey recorded "the greatest audience ever registered to broadcasts of regular season weekday games in New York" in connection with opening of the baseball season here. Yankees-Giants opener, broadcast by W.O. and WHN, was listened to by 15 per cent of the total metropolitan population, it was stated, or 10 per cent of the listening audience.

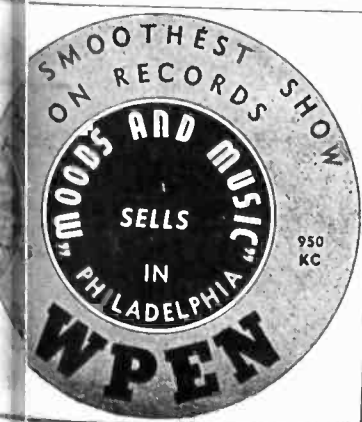
Another finding of the May release is that New York listening has increased 20 minutes per day since November-December pre-war levels and averages of five hours per day.

Puff Joins Mutual

Richard Puff, for two years in charge of radio statistics for the CAB News Reports, joined Mutual's promotion department as chief statistician this week, it was announced by Robert A. Schmid, director of promotion. Puff has been busy in radio survey work with the Crossley research organization for the past three years.

Belmont Stakes On MBS

The running of the Belmont Stakes, one of the richest races in the country, will be described on Mutual Monday, June 6, from 4:30-4:45 p.m. at Belmont Field, Mutual's racing commentator, will be at the microphone.



PROMOTION

Blue Tells All

Listeners to the Blue Network's sustaining programs, cancelled because of special performances, will be advised of the reason for the cancellation under a new policy set up last week. When the "Chamber Music Society of Lower Basin Street" was cancelled Wednesday night so that the Blue could carry an address by Ex-President Herbert Hoover, Milton Cross went on the air and told listeners that "Basin Street" would be heard in its usual spot the next week. Similarly, when "Swop Nite," on Saturday was replaced by a concert from Canada, Fred Cole, the program's emcee, took the microphone to explain. Thirty seconds will be used by the announcer, or talent of the cancelled program, for this purpose.

Telephone Announcements

Personalized records to each salesman of the Sperry Flour Co. were made recently to announce a new radio show. Promotion, planned by the sales promotion department of the CBS-Pacific regional network under George L. Moskovics, consisted of telephoning each salesman personally and then airing a personally-addressed record in which Sam Hayes, who does the show, explains the details of the company's new airing. New show is a five-day-a-week newscast by Hayes and will debut on June 1.

Helen Hiatt Blue Co-Op Available On June 1

Helen Hiatt, whose commentaries on "Today's News" have been aired on the Blue Network since its inception, will be made available to Blue affiliates for local sponsorship beginning Monday, June 1. "Today's News," which will continue to be broadcast from 10:15-10:30 a.m., EWT, is the third news commentary feature to be offered by the Blue on a participating basis. Others are "Baukhage Talking" with H. R. Baukhage, and "News Here and Abroad" with William Hillman and Ernest K. Lindley, both from Washington.

Before going to the Blue in January this year, Miss Hiatt had been a member of the NBC news commentator corps since 1940. Up to 1941, when she began broadcasting from the United States, she was in Europe for more than seven years, part of the time serving as a newspaper correspondent.

Fannie Hurst Series

Apparently in the nature of a broadcast audition, Fannie Hurst's series of daily "Thinking Out Loud" broadcasts has been scheduled by the Blue Network for two weeks, beginning June 1. The novelist will broadcast Monday through Friday from 5-5:15 p.m., EWT, commenting on her reactions to different phases of everyday life.

WATL Scholarships

Awarding of \$1,250 to the 12 winners of the WATL fifth annual college scholarship contest was made recently. Contest is sponsored by J. W. Woodruff, owner and president of WATL, and is based on the writing of original radio plays by high school seniors in the Atlanta area. Payment of the winning prizes is made to colleges designated by winners. In addition to tuition payments, the contest includes a trip for winning students to the National Association of Student Officers to be held in June in Denver, Colo. The contest is conducted by Para Lee Brock, WATL educational director.

MBS Technical Improvements

Recent survey by the Mutual Broadcasting System shows that 134 of the network's 205 stations have made important improvements in transmission facilities since January 1941 and 12 complete new Mutual stations have begun operations since that date. Major improvements include substantial power increases by 54 affiliates, installation of new or improved transmitters by 66. In summary 146 stations or 73 per cent of the Mutual System are doing a better job of serving their listening audiences.

New OEM Air Scripts; Price-Control Facts

(Continued from Page 1)

of the fundamental points about price control the public is asking at the present time.

According to Clifton R. Reed, regional information officer of the OEM, setting up of general price control is regarded as the greatest single economic change in our nation's history; and radio will serve as a potent instrument to help the American people understand how the price regulations work, and how price control helps them, and the nation's war effort. Reed, in distributing the scripts, asks each station to return his accompanying letter to the OEM, so that an accurate record can be kept of when and how much of each script was used.

FCC Mulls 2 Renewals

Washington—At its meeting yesterday, the FCC designated two license renewal applications for hearing. They were those submitted by the Buffalo, N. Y., Broadcasting Corp., operator of WKBW, a standard station, and the Pulitzer Publishing Co., St. Louis, operator of W9XZY, an experimental facsimile station. WKBW was granted a temporary license pending determination of the renewal application.

NOW 5000 WATTS

WEVD 1330 KILO.

5000 WATTS

NEW YORK'S STATION OF DISTINCTIVE FEATURES

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

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

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

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

Chicago

By FRANK BURKE

TOMMY DORSEY and his band begins broadcasting for Raleigh Cigarettes over the NBC Red from New York on June 16. Dorsey replaces Red Skelton for the summer. Each week a singer or instrumentalist from the Army or Navy will be chosen for appearance on the Dorsey show and will receive a trip to New York plus a \$100 War Bond.

Fred Brady takes over Tom Wallace's duties as emcee on the "Uncle Walter's Dog House" show on NBC tonight while Tom is lending an ear to a picture proposition in Hollywood.

"Women for Victory" is the title of a new program on WGN, produced by Mary Afflick, and heard Monday, Wednesday and Friday at 12:15 p.m.

Harold Isbell, veteran of 20 years in radio, has been signed as the new emcee on "Funny Paper Party" by the "Chicago Tribune." Uncle Harold will be heard on WGN Sundays at 11:35 a.m.

Sam Bramson, ace William Morris booker and talent scout, has been transferred from Chicago to home office in New York, taking over his new duties this week.

Eddy Howard, Chicago songwriter, and his band gets the "Fitch Bandwagon" assignment for Sunday, May 31. The program originates at the local NBC studios.

Marcy McGuire, radio singer discovered by Harold Stokes, off to Hollywood for a film contract.

Although Chico Marx was slated for radio interviews on WBBM, WJJD and WAAF, musicians' union rules here prevented him from appearing. Local musicians' union has an iron-clad rule that no orchestra leaders can be interviewed on the air unless paid the regular musician's radio scale.

Holland Engle, formerly of WMMN and WWVA in West Virginia, is the latest addition to the WGN announcing staff. Ed Allen left the station staff after seven years association with WGN.

John L. ("Doc") Brinkley

San Antonio—Dr. John Richard Brinkley, gland surgeon, radio operator and, in 1930, candidate for governor of Kansas, died in his sleep here yesterday. He was 56. Funeral will be held today at the Del Rio Methodist Church.

Dr. Brinkley during the late twenties gained considerable fame and amassed a large fortune through the medium of radio-advertised medical practice, advocating a rejuvenation operation by the transplanting of goat glands. He is said to have treated 16,000 persons before his license was revoked in 1930.

Leaving Kansas he went to Mexico where he established a hospital and built a powerful radio station in an effort to avoid United States broadcasting restrictions. Following the confiscation of this station by the Mexican government he went into bankruptcy.



A Report to the Government!

(On Radio's Willingness to Cooperate!)

(Last week in this space your reporter made mention of the fact that Charles J. Gilcrest, chief of the radio section of the War Savings Staff of the Treasury Dept. commandeered us into service to co-ordinate the placement of "Treasury Star Parade" transcriptions in the New York area. The statement was made that N.Y. was an area which had a terrific quota to meet in the sale of stamps and bonds; that the local N.Y. outlets weren't cooperating quite as well as stations throughout the rest of the country. . . . Well, we're ready to make a report on our progress. . . . This report is not intended as a pat-on-our-back but rather as an indication of the cooperation to be expected from the Radio Industry by any government agency seeking help! . . . We also hope that it will be used as a precedent for future activity in the industry and government unity set-up.)

● ● ● Something like fourteen stations were to be contacted; stations not affiliated with networks. . . . The job of discussing the problem with fourteen men at various times seemed to necessitate a great deal of energy and unnecessary work. So we sent out invitations to all stations to come to a luncheon at Toots Shor's Restaurant last Friday. We arranged to have a private dining room where a luncheon would be served (at our expense) and, where we would all meet to discuss any problems concerning the "Treasury Star Parade" transcriptions. . . . This was arranged and representatives from the 14 stations came and met for the first time in a body. . . . We outlined to the group that more time was required by the War Savings Staff for these transcriptions; that once placed in a time slot, the show should remain there for consistent coverage. . . . One station representative reported that he's been getting the records but never knew what was expected of him—because nobody had made a direct or indirect contact with the plan. . . . Another representative reported that he never got "Treasury Star Parade" recordings. . . . We told the group to settle down and see what could be done in the future. . . . They all were willing to help and we're so pleased with their reaction that we thought a report was in order. . . . Irving Strouse of WINS said his station was carrying the show three times weekly but hereafter would play the recordings SEVEN times each week. . . . William Weisman of WLIB said that his station would now play the recordings FOURTEEN times weekly—at 9:15 a.m. and at 9 p.m. each day instead of thrice weekly. . . . Dud Connolly of WWRL said his station would carry "Treasury Star Parade" SIX times weekly instead of thrice weekly. . . . Mario Hutton of WOV said the station was carrying the show but would carry it THREE times weekly hereafter. Bill McGrath of WNEW was carrying the show but would hereafter THRICE weekly in addition to getting Stan Shaw to air 'em on the "Milkman's Matinee". . . . Hank Miller of WPAT, not carrying the show, will carry it FOUR times weekly at a regular schedule. . . . Walter Craig of WMCA said his station wasn't carrying the recordings now but will THREE times weekly hereafter! . . . Norman Warembud of WBYN, who said his station which carried the show three times weekly has changed the schedule to air 'em SIX times weekly. . . . Emery Ellis of WAAT had to make some changes in the schedule and will air the recordings regularly SIX times weekly. . . . Frank Johnson of WBNX will also carry the show SIX times weekly. . . . Eleanor Sanger, who put up a good argument for the audience of WQXR, stated that she will schedule the show regularly TWICE weekly and will add a third spot if the show itself meets the appeal of the WQXR audience. . . . Fred Raphael of WHN had the show scheduled once weekly—now has it scheduled THRICE weekly and a few moments ago called this reporter to say he's added a FOURTH spot!

● ● ● No pressure or threats were made to those people present at the luncheon. We only asked for cooperation and they bent backwards to give their wholehearted support. . . . It was as simple as all that! . . . Thus we suggest that any government agency wanting radio's help, get 'em together, tell 'em your problem. . . . They'll do the rest themselves.

Los Angeles

By JAC WILLEN

RED SKELTON, last Thursday chalked up his 166th show for army detachments by entertaining forty men of an artillery post somewhere in the hills near Los Angeles. Skelton's appearances, arranged through the Hollywood Victory Committee, have been before audiences ranging from a dozen service men to a few hundred.

Blanche Stewart, radio's erstwhile "Brenda" of the team of "Brenda Cobina," joins the "Blondie" cast in a short series.

Office of Facts and Figures asked "Lum and Abner" to devote a program a month to some aspect of war work. Their first was a built around the importance of doubling up in automobiles.

Harry James, whose band was lectured the Spotlight "Band of Week" seven consecutive weeks, Peter Potter's guest of honor on "Platter Parade" over KMPC, Sunday from 10:30 a.m. to 1 p.m.

Ten million new readers! The number Hedda Hopper announced next month when her daily Hollywood column goes into a score of additional papers, including New York's biggest daily. Several million fans are already dialing her thrice weekly "Hedda Hopper's Hollywood" airings over CBS.

Dick Mack, producer of the Rialto Valley program, has penned a new tune, "Keep Your Eyes Open, Y' Mouth Shut," which will likely be taken by the U. S. Government for air plugging.

WMCA In War Bond Tie
Via "Yankee" Premiere

Characterized by the station distinctly a "Treasury" show having for its purpose the promotion of War Bond sales, WMCA on Friday will signalize the opening of War Brothers' "Yankee Doodle Dance" with a 25-minute program from 8:30 to 8:55 p.m.

The first portion of the program will emanate from the studio of the station with the broadcasting of songs from the picture, which portrays the life of George M. Cohan. A shift will then be made to the lobby of the Hollywood Theater, scene of the film's premiere. Helen Twelvetree and Julius Colby, drama critic of WMCA, will interview members of the audience upon their arrival. These patrons having purchased from \$25 to \$25,000 in War Bonds for the admission to the premiere.

A feature of the program will be an interview with Jimmy Cagney, who plays the part of Cohan in the film.

RAY WINTERS

ANNOUNCER

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

LA 4-1200

GUEST-ING

BETTY WINKLER and BUD COLLETT, the "Rose" and "Abie" of the Irish Rose," on the Nellie program, today (NBC Red, 8:30 p.m.).

GRACIE ALLEN, on Eddie Cantor's "Smile," tonight (NBC Red, 8 p.m.).

CHARLES W. ELIOT, director of National Resources Planning and DR. EDWARD C. ELLIOT, assistant of Purdue University, discussing "When Hitler Surrenders," World Peaceways program, (WABC-CBS, 5:30 p.m.).

FRANK LADD and JUDITH EVERTON on the "Kate Smith Hour," Friday (WABC-CBS, 8 p.m.).

BENEO LANDI, tenor, on the "Hour of Song," Friday (WABC-CBS, 10 p.m.).

MARIA KURENKO, soprano, and ANTONIETTA, tenor, on "America's Best," Saturday (WOR-Mutual, 11:30 p.m.).

FRANKLAND RICE, on Bill Stern's "The Newsreel of the Air," Saturday (WABC-CBS, 10 p.m.).

ERESTINA MINCINOTTI, opera singer, to children, on Dave Elman's "Lobby," Saturday (WABC-CBS, 1:30 p.m.).

FRANK LADD and BENNY RUBIN, on "Lincoln Highway" program, today (NBC Red, 11 a.m.).

JUDGE MAY LAHEY of the Los Angeles Municipal Court, FREDDIE ARLOLOMEW and PERC WESTER, makeup expert, on "A Luncheon Date With Ilka Chase," Saturday (NBC Red, 12:30 p.m.).

DR. CABELL GREET, professor of speech at Barnard College, discussing "Words in Wartime," on the "Speeches Platform," Saturday (WABC-CBS, 7 p.m.).

W. C. Bullitt May Head Propaganda Bureau

Washington — William C. Bullitt, formerly American Ambassador to the Soviet Union, is the man who is rumored as a likely candidate to head the government's War Propaganda Bureau, it was stated yesterday. As head of all public relations, he would have the last word with regard to the use of radio, news and newspapers in the dissemination of news. He would be available only to the President.

John Price, director of censorship, previously mentioned as a candidate for the office, included Elmer Davis, radio commentator, and Lowell Mellett, director of the Office of Government Propaganda.

NEW PROGRAMS—IDEAS

Talent and Program Showcase

KIRO, Seattle, has scheduled a summer series of quarter-hour "idea" programs entitled "KIRO Previews." The purpose of the series is to showcase staff talent and production techniques. While the series will present several distinct program ideas, two, three or more broadcasts will be devoted to the same idea to demonstrate its possibilities as a program series. First set in the series has a distinctly regional flavor. It is entitled "What's What in the Northwest?," a quizzer.

Bridge Game

WCED, DuBois, Pa., airs a 45-minute program describing a bridge game, every Thursday evening. Program is handled by two announcers, one describing the game, while the other reads in advance, the hand to be played. Champions from DuBois and nearby towns take part on the shows, with the winners meeting a new team the following Thursday. Show is co-sponsored by a local beauty shop, and furniture store, who contribute cash prizes, free manicures, and bridge tables.

Ready Radio-Play Disks As Raid Shelter Diversion

Recording of radio plays enacted by students for presentation in air raid shelters to eliminate panic during alerts has begun at Cooper Union as an experiment. The project, believed to be the first of its kind in this country, was initiated by members of the Cooper Union Dramatic Club who saw an opportunity to apply their work to the institution's defense program. For their first effort, the students received permission to record "My Client Curley," a humorous play by Norman Corwin, noted radio writer. The recordings will be stored and used only during emergencies when the student body is directed to take shelter on two floors of the Hewitt Building.

Additional recordings will be prepared both by the Dramatic Club and by selected groups in the speech course given by Ralph Childs of the Humanities Department. The morale factor in this work is important, Childs says. "But of even greater value is its use in demonstrating the psychological power of words and sound effects," he points out. "The stimulus the students get from knowing the plays which will be used for very practical purposes and not just classroom training should also prove an effective aid in speech education."

The first play in the series planned at Cooper Union was made at a total cost of \$3.60, the price of six blank records. Six members of the Dramatic Club, under Childs' direction, spent fourteen hours rehearsing the script, working out sound effects, and recording the finished product. Background music was obtained from the school's extensive Carnegie Collection of recordings.

"King Coal"

New series of programs entitled "King Coal," recently started over WWNY, Watertown, N. Y., three times a week, running for four weeks. Show is co-sponsored by local coal merchants, and dramatizes the possible coal shortage due to lack of transportation facilities, using quotations from the authorities of the country. Presentations also stress stepped up Fall transportation of war materials as vital points for present purchase of coal, and various other reasons for the imperative need to place orders now.

Civic Program

Springfield Civic Council inaugurated a 10-week series of 15-minute broadcasts over WSPR, Springfield, Mass., known as "The Voice of Springfield." It is conducted in the manner of town meetings of the air. Heads of city departments and other guest speakers will be heard on questions of interest to Springfield citizens.

"John Taxpayer" will also have his place on the program and the civic council will award prizes to persons writing the best letters.

Try Out New Approach In Handling Bond Plugs

(Continued from Page 1)

Greater New York area, will utilize existing programs to get across his messages "painlessly, without requesting artists to make personal appearances, have guest speakers on their shows, or otherwise disrupting the normal operation of programs."

He has divided the various types of broadcasts into some 10 committees. It will be the duty of the chairman of each committee to see that the members of his group explain the purposes of the War Bonds Campaign in their own individual ways, based on information passed along from Treasury headquarters.

Two of these committees already are completed. "Uncle Don" (WOR) Carney has called a meeting of his children's programs' group for today at 11:30 a.m. at Treasury headquarters, 521 Fifth Avenue. Record masters of ceremonies, under the chairmanship of Dick Gilbert, WHN's singing platter spinner, will meet tomorrow at 4 p.m.

Sports, variety, drama, news and other program-type committees are being formed, with complete organization scheduled for next week.

"Our job is to put over two major points," explained Simon. "First, we must sell the Minute Men, house-to-house canvassers for pledges to buy war bonds; next, we must sell the war bonds themselves to the public. We believe our present approach will do the job."

KTKC To Rambeau

William G. Rambeau Co. has announced its appointment as sales representatives for KTKC, Visalia-Fresno, Calif. Station is a Blue Network affiliate and operates with 5,000 watts on 940 kc.

AGENCIES

SECOND ANNUAL Amateur Photographic Contest is being conducted for the members of the Advertising Club of New York, in the Ben Franklin Hall in the Clubhouse. More than a hundred prints are shown, all taken and prepared for the exhibit by club members. Prizes will be given, in addition to blue ribbon awards conferred by the committee on awards, consisting of Margaret Bourke White, Marcel Sternberger, Mabel Scacheri, Norris Harkness and Jacob Deschin. Robert Newell Reid is chairman of the exhibit and contest.

EDWARD L. BAUMILLER has been named assistant media director of Pedlar & Ryan. He was formerly connected with McCann-Erickson, Inc.

TED BELL has joined Compton Advertising, Inc., as radio program supervisor.

MCCANN-ERICKSON, INC., recently appointed advertising agency for the Roma Wine Co., has announced the placing of business on stations in New York City and on the west coast.

R. J. Reynolds Programs In Revised Setup June 29


New program setup for the R. J. Reynolds Tobacco account, based on observations made by Richard Marvin, radio director of William Esty & Company, following a cross-country tour, will go into effect June 29, when the first of several changes is made. Starting Monday, June 29, an entirely new musical show, built around Vaughn Monroe and his band, will make its debut at 7:30 p.m., EWT, over CBS. The "Blondie" strip, usually heard at that hour, will bow out June 22, for what will probably be only a temporary hiatus.

Monroe's new program will originate in New York CBS studios except for those occasions when the band is on the road. A new orchestra will be procured to provide the musical background for the Bob Hawk "How Am I Doin'" quiz, to replace the Monroe band currently heard on that show.

THE SHORTEST DISTANCE BETWEEN TWO POINTS IS

Postal Telegraph

CHARGES FOR TELEGRAMS 'PHONED IN APPEAR ON YOUR TELEPHONE BILL.



Experts Mull Aspects Of Packaging Problem

(Continued from Page 1)

of primary importance by the group of packaging experts who participated in a round-table discussion was the continuation of advertising by manufacturers hit by priorities in order to keep brand identities constantly alive.

Progress Seen

That important and rapid progress was being made in solving America's wartime packaging problem was brought out by J. D. Malcolmson, of the Robert Gair Co., paper fabricating firm, who explained to the approximately 100 persons present a number of substitutes being developed to replace tin and other containers now fast disappearing from the business scene as a result of the demands of military requirements. It appeared from the discussion that there were no packaging problems that could not be solved in time by American research, perseverance and ingenuity.

Attended by representatives of the fields of broadcasting, packaging, manufacturing and advertising, the luncheon gathering heard a thorough discussion of the packaging situation led by C. W. Brown of "Modern Packaging." He was introduced by R. C. Maddux, vice-president of WOR, while others participating in the round-table were C. A. Breskin and Walter S. Ross, also of "Modern Packaging"; Robert T. Kesner, Frosted Foods Sales Corp., and E. W. Love, Bristol-Myers Co.

U. S. Army Contributes

Exhibitors and contributors included Elizabeth Arden, Bristol-Myers, F. N. Burt Co., R. B. Davis Co., Albert Ehlers, Inc., Federal Tool Corp., Frosted Foods Sales Corp., Robert Gair Co., Inc., Thomas J. Lipton, Inc., Borden Sales Co., Inc., Paton Corp., Rockwood & Co., Thomas M. Royal Co., Z-Pack and the U. S. Army Quartermaster Corps.

Regarding collection of waste paper, which was promoted largely via a national spot radio campaign, Malcolmson revealed that results of the drive had "exceeded our fondest hopes." The campaign, which is still under way, was underwritten by an association of firms in the paper fabrication industry at a cost of approximately \$400,000 at the outset, he revealed.

Educational Value

The public, Malcolmson said, wants to know what it can do to aid the war effort and he, in effect, urged increased advertising on the part of manufacturers in placing before the public information regarding wartime shortages and needs. In this he was joined by other speakers who pointed out that the public was eager to cooperate in the war effort and would be quick to accept substitutes both in packaging and in products themselves if the need and nature of these changes were adequately explained through the medium of advertising.

WORDS AND MUSIC

By Sid Weiss

RADIOITES Are Talking About: Dodie Yates' swell job on NBC's "Round Table" discussion—a special request from Mrs. Henry Morgenthau, Jr., by the way... The secret merger of Betty Shay and NBC director Ted Corday, just before he was inducted in the army... And speaking of secret sealings, there was the elopement last week of Lulu Jean Norman and an R.A.F. flyer... Eunice Howard's emoting on "Pepper Young" and Ted de Corsia's toiling on "Joe & Mabel," both very Big Time... Alan Meltzer's new post as publicity director of the Savoy-Plaza... Mike Fitzmaurice's sun-burn and his painful efforts to keep pals from slapping him on the back... That photo of Chicago's Geraldine Kay on NBC's 3rd floor. Haven't they got any film scouts out there?... Martha Rountree's new set-up with WLIB... Joyce Hayward and Ed Kobak, Jr., who are keeping the Ft. Worth to N. Y. wires busy... Sharon Lynne, moviedom's latest entry in the radio sweepstakes here.

☆ ☆ ☆

Bernie Schubert (our favorite success story) has set Jane Withers for a June 19th airing with Kate Smith. Bernie is also readying an air series with "The Gay Falcon." If he can get Ronald Colman for the lead, show will come from the coast—otherwise he'll do it from here... Ralph Edwards considering an offer from RKO. Feature picture, too... Ransom Sherman spot fading after current series... Joey Lee copped a \$50 War Bond at the Kay Kyser preview Monday

nite... "March of Time" switches from the Blue to the Red July 9th... Send a note to Marty Lewis. His five-year-old youngster fell four stories down an elevator shaft and by a miracle escaped with minor injuries... After Paul Lukas used a German dialect on "Famous Jury Trials" a week or so ago, he told director Bill Rousseau he received two important 'phone calls—one from the Bund and the other from the FBI!

☆ ☆ ☆

If you know Mort Lewis, you'll remember that giggle of his. The other day at a Fred Allen rehearsal, Mort, who is a terrific Allen fan, broke up the entire cast with his continuous laughter. Finally, unable to stand it any longer, Fred sauntered over to him and cracked: "Look, Mort, I don't mind your laughing at the gags—but do you have to laugh at the punctuations, too!"

☆ ☆ ☆

New idea for a replacement of "Listen, America" is a honey. It's tagged "We Believe" and will be a non-sectarian religious show presented by NBC. With the thought that tragedy is a common denominator shared by all, NBC will offer a half-hour show appealing to people of all creeds and all churches. Program will include religious music of all churches, an orchestra, chorus, solo voices and a narrator who will do quotations from the Bible. There will be absolutely no sermonizing—merely music and commentary for people who turn to religion in time of stress... Starting June 2nd, Lilian Okun's "Civilian Defense News" via WMCA will be heard at 6:20 p.m. Tuesdays, Thursdays and Saturdays... Gil Mack, one of radio's capables, an addition to "Jury Trials"... Chicago's Rose Mary Kelly coming east next month for radio assignments here. Frank Knight, veteran WOR announcer, walked away with all but one high honor at the judging of the WOR Amateur Photographic Exhibit held in the Grill Room of the Hotel Plaza. Knight won the grand prize, given for the most outstanding print in the show, and the three first prizes in the Pictorial, Portrait and Candid classes; and Ralph Schlegel, WOR recording engineer, won the First Prize in the Documentary Class for his print called "Wood Working"... The exhibit contained over 150 prints submitted by 25 contestants, all of whom are on the WOR staff. Judges of the show, which will continue through Saturday, were Norris Harkness, of the New York "Sun," and Victor Keppler and John Muller, well-known commercial photographers.

☆ ☆ ☆

—Remember Pearl Harbor—

Hall Bros. Program Going Blue In August

(Continued from Page 1)

unspecified network of Blue station it was learned yesterday. Question of union policy affecting both American Federation of Musicians and American Federation of Artists also are involved.

Under Hall (Hallmark green cards) sponsorship, "Meet Your Navy," which originates at the Great Lakes Naval Training Station, probably go into the Friday, 10 p.m., EWT, spot on the Blue. Agency is Henri, Hurst & McDonald, Inc., Chicago.

Sustainer Since February

Silence was being maintained yesterday by all concerned regarding details of the sponsorship, leading to the belief that perhaps many of policy still were delaying confirmation of the deal. If concluded would represent the first commercial sponsorship of an all-service program.

"Meet Your Navy," which has been a Blue sustainer since early in February, currently being aired Fridays from 8:30-9 p.m., EWT, made up almost entirely of members of the Navy in training at the Great Lakes Station. In addition to orchestra composed entirely of new trainees, Lieut. Commander E. Peabody, "wizard of the banjo" formerly regularly heard on the A. Seltzer "National Barn Dance" program on NBC, is featured. Guinn, including Secretary of the Navy, Knox and Secretary of the Treasury Morgenthau, have appeared.

Union Policy a Factor

Problems of union and military policy arise from the fact that under the proposed sponsorship, military personnel would be displaced from what are technically non-military jobs, in violation of current military regulations. However, military officials themselves are known to be extremely anxious to increase and widen the scope of radio programs dealing with the armed forces. Hall Brothers presumably would pay the Navy talent used on the program, money perhaps being diverted to Navy Relief.

Similar questions also are raised by General Motors' program "Cheer from the Camps" which starts on CBS in June, although in this instance the program will be more informational and inspirational in character, while "Meet Your Navy" has a considerable content of purely musical or entertainment variety. General Motors' show will involve pickups and interviews from various service posts.

Long an NBC Client

Hall Brothers has been a regular NBC client for a number of years running regular seasonal (Winter) campaigns. Last season, the greeting card firm sponsored Tony Worn "Radio Scrapbook" on 42 Red stations Sundays from 4:15-4:30 p.m. EWT, for 26 weeks, October through March.

Exact Clarification WPB Repair Order

(Continued from Page 1)

all, have been using the order imposes other than its intent. Operating supplies portion, in particular, has been stretched by substitution operators in ordering details. It was pointed out that substitution operators can use the regulation simply by endorsing orders for supplies that they conformance with the rule, for this reason the provisions of WPB regulation may be omitted in the clarification if it approved.

Future Still Vague

Future of the equipment pool is recommended to WPB by Defense Communications Board is not clear. Objections are being made that the plan would be difficult to administer, and that stations complete inventories of replacement parts will, naturally, be unwilling to give up their repair materials. It is pointed out, however, the plan does not necessarily require the use of any new critical materials, and this probably will result into the WPB considerations. The DCB and the FCC are entrusted with the responsibility of maintaining adequate broadcast service. WPB could conceivably regulate the plan as it relates to existing stocks of replacement materials, as well as wholly for the jurisdiction of other agencies.

Parts Production Nil

The importance of the equipment in the plan is heightened by the seriousness of the replacement parts manufacturing situation. Production of parts for other than military uses requiring copper and silver is virtually halted, and copper is completely unavailable after the war when exceptions to the radio manufacturing suspension order expire.

Washington—Because of the almost complete parts situation, officials are concerned that the life of component parts will be lengthened by every possible means, and that they be repaired whenever there is any possibility whatsoever of continued use. It is considered possible that, if and when the industry is shut off completely from newly manufactured parts containing certain critical materials, which seems to be definitely the case, that orders will be required requiring broadcast stations to reduce their output and modulation to minimum levels, in order to prolong the life of the transmitter.

WMC Power Up July 1

Memphis, Tenn., has informed that it expects to begin broadcasting with 5,000 watts night power on July 1. Currently using 5 kw. day, night, WMC, a Scripps station, is a member of the Scripps Central Group.

WHO'S WHO IN RADIO

SIDNEY N. STROTZ

TO BE considered as one of radio's pioneers is Sidney N. Strotz, presently vice-president of Pacific Coast operation for the National Broadcasting Co. Strotz, a new-comer when compared to many of radio's twenty-year men, has probably done more to advance programming to its present high standards than any one man in the business.

Strotz started with NBC in 1933 as manager of the program and artists service departments, with headquarters in Chicago, where he was born.



Administrator and program creator.

Previous to that he had acquired an imposing array of business titles: vice-president of a large automobile company; vice-president of the Wrap-Rite Corp.; president of the Chicago Stadium Corp. The latter position was Strotz's introduction to the media of mass entertainment. He organized the Chicago Stadium Corp. and under his leadership was built the largest indoor arena in the mid-west at the time. During his presidency the arena was used for every form of entertainment from circuses to ice carnivals. In 1933 he turned to the broadcast form of entertainment and has remained with it since then. Strotz became vice-president in charge of the NBC Central Division in 1939, succeeding Niles Trammell who moved to New York headquarters.

One year later Strotz followed his former boss in Chicago to New York to take on the job of vice-president in charge of programming for the entire network. That he is held in the highest regard by Trammell is evidenced by his next move, which sent him to the West Coast in December 1941 as vice-president in charge of West Coast operations. In announcing this change Trammell said: "Mr. Strotz' successful record of operation with NBC has resulted in his selection for this important post. His accomplishments in Chicago and New York have demonstrated his outstanding ability as an administrator and program creator, and marked him as the man best qualified to place in charge of our expanding operations on the West Coast which is producing a major number of the leading programs on the air today."

Strotz is a native of Chicago and attended St. John's Military Academy and Cornell University. For relaxation his games include low-score golf, at which stuff, he is a dangerous opponent.

Top Programs Start Latin Amer. "Process"

(Continued from Page 1)

WBOS, for rebroadcast by stations of NBC's recently formed Pan-American Network. Others of the network's leading commercial programs will be similarly treated and short-waved in the near future, it is understood. The plan, worked out jointly by NBC and COI, has as its aim the greatly increased exchange of cultural and informational programs between the Americas.

Program Institutional

"Cavalcade of America," which is sponsored by E. I. du Pont de Nemours Co., Mondays from 8-8:30 p.m., EWT, on 56 NBC Red stations, is institutional in nature. Its translated counterpart is shortwaved by NBC the same evening from 8:30-9 p.m., EWT, first such airing having gone out last Monday, May 25. The shortwave version is on a completely sustaining basis.

Just how many of NBC's approximately 120 affiliates in its Pan-American Network carried the "Cavalcade" airing, picking it up from shortwave for simultaneous rebroadcast long-wave, was not known yesterday, pending a checkup by NBC and the COI in South America. NBC's arrangement with its Latin American stations is on a non-option basis, the American broadcaster having merely guaranteed to provide a certain number of programs weekly which its affiliates south of the border can rebroadcast or not as they see fit.

Plan in Formative Stage

Presumably, because of the superior quality of the programs themselves, South American stations would pick them up and sell spot announcements around them to local advertisers, particularly South American distributors of U. S. products. Plan currently is in the experimental stages and results are not expected to become evident for some time.

What other network programs will be selected for "processing" to South American stations was not known yesterday, but it was admitted several were under consideration with decisions expected shortly. Programs of an institutional and/or national character presumably will be given preference.

Nutrition Series On WKRC

Cincinnati—WKRC, in cooperation with the Red Cross, is holding a weekly class in nutrition which will be open to the public. It will be held from 9-11 a.m. and will be under the direction of Evelyn Leeson, nutritionist on the Red Cross staff. The class will run each Friday for 10 weeks.

As the final quarter-hour portion of the two-hour class, WKRC will air a transcription of the Red Cross nutrition series of WGN, Chicago, which is broadcast on Mutual each Saturday morning.

Classes are being held in the Hotel Alms, the building in which WKRC is housed.

Flying Service Org. Setting Up Radio Dept.

American Flying Service Foundation, a non-profit organization working in cooperation with the Army and Navy Flight Boards to increase pilot personnel in active defense service, is now organizing a radio department, under the assistance of Stanley Young of the Foreman Co., radio station representatives. The Foundation, founded in May 1941, by a group of World War I flyers, including Mayor LaGuardia, Rear Admiral Richard E. Byrd, Col. Clarence D. Chamberlin, Col. Arthur R. Christie, Hon. Sumner Sewall, Major Gill Robb Wilson and Roscoe Turner, among others, assists the 85 per cent of the flying applicants who are being rejected for Aviation Cadet training, if their deficiencies are correctable. They have enlisted the assistance of doctors, dentists, surgeons and hospitals throughout the country in this vast and vital rehabilitation program. So far 6,000 boys have appealed for assistance.

An Advisory Committee of the Radio Department will soon be formed, its members to be selected from advertising agencies, radio stations, and radio representatives. It is felt that the urgent needs for thousands of new flyers gives the organization the opportunity to serve both applicant and country.

Disk-Feature Sales Reported By Michelson

Sale of three transcription features were announced last week by Charles Michelson, program producer and distributor. WTMA, Charleston, S. C., has purchased 13 half-hour shows. "True Detective Mysteries," which will be sponsored by local dry cleaning and laundry firm. "Belle and Martha" series, consisting of 200 five-minute ETs, has been bought by WKST, New Castle, Pa., for sponsorship by a local furniture store. WMBR, Jacksonville, Fla., has contracted for 26 "Radio Short Stories" transcriptions for a drug store sponsor. Michelson also announced the signing of KGFL, Roswell, N. M., WDNC, Durham, N. C., WSIX, Nashville, Tenn. and WFMJ, Youngstown, Ohio for "The Shadow" transcriptions.

Zahrt Named At WOAI

San Antonio—Walter Zahrt has been named air raid warden of the building and studios of WOAI, Zahrt is station's merchandising manager.

Patrick J. Atkinson replaces Don Fitch in the WOAI control room. Atkinson comes from KTRH, Houston. Fitch goes to NBC, Chicago.

Olive Schmidt and Betty Bosenbark have been added to the continuity department of station WOAI.



Coast-to-Coast



JOE HANDCHETZ, for the past six years engineer for WHAT, Philadelphia, has joined WIP's FM station. Allen Joseph Smith replaces Handchetz. Smith formerly was a radio operator in the merchant marine.

Dr. F. B. Tower, director of an Oakland Clinic, has started sponsorship over KROW, of "Boots and Saddles," a western musical show, Mondays through Saturdays at 12:35-12:50 p.m. The odd time was selected in order to follow "Trader Fred," a character program that has proven very successful.

Margery Webster, of Concord, New Hampshire, a recent graduate of the NYA Radio School, has been appointed to the staff of WLNH, Laconia, New Hampshire, as control operator and announcer. Webster takes the place of Lew Israel, who reports for duty at Fort Devens on the 2nd of June.

Kenyon Brown, sales representative of KVOO, Tulsa, Oklahoma, takes over the duties of announcing for Glenn Ransom, while Ransom is on vacation. Bliss Harris, continuity writer, starred in the world premiere of "The Rest of Your Life," play by Allen McGinnis, at the Tulsa Little Theater, recently.

New program over WSPD, Toledo, is conducted every morning at 8:45 a.m., Monday through Saturday, by Norma Hayes Richards, well-known Toledo actress, under the name, "Norma Lane," giving tips on beauty, cooking, child care, entertainment, etc.

Henry Gladstone, WHN, New York, announcer, has just finished two stints—one a talk strip for Columbia Pictures and the other, a series of transcriptions at World Broadcasting for Plough.

Second in a WMCA, New York, special event series of programs to aid in the furtherance of the current USO War Fund Drive will be presented Friday, May 29, from 6:45-7 p.m. During the broadcasts conducted by Jerry Crowley, director of the USO Radio Activities Committee, the public will be furnished first-hand information on the contributions to the USO.

Boris C. Momiroff and O. "Doc" Edewaard have joined the engineering staff of WHN, New York. Momiroff comes from WTTM, Trenton, N. J., and previously had been with WWDC, Washington, D. C., and WSAZ, Huntington, W. Va. Edewaard was formerly with Eastern Air Lines and WFTL, Ft. Lauderdale, Fla.

Fred Hoxie, engineer, formerly free-lance worker on radio remotes, will be added to WICC's operating personnel, taking the place vacated by Private George Dlugos. Russ Walker, transmitting engineer, is vacationing for a month, due to illness. Howard Sullivan, Connecticut University graduate, is now affiliated with the news department, under Bab McGuire, chief editor, taking the place vacated by John Kelly.

Announcers at WDRC, Hartford, are turning into ad-lib experts as result of the new "Man-Behind-the-Mike" program, three times weekly. The program features four announcers in an extemporaneous discussion of subjects like, "Is Conversation a Lost Art?", and "Can You Always Be Yourself?", and the 10 minutes before the mike has turned out to be excellent experience in the art of turning a phrase extemporaneously.

Engineers at WWVA, Wheeling, W. Va., are wiring up and adjusting the new 50,000 watt transmitter, which is expected to be in operation some time in June. Under the direction of Glenn Boundy, chief engineer, staff is testing relays and switches preparatory to going on the air.

Robert C. Wilbur, manager of WTSP, St. Petersburg, Florida, announces the following new appointments: program director, Harold Falconnier; traffic manager, Francis W. La Grange, and announcer, Burl McCarty. Falconnier has been with the station for two years. La Grange was formerly assistant program director, and McCarty has been a stand-by announcer for WTSP for some time.

WOKO, Albany, New York, airs a new show for the Stevens Clothing Co. with Gren Rand, a sportscaster, as head man. Show titled "Silver for Salvage," urges listeners to send in silver, brass, iron, etc., for salvage and requests letters from listening audience on what materials they have lying around. Sponsor then pays several writers-in at the highest basic rate for the salvage material, all of which is turned over by the station to the Defense Salvage Committee.

Announcer George A. Putnam has made a series of one minute transcriptions for Post Raisin Bran. Benton & Bowles is the agency. The Army has notified Irene Beasley that her song, "I've Got a Job to Do for Uncle Sam," will be introduced on the "Army Hour," next Sunday, May 31.

Thurl "Duke" York recently joined the announcing staff of KFRO, Longview, Texas. York comes from WRGM, Greenwood, Miss., and at one time headed his own orchestra. George Albion replaces Wendel Oliphant at the KFRO microphones. Oliphant recently joined the U. S. Air Corps. Albion comes from KOCA, Kilgore; WTAW, College Station, and KMAC, San Antonio.

Transcription of "The Violin Family," from the "Music Is Yours" series on the Texas School of the Air, merited "Honorable Mention" in the Sixth American Exhibition of Recordings of Educational Programs, sponsored by the Institute for Education by Radio, Ohio State University. Program originated via WBAP, Fort Worth, and was carried over the Texas Quality Network.

Jack Neubauer, engineer at KLZ, Denver, has returned to work after an absence following an operation. Willis Johnson, engineer, has resigned to accept a job installing radio transmitters in "Liberty" ships being launched on the Gulf coast.

CKLW, Windsor-Detroit, is now carrying a new series of programs called "Soldier's Wife." Show deals with the trials and tribulations of a typical wartime wife—and among other things, how she tries to make her budget do double duty. Scheduled Monday through Friday.

Latest additions to KROD, El Paso, announcing staff are Walter Wagoner, formerly of KFXM, San Bernardino, and Paul Stevenson, who was last associated with KGGM, Albuquerque. Announcer John Harrison recently resigned to join the Marines.

Henri Nosco, conductor who has been heard in the past on the "Red Lacquer and Jade" and "Sherlock Holmes" series, is now handling a new series featuring an 85-piece orchestra over WHN, New York, every Monday night at 9 p.m. Nosco was chosen for the coveted conductor spot in preference to 12 competing conductors. He will feature outstanding guests each week, the first of which will be Mischa Mischakoff, noted violinist.

WELI, New Haven, Conn., in cooperation with the audio-visual education department of the New Haven public schools, broadcasts the ninth program of "Know Your Movies Series" today. This program has been prepared by students from eight of New Haven's high and elementary schools, who are affiliated with the New Haven Junior Motion Picture Council. Donald A. Eldridge, director of audio-visual education in New Haven, released publicity this week urging all interested in motion pictures as a medium for instruction and entertainment to listen to the broadcast.

T. R. Putnam, commercial manager of KFRO, Longview, Texas, is at his post after spending the thirty days in the Veterans Hall at Alexandria, Louisiana. D. the pressing need of many James R. Curtis, president of KFRO, has asked O. L. "Ted" Taylor, president of the Texas Broadcasters Association, to accept his resignation as secretary-treasurer of the association. Curtis has filled the position since the beginning of the organization in

John Ballard, manager of K Amarillo, Texas, is chairman of Chamber of Commerce entertainment committee whose job it is to see life in the Panhandle does not come dull for the businessmen, politicians, Army representatives and other newcomers in Amarillo because of the various war installations.

A new matinee series of programs featuring Jack Eigen's up-to-the-minute commentary on the doing the biggest name stars on Broadway as well as the famous in the world's greatest movie mecca, Hollywood, will be inaugurated over WMCA, New York, Monday, June 1, from 4 p.m. Eigen, who is celebrating his sixth year as a dispenser of entertainment world gossip, will be heard Monday through Friday thereafter the same time, instead of Monday Wednesdays and Fridays from 8:45 p.m.

WINS, New York, inaugurates weekly series of programs yesterday titled "Axing the Axis," and featuring Lawrence Gould, psychologist, clergyman, lecturer, writer, and interpreter. Gould interprets propaganda from a psychological standpoint.

New WABC Sustainer Re War Developments

New sustaining program titled "Ten Neighbor" is being presented on WABC, Columbia's outlet in New York, Monday, Wednesday and Friday from 5:30-5:45 p.m., starting next week. Designed to acquaint listeners with latest developments in the nation's war effort, the program includes explanatory talks by officers of the armed forces, civilian defense groups and governmental agencies how national defense affects civilians and what they can do to help.

During the program, "Listen Neighbor" also takes its microphone to the Defense Recreation Committee at Park Avenue for interviews with officers of the armed services of all United Nations.

Guest speaker on the first program was Mrs. Winthrop W. Aldrich, vice chairman of the Civilian Defense Volunteer Office. Mrs. Aldrich stressed the importance of nurses' service in war-time and the CDVO's drive to recruit 10,000 or more women in this area to act in this capacity.

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

May 27

Cedric Adams Marlin Hurt
Don Mario Florence Schwartz
Florence Sperl

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

19, NO. 42

NEW YORK, N. Y., THURSDAY, MAY 28, 1942

TEN CENTS

OFF's All-Out Flag Day

Hope Top Show Western Survey

Coast Bureau, *RADIO DAILY*
Los Angeles—Bob Hope, with a
rating of 32.3, led the top ten pro-
grams in the May program ratings
for the Pacific Coast released
by Hooper, Inc. Regional rating
figures with Hooper's national rat-
ings also placed Hope in the
top ten. Top ten programs and
their respective ratings are as fol-
lows: Bob Hope, 32.3; Red Skelton,
30.3; "Aldrich," 23.7; Walter Winchell, 22.7;
(Continued on Page 2)

War Savings Bonds and Stamps Pack Co. Renewals— Expands N. Y. Spots

Pack Co., for its headache pow-
der, renewed for another 52-week
contract and expanded its schedule in
the metropolitan area. With addition
of eight-per-week spot schedule
this week, sponsor cur-
rently on nine local stations with
a cumulative weekly plug total of
15 spot messages. In addition,
Pack has bought the Alan Court-
(Continued on Page 2)

War Savings Bonds and Stamps Metropolitan Tele Co. Leases Studios-Offices

Metropolitan Television, Inc., li-
censed for both a tele and FM sta-
tion in New York, signified its inten-
tion of proceeding experimentally by
leasing an extensive studio and office
space in a midtown skyscraper,
located to I. A. Hirschmann, vice-
president of the concern. Company
operated jointly by Bloomingdale's
and Abraham & Straus depart-
(Continued on Page 2)

New Clapper Series

Richard Clapper will launch a
new series of weekly news
commentaries on the Blue Network
beginning June 18 on Thursdays
at 4:45-9 p.m., EWT, taking over
the spot vacated by Dorothy
Johnson and discontinuing his
Monday and Sunday night com-
mentaries. Before beginning the
series Clapper will extend his Fri-
day night commentaries to June 12.

Brevity!

During induction of newly elect-
ed officers at yesterday's session
of the Radio Executive's Club,
Peggy Stone, incoming treasurer
headed the usual "speech, speech"
stuff after her "introduction" by
arising, smiling graciously and
stating, "I hope I come out even,"
then promptly resumed her seat.

AFA Adds Speakers To Convention Sked

Addition of Clare Boothe and Wal-
ter J. Weir to the already scheduled
list of speakers at the 38th annual
convention of the Advertising Fed-
eration of America on June 21-24
has been announced by Federation
president James A. Welch. Miss
Boothe, playwright and war cor-
respondent, will speak at the ban-
quet and ball to be held June 22.
Walter J. Weir, vice-president in
charge of copy of Lord & Thomas,
(Continued on Page 3)

Hallmark Set On Blue; Navy Okay Forthcoming

Chicago—Only detail remaining to
be settled yesterday in connection
with Hall Brothers' sponsorship of
the "Meet Your Navy" program on
the Blue Network was written au-
thorization from the Navy Depart-
ment and this was reported forth-
coming shortly from Washington.
Marking first national sponsorship of
(Continued on Page 6)

Radio Execs Wind Up Season As A Solvent Organization

Many Network Programs To Salute Cohan-Film

As a tribute from radio to George
M. Cohan, coincident with the open-
ing of "Yankee Doodle Dandy," the
Warner Bros. production based on
his life, more than 30 network pro-
grams have already been lined up
for a series of salutes to the famous
song-and-dance man. Among the
(Continued on Page 2)

Seeks Full Co-Op Of Stations, Agencies, Producers and Writers; Honors For 25 United Nations

Babbitt On NBC-CBS Points To High Sales

Due largely to its radio program,
"David Harum," aired on both NBC
and CBS stations, sales of Babbitt
products are up substantially on the
West Coast, according to Duane
Jones, president of the advertising
agency bearing his name which han-
dles the account of B. T. Babbitt,
Inc. Jones, in company with Alan
Mendleson, executive vice-president
(Continued on Page 2)

"Clara, Lu 'n' Em" Show To CBS For Pillsbury

Pillsbury Flour Mills Co. is con-
tinuing its radio advertising without
a pause, moving to CBS with the
"Clara, Lu 'n' Em" program on Mon-
day, June 8, day after it drops "Mu-
sical Millwheel" on the Blue Net-
work. However, the CBS station list
(Continued on Page 2)

Special One-Week Drive By State Milk Bureau

Although the regular seasonal cam-
paign of the New York State Bureau
of Milk Publicity has been concluded
and no further milk promotion is
(Continued on Page 2)

Washington Bureau, *RADIO DAILY*
Washington—The Office of Facts
and Figures yesterday sent stations,
advertising agencies, producers, and
writers a booklet of background data
covering all of the 25 United Nations
for use June 14, Flag Day, or during
the preceding week, in any form.
The factual data, covering the efforts
of each in the existing war, as well
as historical background and infor-
mation regarding resources, people,
etc., are divided into sections for
each of the countries concerned.

Along with the background pam-
phlet
(Continued on Page 3)

Policies Ironed Out By Blue-N.E. Outlets

Some 18 officials of 8 New England
stations, most of them new members
of the Blue Network, conferred with
Blue officials at the network here
yesterday on sales, programming and
other policies and problems relative
to their new affiliation. They were
welcomed by and conferred with a
(Continued on Page 5)

Merritt Chemical Spots In Five Southern States

Initiating the largest radio-news-
paper campaign in the company's
history, Merritt Chemical Co.,
Greensboro, N. C., beginning June 1
will start spot radio operations ex-
(Continued on Page 3)

Voice of Bataan

Lieutenant John Bulkeley, whose
speedboat carried Gen. Douglas
MacArthur out of Bataan in the
Philippines, will participate on the
"We, the People" salute to the
U. S. Navy on Sunday from 7:30-8
p.m. over WABC and CBS. High-
light will be a pickup from a PT
boat piloted by Lt. Bulkeley during
a test run on an anti-submarine
maneuver.

(Continued on Page 5)



Vol. 19, No. 42 Thurs., May 28, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : Editor

MARVIN KIRSCH : : Business Manager

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

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

FINANCIAL

(Wednesday, May 27)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	116 1/2	116	116	- 5/8
CBS B	11	11	11	...
Gen. Electric	25 1/4	24 1/4	25 1/4	+ 1 1/4
RCA Common	3	2 7/8	3	+ 1/8
RCA First Pfd.	49 1/2	49 1/2	49 1/2	+ 3/8
Westinghouse	68 3/8	68 1/8	68 3/8	+ 1/8
Zenith Radio	11 3/4	11 3/4	11 3/4	+ 1/4
OVER THE COUNTER				
Farnsworth Tel. & Rad.		Bid 1 3/4	Asked 2	
Stromberg-Carlson		4 3/8	5 3/8	
WCAO (Baltimore)		15	18	
WJR (Detroit)		17	19	

Many Network Programs To Salute Cohan-Film

(Continued from Page 1)
radio headlines who have paid their respects to Cohan are Eddie Cantor, Fred Allen, Jack Benny, Bing Crosby, Fibber McGee and Molly, Burns and Allen, Kate Smith, as well as name orchestras aired on the national networks.

Cleveland Drill Shots

Cleveland Twist Drill Co. is placing half-hour transcriptions on a one-shot basis on a number of stations in major population centers. Being a recording of ceremonies in connection with receipt by the company of the Army-Navy Award, highest production honor, the disk will be played by WOR here tonight from 8:30-9 p.m., EWT. WGN, Chicago, and other stations are reported to be receiving the business also.

Tolliver To Air Corps

Fort Wayne, Ind.—Don Tolliver, announcer and special events director for WOWO-WGL, Fort Wayne, Ind., was recently sworn in as aviation cadet at Baer Field near Fort Wayne. He is automatically on a furlough and will not go into active duty until September.

Babbitt On NBC-CBS Points To High Sales

(Continued from Page 1)
of Babbitt, and L. J. Gumpert, vice-president and general manager, has just returned from a trip to Los Angeles to investigate production and packaging for the firm's plant at Vernon, Cal., which manufactures Bab-O and other Babbitt products for West Coast distribution. Pulling power of the "David Harum" program on the Coast is now making itself felt, the show being comparatively new on Western stations although it has been aired in the East for almost seven years, and West Coast Bab-O sales are reflecting this factor, Jones stated. Babbitt, he revealed, has solved its packaging problem by converting the Vernon plant to use of cardboard containers.

Special One-Week Drive By State Milk Bureau

(Continued from Page 1)
indicated until Fall, a special one-week campaign in behalf of state cream has been set for the first week in June. Using the list of 17 New York stations which carried the regular milk campaign, the Bureau, through J. M. Mathes, Inc., will employ either three or five announcements per station during the week. Stations to carry the business are WOKO, WNBK, WBEN, WE BR, WGR, WENY, WABC, WJZ, WNEW, WHAM, WHEC, WGY, WAGE, WFBL, WSYR, WTRY, WIBX.

Procter & Gamble Pact For Exclusive Jingles

Procter & Gamble Co. has signed an exclusive (insofar as the soap field is concerned) contract with Kent-Johnson, Inc., whereby the jingle producers will create special advertising effects for the firm's radio programs. Initial gimmick, which started this week on the "Road of Life" serial aired 11:30-11:45 a.m., EWT, on the Red network, is live musical spot on the theme "opportunity knocks... in the Chipso box" utilizing a knocking sound effect. It's believed to be one of the first uses in the soap opera field of the repeated, distinctive identification gimmick widely employed in the spot field.

Dr. Peale Back On Red

Dr. Norman Vincent Peale returns to the NBC Red network for the summer, presenting a series of informal addresses under the general title, "The Art of Living," to be heard Saturdays at 6:30 p.m. Pastor of New York City's Marble Collegiate Church, Dr. Peale's talks replace "Religion in the News," conducted in the past by Dr. Walter W. Van Kirk. Dr. Peale's subjects for June include: June 6, "I Believe the Future is Bright"; June 13, "Is Life Giving You What You Want?"; June 20, "How God Can Come to a Man"; June 27, "God is Still Here."

Metropolitan Tele Co. Leases Studios-Offices

(Continued from Page 1)
ment stores and quarters taken include the penthouse and a large part of the 22nd floor at 654 Madison avenue. FM studios will be located in the penthouse which is especially suited to broadcasting while the control room will be located on the terrace, surrounding the studio on three sides. Quarters on the 22nd floor will be used as executive offices. As previously announced, the transmitter for the tele and FM station will be located on top of the Hotel Pierre, one of the tallest hotel structures in town, located at 60th street and Fifth avenue. Equipment for the tele and FM outlet, it is understood, had been readied long before priorities went into effect.

"Clara, Lu 'n' Em" Show To CBS For Pillsbury

(Continued from Page 1)
of 14 stations will be considerably smaller than the 50 Blue stations currently employed by the sponsor. Inauguration of the "Clara, Lu 'n' Em" show in the Monday, Wednesday, Friday, 11-11:15 a.m., EWT, period will mark Pillsbury's return to Columbia after an absence of six years. "Clara, Lu 'n' Em" was originated and is written and acted by Louise Starkey Mead ("Clara"), Harriet Allyn ("Lu") and Helen King Mitchell ("Em"). "Musical Millwheel," which stars Walter Patterson, who is going into the armed forces, is broadcast Thursday through Sunday, 10-10:15 a.m., EWT, on the Blue. McCann-Erickson, Inc., Chicago office, handles the account.

Stanback Co. Renewals—Also Expands N. Y. Spots

(Continued from Page 1)
ney program on WOV for 10 minutes across-the-board. With the additions and expansion, Stanback currently is airing 10 announcements per week on WOV, WBNX (Italian), WBYN (Spanish and Jewish), WHOM (Polish) and WEVD (Jewish). WNEW sked is eight weekly. WHN 25, WMCA and WAAT 20. Stanback account is handled locally by Klinger Advertising Corp.

Special Bond Show On MBS

Edward Arnold, Red Skelton, Rise Stevens, John Nesbitt, Douglas McPhail and Irene Manning, together with Meredith Willson's orchestra, will participate in a special Treasury Department broadcast over Mutual tomorrow from 11-11:30 p.m., EWT. Entitled "It's Boxoffice," the program will mark the opening of a campaign to sell bonds and stamps in 16,000 theaters. The plan provides for booths in theaters, where bonds and stamps may be purchased in the evening, when stores and banks are closed. The program will originate from Hollywood, via radio station KHJ.

COMING and GOING

RICHARD W. DAVIS, general manager of WNBC, New-Britain-Hartford, is in New York for talks with the local representatives of the station.

WALTER N. PEGRAM, commercial manager of WCHV, Charlottesville, Va., has arrived in Nashville, Tenn., to join the staff of WWSM.

E. Y. FLANIGAN, commercial manager of WSPD, Toledo, is in town from Ohio for a few days on station and network business.

H. R. MAULE and MARVIN EICHORST, announcers, and CHARLES LYONS and STANLEY RUBENS, announcers, of the central division of NBC, have left on vacation trips.

THOMAS H. DAWSON, commercial manager of WCCO, returning to Minneapolis for a few days on business trips to New York and Boston.

DAVID JONES, business manager of WWSM, Lawrence, Mass., in New York.

JOHN COOPER, publicity director of WWSM, Pittsburgh, expected in town today.

CECIL BROWN, CBS Far Eastern correspondent in Springfield, Mass., tonight for the first time in his coast-to-coast series of lectures.

KENNETH HOUSEMAN, of WJHP, Jacksonville, is in Troy, N. Y., to assume his duties as staff member of WTRY.

BUD ARMSTRONG, general manager of WCOP, Boston, in town yesterday on business.

Set Glee Club Finalists—14 Judges To Pick Winner

Judges selected to choose the winners of Fred Waring's national college glee club contest are Dr. Taylor, Dr. Wilfred Pelletier, Roy Crooks, James A. Leyden, J. F. Liamson, Peter J. Wilhousky, Honorable Fiorello H. LaGuardia, Richard Bonelli, Andre Kostelanetz, Ernest La Prade, Robert M. Lyman, John F. Royal, Sigmund Spaeth and Gus Eyssell.

This jury will select the winning glee club from the eight finalists who are to be heard at Carnegie Hall on Saturday and Sunday, with selection to be announced and broadcast by Waring over CBS Sunday, 11:30-12 p.m., EWT.

The eight finalists represent: Middlemouth College, University of Oklahoma, Elmhurst College, Washington & Lee University, Duke University, University of Rochester, Purdue University, and University of Redlands, California.

Bob Hope Top Show In Western Survey

(Continued from Page 1)
"Charlie McCarthy," 19.1; "Max Baer House Coffee Time," 18.9; Burns and Allen, 18.4; Jack Benny (evening broadcast), 16.6; and "Mr. Deeds in London," 16.0.

Although Hope topped both regional and national reports, the Hollywood firm, in announcing the May survey, called attention to the radical differences in both the audience size and rank order of the balance of the top 20 because of different time of reception of local competition of network programs on the West Coast and other factors.

Flag Day Programs Brought On Big Scale

(Continued from Page 1)

Went a memorandum from Douglas Meservey, OFF Assistant Coordinator, detailing the activities of the United Nations Day and explaining the purpose of the OFF booklet. Meservey's memorandum follows: President of the United States proclaimed June 14, 1942, as Flag Day and has asked the people of the United States to honor—not only the American flag—but also the flags of all twenty-six United Nations.

Text of Proclamation

President's proclamation said: "As a Nation are not fighting in this planetary war we are part of a great whole; we are fighting shoulder to shoulder with the other peoples of the United Nations, against the forces of common humanity. Unless we triumph, we will fail."

For those reasons it is fitting that on this traditional Flag Day we honor not only our own colors but also the flags of those who have, with us, signed the declaration of the United Nations, paying homage to the Nations awaiting liberation from the tyranny we all oppose, to those whose lands have escaped the ravages of battle, to those who have been heroically fighting in the land and havoc of war."

This is a real challenge to radio. Imagination and ingenuity can find many ways to build a clearer understanding by America of the scope of this war and our indissoluble affinity with our allies.

Objectives Outlined

In general, the objectives of the United Nations theme might be stated as follows:

To combat enemy propaganda designed to divide us from our allies. To set the facts about the job our people are doing, how they have come through other's aid when narrow self-interest might have dictated otherwise).

To increase our understanding of the people of the United Nations and to point out our common interests.

To throw light on the true meaning of the term 'United Nations' and to show that it is a powerful, positive force for victory.

To remind people that our hope for a better post-war world depends on the spirit of cooperation, common interest and mutual respect of all the United Nations.

To build confidence in the

WARTIME PROMOTION

"Propaganda" Show

KSTP, St. Paul, Minn., will inaugurate a new series of dramatic programs this week, outlining the nature, uses, origin, aims and achievements of "propaganda." Programs will be based on a voluminous accumulation of data concerning propaganda, and the material from Archibald MacLeish's OFF publication, "Divide and Conquer." They will not only trace the development of propaganda but will also offer from time to time, yardsticks by which the public can judge what is and what is not propaganda.

First in the series will be labelled "Propaganda Broadcast" and will go into origins, tracing it back to the 17th Century when it was originated as a means of propagating the Christian faith. Series will draw on the little theater movement in St. Paul, and the University of Minnesota for talent.

"Battlefront" Series

New series of programs currently being aired over WPTF, Raleigh, is entitled "We Cover The Battlefronts." Based on first-hand stories as told by UP correspondents in the field of action and are presented in dramatic narrative style. The stories are adapted by Joel Lawhon and produced-directed by Wes Wallace, both of the WPTF staff. Casts for the 15-minute Monday night shows are drawn from station talent. Show is presented as part of WPTF's war morale plans.

Merritt Chemical Spots In Five Southern States

(Continued from Page 1)

pected eventually to embrace a considerable number of stations in the five Southern states where firm has distribution of its medicated powder. Redfield-Johnstone, Inc., here, has just been named to handle the account.

Four one-minute live announcements per day, Monday through Friday, and two on Saturday will begin June 1 on WGBG, Greensboro, and WMFR, High Point, both in North Carolina, utilizing the "Merritt Minute Man" theme adopted for the general campaign. Expansion to other stations in Florida, Virginia, Georgia and North and South Carolina is expected within the next few weeks. Product is a remedy for athlete's foot and other skin disorders.

eventual victory for the forces of Democracy. (If we work together we can't miss).

"If we have to concentrate on one idea to be used as a 'clincher' it can be said in three words: 'United We Win'.

"Attached is basic data which can be used in an indefinite number of ways: announcements such as 'Did You Know?'; for musical continuity; Questions and Answers for quiz shows; discussion and talks on each Nation's contribution to the war ef-

Industrial Listeners

After ascertaining the number of people on Cleveland's war-time industrial shifts, WGAR of that city is plugging regular programs on the basis of recent findings. Survey revealed that there were 188,000 workers on the day shift from 7-8 a.m. to 3-4 p.m.; 33,000 on the middle shift from 3-4 p.m. to 11-12 midnight; and 18,000 on the night shift from 11-12 midnight to 7-8 a.m.

Station now is boosting its musical clock shows from 6 a.m. to 8 a.m. to reach the day shift; the "Musical Scoreboard" at 5 to 5:30 p.m. to reach the middle shift listeners; and "The Night Shift" show from 11:15 p.m. to midnight to reach the night workers. Station claims that "Going to work—coming from work—at home relaxing—the industrial worker tunes WGAR for these special features, tailor-made to his listening opportunities."

Home-Front Bulletins

"All-Out War on the Home Front," program on KOWH, Omaha, Nebr., is made up of special bulletins on war effort from various governmental agencies. The three-times-a-week quarter-hour morning show is aimed at women listeners. Ken Stuart, production department, combines these bulletins into an "Across the Table" chat covering such topics as the need for nurses, non-sugar fruit canning, war-time fashions, salvage, recruiting and, in general illustrating woman's part in winning this war on the home front.

Choral Groups Selected For FSA Show On Mutual

"I Hear America Singing" has scheduled four outstanding choral groups for its weekly series aired on the Mutual Broadcasting System for the Federal Security Agency. On May 31 the Los Angeles Civic Chorus, directed by J. Arthur Lewis will be heard originating at KHJ, Los Angeles; the Hampton Institute Choir, conducted by Noah F. Ryder, will broadcast from their campus on June 7; the 75-voice Metropolitan Mixed Choir, under the direction of Dr. J. Wesley Jones, will carry out the theme, "Negroes in War," emanating from WGN, Chicago, on June 21; and on June 28, WFBR, Baltimore, will feed the network a program by the Victor Herbert Ensemble, directed by William Parker Hall and also the Russian Chorus.

fort; added facts to supplement news shows.

"The material should be useful not only as build-up June 8 to June 14, and on June 14 itself—but in the weeks and months to come as an understanding of the United Nations theme grows in importance.

"Only this one set of data is available. May we suggest, therefore, that you file it carefully for reference and indicate to your organization where and how it can be used for their continued guidance."

AFA Adds Speakers To Convention Sked

(Continued from Page 1)

is to be heard at the convention of Public Utilities Advertising Association held in conjunction with the Federation's annual meet on June 23.

Dyke Address Scheduled

Ken R. Dyke, former NBC director of promotion and now chief liaison officer, advertising division of the Office of Facts and Figures, will speak at the morning session on June 24 at the conference on Advertising Club activities. On this occasion, officers and leaders of Advertising Clubs will discuss with Dyke how their clubs and members can assume greater responsibilities in the war program.

Other meetings on the agenda are as follows: house organ editors on June 24; a "Town Meeting" discussion on premium advertising; a packaging conference; a session on direct advertising; industrial advertising; transportation advertising; outdoor advertising; broadcasting; and marketing. Bruce Barton, president of BBD&O, will give the convention keynote speech at the general luncheon session, June 22.

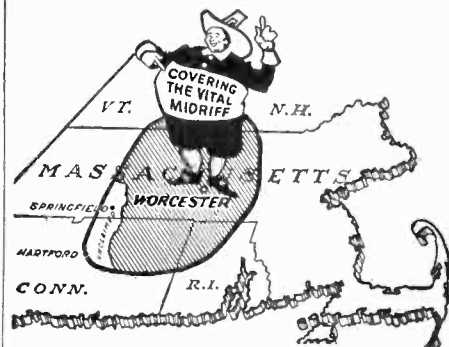
Dr. McClintock to Speak

On June 24, at general luncheon, Dr. Miller McClintock, managing director, Advertising Council, will outline the jobs which the advertising industry must do for the war effort. He will be followed by a panel discussion on "How we are meeting our wartime advertising and selling problems," with Lowell Thomas as quizmaster. Those participating are John P. Cunningham, vice-president, Newell-Emmett Company, Inc., William H. Howard, executive vice-president, R. H. Macy & Company, New York, and two others to be selected.

Stern On "Army Hour"

From an undisclosed point on the eastern seaboard Bill Stern, NBC's ace sports reporter, will broadcast an eye-witness description of anti-aircraft weapons in action during the War Department-sponsored "Army Hour" Sunday, May 31. The program will be heard over the Red network from 3:30-4:30 p.m.

When you buy time —
BUY AN AUDIENCE



WTAG WORCESTER

SAN ANTONIO
92% MUSIC
Ask FOR JOE
CHICAGO · NEW YORK

Los Angeles

By JAC WILLEN

DOB BURNS, the sage of Van Buren, brings back his most popular and beloved characterization . . . "The Arkansas Traveler" . . . on his CBS show Tuesday.

Ruthrauff & Ryan's "Big Town" show for Rinso seems to have jumped the gun with its "background" switch to Axis exposes, and is running into a new high in the show's popularity. Current indication is that show, for the first time in its five-year series of airings, will carry over through the summer months to take full advantage of its new format. Edward G. Robinson is the star.

Cliff Lewis of Lewis and Hobbs took on new duties as head of the Public Relations Department of Vultee Aircraft in California last week. The Lewis-Hobbs Public Relations setup will not be affected but will continue their normal course of business.

Pauline Drake has been signed for a featured role in the new all-star Republic picture, "Hi Neighbor."

Eddie Cantor and his show went to Camp Elliott, Marine Training Station near San Diego, for their May 27 broadcast. Gracie Allen was the Cantor guest star on the occasion.

Marvin Young, former NBC producer, has been made a Lieutenant-Colonel in the Special Service Division of the U. S. Army.

Set for the All-Star USO show, May 30, are Mary Martin, Fannie Brice, Meredith Willson and his orchestra, Max Terr and Spike Jones. The show will be aired from KFI at 9:05 p.m., PWT.

Everyone around Hollywood seems to be quoting Hedda Hopper's capsule critique of one of the week's films. After the preview Hedda commented: "We followed the hero through thick and thin—a story that was a bit thick at times, and plot that was woefully thin at others!"

The nation-wide theater war bond and stamp sale campaign will be launched over KHJ and a coast-to-coast hookup over Mutual Don Lee, Friday, May 29 (8-8:30 p.m., PWT), with a dazzling cast from the MGM film factory including Red Skelton, Marjorie Main, Rise Stevens and others—with Edward Arnold acting as emcee, Meredith Willson will handle the musical portion of the show, with the Max Terr Singing Ensemble performing also. Show will enlist some 16,000 theaters of the country in the bond and stamp drive.

Aside from the gossip chatterer who itemed that "Xavier Cugat and Carmen Castillo, lovely thrush with his Rhumba Revue Orchestra, are an item": You're absolutely correct—they have been ever since their marriage several years ago!

Stewart-Warner Dividend

Chicago—Directors of Stewart-Warner Corporation voted payment of semi-annual dividend of 25 cents per share of common stock, payable June 30 to stockholders of record June 6.



Notes from the Notebook!

● ● ● Summer dialers need have no fear of inferior talent on the dials this season because, despite the war, most sponsors have decided to continue their major attractions through the warm weather. . . . Among those shows which will brave the dog days are Kay Kyser's hour show, Rudy Vallee stanza, "Telephone Hour" with guestars, Cities Service show, Phil Spitalny's "Hour of Charm," Ed Byron's "Mr. District Attorney," "Ellery Queen," Edward G. Robinson show, "Pause That Refreshes" with Kostelanez, Hedda Hopper and Jimmie Fidler, "Inner Sanctum," Dinah Shore's Friday nite show and a score of others that will stay right in the groove. . . . Even the substitutes for the vacationing artists reach a higher peak than usual. . . . When Eddie Cantor rests, "Those We Love" replaces him. Burns and Allen will have Tommy Riggs and Betty Lou subbing. Bob Crosby subs for Bing and Tommy Dorsey subs for Red Skelton. Bob Hope will have our favorite, "A Date With Judy" picking up the ball when he drops off. . . . Fred Allen will have a large musical stanza pitching and Prudential Hour remains intact while the fate of Shirley Temple and Ransom Sherman are still up in the air. . . . It's a pretty healthy picture from every angle.

● ● ● "Lum and Abner," longtime favorites in radio, were not considered important enough by the movie moguls to give their first picture a Hollywood showing. . . . This week, however, "Lum and Abner's" second film, "Bashful Bachelor" was booked into one of Hollywood's top theaters, usually reserved for the big prestige features. . . . The moguls had looked over the national box-office figures of the radio pair's first offering.

● ● ● Advertisers received more than they bargained for when KTTS, Springfield, went on the air last week. . . . A theater across the street from the station's downtown studios and tower, rebroadcast every announcement as sound-equipment picked up the broadcasts because of the faulty ground-system at the theater. . . . Just as Clark Gable kissed Joan Crawford, a voice announced, "We pause briefly for station identification!"

● ● ● Bob Goldstein relates the quickie about the radio star who refused to broadcast from the Nation's Capital because he didn't like sleeping thirteen in a bed! . . . "Man Bites Dog" is no longer news. When an engineer receives fan mail—that's news, it appears. . . . For several weeks, Steve Ellis, who emcees a popular record show at WPAT, Paterson, N. J., has kidded his studio engineer, Irv Diamond, on the air. . . . Yesterday Diamond received a card from an Ellis listener saying, "I've heard Steve talk about you so much that I'd like you to send me a photo of yourself!"

● ● ● Heard at the sign-off of a patriotic show on WIBG: . . . "and just to prove that this has been an all-American program,—your announcer has been Fred WEITing.—blue!" . . . Yesterday the auto owned by Zeke Manners, whose hillbillie act is one of WNEW's ace attractions, was stolen. . . . The car was subsequently recovered by the police, and the thief apprehended. . . . Zeke hurried to court to press charges against the car snatcher, who proved to be a youngster, no previous crime record, who hadn't been able to resist the impulse to drive Zeke's snazzy brown and tan coupe. . . . But the Judge asked bail of \$100. . . . The lad mournfully shook his head and turned his pockets out, displaying 12 cents, all the money he had. . . . By this time Zeke's wrath had turned to butter and he made the unprecedented offer to stand the bail for the boy who had stolen his car. . . . The Judge, impressed by Zeke's gallant offer, thereupon reduced bail to one dollar. . . . Zeke went to his pockets and to his dismay discovered he hadn't taken his wallet with him—all he possessed was 23 cents. . . . At this point the Judge dug into his own pocket and loaned Zeke the sum of 77 cents, and Zeke applied the bail of one dollar!

Chicago

By FRANK BURKE

ED HUMPHREY, WJJD announcer who conducts the recorded music Hall" program each after wasn't stumped the other day a musician's union rule prohibiting interview with Chico Marx movie star-band leader. He got Guy Lane, Chico's vocalist, up an interview, played some of the new Marx band "Hit" recording interviewed Ziggy about Chico's career. Lane is not a member of musician's union.

"Columbia Workshop," CBS dramatic show featuring new experimental radio plays, switches New York to Chicago for its broadcast next Sunday. Script, entitled "The City Wears a Slouch" has a brainchild of Kenneth Patchell New York with music and written by John Cage of Chicago pioneer explorer in percussion effects.

The Dinning Sisters, Jean, Genevieve and Lou, were signed last week to Standard Radio Library Service. Milt Blink and Jerry King, co-owners. They are currently heard on the national "Barn Dance," "Club Music" and "Breakfast Club," NBC Saturday and will now be heard on transition on the 300 Standard Library stations.

Joe Kelly, back from a vacation will emcee the "National Barn Dance" show when it originates at the Lakes Naval Training Station Saturday, NBC-Red, 8 p.m., CW.

"Chicago At Night," popular interview program with Charles Torrey, now originates at the Chicago Service Men's Center, six nights a week at 10:15 p.m. Show format came from lobby of the Chicago Theater.

Doris Robbins, singing favorite of the networks from Chicago seasons ago, here from Hollywood visit relatives and friends.

John Holbrook, WGN announcer now has three daily newscasts on the "Chicago Tribune" station. New assignment is Monday to Friday at 2 p.m.

Joe Kelly, Hugh Studebaker, Tom Utley and Jeanne Juvelier, members of the Chicago radio community, celebrate their birthdays on May 28.

It is estimated that more than 100,000 people were able to receive latest news and war developments from WGN's news wire service. The service has been on display in the window of the Fair Store and Bond's Clothing Store during the past few weeks. Both stores use air time on WGN.

Stork News

Aaron Goldenberg, WNEW's announcer is the father of a seven-pound eleven-ounce baby boy named Michael Robert, born in the Lenox Hill Hospital this Monday. Mother, Laura, a professional, is doing nicely. The following morning on Tuesday, Considine, WNEW's sportscaster, announced the news of the birth of baby boy, Robert Barry at the Business Memorial Pavilion, Medical Center. Father is sports scribe for "Daily Mirror."

RC Final Meet; New Officials Inducted

(Continued from Page 1)
The Esty agency, on behalf of the presented former president John Esty with a silver loving cup as a token of esteem and appreciation for his excellent services during the past year. Thanks and appreciation were extended to various active members of the organization by both Esty and Wilson, particularly the members of the executive committee, including Alman Taranto, Tom Tolchin, Nick Keesley, Bill Maillefert, Fred Nichols, Marvin Kirsch, Art Tolchin, Frankie Basch, N. C. Laugh, Bevo Middleton, Horace Horn, Paula Nicholl, Edith Hopwood and others.
Wilson outlined the progress of the organization during the past months, recalling the decision to have fixed dues, stating the "aims" of the club. Of the 240 paid-up members existed, 120 from complimentary membership of which there are 18; that total attendance at the luncheons the past year was 2,821 and an average weekly attendance of 91. Under chairmanship of Marvin Kirsch, the entertainment committee was mainly responsible for procuring the many speakers who appeared during the year, Wilson reported, while the China Relief Show and NAB luncheon was hailed as especially successful.

Plea for Flying Cadets
Other progressive features of the past season were also highlighted in Wilson's report.

During the session a plea was made by John Hymes to aid the American Services Foundation, Inc., an organization planned to rehabilitate disabled flying cadets, the cost being estimated at approximately \$100 to \$150 a cadet. About \$50 was received and an additional \$18 in contributions were received. John Hymes and Art Tolchin of WHN agreed to help bridge the difference toward the goal that a cadet could be aided to become a flyer and overcome the disability upon which he had been rejected.

As stated that a radio cadet would be the one "adopted" if possible.
Lynch, presented by Basch and Tolchin, held forth on the entertainment end.
The meeting of the coming season will be held some time in the fall, in the Empire Room in the Hotel Hamilton.

Band Leader To Army
Herr, local orchestra leader with WADC, Akron, Ohio, has been inducted into Uncle Sam's forces.

SALES TARGET . . .

COL COLUMBUS NBC in Central Ohio's Richest Market

WRITE OR WIRE DIRECT FOR STATION DATA

WAR-PROGRAM IDEAS

Augmented "1600 Club"

WWRL, Woodside, N. Y., is filling in its newly-acquired afternoon hours with a daily two-and-a-half-hour record show on Mondays through Fridays at 2:30-5 p.m., which runs the gauntlet from swing to boogie-woogie, rhumbas, and Hawaiian melodies. Conducted by record twirler Fred Barr, the "1600 Club" is broken up into musical periods which include popular tunes of the day, new records of the week, "Harlem on Parade," "Songs of the Islands," and "Memory Time." An actual club called the "1600 Club" has been formed with membership cards, good for free records and albums, being offered to listeners. Cards can be had by writing the "1600 Club," WWRL, New York.

Army Letters

WEEL, Boston, is making sure that the members of its staff in the armed forces will be kept informed about the station and its personnel. Each week a letter compiled by the entire staff is mimeographed and mailed to former employees in the Army and Navy. Each department contributes items about its members and activities. The letter is also distributed to the organization and serves as a house organ.

Four Summer Programs Scheduled By Mutual

There'll be no hiatus in Mutual's program schedule with the approach of summer, as four new programs are slated to start on the network the first week in June. Third Corps Area Service Command Band from Fort Meade, Maryland, will present a half-hour concert every Monday from 2:30-3 p.m., EWT, starting June 1. On the same date, from 3:30-4 p.m., EWT, an afternoon hillbilly series entitled "Shady Valley Folks" makes its bow. This show will be heard Mondays through Fridays at the same time, from KWK, St. Louis.

From San Diego, California, Jack McLean's orchestra inaugurates a four-a-week series entitled "Man With a Band" on Tuesday, June 2, to be aired Tuesdays through Fridays, 5:15-5:30 p.m., EWT, via KGB. "Musical Trends," a new variety program from Chicago with Robert Trendler's orchestra, songs by Edna O'Dell and Raymond Charles, has been scheduled.

Two programs now on the network will occupy new spots on the log starting next week. "Our Morale," with Dean Austin Pardue, American Legion Chaplain, will be heard Mondays from 10:15-10:30 p.m., EWT, beginning June 1, instead of Wednesdays at 10:45 p.m., from WGR, Buffalo. "Fighting Tools," weekly series with Col. Henry H. Miller, designed to acquaint listeners with implements of modern warfare, will be heard from CKLW, Detroit-Windsor, on Saturdays from 6:50-7 p.m., starting May 30. Program was formerly aired at 6:30 p.m.

"Soldier's Wife"

Wartime Prices & Trade Board of Canada is sponsoring a new daytime strip serial titled "Soldier's Wife" and produced by RAI Purdy Productions of Montreal over the national network of the Canadian Broadcasting Corp. Program is designed to urge housewives to curtail every cent of unnecessary spending and story deals with the life and problems of a young wife whose husband is with the army overseas. It is written by Ernie and Kay Edge. Show originates at CBL, Toronto, and was placed by the War Finance Advertising Group of the Advertising Agencies of Canada.

"At Your Service"

"At Your Service" is the title of a new program aired on WHN, New York, on which members of the armed forces or their families will be permitted to ask questions about the draft or their status under military regulations. Al Binder, who conducts the service men's column in the "New York Daily News," will direct the program which will have its premiere performance Thursday night, May 28, 8-8:30 p.m. The program was originally scheduled to start a week earlier but extra time was required to complete some of the details.

WGH, Newport News, To Blue Network Oct. 1

WGH, Newport News, Va., will become the basic supplementary outlet of the Blue Network in the Newport News, Norfolk and Portsmouth area, effective Oct. 1, it was announced yesterday. The addition of WGH will bring the total number of Blue affiliates to 128. Owned by the Hampton Roads Broadcasting Corp., WGH operates full time with 250 watts power on 1340 kc.

Schultz On WPB Program

An eye-witness of German terror under Nazi rule—Sigrid Schultz—former Mutual network and Chicago "Tribune" Berlin reporter—will be heard on Mutual's new War Production Board series, "This Is Your Enemy," from 10:30-11 p.m. on Sunday. "This Is Your Enemy" presents each week a different aspect of life in Nazi-dominated territory. Russell Bennett writes an original musical score for each broadcast. Programs originate in the Mutual Playhouse in New York, via WOR.

Stein-Thomson Opera On MBS

Gertrude Stein and Virgil Thomson's unique and controversial opera, "Four Saints in Three Acts" will be performed on Mutual's "First American Opera Festival" Thursday, June 4, from 8-9 p.m. This is the fifth of the seven-week series, devoted to all-American operas, presented under the direction of Alfred Wallenstein, in cooperation with the U. S. Treasury Department.

Policies Ironed Out By Blue-N.E. Outlets

(Continued from Page 1)

score of Blue officials headed by Edgar Kobak, executive vice-president. A special luncheon was held in the Rainbow Room with a reception and dinner last night. Hugh Feltis, of the Blue station relations department, was chairman of the day-long series of meetings.

Following an opening address by Kobak, the meeting in the new Blue conference room yesterday morning was addressed by the following Blue officials who led the discussions of problems relating to their different departments: E. P. H. James, director of publicity and promotion; B. J. Hauser, sales promotion manager; Earl Mullin, manager of publicity department; Edward F. Evans, research manager.

Following luncheon Phillips Carlin, vice-president in charge of programs, reported on present and planned program structure and George M. Benson, Eastern sales manager, discussed sales problems. Other afternoon discussion leaders were Charles E. Rynd, sales service manager; Thomas J. Dolan, traffic manager; Norman Ostby, commercial traffic manager, and Robert Jones, of station relations. Kobak summarized the proceedings in a few closing remarks.

Many Station Execs Present

New England station men on hand for the regional conference were: WNAB, Bridgeport, Ken Thomas, sales promotion manager, and Rocky Clark; WFCI, Pawtucket, R. I., Howard W. Thornley, president, and T. F. Allen, commercial manager; WHDH, Boston, John J. Matheson, commercial manager; WSPR, Springfield, Quincy A. Brackett, president and manager, Wayne Latham, promotion manager, Milton W. Stoughton, commercial manager, and Lewis Breed, treasurer.

Also, WSSR, Stamford, Slocum Chapin, manager, and Bill Voss, program director; WNBC, Richard W. Davis, general manager, and Ralph Kanna, program director; WELI, New Haven, James T. Milne, manager, Charles H. Wright, program director, Vincent Palmeri, continuity director, and Carey Cronan, news editor; WMUR, Manchester, Leslie Smith, manager.

920 CLUB

One of America's Greatest Local Radio Programs

WORL BOSTON, MASS.

GUEST-ING

MARTHA SCOTT, on the "Philip Morris Playhouse," tomorrow (WABC-CBS, 9 p.m.).

SEÑOR DON SALVADORE DUHART, First Secretary of the Mexican Embassy in Washington, and MARIA GREVER, Mexican composer, on "Double or Nothing," tomorrow (WOR-Mutual, 9:30 p.m.).

MARIA KURENKO, Russian soprano, on "America Preferred," Saturday (WOR-Mutual, 10:15 p.m.).

BILL GOODWIN, Columbia announcer on "Blondie" series, in guest appearance as actor on the "Stars Over Hollywood" program, Saturday (WABC-CBS, 11:30 a.m.).

REV. DR. ALBERT EDWARD DAY, of the First Methodist Church of Pasadena, Cal., on "Mutual's Radio Chapel," Sunday (WOR-Mutual, 11:35 a.m.).

BEN BERNIE and FAYRINNE SMITH, vocalist of Southern Methodist University, on Fred Allen's "Texaco Star Theater," Sunday (WABC-CBS, 9 p.m.).

Hallmark Set On Blue; Navy Okay Forthcoming

(Continued from Page 1)

Army or Navy talent, deal was viewed as an important precedent here with other service tie-ins expected to follow. Sponsor is lining up a 93-station Blue Network, with show to move into the 9-9:30 p.m., CWT, spot early in August.

Under terms of the agreement, Hallmark greeting cards will receive one three-minute plug on the program on the basis of the NAB Code, it was stated. Al Boyd of WLS will continue as producer of the Great Lakes Naval Training Station program, with Jack Stillwell being retained as announcer. All other talent will be drawn from the Naval Station, including Lieut. Commander Eddie Peabody, banjoist, the station's rhythm orchestra and guest sailor talent.

AFM Approval Seen

American Federation of Musicians is understood to have okayed the deal providing sponsor pays for a stand-by band and American Federation of Radio Artists has given its approval because the program is essentially musical.

Originally started as a WLS sustainer, "Meet Your Navy" was picked up by the Blue Network after Phillips Carlin, Blue's vice-president in charge of programs, caught it on a Chicago trip last February. Sale of the show probably will kill free distribution of weekly transcriptions to about 300 stations. H. W. Kastor agency, here, has been footing bills on the transcriptions which were cut by World Broadcasting.

Agency for Hall Brothers is Henri Hurst & McDonald, here.

WORDS AND MUSIC

By Sid Weiss

TALK AROUND RADIO ROW: John Barrymore's illness and the way brother Lionel fills his shoes on the Vallee show. Funny nobody ever thought of Lionel as radio comic material before... Phil Lord follows his new "Counter-Spy" series with one based on the British Commandos... Martha Scott, who got her start playing bit roles for Charlie Martin, returns to guestar for him Friday nite on the Philip Morris Playhouse... "Stompin' at the Savoy," a new show based on the famous Savoy Ballroom in Harlem, gets under way this Saturday afternoon over the Blue featuring Erskine Hawkins, Ida James, Jimmy Mitchell and Cafe Society's Lil Green... Henry Dagand, the agent, and Joe Cook's daughter, Doris, are More Than An Item... James G. McDonald's daily news chats via the Blue pack plenty of authority. McDonald, who was formerly High Commissioner to the League of Nations for Refugees from Germany, has been calling the turn for many years. He was one of the first to warn the world of the growing menace of Hitler, and as a matter of fact, resigned his post in 1935 as a protest. Even while peace negotiations were being carried on by the Jap delegates here, McDonald forewarned of treachery... Bill Gailmore, of WHN, is another top-notch. His Australian exclusives have been consistent scoops.

★ ★ ★

The radio singer who has been identified with the Treasury Department's bond and stamp campaign since the start of the defense era, who has devoted more time than any other star to the victory cause, whose songs have raised hundreds of thousands of dollars—insists that his name must not be used in publicity about his patriotic broadcasts and personal appearances. "I'm not a scrap-book patriot," he says.

★ ★ ★

Paul Lavalle, the "Basin St." maestro, signed as musical director for the film, "Follies Girl," which will be produced in the east... Shep Fields and his brassless crew close at the Edison Green Room tonite... Len Doyle, a Port Jervis native, taking the stump up that way for Arthur Vinton, who's opposing Ham Fish... Kermit Shaefer off for the Army shortly... David Kerman has been getting so many Nazi dialect roles that the other day, after a particularly vicious portrayal, he sez he forgot himself at home and threw all his books in the fire... The U. of Chicago can point with pride to its class of '11. Three of that year's alumni who made the grade are Phil Carlin, Blue program manager; Leon Henderson, OP Administrator and H. R. Baukhage, Blue Network Washington commentator... Wish they'd give Diane Courtney a nite-time spot so we evening dialers can get a load of her terrific personality... Wendell Adams producing Vera Barton-Walter Gross shows at CBS now that Joe Gratz is in the Army... Dick Haymes replacing Art London as songster with Benny Goodman... Joan Edwards says that Hitler has that sour look because he gets up on the wrong side of the channel every morning.

★ ★ ★

Geo. Wallach back on "Maudie's Diary" after being out on tour with "Junior Miss" for the past few months... Sergeant Dick Bernie, former stage and radio comic, and Amy Gentry, of "Sons o' Fun," have been Mr. and Mrs. for weeks... From Barry Wood's fan mail: "Would you send me a photo of the Hiporaders and yourself?"... Frank Vass going into the army shortly... Benny Rubin guesting on "Lincoln Highway" this Saturday... House Jameson named by National Father's Day Committee as the "outstanding father of radio drama" for his characterization of "Sam Aldrich"... Jerry Wald's crew clicking solidly at the Lincoln and being held over indefinitely for one of the longest runs any band has had there... It's a June wedding for Reginald (NBC) Thomas and Leta Turtle... Bill Von Zehle back from Hollywood and will shortly take over sales manager's post with one of the local stations. Lining up some terrific ideas, too... Nola Day, former network singing star, now Mrs. Hal Collier. He's an arranger.

★ ★ ★

—Remember Pearl Harbor—

To the Colors

TED FISCHER, engineer at V Utica, N. Y., has left the station training as a Navy radio technician.

CHARLES WILLIAM, chief engineer of WGKV, Charleston, W. Va., is stationed at Quantico, Va., staff sergeant with the United States Marine Corps.

LOUIS JULIAN, night supervisor of announcers of the Blue Network is now at Fort Dix, N. J.

GEORGE L. YOUNG, auditor assistant to the vice-president of Fort Industry Co., has been commissioned a lieutenant junior grade in the U. S. Naval Reserve. He reports to Quonset Point, R. I., June 17.

BILL PHILLIPS, latest addition to WABY, Albany, N. Y., has been accepted for enlistment in the U. S. Air Corps. He was on the station's announcing staff.

JOE WHEELER, Knoxville announcer, was accepted by the Army last week and is now located at Camp Forrest.

CHUCK ROBERTSON, of the promotion relations department of the Blue Network, leaves for army induction tomorrow.

BOB WALDROP, formerly Blue Network announcer, is now on the public relations staff at Camp V.

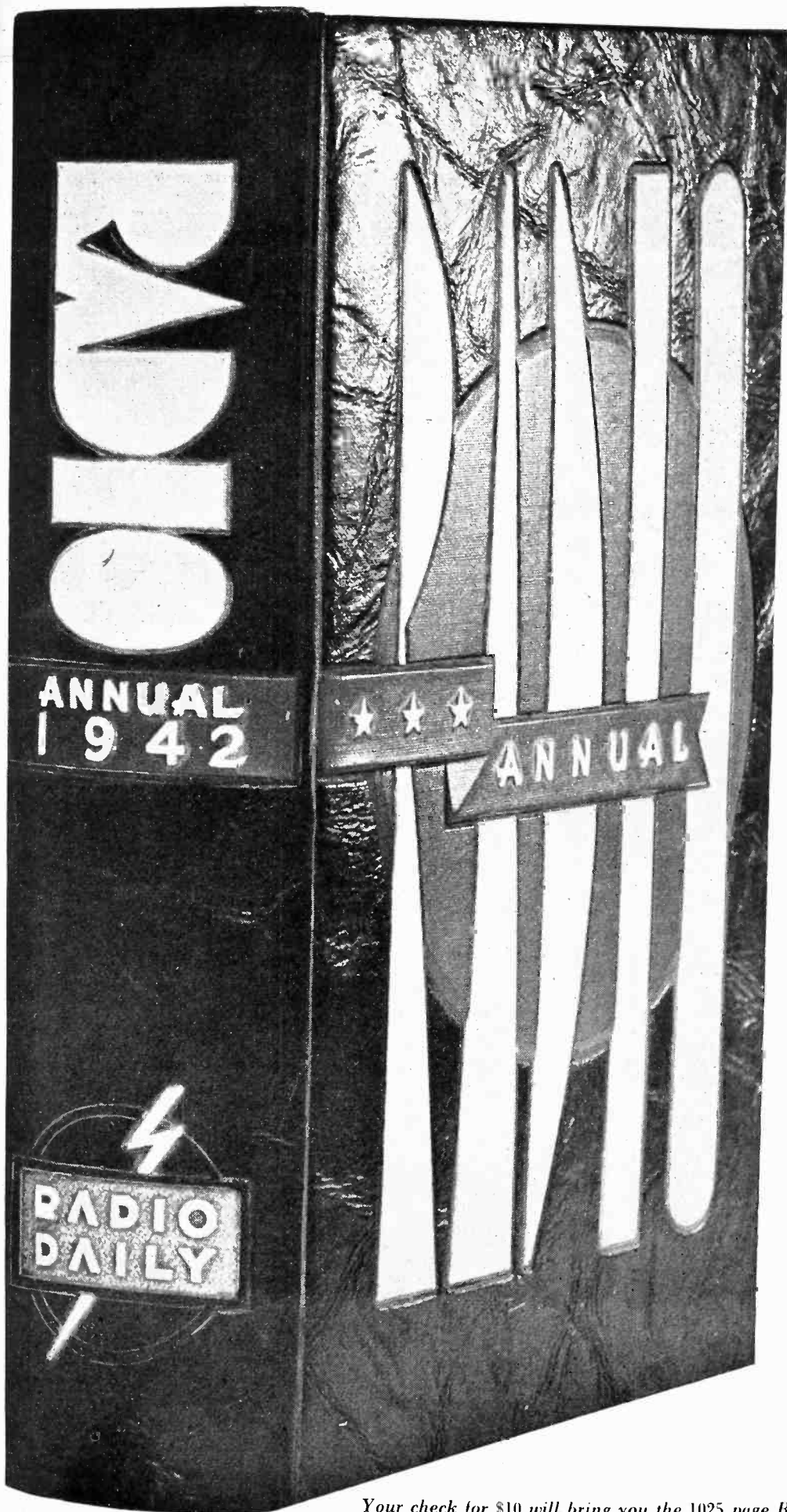
FRANK J. REED, JR., former assistant sales traffic manager of the Blue Network, left over the week-end to enter the Army as first lieutenant in the Signal Corps. His NBC association tendered him a farewell dinner.

Shortwave Pickups Set In New WNEW Policy

Through arrangement with BBC offices in New York, WNEW now is broadcasting shortwave pickups direct from the London studios of BBC. The pickups were inaugurated this week with the presentation of a news roundup, an address by Virgil Pinkney, European manager of the United Press, and a market-the-street program. After a study of the BBC program content, WNEW will schedule a number of additional pickups, as well as special events and special addresses as they occur.

Presentation of the London programs is in accordance with WNEW's expanded news and program policy.

Former Governor Alfred E. Smith will deliver a five-minute talk on behalf of the Greater New York Fund on WNEW, Friday, June 5, from 8:10-8:15 p.m. His talk, titled "Al Smith Talks To Neighbors," will consist of a chat with John Q. Public regarding the value and importance of the current 1942 Greater New York Fund Drive.



**WHAT DO YOU
WANT TO KNOW
ABOUT
RADIO TALENT?**

A THOROUGH LISTING OF
ACTORS, VOCALISTS,
ANNOUNCERS, WRITERS,
ORCHESTRA LEADERS,
NEWS AND SPORTS
COMMENTATORS,
PRODUCTION PERSONNEL,
AND THEIR WORK FOR
THE PAST YEAR IS
CONTAINED IN THE
1942 RADIO ANNUAL



ONE OF 1001

SUBJECTS COVERED

IN THE

RADIO ANNUAL

FOR 1942

Your check for \$10 will bring you the 1025 page Radio Annual plus the next 260 issues of Radio Daily.



Coast-to-Coast



WBNX, New York, has devised a unique trailer for "You Can't Do Business With Hitler," Office of Emergency Management transcription series. Day before government broadcast announcement is made that "tomorrow at 4 p.m., you will hear," and voice of Hitler which begins OEM records is turned on. Sock effect.

"If in doubt, put it out!" That's the new dimout slogan suggested by Major General Thomas A. Terry, commander of the Second Corps Area, in a recent WOR, New York, broadcast. General Terry declared that a more stringent ruling may have to be put into effect. The sky-glow over New York was so dangerous to shipping, he said, that "like targets in a shooting gallery our ships are moving in front of a backdrop of hazy light." If in doubt, put it out!

Arthur Richards, Dick Deegan, Shawn Walsh, Chuck Thompson and Jerry Driscoll of the NBC Red network mail room, and Jack Kennedy; and Walter Kneeland of the Blue mail room, formed a choral group in their spare time for their own pleasure, but which has begun to pay dividends. They have two auditions at Carnegie Hall coming up, and Columbia University have put them on as a program on the University station, CURC, New York.

Starlight theater will open its ninth season of summer stock in Pawling, N. Y., on Tuesday, June 30th; with the motion picture and radio star, Conrad Nagel, as guest artist in "The Male Animal," for one week, divided between Poughkeepsie and Pawling, New York.

Kenneth Houseman, formerly of WHAI, Greenfield, Mass., and WJHP, Jacksonville, Fla., has joined the staff of WTRY, Troy-Albany, N. Y., replacing Bob Colville, announcer, who has been inducted into the Army. Roy Shudt, stations sportcaster, is emcee of "Batter Up," a quiz show aired from the U. S. Arsenal at Watervliet, N. Y., each Saturday evening. Two teams from the many arsenal departments compete each week.

1942						
17	18	19	20	21	22	23
24	25	26	27	28	29	30
May 28						
Don Becker	Jack Clemens					
Duke Daly	Violet Dunn					
Julia Hill	Bob Hope					
Al Jolson	Vita Kane					
Walter King	Andy Kirk					
Phil Regan						

A blackout broadcast was recently aired by KFRU, Columbia, Mo., with a description of the blackout practice directly from the O.C.D. Control Center. Narration and interviews during the broadcast were handled by Harold Douglas, KFRU announcer, and Foster Brown, program director.

Long list of Hollywood stars will appear in a special show which the war activities committee of the motion picture industry will present in Duffy Square at 46th and Broadway, New York, tomorrow. Bob Hope, Paulette Goddard, George Raft, and Martha Scott, will be on hand to do their bit in the bond drive. WHN and WNEW will broadcast the show from 12:35-1 p.m.

St. Louis Municipal Opera begins a series of weekly CBS network programs featuring soloists, orchestra and chorus on Sunday, May 31. WABC-CBS, 2:30-2:55 p.m., EWT. Other programs in the series are to be heard Sundays from 1:35-2 p.m., EWT.

Martin Block, conductor of "Make Believe Ballroom" over WNEW, New York, and special announcer for CBS's "Hit Parade," has launched a one-man campaign to revive George M. Cohan's "Over There"—perhaps the most famous war song ever written—in an effort to make it the fighting song of America during this war. "To date," says Block, "countless new war songs have been written, published and played on the air. Even a few old ones from World War I have been revived. But none begins to compare with 'Over There.' It served us well in 1917-18, it can do the same today. I'll plug it on the air every chance I get!"

Proud at being the first San Francisco Bay area station to be awarded the Treasury Department flag, KROW, Oakland, is flying Minute Man pennant from its Oakland studio over the city's busy Broadway, and from its San Francisco studio on Geary Street.

Eleven-year-old Skippy Homeier is now appearing on "Front Page Stories," a recorded program produced by World Broadcasting. Homeier is also heard regularly as "Teddy" on "Bright Horizons," CBS network serial.

Two WDRC, Hartford, Conn., employes have passed their Red Cross first aid examinations and received certificates after a special 20-hour course. Those who received certificates are chief control operator Lou House and secretary Rose Pescik. Telephone operator Jean Kirwan is back at WDRC after a tonsil operation. WDRC is streamlining its scheduling system because of the great increase in volume during the past few months. New system will identify availabilities swiftly and otherwise eliminate unnecessary operations.

Leonard Kapner, manager of WCAE, Pittsburgh, is the proud daddy of a six and a half pound girl, Patricia Ann, born to Mrs. Dorothy Kapner last Friday, May 22. The Kapners have one other child, two-year-old Leonard, Jr.

Stan Fritts and Nels Laakso of the "Korn Kobblers" have prepared a radio script based on the experiences of a couple of musicians who graduate from a college swing band to a concert group. They have submitted their manuscript to one of the major networks, and if accepted, the "Korn Kobblers" will be worked into the script for musical background.

Twelve thousand high school students weekly have been voting for their favorite tunes so they can hear on "Prep Session," unique school-minded series over WOWO-WGL, Fort Wayne, Ind. Established in co-operation with local school systems, program has featured campus news delivered by students, the top song of the week chosen by vote of entire school enrollment and audience gags with students participating.

WWNY, Watertown, N. Y., farm program had four distinguished guests recently. Bill Roe, WWNY farm advisor, brought in four baby skunks, just one week old. Arriving late, Bill almost gave the announcer heart failure when he announced over the air just who his guests were. Thomas E. Martin, station manager, interviewed them very briefly, and then one and all left Bill to carry on the program. Listeners have now adopted all four of the baby skunks, and WWNY can now truly boast of having "smellevision."

Fulton Lewis, Jr., Washington newscaster is now back on the air after two weeks illness. He received more than a thousand letters wishing him early good health and recovery.

KROD, El Paso, in conjunction with the Americanism Council of El Paso, arranged a highly successful program in honor of Americanization Day. New citizens, both foreign born and those who recently reached their 21st birthdays, were honored at Liberty Hall and the program was broadcast exclusively by KROD. Ted Gates, program director, was the commentator, and George Amberg, continuity-publicity chief, wrote the script. Principal speakers were Generals Karl S. Bradford and James B. Crawford, of Fort Bliss.

Ward Wilcox, senior salesman of KTSA, San Antonio, sales staff is a proud father. It was a girl born May 11. KTSA has compiled a comprehensive complete book telling in detail of its programs available for local, regional, and national coverage. Booklet will be sent to its station reps.

Raymond M. Moore, John Hidy, Rex Bettis of the technical staff KFI-KECA, Los Angeles, have invented a relay for city lighting circuits, which operates on cycle change and would make it possible for lights equipped with the device to extinguish instantly in case emergency from the city's main control board. It will also alleviate the danger of forgotten street lights in case of air raids.

Radio men in the army station at Fort Dix, N. J., still get on the through the "Fort Dix in Review" show, aired on Monday, Wednesday and Friday over WTTM, Trenton, N. J., at 7 p.m. Among those appearing on the show are Jack Leonard, Howard Dulaney, Herbie Fields and his orchestra, Mario Rosalez and 1 orchestra, Sidney Ordower, Jack Scanlon and Arthur Barnett.

WTMJ, Milwaukee, Wis., carried an address made by Francis B. Sayre, High Commissioner of the Philippines, before a breakfast session of the Presbyterian National Assembly last Monday.

Fenton Ford and Bob Franklin have been added to the announcer staff of KGW-KEX, Portland, Ore., by Arden X. Pangborn, managing director. Ford until recently worked for the Farm Security Administration in the public relations department. Franklin was formerly an announcer for KSLM, Salem, Ore. Allan Shepard, KGW-KEX staff artist recently became the father of a baby daughter, Penelope Ann.

WRVA, Richmond, Va., broadcast three programs on "Richmond Bond Day" when Dorothy Lamour, Betty Lytell, Ship Ahoy girls and former WRVA juvenile star, Patsy Garrett visited Virginia capital recently. Irvin Abeloff, program manager, was co-chairman of events.

Miller Army-Camp Tieup Being Moved To CBS Show

Glenn Miller has discontinued his "Sunset Serenade" broadcasts Saturday afternoon on Mutual and is transferring his Army camp tie-in procedure to his CBS Chesterfield commercial. However, Miller will continue to pay all expenses connected with the project which salutes the men in the armed forces by playing the favorite tune of a different camp each night. The camp selecting the winning tune at the end of the week, as determined by listener votes, receives a phonograph-radio combination and fifty records by various artists. To date, Miller has given away some 12,000 records and over 100 machines.

The Liggett & Myers program, "Moonlight Serenade," is aired Tuesday, Wednesday and Thursday, 7:15-7:30 p.m., EWT, on 97 CBS stations. Newell-Emmett Co. handles



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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 19, NO. 43

NEW YORK, N. Y., FRIDAY, MAY 29, 1942

TEN CENTS

Blue's "Team-Up" Plan

More Charges Heard of Ottawa CBC Probe

Ottawa—Charges that the Canadian Broadcasting Corporation's board of directors by its conduct of the affairs of the organization was guilty of a breach of public trust have been made in the House of Commons as the special committee of investigation of CBC.

The Morin, chairman of the CBC board, stressed the very rapid growth of CBC as ample justification for the move which divided control of the corporation between Major Gladstone Murray, general manager, and

(Continued on Page 3)

WJLN's FM Outlet Ready for Formal Debut Monday

Fourth commercial FM station in New York City is scheduled to begin regular operations on Monday with W63NY, frequency-modulated transmitter affiliated with WJLN, goes on the air. Debut of the new station will be made without special dedication fanfare as a result of a decision by station officials that such "exaggeration" is not warranted in these critical times. Regular program fare

(Continued on Page 2)

Channels Completes Setup for One-Hour CBS Show

With purchase of a full-hour spot Friday, 10-11 p.m., EWT) on CBS. Reynolds Tobacco Co. has completed physical realignment of the radio programs for the Summer period, but some casting details

(Continued on Page 2)

USO On NBC

Hollywood—A galaxy of radio and screen stars will appear tomorrow midnight on the USO Variety Hour to be heard over the NBC Red network starting at 12:05, EWT. Already scheduled are: Mary Martin, Fanny Brice, Red Skelton, Joe E. Brown, Charlie Butterworth, Linda Darnell, Deanna Durbin, John Garfield, Judy Garland, Ann Sheridan, Adolphe Menjou, Meredith Willson, Mickey Rooney and the Marx Brothers.

'Language' Men Upset Following FCC Talk

Members of the Foreign Language Committee's Wartime Control which recently formulated a code of procedure which was to be adopted by some 200 stations in the country are reported in a dither following their trip to Washington earlier this week. Committee headed by Arthur Simon of WPEN and Griffith Thompson of WBYN, had planned to open Washington offices and make their head-

(Continued on Page 7)

Ten-B-Low Campaign Placed In 7 Markets

Ralph H. Jones Co., advertising agency for Ten-B-Low canned ice cream in concentrated form, has placed a spot campaign on seven stations in the east and mid-west. Dramatized one-minute announcements are broadcast once and twice

(Continued on Page 2)

Ad Council-Treasury Dept. To Open Big Drive June 15

Radio-Phonograph Sales Up 153% In Dept. Stores

Radio and radio-phonograph combinations, with an increase of 153 per cent, led in the April sales gains of department stores in the New York District in comparison with the same month a year ago, according to the latest report of the Federal Reserve

(Continued on Page 2)

Innovation Package For Wartime Need Will Admit Sponsors As A Group; Must Buy Complete Network

Receiver-Tube Copper Extended To June 30

Washington—War Production Board has granted an extension of 30 days before Copper Conservation Order M-9-C is applied to manufacturers of radio receiving tubes. Manufacturers will be allowed to take copper from their inventory to continue making tubes until June 30. Under the original terms of the Order, pro-

(Continued on Page 3)

Pacific Coast Borax Renews CBS From July 2

Starting its second consecutive year on CBS, Pacific Coast Borax Co., yesterday renewed "Death Valley Days" effective Thursday, July 2, on 59 stations. Aired in behalf of 20 Mule Team Borax, Boraxo and 20 Mule Team Borax Flakes, on

(Continued on Page 2)

First Summer Test Set For "Jemima" Pancakes

Having discovered via survey that pancakes are a hot weather dish, as well as a winter staple, Quaker Oats Co. next week will launch its first summer radio campaign for Aunt

(Continued on Page 2)

Representing a new approach to the problem of effective and, at the same time, economical institutional radio advertising for manufacturers whose peacetime production has been entirely discontinued, the Blue Network yesterday announced a new package advertising plan, "teamed sponsorship." A variation on the participation system of radio sponsorship, the plan will permit four non-competing advertisers, who wish to keep their brand names before the public, to pool their radio appropriations for the purpose of jointly sponsoring a single large-scale program. In this way, for the cost of a single

(Continued on Page 7)

Schudt Back To CBS; Clarkson In CRC Post

Preliminary to inaugurating important changes in the station relations setup at the network, CBS is transferring William A. Schudt, Jr., from his position as head of the transcription division of Columbia Recording Corp., back to the network in an executive capacity. Robert J.

(Continued on Page 2)

WAAT To Newark Hdqts; Approval Of FCC Pends

WAAT, Jersey City, has established business offices and remote studios in the Hotel Douglas, Newark, N. J., according to an announcement by

(Continued on Page 2)

Kid-Actor Poll

Los Angeles—A poll to determine the best "kid" actor who has worked on "Big Town" so far this season was taken by regular members of the cast of the Edward G. Robinson show before the Rinsow broadcast at CBS on Thursday evening, this week. The candidates were: Tommy Cook, Dix Davis, Key Meyer, Gloria McMillan and Judy Ford.

Veni, Vidi, Vici

Major James H. Rothrock of Mitchel Field visited a performance of "Take It Or Leave It" show recently to see how the program operated in preparation for its visit to the Long Island air field. He learned. Hardly was he seated when his number was called and he went up on the stage as a contestant and walked away the winner of the \$64 question.

(Continued on Page 5)



Vol. 19, No. 43 Fri., May 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

(Thursday, May 28)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	116 ⁷ / ₈	116 ⁵ / ₈	116 ⁷ / ₈	+ ¹ / ₈
CBS A	11 ¹ / ₄	11	11 ¹ / ₄	+ ¹ / ₄
CBS B	11	11	11	+ ¹ / ₈
Gen. Electric	25 ³ / ₈	25 ¹ / ₄	25 ³ / ₈	+ ¹ / ₈
RCA Common	3	2 ⁷ / ₈	3
Stewart-Warner	6 ¹ / ₄	6 ¹ / ₄	6 ¹ / ₄
Westinghouse	70	69 ¹ / ₄	69 ³ / ₄

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	1 ³ / ₄	2
Stromberg-Carlson	4 ³ / ₈	5 ³ / ₈
WCAO (Baltimore)	15	18
WJR (Detroit)	17	19

First Summer Test Set For "Jemima" Pancakes

(Continued from Page 1)

Jemima Pancake Flour on a test basis using four stations in two markets. WEA and WOR, New York, and KNX and KFI, Los Angeles, will run three five-minute transcriptions per week and no further expansion is planned this summer, according to the Quaker agency, Sherman K. Ellis & Co., here. Disks will be of the musical variety, built around the well-known Aunt Jemima character.

Test is result of findings by the Psychological Corp. that more than three-fourths of the nation's homes use pancakes and 62 per cent serve them regularly in summer. Newspapers also will be used in the experiment.

Ten-B-Low Campaign Placed In 7 Markets

(Continued from Page 1)

daily for seven days a week on WBZ, Boston; WCAU, Philadelphia; WNAC, Boston; WOKO, Albany, N. Y.; WOR, New York; and WTAM, Cleveland. Campaign ends August 31.

WHN's FM Outlet Ready In Formal Debut Monday

(Continued from Page 1)

of W63NY, it was revealed, will consist mostly of high-fidelity transcribed music of a classical nature, with only a few WHN shows duplicated. The only show already scheduled to be picked up from WHN is the daily broadcasts of the Brooklyn Dodgers baseball broadcasts. Highlight of W63NY's first night on the air will be a symphony concert program by the WPA Symphony Orchestra of Paterson, N. J.

The W63NY transmitter is located at Cliffside, N. J. and is equipped with Western Electric facilities and coaxial transmission line. It is licensed for 10,000-watt operation but will only use 1,000 watts until Fall, when it will probably be boosted to its authorized power. According to present plans a large part of W63NY's programs will originate in studios housed in the transmitter plant, which was built by Bell Laboratories especially for FM broadcast. High-fidelity telephone lines with a frequency range of 50 to 15,000 cycles have been installed between the transmitter and WHN studios in New York City. The entire installation was supervised by Paul Fuelling, chief engineer for W63NY and WHN.

Schudt Back To CBS; Clarkson In CRC Post

(Continued from Page 1)

Clarkson, with CRC since April, 1940, succeeds Schudt in heading up the company's transcription division. Schudt, who has been associated with Columbia since the early days of the network, returns to the headquarters staff effective June 8, assuming an executive post under H. V. Akerberg, vice-president in charge of station relations. Exact nature of Schudt's new duties was not revealed yesterday, but full details on the revised stations setup are expected to be announced Monday.

Schudt, who joined CBS first in the publicity department, has worked, successively, in its television department, as manager of WBT, Charlotte, and head of WKRC, Cincinnati, before taking over the CRC transcription division here approximately two years ago.

New CRC ET head, Clarkson, was employed in the transcription division of WOR before joining the CBS subsidiary. Prior to 1937, he was associated with Lamont-Corliss & Co. and the National City Bank of New York.

Pacific Coast Borax Renews CBS From July 2

(Continued from Page 1)

Thursdays from 8-8:30 p.m., with a rebroadcast at 11:30 p.m., the program will shift to the 8:30-8:55 p.m. spot with a rebroadcast from 11:30-11:55 p.m. when the show is renewed.

McCann-Erickson, Inc., handles the account.

Camels Completes Setup For One-Hour CBS Show

(Continued from Page 1)

remain to be cleared up. New Friday night hour variety show, which will get under way on some 80 or 90 Columbia stations, July 10, will feature Herb Shriner, comic now on the road with the Camel Army camp unit, and Margo, backed by Xavier Cugat's 30-piece band and chorus. Bill Bacher will direct. Other names may be added to this line-up, but it was denied yesterday by Richard Marvin, radio director of Wm. Esty & Co., the Camel agency, that Al Pearce and Lanny Ross had been set on the stanza, as had been rumored in the trade.

With switch of Cugat to CBS, the 8-8:30 p.m. time, Tuesdays, on the Blue currently occupied by the "Cugat Rhumba Revue" apparently will be dropped by Reynolds. Bob Hawk's program, "How Am I Doin'," moves from Columbia to NBC Red on July 9, replacing the Al Pearce show which discontinues in the Thursday, 7:30-8 p.m. time on that network with the July 2 airing. Hawk show currently occupies the 10-10:30 p.m. slot, Fridays on CBS.

As reported previously, Vaughn Monroe and his band replace the "Blondie" show on CBS (Monday, 7:30-8 p.m.), beginning June 29.

WAAT To Newark Hdqts; Approval Of FCC Pends

(Continued from Page 1)

Irving R. Rosenhaus, executive vice-president and acting general manager of the station. Hearings on the application of the station to transfer its licensed location from Jersey City to Newark are scheduled to come before the Federal Communications Commission in June. Business department moves into new headquarters effective immediately and station will use the newly-acquired studios as a remote origination point on or around June 20 pending FCC approval of the transfer, at which time WAAT will be designated as a Newark outlet.

Station has terminated its contract with the Jersey City local of the American Federation of Musicians after 16 years and negotiations are under way with the Newark local at the present time, with the probability that the WAAT house band will be conducted by Gus Steck, who has built up a considerable reputation playing at night spots in and around Newark as well as in various parts of Hudson County.

Racina Meet On WINS

Freehold Trotting Association, which starts an 11-day horse-race meet starting tomorrow and ending June 13, is conducting a spot campaign on WINS, New York, and WTTM, Trenton. Contract, which was placed by the Radio Advertising Corp. of America, Jersey City, calls for 60 announcements weekly on WINS and 24 spots weekly on WTTM. Live announcements stress the use of bus transportation in getting to and from the racing meet.

COMING and GOING

W. LEE COULSON, executive manager WHAS, Louisville, in town on a short business trip. Conferred yesterday at the headquarters of CBS.

JOHN COOPER, publicity director for KDKA, returned to Pittsburgh last night after spending the day in the city on business.

FREEMAN KEYES, president of Russell Seeds Agency; TOM WALLACE, vice-president in charge of the radio department, and T. HARTNETT, president of the Brown-Williamson Tobacco Co., are in Hollywood discussing plans for the Fall programs of "People Are Funny."

JOHN J. MATHESON, commercial manager of WSPR, Springfield, Mass., remaining here for a day or two following the Blue Network New England station meetings.

WALTER KANER, publicity director of WWRL, leaving this week-end for Mountaintop, N. Y. EDITH DICK, assistant general manager, will leave at the same time for Mastick, L. I.

A. D. WILLARD, JR., station manager of WJSV, Washington, D. C., is in New York on station business.

J. KELLY SMITH, general sales manager of radio sales for CBS, leaving today on a business trip to Chicago.

JAMES M. PATT, promotion director of WKRC, Cincinnati, is back at his desk following a trip to Columbus and other Ohio cities.

JOE KELLY, emcee of the "National Bar Dance," together with the members of the program company, will broadcast tomorrow night from the U. S. Naval Training Station at Great Lakes, Ill.

TOM ROONEY, sales promotion manager of KMOX, St. Louis, plans to leave for Missouri over the week-end.

GEORGE ALLEN, program director of WABC, leaving by train for the West Coast. He will vacation in Spokane, his home town, which he will be visiting for the first time since 1925.

Radio-Phonograph Sales Up 153% In Dept. Stores

(Continued from Page 1)

Bank of New York. Increase was the highest in all commodity classifications. Report revealed that blanket sales increase for all department store products in the area was 30 per cent.

**COVER
THE
DETROIT
AREA
OVER
CKLW**

5000 WATTS
(Day and Night)
Mutual Broadcasting System

More Charges Heard At Ottawa CBC Probe

(Continued from Page 1)

I. A. Frigon, assistant general manager. Coldwell said that in 1940 the CBC board voiced "full and complete confidence" in Major Murray. But in March 1941, he said, the board reduced the authority of the general manager by giving added power to I. Frigon. He asked what had occurred between November and March, when the by-laws were amended to increase Dr. Frigon's powers by taking authority from the hands of Major Murray.

Cites Corporation's Growth

At a previous session, Morin had stated the action was taken "perhaps" because of lack of confidence in Major Murray's business and financial ability. But at yesterday's session, Morin said nothing had occurred between the issuing of the confidence statement and the amending of the by-laws. The corporation, he said, had grown to such an extent that it was not possible for one man to manage after all departments. The statement voicing confidence in Major Murray was issued immediately after the resignation of the late Alan Plaunt from the CBC board. Plaunt, following his resignation, issued a statement in which he charged the corporation was condoning serious internal conditions and irregularities.

Buchanan Letter Read

On Coldwell's request, Morin read the committee a letter written May 27, 1940, by Donald Buchanan who was in charge of talks on CBC programs. Buchanan, in his letter, stated his resignation and protested that the corporation had yielded to pressure of outside groups and had allowed serious deviations from the policy governing controversial broadcasts.

Wardon Graydon, M.P., questioned Morin on the Plaunt resignation. Plaunt had prepared a report on CBC personnel and organization at the request of the board. Graydon suggested it was natural that Plaunt would resign when a year had passed without the board even considering his report. Morin suggested it was Plaunt's health that caused his resignation. He said Plaunt's report had been studied by the board members individually and some of the recommendations had been put into effect.

Plaunt Matter "Private"

W. C. Claxton, M.P., Montreal, read to the committee a letter written by Plaunt, dated Jan. 20, 1940,

WARTIME PROMOTION

WIBW "Certificate"

"Certificate of Achievement," issued to every Kansas worker, who signs up one or more individuals in the "1942 Pledge Campaign" to increase the sale of United States War Bonds, has been designed by Art Holbrook, WIBW, Topeka, Kan., news commentator.

Certificate, which is suitable for framing, has a scroll border, and carries the heading "WIBW Certificate of Achievement," under which the name of the recipient, and the date is written in; explanation of what the certificate is for, follows the latter, and carries the signatures of Sen. Arthur Capper, head of Capper Publications, Inc., and Ben Ludy, general manager of WIBW. Two eagles whose wings meet in a large "V," and whose heads are framed in a circle of stars, form a background for the entire certificate.

WOV's Presentation

Copies are being distributed in the trade of the presentation, which won "special mention" at the NAB convention, for WOV, New York, consisting of facts and figures in response to the convention's Awards Committee's question, "What has your station done, and what is it doing, to effectively educate its audience concerning the war effort?"

Photostatic copies of typewritten figures of listening audience, maps showing station coverage, letters of correspondence with government officials, sponsors, letters of appreciation, and lists of foreign language broadcasts, comprise the 12-panel presentation. Each panel is 17 by 11 inches, with a black two-inch top carrying WOV in white letters, and a thin black border hemming the entire page.

On panel one is the title, the awards committee's question, and excerpts from RADIO DAILY of Tuesday's, May 12, paper, that give the results of the annual promotion competition, and listing WOV's "special mention"; a circle of black crayon is drawn around the excerpts. WOV broadcasts foreign language programs from 7:30 a.m. to 6 p.m., six days a week.

Quiz Show Salutes Mexico

As the second in the series of South American salutes inaugurated on May 15, "Double Or Nothing" dedicates its 88th consecutive broadcast over the Mutual network from 9:30-10 p.m. tonight to Mexico.

in which Plaunt asked that his report receive attention at a meeting to be held within a few days and which he would be unable to attend.

Plaunt also said in this letter that his future connection with the board would depend on this action. Morin said the letter was brought to the attention of the board *in camera* but there was no reference to it in the minutes because the letter was considered privately.

Major Gladstone Murray, general manager, will be a witness when hearings are resumed.

and shows a listening percentage of 55.9 out of a possible 100 Italian families in the New York area each broadcasting day, and through the presentation, lays claim that their station is doing the most, locally, of any other domestic station towards educating its audience in the war effort.

WFIL's Naval Radio Training

Recognizing the urgent need of the Navy for men experienced in sending and receiving code, WFIL, Philadelphia, is establishing a class in which young men of draft age will be given the opportunity to learn code sending and receiving along lines laid down by Naval authorities. Classes are to be conducted by WFIL engineers, who have evidenced their wholehearted cooperation with the Navy in no uncertain terms by the enthusiastic manner in which they have volunteered their services.

In addition, Roger W. Clipp, WFIL vice-president and general manager, has volunteered the use of the station's studios as well as providing typewriters, telegraph keys, etc. Course will be under the constant direction of qualified Naval officers. Class is expected to require approximately eight weeks of training on the basis of two classes per week.

"Know Your Groceries"

"Know Your Groceries," to be aired from the platform of the National Association of Retail Grocers convention in Chicago, June 8, CBS network, will answer millions of questions asked by consumers about wartime food problems, with five of the topnotch food industry experts in a special round-table broadcast.

American housewives, now vitally concerned about food shortages, rationing and prices, are being asked to submit to their local retailers, questions they would like to be answered on the broadcast. Acting as moderator for the five experts, will be William Costello, CBS writer and news editor. The broadcast is to be witnessed by more than 3,000 retail grocers attending this, the 45th, convention.

John Anderson on WNEW

John Anderson, drama critic of the New York "Journal-American," will be heard through the facilities of WNEW in a fifteen-minute talk in behalf of the United States Treasury Department on Monday, June 1, from 8:15-8:30 p.m. Patricia Collinge, author-actress, who appeared both on the stage and screen in "The Little Foxes" will also be heard on the program in an original poem written by her entitled "An Average Woman."

Ad Agency Formed

Stephen Webb, for the past twelve months with WAGE, Syracuse, has formed an advertising agency, Spitz & Webb Advertising, in Syracuse in conjunction with William Spitz, formerly head of William Spitz Advertising.

Receiver-Tube Copper Extended To June 30

(Continued from Page 1)

duction was to cease May 31. The extension does not refer to transmitting tubes.

The WPB is known to be reviewing the entire tube situation, and an announcement of a further extension—probably through Dec. 30, 1942—is expected, probably next week. If this extension is announced, it is estimated by Bond Geddes of the Radio Manufacturers' Assn., a total of 40 million tubes will be produced during 1942, comparing favorably with the 33,000,000 made last year. The possible joker, however, is the WPB copper branch, which has thus far shown no disposition to release copper for tube manufacture.

Silver a Possibility

Possibility that silver might be used as a substitute for copper loomed again as the Congressional "Silver Bloc" under the leadership of Senator Pat McCarran of Nevada, agreed informally to the use of silver for industrial purposes. Silver would be valuable especially for coating and plating, according to Geddes, probably not practical for wires.

Trammell Will Address Graduates Of DePauw

Greencastle, Ind.—Niles Trammell, president of NBC, will deliver the commencement address at DePauw University's 103rd commencement, Sunday, May 31. Trammell has announced that he will discuss "Broadcasting for Victory and Peace." Graduation exercises will be held in Blackstock Stadium, DePauw's new \$80,000 football field used for the first time this year.

Elliott Set To Announce "Waltz Time" On NBC

Larry Elliott, Treasury Department announcer, has been signed to announce "Waltz Time" on NBC for Phillips Milk of Magnesia on Friday nights. Elliott, formerly a CBS announcer, is now free-lancing and in addition to Treasury programs and his new assignment, does the announcing on the Fred Allen program, "The American Melody Hour" and the "Woman's Page of the Air."

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

THE PENTHOUSE
SERENADE
with
Latin American Tunes
Does
A SELLING JOB
IN PHILADELPHIA
WPEN
5000 WATTS 950 KC

Los Angeles

By JAC WILLEN

CHESTER MORRIS, film actor, will play the heavy role in the "Red Ryder" series.

Barbara Stanwyck and Gary Cooper visit C. B. DeMille's Lux Radio Theater Monday, and present a radio version of their screen hit "Ball of Fire."

James M. Landis, National Director of Civilian Defense, addressed the Los Angeles business men's forum of Town Hall, dedicated to public welfare, yesterday, which was broadcast over KHJ and the Don Lee network.

Dinah Shore takes time off from her two radio programs to record a new series of Victor records this week.

About the nicest thing being done socially for the locally encamped army and navy boys, aside from the formally planned entertainments, is the informal dancing after the Frances Scully "Your Blind Date" broadcasts, with so many of the staff girls and others contributing to a fine evening's entertainment via the dancing route.

Jack Benny's final broadcast before the summer layoff will emanate from Hollywood-NBC studios Sunday, May 31. Benny returns to the air Oct. 4.

The Bob Crosby deal with KMH for the duration of brother Bing's summer vacation period has been culminated. Bob will emcee the Kraft stanza again, starting with the broadcast of June 25 and continuing until mid-September, when Bing reports back for active KMH duty.

Lum and Abner will continue their four-times weekly program throughout the summer without taking the customary radio lay-off.

Dix Davis, 'teen aged "Stanley" on the Ransom Sherman ailer, is scheduled for screen tests at two major studios in the near future.

Look for new comedy characters on the Al Pearce stanza soon. He's been auditioning new voices this week. He'll hold second auditions for singers within the next ten days.

Arnold Maguire becomes the "triple-threat" man of the Hollywood Blue net staff by virtue of his new assignment on the Blue's "Tune Out Time" show. Maguire returns to "mike" duty as emcee of the show which he has been writing and directing since its first launching February 14 of this year. His first personal appearance on the broadcast will mark the first instance of the policy of the Blue Network to develop new personalities within the organization. Arnold is a veteran of radio, with many production and writing credits listed in his name since his beginning in the radio field in 1923.

Allison Ad Club Officer

Cincinnati—Chick Allison, director of the promotion of WLW, yesterday was elected a director of the Cincinnati Advertising Club. Allison has been with WLW for the past two years and before that was employed at KMBC, Kansas City.



Little Shots About Big Shots!

● ● ● Three officials of CJKL, Kirkland Lake, Ont., played a big part in the rescue of two RCAF ferry pilots who were forced down in a swamp in the Northern Ontario badlands while ferrying a bomber from Ottawa to Winnipeg. The fliers, lost Saturday, were located Monday, both being uninjured, and were brought to Kirkland Lake by A. Rogerson, manager of CJKL, and Duke McLeod, announcer. . . . McLeod and Rogerson, together with W. Lindsay, CJKL news director, remained on duty more than 48 hours without a break, sending out appeals and made every effort to locate the missing fliers. Flt. Sgt. Peter Kertland, Westmount, Que., and Leading Aircraftman A. C. Hales, Windsor, Ont.

● ● ● A telegram to Secretary of Treasury Morgenthau announcing its entire staff of 74 persons has pledged an average of 10 per cent of its income for purchase of War Bonds through salary deduction has been dispatched by Paul W. Morency, general manager in behalf of WTIC. The Bonds they will receive through their pledges will not be the first that the members of the broadcasting organization will have obtained as each member of WTIC already possesses one or more Bonds through salary deductions since January.

● ● ● WNEW, New York, will present a program tomorrow, 9:15 to 9:30 p.m., featuring Wing Commander Eric John Hudson, inspector general of the air raid precautions home service in England, that originates in the London studios of the BBC. Hudson will discuss the lessons learned by Britain's air raid workers from the recent German raids on the cities of Bath, Norwich, and Exeter, England. WNEW will carry the talk exclusively in a direct short wave pick up arranged with the BBC.

● ● ● WKBN, Youngstown, Ohio, recently carried a "Student Congress" program, in which selected students from surrounding schools appeared and presented their opinions in debate. . . . Idea grew out of the High School Forensic league convention held in Youngstown, when WKBN aired a part of the proceedings. . . . Through arrangements with the five Youngstown High Schools, students are chosen by intra-school competition, and represent their institutions in a "mock Congress" session. Schools alternate in introducing proper subjects and these topics are discussed a week prior to the broadcast. . . . Each school sends two "Senators," one to give a prepared talk, the other for rebuttal. In addition to the popularity of the program, show produced a junior announcer who has been added to the staff of WKBN.

● ● ● War Savings Department of the U. S. Treasury has accepted the tune, "Back Up the Red, White and Blue with Gold" as their theme song in raising funds—which adds another feather to Johnny Long's well-filled cap. At the moment, the Longfellows are the only outfit in the country who have recorded the tune. Johnny will probably become as closely identified with the tune as Barry Wood is with "Any Bonds Today?"

● ● ● Arch Oboler's "This Precious Freedom" was presented as a stage play, using radio technique as an art form since the play was not broadcast by a group of youngsters belonging to the Radio Workshop of the Lavanburg Homes last night at the Henry Street Playhouse. Directed by Jerry Morvay, the production—to which admission was a 10c war stamp—was designed to promote the sale of war stamps and bonds among the children of the Lower East Side.

Chicago

By FRANK BURKE

JOHN B. NAUSLER, formerly J KROS, Clinton, Iowa, is a new addition to WJJD's engineering staff. He replaces Harry Berg, who has enlisted and is stationed at Camp Grant, Ill.

Marvin Mueller will emcee at Jess Kirkpatrick will announce the new "Play Winsome" show which debuts on WGN, Wednesday, June 1, from 7:30-8 p.m. It was formerly heard on WBBM and is sponsored by Bowman Dairy Company.

Don Norman of "Your Date With Don Norman" program, heard on WGN-Mutual, leaves for New York this week-end and will originate his first show from the east coast June 1.

Donald McGibney, commentator, set for a new "Facts for Freedom" sustainer on WBBM which will be heard Tuesdays and Thursdays from 5-5:15 p.m. Paul Brenton, announcer will appear with the news analyst.

Bob Hope, radio's prize contribution to patriotic service, has accepted an invitation to be master of ceremonies to the United Nations Day patriotic festival in Soldier's Field Sunday afternoon, June 14. Ever sponsored by "Chicago Herald-American" expected to attract 150,000 persons.

"Play Winsome," local quiz show sponsored by Bowman Dairy, moves from WBBM to WGN on June 3. Half hour show starting at 7:30 p.m.

Charles Garland's 10th Division of the OGD at Des Plaines will stage a Victory Ball on June 20 to raise funds for the division office's activities.

Caesar Petrillo, WBBM musical director, has a new tune, "Keep The Smile," which was written in collaboration with Edward Ross and Nelson Shawn.

Muggsy Spanier, the orchestra leader, heard that the kid band at his old alma mater, St. Mary's Training School, near Chicago, were among his ardent admirers, so Muggsy sent them a batch of his latest recordings and some orchestra arrangements.

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

QUEST-ING

GREEN ORCUTT, golf expert, on "Dempsey's All-Sports Quiz," tomorrow (WOR-Mutual, 8:30 p.m.).

ADIA MORGAN and ALFRED on "Armstrong's Theater of Tomorrow" (WABC-CBS, 12 p.m.).

TRACY and ALAN on the "Show of Yesterday" program, Sunday (WJZ-Blue Network, 2:30 p.m.).

JONES, tenor, on the "Ca program, Sunday (WABC-Blue, 4:40 p.m.).

RICHARD STRUNA, Chicago commentator and former business executive of Czechoslovakia, and KUEBLER, professor of languages at Northwestern University, discussing "Are the Occident Countries Conquered," on the "Stand" program, Sunday (WABC-Mutual, 11 a.m.).

CREGAR, on the Bergen program, Sunday (NBC-Blue, 11 p.m.).

MORS PRENTISS M. BROWN of Michigan and JOHN HOLLIS of Alabama and REPS. A. GORE of Tennessee and F. FORD of California, on "How Can We Best Curb Corruption on Theodore Granik's Forum of the Air," Sunday (WOR-Mutual, 8 p.m.).

FOLDES, pianist, and MERRICK, baritone, on the "City Music Hall on the Air" program, Sunday (WJZ-Blue Network, 1:30 p.m.).

LAV MARTINU, Czech composer, on the Vera Brodsky program, Sunday (WABC-CBS, 11:05 p.m.).

BARZUN, Columbia University historian, discussing the life of U. S. Grant, on "Invention to Learning," tomorrow (WABC-CBS, 11:30 a.m.).

EARL OXFORD of Ft. Belvoir, N. J., on "Phil Spitalny's Charm," Sunday (NBC Red, 11 p.m.).

ROBERT J. SMITH of the Army School, Fort Benjamin Harrison, on "Wings Over Jordan," Sunday (WABC-CBS, 10:30 a.m.).

SAMUEL PETTENGILL, congressman from Indiana, and JAMES B. CAREY, secretary of the IO, discussing "Labor and War," on "Wake Up, America," Sunday (WJZ-Blue Network, 11 p.m.).

GEORGE S. WELCH, Pearl Harbor hero awarded the DSC, on "Army's 'Melody Ranch,'" Sunday (WABC-CBS, 6:30 p.m.).

Ad Council-Treasury Dept. To Open Big Drive June 15

(Continued from Page 1)

planation of the aims and objectives of the Advertising Council by Chester La Roche, Young & Rubicam president, and Dr. Miller McClintock, executive director of the Council.

Treasury Department's campaign is in connection with the "10% Payroll Plan" and employs radio and every other advertising media. It was prepared by the Treasury Department in cooperation with the Advertising Council and represents the efforts of the best brains in advertising. Professional application of sound advertising principles by men who have wide experience in the preparation of commercial copy was employed throughout in an effort to double the amount of U. S. War Bond purchases each month. Campaign is expected to break sometime around the middle of June.

Slogan Adopted

The theme of the new offensive is "Everybody Every Pay Day 10%" and this slogan runs through every medium of publicity and advertising which includes radio and all other media as well as presentations to the leading advertising agencies and advertising sponsors of the nation.

Not only will the employees be reached directly, but the thirty-four thousand larger employers of 100 or more persons and the thousands of other employers of less than that number, will get personal solicitations to join the new offensive on the home front. The new all-out drive shoots at a bull's eye in which the offensive is 90% employee participa-

tion and at least 10% of gross payroll investment in war bonds. No theater of activities or income will be overlooked. At least 10% of wages or income is sought from doctors, lawyers, dentists, farmers, teachers, clerks, shopkeepers, salesmen—but the one group which is overwhelmingly the largest, is the thirty-four million workers who are on plant payrolls.

Advertising Graphic

Radio and newspapers advertising copy designed for the new program is replete with the punch of wartime. Poster illustrations are graphic and dramatic. An attractive red, white, and blue lapel button is emblematic of 10% participation in purchasing of war bonds and signifies that the wearer has gone "over the top" in behalf of the fighting forces of the nation.

"This money is desperately needed to buy the guns, tanks, planes, and ships which we must have to survive and win this war and to give us security when peace comes" Henry Morgenthau, Jr., Secretary of the Treasury said in commenting on the new program. "Give us 10% from the thirty-four million men and women on pay rolls—give us 10% from the rest of the country and that billion a month goal will be more than reached."

According to officers of the Advertising Council this new drive is the most far reaching publicity and advertising campaign on a single issue—in this instance War Bonds—in the history of the country.

Mutual Will Broadcast Boys' Town Graduation

Graduation exercises at Boys' Town, world-famous Nebraska institution for under-privileged youngsters, will be heard over Mutual on Sunday from 3-3:30 p.m., EWT. Rt. Rev. Msgr. E. J. Flannagan, founder and director of Boys' Town will speak, along with Henry Monsky, Omaha attorney and International President of B'Nai B'rith. The Boys' Town A Cappella Choir will also be heard on the broadcast, which will originate through the facilities of KBON, Omaha.

Franz Von Papen Subject Of 1st In "Enemy" Series

Franz Von Papen, at present Hitler's Ambassador to Turkey, will be the subject of the opening broadcast June 16 of "The Nature of the Enemy," new CBS series which records the cruelty and treachery of the Axis leaders.

Others to be featured in subsequent programs of the series will be Paul Joseph Goebbels, Admiral Isoroku Yamamoto and Alfred Rosenberg.

Boston Fire Underwriters Honor WBZ With Award

The Boston Board of Fire Underwriters, established to reduce the fire loss in Metropolitan Boston, yesterday wired Westinghouse station WBZ congratulating the station on receiving the Award of Honorable Mention for outstanding fire prevention work during the past year. The award was made by the National Board of Fire Underwriters at the close of the Board's 76th Annual Meeting held here yesterday at the Waldorf-Astoria Hotel. The award was enthusiastically received by W. Gordon Swan, program director of WBZ and WBZA. Swan is a member of the fire department of Milton, Mass. Charles L. Powers, president of the Boston Board, said in congratulating the station, "We appreciate WBZ's contribution to our community and country, particularly in these days when the conservation of property and materials is a vital factor in meeting the requirements of war."

Korn Agency Appointed

A. Taxin & Sons, of Philadelphia, has named J. M. Korn & Co., Inc. to handle advertising and merchandising of Little America Frozen Foods Products.

AGENCIES

BEST FOODS, INC., will plug its mayonnaise products via trailer announcements on the "Post Toasties Time" program, formerly Maxwell House "Coffee Time," on NBC Red as part of a general campaign for the products this Summer. No other radio effort is contemplated, it was stated. Benton & Bowles handles.

CANCELLATION of its spot campaign by Lady Esther, Ltd., which had been started in a number of areas on a test basis, is part of a general advertising retrenchment by the firm pending a re-examination of its advertising policy. "Lady Esther Serenade" on CBS will be continued, however. Pedlar & Ryan is the agency.

JOSEPH E. LOWES, JR., has left the account executive staff of Ruthrauff & Ryan, Inc., to become advertising director of Fairchild Engine & Airplane Corp.

CHARLES A. POOLER has been named head of the research department of Benton & Bowles, Inc., succeeding John L. Bogert, recently elected a vice-president of Standard Brands, Inc.

H. CURTIS COLBY, formerly vice-president of Frank Presbrey Co. and for a number of years connected with Adradio Associates, has joined John A. Cairns & Co. as radio director.

JOHN M. CALDWELL, director of radio for Hood Products Corp., has resigned to devote his time to freelance writing and directing. Immediate plans include the scripting and producing of a series of institutional programs for a group of life insurance companies.

SAMUEL D. FUSON, for the past seven years vice-president and director of publicity for Arthur Kudner, Inc., has taken up duties as volunteer director of the Information Division, U. S. War Bond Pledge Campaign, it was announced by John T. Madden, chairman for the Greater New York area. Fuson is a naval veteran of World War I and is on full leave of absence from the Kudner Agency.

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

To the Colors!

M. H. STUCKWISH, chief engineer of WSOY, Decatur, Ill., has joined the signal corps and reports to the University of Illinois for training before receiving a second lieutenant's commission. Other WSOY employees in the armed forces are Bob Bruner, announcer, who is at officers' training camp in Palm Beach, Fla.; Marty Mueller, announcer, who is a radio instructor at Scott Field, Belleville, Ill.; Bob Uhl, control operator, who is a first sergeant at Camp Forrest; and Jim Sanders, announcer, whereabouts unknown.

—VVV—

RAYMOND KATZ, traffic manager of WHN, New York, has joined the U. S. Navy. His duties are being taken over by Arthur Weill of the WHN accounting department.

—VVV—

LARRY WEBB of the office staff of WJW, Akron, Ohio, is now training as a member of the United States Coast Guard at Philadelphia, Pa.

Dr. Watson Main Business Of House-Senate Conferees

Washington Bureau, RADIO DAILY

Washington—Controversy over the retention of Dr. Goodwin Watson as chief of the FCC's foreign broadcast monitoring service flared anew at the meeting of the House and Senate conferees appointed to work out the differences in the House and Senate version of the Independent Offices Bill. The Bill was scheduled to be put in final shape yesterday, for approval by the legislators but now another meeting has been scheduled for Monday.

House conferees are believed to be sticking by their guns, insisting that not a cent of the money allotted the FCC be used to pay the salary of Dr. Watson, alleged to have "Communist leanings." On the other hand, the Senate conferees are apparently insisting that the vote of their body, which did not forbid payment of Watson's salary, be respected in the drafting of the final version. The provision regarding Dr. Watson was stricken from the Senate version after a hot fight on the floor of the Senate. Administration forces showed rather more strength on this issue than they were expected to.

The Watson matter is the only point of difference between the two groups, according to Rep. Clifton E. Woodrum, Virginia Democrat and Chairman of the House Conferees. "The FCC appropriation will be left just as the Senate passed it," he told RADIO DAILY, "except for the Watson matter. What'll happen there, I can't say, but it is definitely a bone of contention."

Scripps To Army

Detroit—William J. Scripps, general manager of radio for the "Detroit News" which operates WWJ and W45D, has been notified of his appointment as a first lieutenant in the United States Air Forces and ordered to report for duty in Washington, D. C. He will be assigned to the communications branch of the Air Forces' ground service.

WORDS AND MUSIC

By Sid Weiss

OUR TOWN: Another triumph for radio: Peggy Knudsen, who has been doing commercials for Ivory Soap, jumps into the Jo Ann Sayres role in "My Sister Eileen"—which ain't bad jumping... Dinah Shore realizes a life-time ambition June 18th when she sings a duet with Bing at the L.A. Shrine Auditorium... "Reader's Digest" may foot the network bills for Elmer Davis' news periods via CBS... Frank Lovejoy, married to Joan Banks, was asked to join a poker game the other nite but excused himself with: "I'm sorry, but this is Banks' night!"... Jack Benny won't be on the Eddie Cantor show despite the report. Brooklyn's Hi Brown is directing no less than four major periods a week, including: "Bulldog Drummond," "Inner Sanctum," "Thin Man" and "Joyce Jordan"—which is nice going for a guy from Dodgerland... Al Kastner (NBC press dept.) marking time for an ensign's rating in the Navy... Phil Lord office looking for free-lance writers... Redd Evans just nixed a job in a nite club because they wanted him to take a frozen salary (same as he got in March). That month he didn't work!... Mel Spiegel appointed new associate editor of "Radio and Movie Guide" with Art Miller in the Army... The other day, in a Martha Atwell opus, legal question arose and Mike Fitzmaurice said he'd go out and 'phone the D.A.'s office for confirmation. The first guy he spotted as he left the studio was Tom Dewey—who supplied the necessary information!... WHN's Henry Gladstone has plenty of that good old Harry Von Zell-ousness in his announcing.

☆ ☆ ☆

The song, "Three Little Sisters," was never one of our top favorites—but Johnny Long's presentation of it is far and away the finest we've yet heard. We understand Kay Thompson rates the credits on the vocal arrangement. It's sock from beginning to end. Incidentally, Johnny's got the ropes up practically every nite at the New Yorker where he's knocking records into a cocked hat... Another tune destined for a tremendous build-up is Ben Lorre's "Knit One, Purl Two," published by Music Products, Inc. The "American Weekly" will introduce it to its seven and a half million readers via a double color page layout with words and music, plus illustrations by Russell Patterson. Glenn Miller has already recorded it under the Victor label—and transcriptions of the story of the song with Vera Barton at the mike and Jesse Crawford at the organ will be heard over 241 stations. The man behind the build-up is Jerry Kaye. Oh, Kaye, next stop "Hit Parade"!

☆ ☆ ☆

Carlo DeAngelo opens Sherman & Marquette's new radio offices here next week at 608 5th ave... Jerry McGill has been appointed chief scripter on the General Motors show... Street Scene: Joy Hathaway learning how to operate a new tractor on her Conn. farm... "Daughters of Uncle Sam" due to make personal appearances via theaters... Ann Eden back after a bout with a strep throat.

☆ ☆ ☆

RADIO TYPES: The executive's steno who quit her job in a rage because she caught her boss kissing his wife... The comic who lays down the law to his wife but has to accept all her amendments... The crooner who said he wouldn't marry until he found his opposite—so his pals introduced him to a beautiful, intelligent and cultured girl... The commentator who is such an isolationist he even refuses to put "English" on a billiard ball... The reformer who believes that what's none of his business is business... The actress who stops in front of a shop window to reflect... The ham who orders hiss-proof makeup... The press agents who hitch their braggin' to a star... The old maid who is working like a horse to get a groom... The sponsor who got such a shock when he looked out the window when his program was on and saw all the people who weren't listening to it... Radio's meanest musician who painted his mother-in-law's picture on his drum... The actor who married a woman with seven husky sons because he liked a strong supporting cast.

☆ ☆ ☆

—Remember Pearl Harbor—

NEW PROGRAM IDEAS

"Summer Safety"

Subject of safety series copy by "Uncle Harry" over WGT Chicago, is "Summer Safety at Home." It tells youngsters how to get the most out of their annual summer vacations, how to spend a safe vacation at home, presented in cooperation with the radio council of Chicago Public Schools. Broadcast is heard by the children in their classrooms, and suggestions are made by "Uncle Harry" as to how to spend rainy days, where to go and hints of how to help in the defense, by gathering old scrap tin cans and paper in their wagons and turning them into community salvage centers. The program is an example of what "Uncle Harry" tells them: "If you play ball in a vacant lot, be sure an away from windows. Instead of spending your money to repair windows, buy war stamps."

"Facts For Freedom"

"Facts for Freedom," a weekly analytical series, was introduced over WBBM, Chicago, as to the general public in understanding the day-by-day news of happenings on the "home front." Analyst Donald McGibeny, currently heard over WBBM with his interpretations, limits this news to domestic news affecting the average consumer. His analyses are on conferences with the Office of Price Administration, the Office of Emergency Management, the War Production Board, and other war-time agencies, encompassing rationing, price regulation, price taxation, conservation and other items of current interest to the American public.

Listener Criticism

To give listeners an opportunity to express constructive criticism of their community, their government, or the operation of WWVA, Wheeling, W. Va., George Skinner is conducting a weekly show of comment titled "With Malice Toward None." Listeners are urged to submit their suggestions for improving the American way of life in their particular communities. Skinner reads excerpts from letters with appropriate comment. George W. Smith, managing director of WWVA, has authorized the inclusion of the show to include comments about WWVA programs with a view to improving the service which can be rendered by the radio station.

Hollywood Show On M

West Coast Bureau, RADIO DAILY

Hollywood—"Movie Theaters Mutual coast-to-coast tonight" feature of the War Bond and Savings drive of the film industry. (Program will be heard in New York via WJZ from 11-11:30 p.m., EWT). Appearing on the show will be Edward Arnold, Red Skelton, Rise Stevens, Mary Main, Douglas MacPhail and Ina Manning. Ork and chorus will be under Meredith Willson's direction.

"Team-Up" Plan Package Innovation

(Continued from Page 1)
 The program cycle each of the sponsors will receive 52-week and effectiveness, it was stated.

"Wartime Approach"
 Calling it "a wartime approach to the problem," E. P. H. James, chief of promotion and publicity, said the new plan as "the first market insurance plan for advertisers who have been forced out of consumer sales picture by the war." He emphasized that it offered ten effectiveness at short-term advertisers, he said, gear their efforts in peace time to the actual results produced, but with sales longer involved, entirely new criteria are required and it was an attempt to meet this problem through "teamed sponsorship" angle developed.

Reservation of Market
 Reservation of markets and trade after post-war sales is a basically idea for manufacturers considered during war production, it was stated, but market insurance advertisement is essentially an investment feature, without possibility of immediate returns. While it is "a long job," the Blue continued, the most effective should provide continuity and frequency of results, yet costs must obviously be at a modest level.

The plan differs from a straight mention idea in several ways. A sponsor will receive opening using "mention" each week. Commercial will be devoted to sponsor every fourth week. In addition, it was stated, a sponsor each month is enabled to present greater detail his participation in war effort or plans for new products than if restricted to a "spot" on every program.

Standard Procedure Remains
 Under the plan, a sponsor is buying a 13-week campaign spread over a year's time, which his program is spotted every fourth week. However, by virtue of cooperative feature of the "rides along" on the inter-program, being mentioned in as explained.

Emphasized that the plan in no way disturbed the accepted, standard network broadcast structure or usual. Sponsors buy the standard minimum cycle, paying rate minus the usual (13-week) discounts.

Two Rules Set
 The plan and fast rules have been set by the Blue, in connection with "teamed sponsorship," in addition to the non-competing aspect. Manufacturers entirely without consumer sales will be able to sell programs sold under the plan. Most utilize the entire Blue network, currently, 128 stations. The plan is added to the network during the contract will be automatically added without extra charge, it was stated.

The plan essentially is a wartime innovation in network time sell-

NEW BUSINESS

WOWO-WGL, Fort Wayne, Ind.: Lehn & Fink Products Corp. (Hinds Honey and Almond Cream), 50 1-min. ETs, thru William Esty & Co., Inc.; Anthony Wayne Lamp Co. (Lamps), 26 partic., "Sue Gibson's Notebook," direct; Levy Bros. (Men's Wear), 23 15-min. baseball previews, direct; Stern's Fur Co. (Furs), 26 100-word anns., direct; West Swinney Park (Park) 26 100-word anns., direct; Orpheum Dry Cleaners (Storage), 13 100-word anns., direct; Shewmaker Oil Co. (Gas and Oil), 26 100-word anns., direct; Aulsbrook & Jones Co. (Retail Furniture), 26 100-word anns. and "Modern Home Forum" partic., direct; Cole Bros. Circus, Inc. (Circus), 15 50-word anns. and one studio program direct; Deisel-Wemmer-Gilbert Corp. (San Felice Cigars), 20 30-min. "Gangbusters" programs, thru Century Advertising Agency, Inc., Detroit; Marlin Wallpaper Paint Co. (Dutch Boy Paints), 30 50-word anns., direct; Bob Kreckman-West Swinney Park (Music), 96 15-min. remotes, direct; S. F. Brase (Oxydol), one partic. "Modern Home Forum," direct; Luggbill Bros. (Livestock dealers) 260 one-min. anns., direct; Lyons & Lyons, Inc. (Coat Storage), 26 100-word anns., direct; Walker Shoe Store (Dr. Locke Shoes) 13 100-word anns., direct.

WKRC, Cincinnati: Cincinnati Launderers' Assn., thru Mahlon B. Sheridan Co., 100-word anns.; Clarence H. Kaufman (Optometrist), thru Jesse M. Joseph Agency, 100-word anns.; Coney Island Co., 50-word anns., direct; Taystee Bread Co., thru Campbell-Mithun Agency, 50-word anns.

KROY, Sacramento: Planters' Peanut Oil (cooking and salad oil), William Winter newscasts, thru Raymond R. Morgan Co.; Brown & Williamson Tobacco Corp. (Avalon cigarettes), Harry Flannery's news analysis, thru Russel M. Seeds Co.; Sperry Flour Co. (cooking flours), Sam Hayes, news, thru Westco Adv. Agency.

KARM, Fresno: Planters' Peanut Oil (cooking and salad oil), William Winter newscasts, thru Raymond R. Morgan Co.; Brown & Williamson Tobacco Corp. (Avalon cigarettes), Harry Flannery's news analysis, thru Russel M. Seeds Co.; Sperry Flour Co. (cooking flours), newscaster Sam Hayes, thru Westco Adv. Agency.

ing, the Blue is offering several specific programs in connection with the deal at "package" talent prices. First to be offered is "Alias John Freedom," a sustainer on the network for the past month or two. Program deals with wartime activities, a theme which the Blue feels will lend itself most readily and naturally to non-selling sponsorship such as is envisaged under the new Blue Network policy.

Announced at a luncheon of adver-

KSFO, San Francisco: General Brewing Corp. (Lucky Lager Beer), dance ETs, thru McCann-Erickson, Inc.; J. A. Folger & Co. (coffee), Today's Best Buys, thru Raymond R. Morgan Agency; Sealy Mattress Co., news; Consolidated Drug Trade Products, anns. ETs, thru Benson & Dall Agency; Ex-Lax, anns. ETs, thru Joseph Katz Co.; Walter N. Boysen Co. (paint), news, thru Emil Reinhardt Agency; Beeman's Pepsin Chewing Gum (American Chiclet Co.), anns., thru Grant Adv.; Musterole Co., news, thru Erwin-Wasey & Co.; Far West Hobby Shop (antique guns), anns.; Safeway Stores (meats), anns., ETs, thru J. Walter Thompson Co.; O'Connor Moffatt & Co. (dept. store), anns., thru Ruthrauff & Ryan; Golden Gate Theater, anns., thru Stodel Adv. Co.; F. Lagomarsino & Sons (alfalfa seed), "Farm Journal" participation, thru C. Ewing Kelly Agency.

WCAE, Pittsburgh: Ross for Governor Campaign, thru M. K. Mellott, one 15-minute program; Max Azen, Inc., thru F. A. Ensign Agency, three anns. weekly for six weeks; "Liberty" magazine, thru Erwin, Wasey & Co., 100-word anns.; Quaker Oats, thru Sherman K. Ellis, two anns. daily, three times a week for three months; Retail Credit Assn., one 50-word anns.; Rosenbaum Co., thru Elsie Lichtenstul, evening station break, Sunday thru Friday for one year.

WHN, New York: American Cigarette & Cigar Co. (Pall Malls), thru Ruthrauff & Ryan, 84 anns. weekly for eight weeks; Warner Bros., for "Yankee Doodle Dandy," thru Blaine Thompson Co., Inc., two anns. daily throughout the baseball season; Procter & Gamble (Lava Soap), thru the Biow Co., 18 anns. weekly for 26 weeks; Pan-American Coffee Bureau, thru Buchanan & Co., 24 half-minute ETs weekly for eight weeks.

WWRL, New York: Flex Arch Shoe Shop, three anns. weekly for 13 weeks, direct; James Prowse, three anns. weekly for 13 weeks, direct; Diana Dress Shop, one ann. weekly for 13 weeks, direct; Food Health Institute, four 5-min. programs weekly for eight weeks, thru Herbert Albert Agency; American Express Co., two anns. weekly for six weeks, thru Caples Co.; Bolle & Detzel (furniture), two anns. weekly, indefinite, direct.

tising trade paper representatives yesterday, the new policy should be of interest to a large number of potential advertisers, James said. He revealed that the Blue had compiled an incomplete list of 112 firms, all formerly national advertisers, now entirely converted to war work, with the list growing day by day. He pointed out that in some cases it might be possible for a single agency to pool a number of its own accounts to take advantage of the new policy.

'Language' Men Upset Following FCC Talk

(Continued from Page 1)
 quarters at the NAB which offered them full facilities without charge. Understood that several conferences were held in the Capital including one at the censorship office, but that after a confab at the FCC the Foreign Language Committeemen suddenly seemed non-plussed and saw themselves further away from their objective than when they first arrived in Washington. Chief surprise for the "language" men is reported as being the attitude of the FCC (Chairman Fly in particular) toward the NAB and discouragement of using the NAB for its headquarters. Since the language men are members of the NAB for the most part and since they above all do not wish to antagonize the FCC, the Committee is now thinking up ways and means of making progress and keeping themselves and everybody happy.

Hersholt Award From N. Y.

More than 9,000 scripts have been submitted for the "Dr. Christian" Award of \$2,000, and Jean Hersholt will come to New York from Hollywood to present the winning drama on Wednesday, June 10. The "Dr. Christian" program is to originate in Manhattan from June 3 through June 24. It is heard from 8:30-8:55 p.m. over WABC-CBS.

Proving that many doctors and nurses also are writers, many submitted scripts were authored by members of the medical profession. Contributions came from people of all ages and professions—ranging from those whose business is scripting to high school students.



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