



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 20, NO. 1

NEW YORK, N. Y., WEDNESDAY, JULY 1, 1942

TEN CENTS

Fly Resumes Testimony

Allocate OFF Items For Sponsored Games

Washington Bureau, *RADIO DAILY*
 Washington—Government messages will be allocated on commercially sponsored broadcasts of baseball games, under a plan which will be inaugurated next Monday, July 6 by the new Office of War Information. Line-up for the first week will include 20 different advertisers, using a total of 133 stations, it was announced yesterday by Douglas Meser-

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Infringement Suit Decided In BMI Favor

Infringement suit brought against BMI and several writers involving fine songs, including two important ones, was dismissed after trial yesterday, by Federal Judge John Bright, in the U. S. District Court for the Southern District of New York. Suit was filed by Ira B. Arnstein. Two hit songs involved were "Frenesi" and "I Hear a Rhapsody." Judge Bright in his decision said in part that a so-called plagiarism

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WQAM Files Charges Against NLRB Examiner

Miami—Charges that a National Labor Relations Board examiner had shown a profound disregard for the testimony in his recommendations were filed by station WQAM in its appeal to the board from the findings of Trial Examiner W. P. Webb. WQAM cited 33 instances in which claims Webb had deliberately re-

(Continued on Page 5)

Major Developments

Washington—Two of radio's leading Washington commentators—Albert L. Warner and Robert S. Allen—have been commissioned majors, and assigned to the army's Bureau of Public Relations. It was announced yesterday. Warner goes on active duty tomorrow. Allen, of the newspaper-radio team of Pearson and Allen, goes on active duty July 6.

Covering Ground
 Toronto—When Lucy Monroe appeared last night at a community sing in the Exhibition Grounds, she made her 172nd appearance for war activities thus far in 1942. Tonight she will be the guest of the soldiers at Camp Borden, largest army camp in Canada, as part of the celebration of Canada's War Week. Since January, Miss Monroe has travelled 1,800 miles.

Deny FCC Petition To Hurry Web Action

Seeking to obtain an earlier decision by at least three months to learn whether or not there is to be a trial in the injunction suits brought by NBC and CBS, the FCC yesterday sought to petition the Federal statutory court in New York for a hearing on July 7, instead of October 8, and had petition denied. In the meantime the action recently by the U.S. Supreme Court remanding the suit back to the U.S. District Court, automatically continues the stay

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"Duffy's Tavern" Switch Near Closing Stages

Negotiations for the sponsorship of "Duffy's Tavern" by Bristol-Myers Co., on the Blue Network, have been going on, but contracts sealing the arrangement have not been signed, according to Young & Rubicam. Reported, though, that the switch from

(Continued on Page 2)

Miller Lauds Radio Engineers For Progress In War Research

Night Baseball Games Taken Over By WMCA

Twilight and night baseball games on the Yankee and Giant schedules will be broadcast exclusively, starting today, by WMCA. Previously, the games had been farmed out to WOV and WNEW by the co-sponsors, General Mills and R. H. Macy & Com-

(Continued on Page 2)

Believes Great Post-War Radio Boom Will Be Hampered By Provisions Now In Sanders Measure

Swing Disk Previews For Overseas Forces

New series of programs for the U.S. armed forces throughout the world was inaugurated last night by WRUL, Boston shortwave station, a feature of which is a preview of hot swing recordings. Other items are guest stars and special edition army news prepared by the newspaper "Yank." For the next three weeks, excerpts of Irving Berlin's "This Is the Army,"

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AFRA-Talent Agents In New Contract Huddle

Though the contract between talent agents and the American Federation of Radio Artists has 16 more months to run before expiration in November, 1943, attorneys for both parties have been conferring on possibilities of

(Continued on Page 2)

Huge Salvage Campaign Allots \$200,000 For Spot

Middle of this month has been set for the launching of an over-all salvage campaign under the auspices of the War Production Board and placed by McCann-Erickson agency,

(Continued on Page 2)

Washington Bureau, *RADIO DAILY*
 Washington—Emphasizing his opposition to the initiation at this time of a study of the network licensing problem called for in Section 7 of the Sanders Bill, James Lawrence Fly, Chairman of the FCC, declared before the House Interstate Commerce Committee that such a move would have an adverse effect upon the expected business expansion during the post-war period when, said the FCC Chairman, "I have the greatest hopes that both television and FM will be important factors in staving off any possible depression in the industry."

Fly painted a graphic picture of a

Average Blue Net Up 100% In Past 6 Years

The average number of stations used by sponsors of evening network programs on the Blue has increased over 100 per cent in the past six years, according to a report made by Edgar Kobbak, executive vice-president. Ten sponsors, currently, are

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Sees Canada "Satisfied" With Solicitation Control

Ottawa—New regulations restricting appeals for funds over the radio are proving highly satisfactory, Major Gladstone Murray, CBC general manager, declared in continuing evidence

(Continued on Page 5)

"Today's News"

Helen Hielt, commentator of "Today's News" on the Blue Network, receives frequent communications from various parts of the country describing tie-ups with the program, which is now offered on a cooperative basis. Latest, from North Carolina, tells of a red, white and blue "Helen Hielt Barrel" in Court House Square for scrap rubber, iron, etc.

RADIO DAILY



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FINANCIAL
(Tuesday, June 30)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	110 1/2	110 1/4	110 1/4	1/4
Gen. Electric	25 3/8	25 3/8	25 3/8	—
RCA Common	3 1/8	3 1/8	3 1/8	—
RCA First Pfd.	51	51	51	1/2
Westinghouse	69	68 3/4	69	3/8
Zenith Radio	13 3/4	13 3/4	13 3/4	—

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	1 3/4	2
Stromberg-Carlson	5 1/4	6 1/4
WCAO (Baltimore)	14	17

Movie Firm To Query Public's Air Preference

Twentieth Century-Fox will try to get a line on the film public's news and radio preferences via 10-page questionnaire which Richard Condon, the company's publicity manager, will send out to all exploitation and theatermen in cities of 100,000 or over. The exploiters and exhibitors will be delegated with the duty of having the questionnaires filled out by the local papers and radio stations. One purpose of the questionnaire is to find out which programs are preferable for the merchandising of star talent.

NOT JUST MONROE COUNTY

but WHAMland

43 counties . . . 18 trading centers . . . 900,000 radio homes . . . 5,305 factories . . . 140,518 farms.

WHAM
ROCHESTER, N. Y. — "THE STROMBERG-CARLSON STATION"

Not' Rep. George P. Hollingsbery Co.
50,000 Wats. . . Clear Channel . . . Full Time . . . NBC Blue and Red Networks

Night Baseball Games Taken Over By WMCA

(Continued from Page 1)
pany. Daytime games remain with WOR-Mutual. Mel Allen will handle the play by play descriptions on the WMCA broadcasts. In all there are still 19 games on the late schedule. Ten are at night and nine at twilight. The first via the WMCA wires will be aired tonight, starting at 9 p.m., from Philadelphia. Thursday twilight show, 7-9 p.m., will be at the Polo Grounds. Out of town schedules will be picked up on wire reports. In the WNEW baseball deal, it is understood that the station contracted to do 29 night games, of which 9 were broadcast. With the ruling against certain night games by the War Department which brought in many twilight games starting at 7 p.m., WNEW found it would cut into established contractual obligations.

Swing Disk Previews For Overseas Forces

(Continued from Page 1)
will be part of the show which is beamed to all expeditionary forces Tuesday evenings 5-5:30 p.m. Show can be heard here on 6.4 megacycles. Last nights premiere included Alice Marble, Staff Sgt. Dwight Cooke and Major General Thomas A. Terry. Another new series over WRUL, which starts today is designed to inform the English speaking world about the isles of the West Indies. Program is entitled "The Vagabond Traveller" and is on Wednesdays at 7:20 p.m. and Sundays at 5:30 p.m.

BVC Sees 24-Hour Okay For Vital Replacements

Washington Bureau, RADIO DAILY
Washington—Twenty-four-hour approval on requests to the WPB for vital replacements on transmitters was reported yesterday by the Broadcasters' Victory Council. If reserve tube and equipment stocks cannot be replenished on the basis of the blanket 3-A priority accorded the industry, BVC advises would-be purchasers to obtain Form "PD-1A" from their nearest WPB regional office. Heading and envelope should be marked "Classification 11-20." The filled-in blank should be mailed to the War Production Board, 2202 New Post Office Building, Washington. BVC comments: "We understand that as many as from 25 to 50 such requests are being handled daily by the WPB. Approval may come back to you in as short a time as 24 hours. It's been known to happen." Worn-out bottles in replacement tubes with a rated plated dissipation of 100 or more watts should be turned into the manufacturer from whom the new tube is purchased, BVC further points out.

Sylvan Taplinger Resigns
Sylvan Taplinger, for the past five and a half years with the Ted Collins office, has resigned. Future plans were not revealed, but he is considering two commercial offers in addition to Uncle Sam's armed forces.

AFRA-Talent Agents In New Contract Huddle

(Continued from Page 1)
opening negotiations now for the contract's renewal. Martin Gang and Adrian MacCalman, West Coast attorneys for the agents, were in town, meeting with I. Robert Broder, who was representing the New York agents, and Henry Jaffe, attorney for the union. Latest huddle was yesterday afternoon. George Heller, on behalf of the New York local of AFRA, reached a partial agreement with CBS covering staff announcers and assistant directors on WABC. Contract, which will go into effect July 2, calls for mediation, in August, of the two points which could not be agreed upon at this time. Stumbling blocks cover union's request for increases other than those granted in the contract, and the length of term of the pact. Negotiation represented probably one of the last of union contracts handled by Lawrence W. Lowman, vice-president in charge of operations at CBS. I. S. Becker, who is taking over some of the labor relations' functions of Lowman, sat in on this signing also. Results of mediation late this summer will be retroactive to July 2.

Huge Salvage Campaign Allots \$200,000 For Spot

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New York. Campaign is underwritten by members of the American Iron and Steel Institute who have contributed a total of \$1,500,000 for the program. It is expected that additional money will be forthcoming from other sources before the drive gets under way. Of the total, \$200,000 has been allocated to spot radio thus far.

Infringement Suit Decided In BMI Favor

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a song must be so arranged that the average public's ear must immediately detect the similarity and not be one that can only be detected by music critics or other experts. Which inferred that unless the average radio listener or piano player knew the difference there was no harm done the original piece.

Swalm's Swan Song

E. Townsend "Tod" Swalm of the RADIO DAILY staff has enlisted in the U. S. Army under the Volunteer Officer Candidate plan, and reports for induction tomorrow. Swalm, who was a member of the RADIO DAILY staff for the past two years, was guest of honor at a luncheon thrown in his behalf yesterday by friends in the trade, at the Hickory House.

Corwin In London

Norman Corwin has arrived in London to write and direct a series of seven Monday evening broadcasts, starting July 27, to tell the United States how British citizenry is reacting under combat conditions. The programs will be heard on CBS from 10-10:30 p.m., EWT.

COMING and GOING

HULBERT TAFT, JR., general manager of WKRC, Cincinnati, leaves today for Chicago, where he will attend the meeting of Mutual board of directors and stockholders.

LESLIE H. PEARD, JR., commercial manager of WBAL, who arrived from Baltimore on Monday, left last night for his Maryland headquarters.

T. CARRAL, of XEOW, Mexico City, is in New York on station and transcription business.

ALAN REED, who has been signed to a film contract, leaves for Hollywood at 4 p.m. this afternoon.

STEPHEN R. RINTOUL, owner of WSRR, Stamford, was here yesterday for conferences at the offices of the Blue Network.

GORDON LLOYD, of the WJZ sales staff, has left by plane for Slou City, Ia., where he will visit his grandparents.

OLGA COELHO, Latin-American soprano heard on CBS programs, in Washington for a concert to be given tonight under the auspices of the Pan-American Union.

EDWIN C. ALLEN, general manager of WIBA, Blue Network outlet in Atlanta, in New York for a short visit on station and network business.

WILLIAM F. MALO, commercial manager of WDRC, Hartford, is on a short business trip to New York.

WALTER KOESSLER, general manager of WRCK, Rockford, Ill., who had been in town visiting with the local representatives of the station, left by plane last night for the home offices.

ED BROWNE, of National Concert and Artists Corp., will leave Thursday on a short holiday trip.

LYMAN BRYSON, educational head at CBS, is in Denver for the three-day meeting of the National Education Association. He will leave for New York tonight.

"Duffy's Tavern" Switch Near Closing Stages

(Continued from Page 1)
CBS to the Blue would take in the 8:30-9 p.m. spot on Tuesdays, and that the program would be used on an extensive network lineup. "Tavern's" current 9-9:30 p.m. spot on CBS has been sold to Lever Bros., for the Tommy Riggs "Betty Lou" show for Swan Soap as a Summer filler, pending the move of the Burns and Allen show to the Tuesday CBS slot in the Fall, from the NBC Red position of the past season. Should the B-M "Tavern" deal go through, it will be for a Fall inaugural.

THE SMOOTHEST SHOW
ON RECORDS SHOW
WOODS AND MUSIC
SELLS
IN
PHILADELPHIA
WPHN
5000 WATTS
950 KC

Deny FCC Petition To Hurry Web Action

(Continued from Page 1)
granted against FCC enforcement of its network monopoly regulations.

Papers in behalf of the government agency were filed by U.S. Attorney Mathias F. Correa, before the statutory court comprised of Federal Judges John Bright and Henry W. Goddard. Third member, Justice Learned Hand, was absent.

The government contended that under the Urgent Deficiencies Act, the hearing should have precedent. Also the FCC was of the opinion that there is an unnecessary delay of three months in which to learn what the next move is to be and thus attorneys could use this time in which to prepare their case and thus expedite matters. The court set the October 8 date on June 18.

Summary judgment was sought by the FCC on pleading alone and sans testimony, but the court denied the plea to be heard. This means that on October 8, or as soon thereafter as the calendar permits, further hearing on the status of the injunction will be held.

FCC Chairman Fly recently told the House Interstate Commerce Committee that NBC had but few modifications to make regarding the proposed chain regulations, but that CBS had yet to comply with various rules as set down in the regulations.

Permanent-Record Promotion

A Columbia Pacific Network exploitation venture which has received wide public interest and approval is the presentation of attractive brochures depicting outstanding broadcasts. The idea back of this type of promotion is that a brochure can be kept and used as a reference, whereas the radio program once heard is gone forever. One such brochure, made as a matter of distributing and preserving a public record of an important broadcast, was that depicting the United States Model Aircraft Project held during Boys' Week at Columbia Pacific Network's key station KNX at Columbia Square, Hollywood. This twelve-page presentation uses an attractive cover picture of the 2,000 model planes exhibited on a big V in the forecourt of the Columbia Square Theater in Hollywood. Inside are pictures of all persons who took part in the broadcast, and alongside and beneath are the radio speeches and addresses given, thus making a permanent record for future use and reference. Notables, who took part in the broadcast are pictured on the inside of the Model Aircraft Project booklet. Copies of the brochure were mailed to high-ranking aviation and education executives and officials throughout the country.

WJZ Display At NIAA Confab

An exhibit, promoting WJZ's all-night recorded music program, "Say It With Music" will be displayed at the war conference of the National Industrial Advertisers Association in Atlantic City this week, to point out to manufacturers the importance of labor relations. Display will also tie in with the conference subject, "The War Production Drive and Relation Programs."

News Preference Survey

Thirty and eight-tenths per cent of the 10,576 New Yorkers interviewed during March 8-15, and April 6-19, listed WOR as a preferred station when asked which station they would dial first upon reaching home, if on the way they had been told or noticed an important headline in the newspapers. Survey was conducted by Crossley for WOR's "Continuing Study of Radio Listening."

Oilcloth Banner

Oilcloth banners promoting Mildred Bailey's "Modern Kitchen" program on WTAG, Worcester, have been distributed by the station to all participating sponsors of the show. Calling attention to "the food program everybody likes," banners are hoisted on trucks and windows.

CBS Program Men On Four-Day Junket

Four-day junket of the CBS M&O station program directors which ends sometime tomorrow has resulted in a full tour of the network facilities, study of news and research, conference and roundtable discussions, with particular stress on programming via conferences with Douglas Coulter, CBS Director of Broadcasts.

Plans now being developed will be subsequently revealed by CBS after they have been fully worked out. Group of eight out-of-town men are in attendance plus those from WABC. The visitors are: Lloyd De Castillo, of WEEI; Chas. Crutchfield, WBT; Walter Preston, WBBM; Russ Johnston, KNX; Al Sheehan, WCCO; Tiny Renier, KMOX; Richard Linkerum, WJSV and Lionel Baxter, of WAPI.

George Allen and Dick Swift, represented WABC, while others attending the various "sessions" include members of Radio Sales.

Bagar To Bat For Cook

Robert Bagar, music critic of the New York "World-Telegram" has been assigned to bat for Alton Cook, radio editor, during the two weeks Cook is on vacation. Cook leaves this week-end. Bagar's first column will appear next Monday.

there's
a far simpler way

Time was when advertisers had to tackle the New York market in an expensive, elaborate way. Big name programs... Big stations... Big appropriations... in order to make a real radio impression in New York.

WMCA has changed all that.

By laying back its audience-building ears and hitting a terrific stride in programming... like winning a pair of national awards two years in a row and broadcasting New York Times bulletins every hour on the hour... WMCA has stepped far out of the small, independent station class in prominence and prestige. Offering advertisers their first opportunity to use a low cost quality station to reach and sell New York radio families.

Have you listened to WMCA lately?

FIRST ON NEW YORK'S DIAL • FIRST WITH THE NEWS



the changing new york radio scene

Western Rep.: Virgil Reitor & Co., Chicago

wmca



Los Angeles

By JAC WILLEN

A BABY GIRL was born to Mrs. Harlan Hobbs weighing eight pounds one ounce, at the Cedars of Lebanon Hospital, at 12:13 p.m., Wednesday night. Gail Patrick, God-mother of the baby, kept Hobbs company, pacing up and down the hall, awaiting the arrival of the baby. She has been named Mary Gail.

KFI-KECA is very timely with its decision to give prizes to Boy Scout troops turning in the most rubber in the current scrap drive. Station is offering \$250; \$150; and \$100 as the prizes for the three troops accounting for the most rubber.

Two Eddys, both natives of Pawtucket, R. I., met for the first time backstage at CBS' Vine Street Playhouse the other day. One, Eddy Nelson, stars on the "Old Gold" program, the other, Eddy Arthur, operates a publicity office serving "Big Town" and other accounts. They are members of the same family which came to Massachusetts from England in 1630.

A most unusual letter received by Paul Franklin, producer of the "Red Ryder" show over Mutual and KECA, is one from a Navajo Indian living on a reservation in Arizona. The correspondent claims he is a relative of "Little Beaver." However, "Little Beaver," as everybody knows, is Tommy Cook, who is strictly a white boy.

Victor Borge, who has just drawn his second renewal on the Bing Crosby program has a unique record among radio artists; he was given a permanent contract at the end of his first guest spot on the show—and his first network broadcast in English.

Now that Fibber McGee and Molly have wound up the current season, Maestro Billy Mills will take a three-week rest before embarking on his summer musical schedule—his first vacation in three years.

The Merry Macs have opened the summer resort season at the Commercial Hotel, Elko, Nev.

Hal Hudson, program manager of the Columbia Pacific network, announced the appointment of Ken Niles as a CBS staff producer. Niles' first assignment will be "Hollywood Showcase" starring Mary Astor as Mistress-of-Ceremonies.

Actress Beth Harrower belatedly announced to Al Pearce colleagues this week her marriage, May 16, in Bakersfield, to Aviation Cadet H. C. Seabold.

Connie Haines and Bob Carroll will be the vocal stars on the Meredith Willson-John Nesbitt summer show, which started this week on NBC.



The Informer!

● ● ● Two hot deals pending for Al Jolson now—further discussions to take place on Jolie's return from his present tour of army camps! (The only other passenger aboard a plane to a remote army base with Jolson on one of his trips to Alaska—was a cow!—being flown to give fresh milk for men in the infirmary!)...Bob Hannon will be the permanent singer on the Texaco summer series. Report that Kenny Baker may not be with Fred Allen next season leaves Hannon as the possible sub!...Kay Kyser will entertain boys in the armed services stationed in Alaska, Panama and Porto Rico next fall. Arrangements are being worked on now... Jack Pearl is under consideration for a half-hour stanza...Fracas between Eddie Cantor and Bristol-Myers has been straightened out. Many believed that the result would be a "divorce"...Will the Andrews Sisters be on the Abbott & Costello stanzas next season?...Lum 'n' Abner will air their four-times-weekly shows from the RKO lot while making a picture there...Frank Parker premieres the Archibald MacLeish-Kurt Weill number, "The Song of the Free" on the Coca-Cola show Sunday...Tim Marks is back at his desk with fantastic tales anent his vacation... "For Us The Living" is the new series by scripters Peter Lyon, Robert Richards and Robert Tallman, who were contributors to the original "March of Time"... Two weeks before the FBI nabbed the submarine-landed Nazi saboteurs Ed Byron dramatized a similar story on "Mr. District Attorney"... The Blue net has corralled two special half-hour programs which will plug "Holiday Inn"; the first is on August 4 at 9:30 p.m. and the second on the 28th with film notables participating!...Abe Olman, general manager of the Robbins Music Corp., left for the coast yesterday.

● ● ● We're tickled to hear that Phil Kornheiser joins Abner Silver's music firm as general manager Monday!...Bob Garred, announcer on the Nelson Eddy programs, has just finished 15 transcriptions for the OEM-salvage drives!...Ted Maxwell is the new writer on the CBS "Bright Horizon" shows... Two picture studios are angling for the flicker rights to "Assignment to Berlin," CBS war correspondent Harry W. Flannery's story of experiences in the Nazi capital... David Levy, director of "We, The People," authored "Tag Number 1,184,163" which the "Workshop" airs this Sunday... Robert Weede rejoins "Great Moments of Music" July 8th after a southwest concert tour... Alfred Lunt without Lynn Fontanne, makes his first sponsored radio appearance as Alexander Hamilton on "Cavalcade of America" Monday... The Blue Network will carry the testimonial luncheon to Chinese Ambassador Dr. Hu Shih on Monday from the Luncheon Club atop the RCA building... Louise Fitch is the latest addition to "Bachelor Children"... Doesn't Mildred Fenton look stunning these days?... Lurene Tuttle turned in another magnificent job when she was suddenly called to fill Jane Wyman's role on the "Stars Over Hollywood" stanza last Saturday. La Wyman was taken suddenly ill and Lurene jumped in without a rehearsal but a fine feeling for the role!... We love Jimmie Fidler's story about Bing Crosby's four sons. Seems that Bing will send the boys to four separate summer camps this year—because no camp could tolerate more than one at a time!... It's definite now that Ted Husing will be permanent emcee on the General Motors program from army camps!

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

TWO new shows have been announced by WBBM. "Don McGibney and the News" will be heard three times weekly on the air for twenty-two weeks starting today, for Interstate Bakeries, of Kansas City. "Do You Remember?" is the title of the musical show featuring the voices of Vera Lane and Russ Brown, which will be heard Saturdays from 9:30-10 p.m.

Another new sustainer called "Great Lakes Community Songfest," which will originate at the Navy Station and will feature the choir is being lined up for Thursday night broadcasts.

Seventy-five hundred persons paid 53,000 pounds of rubber and 585,000 pounds of scrap metal to attend the "National Barn Dance" broadcast at Bloomington, Ill. The other night Admission to the broadcast was on the basis of 100 pounds of metal or 50 pounds of rubber for each person.

Veteran producer Henry Sellinger who worked with Clara Lu 'n' Em on their original air appearances, is with them again on their new series at CBS. Announcer on the show is Bret Morrison.

New spot business at WMAQ includes an order from Lever Brothers, through Ruthrauff & Ryan, for 56 announcements between July 29 and Sept. 11; an order from "Reader's Digest," through BBD&O, for 33 announcements and one from Firestone Tire & Rubber Co. for 10 weekly announcements through Aug. 17.

WBBM has prepared a war directory for the benefit of Chicagoans who wish to enlist their services in the current "work-fight" program. Directory contains information about the armed forces, positions in the government and in war industries. It was compiled in connection with the station's weekly broadcast, "Today's War and You."

Michael Roy, rotund purveyor of playful patter, took over the emcee job on Monday, Tuesday and Wednesday sessions of the "Club Matinee" of the Blue Network when Garry Moore left on a two-weeks' vacation.

Cab Calloway, playing the Chicago Theater this week, does his Blue Network "Quizzicale" show from the local studios today.

Joe Emerson will break up his month's vacation by making a personal appearance Sunday, July 19, at the Minneapolis Aquatennial in Powder Horn Park.

Radio's most avid followers these days are the students of NBC Northwestern University Summer Radio Institute who make daily visits to the NBC studios in Chicago in quest of practical information.

RAY WINTERS ANNOUNCER

5 Years With Paramount Newsreel
2 1/2 Years With Manufacturers Trust Co.

LA 4-1200

THOMAS J. VALENTINO, Inc.
MAJOR SOUND EFFECT RECORDS
OFFERING THE "LAST WORD" IN SOUND EFFECTS
SEND FOR CATALOG
1600 BROADWAY NEW YORK, N. Y.

Average Blue Web Up 100% In Past 6 Years

(Continued from Page 1)

More than 100 network stations have also been a steady increase in scope of commercial program for the past three months, according to statistics.

In February as an example, surveys show that in 1936, evening commercial programs averaged 31 stations, whereas February of 1942 listed 70, but in April figure rose to 70, but in April figure rose to 72 in May.

In this six-year period, the Blue's commercial evening programs ranged from 20 to 29 in number for the year, over the years, for the February, the station extent was as follows, being consecutive for the years starting with 1936: 31, 35, 37, 41, 51 and 70.

Of 10 current sponsors using more than a 100-station network are: Adam Sikes, more than 100 stations for prize fight broadcast; Affiliated Stations, for Edna Wallace Hopper series, "John's Other Wife," 122 stations; Anacin Co., "Just Plain Living," 122 stations; Bayer Co., for aspirin, "Second Husband," 122 stations; Bristol-Myers Co., for "Songs by Dinah Shore," 107 stations; Ford Motor Co., news by Godwin, 107 stations (beginning in 1942); Andrew Jergens Co., for tooth lotion, "Jergens Journal With Dr. Winchell," 107 stations, and Woodbury soap, "The Parker Story," 110 stations; Pepsi-Cola Co., "Savings Bond Jingle Contest," 122 stations; Charles H. Phillips Chemical Co., for Haley's M-O, "Amanda on Honeymoon Hill," 122 stations; R. L. Watkins Co., for Dr. Williams' tooth powder, "Amanda on Honeymoon Hill" and "Second Husband," both 122 stations; and Wyeth Chemical Co., for Hill's cold tablets, "John's Other Wife," 122 stations.

WQAM Files Charges Against NLRB Examiner

(Continued from Page 1)

WQAM to consider plain evidence of unfriendliness towards organized labor. In his finding that Fred Handrich, former WQAM employee, was ordered to back pay and restoration to his position.

WQAM charges against Webb and the NLRB. The charges of the case are included in an appeal of the radio station to the NLRB from Webb's rulings.

WQAM flatly charged that Webb practically disregarded the testimony of all witnesses except that furnished by Handrich, the complainant, who had charged Miami Broadcasting Co. with unfair labor practices. Twenty witnesses testified in the hearing.

WQAM, by their testimony, flatly denied the examiner's report to NLRB that WQAM was "hostile to organized labor, the brief is out. Instead, the station was fully shown in the testimony to have been continuously cooperative with AFRA, of which Handrich was a member.

The brief terms Handrich "tem-

Sees Canada "Satisfied" With Solicitation Control

(Continued from Page 1)

before the House of Commons special committee on radio broadcasting. These regulations prohibit appeals for donations or subscriptions without written consent of the general manager. The form of announcement is carefully defined and reading of lists of donors is prohibited.

Mayor Murray told the committee frequent directives on general regulations applying to broadcasting were sent to private stations. He also told the committee that constitutional changes such as had been made by BBC after the outbreak of war had not been considered by CBC. The British policy, he said, had caused some alarm and this was increasing, as it was being wondered if BBC would ever fully regain its independence from government control.

Reporting on negotiations with The Canadian Press on the latter's application for payment for news service supplied gratis to the CBC, Major Murray said the discussions were proceeding on a "cordial" plane. He also said he had been informed British United Press would soon apply for payment for news service.

Asks Subsidy On News

Rev. E. G. Hansell, M. P. Macleod, suggested that news should be made public property through government subsidies. "I believe news is public property and belongs to the people but we can't expect news agencies to gather it for nothing."

This attitude was strongly opposed by other members of the committee. Major Murray said CP had received subsidies during World War I but subsequently adopted a "very definite policy" against such subsidies.

M. J. Coldwell, C.C.F. party leader, said there were certain fields in which there should be no subsidies. Control of news collection should be retained by agencies having no connection with any government, he declared.

D. G. Ross, M.P., Toronto, suggested some consideration be given regarding small radios as essential in wartime. Under present restrictions radios were going to be increasingly hard to obtain.

Major Murray agreed with this proposal and said he hoped the committee would make some recommendation in this regard in its report.

N. L. Nathanson, vice-chairman of the CBC board of governors, will be the witness when the committee resumes hearings.

peramental, untrained, stubborn and not cooperative," and sets forth that he was actually discharged from his position because he "was incapable of performing the duties of a radio news editor in war time," and that testimony in Handrich's behalf itself proved this contention of the defendant.

WQAM's appeal concluded: "The high calling of the National Labor Relations Board would be blasted and it would be, indeed, a dark day for labor if its high offices were prostituted by participation in the injustice of sustaining the contentions of this employee."



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		

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"you know," Fly declared, "both radio and television fields are now seeing unlimited commercial expansion immediately after the war. There already is one FM network, and the linking of television stations to one or more networks is clearly underway."

As a witness, during yesterday's testimony, also discussed in detail the chain broadcasting regulations and their relation to freedom of speech, newspaper ownership of radio and the clear channel problem.

In connection with the last-named problem, he said the Commission had decided and "very much wished" it to embark upon a study of the problem called for by Section 7 (B) and it impossible to do so because its engineers "are too busy trying to win the war at this time."

Pointing out that Messrs. Sholis and Gorman had already discussed this "interesting" engineering problem from the respective standpoints of clear channel stations and National Affiliates, Inc., he suggested that the commission's chief engineer, E. T. St. Louis, would discuss the controversy from the public point of view. Jett expected to be the next Commission witness.

Discusses Newspaper Ownership

In discussing the question of newspaper ownership, Fly declared, "Connan Sanders has asked several of our witnesses why newspapers should be put in a proscribed class. He has asked why they should be treated differently from churches, schools, moving picture companies, and so on. My answer is that in the future there will arise a marked tendency for the ownership of radio stations to gravitate into the hands of churches, schools or motion picture companies, that would be a matter which the Commission should propinquity look into."

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A report on the question (which he said became acute last year when the FM field was opened for commercial operation and 43 out of 99 applications were filed by newspaper interests) would be issued as promptly as possible.

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This was no isolated example, according to the witness. He said that option time was impeding and hampering the development of local self-expression all over the country. Fly continued, "It is much as if a local merchant were able to operate on Main Street only on condition that if some New York chain store came along he would have to move off Main Street into an alley on 28 days' notice. Under these circumstances you wouldn't have very enterprising local merchants and under these circumstances you don't have as enterprising local programs as you would have under the regulations."

Effect on Free Speech

Even worse than the effect of the separate provisions of network contracts, according to the FCC Chairman, is the "conjoint or united effect of the contracts as a whole upon free speech. Their net effect is to close the door to any new network, and to the extent that additional networks are kept out, freedom of speech is to that extent throttled."

Fly told Committee members he did not necessarily imply that a new network would do a better job than "Mr. Trammell, Mr. Paley, Mr. McCosker and Mr. Wood (or who ever takes over the Blue Network)," but that "if you really have a concern for free speech you will try to make sure that monopolistic restraints do not prevent other men, perhaps of the same calibre and perhaps even better equipped for the task, from also entering the field and doing their share for free speech."

Quotes Sarnoff

Pointing out that his view on this subject differed from that of RCA President David Sarnoff, Fly quoted a prediction Sarnoff made in 1923 that broadcasting would one day be done by a few or even one large station of international scope sending out a variety of programs on different wave lengths. Fly went on, "that was Mr. Sarnoff's dream nearly 20 years ago. During the intervening years he and another dreamer, Mr. Paley, have come perilously close to establishing that monopoly or duopoly which Mr. Sarnoff predicted so frankly in 1923. "For my part I am not content to

Charges Contracts Can Keep Shows From Public

move further and further away from what Mr. Sarnoff calls small and comparatively cheap stations serving limited areas. To my way of thinking these 900 independent stations all over the country are the backbone of the American system of broadcasting and I do not believe that the Commission can stand idly by while the monopolists' Heaven pictured by Mr. Sarnoff and seconded by Mr. Paley is achieved step by step."

The FCC Chairman introduced exhibits summarizing the results of the Commission's investigation of chain broadcasting and followed with analysis of each of the eight rules and the specific abuses they were designed to remedy.

Asks Consideration for Listener

He said that whereas NBC Red and CBS have 40.2 and 37.8 per cent, respectively, of the night-time power, "the important thing is that two of the networks do not have sufficient power to be audible throughout the nation. It is the listeners deprived of Blue and Mutual Network programs rather than the networks themselves whom we must consider. Also since only 6.3 per cent of the night-time power of the country is unaffiliated with any national network, obviously no new network can enter the field if it must seek its affiliates only from these small and scattered independent stations."

Criticizes Witnesses' Testimony

Fly declared that if exclusivity were abolished but option time permitted to stand the chains could accomplish through option time what they heretofore have accomplished through exclusivity.

Fly minimized NBC and CBS claims that they could not operate under the proposed option rule. He called some of their witnesses' testimony on it misleading and fallacious. He went on, "the allegation that any change in their existing practices will break up the business is always raised in monopoly cases of this sort."

The Commission Chairman concluded his testimony on this point as follows:

On Stand Today Also

"We have once modified the option time rule at the request of the networks to suit their convenience. If anyone has further amendments to suggest which will make the rule still more convenient we will give such suggestions full and fair consideration, but we will not, and in accordance with the public interest, we cannot so modify the rule as to continue the power of option time to block the growth and development of network broadcasting in this country."

Fly will continue his testimony before the House Committee this morning.

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WFBR Case

To support his charge that option also acts to throttle freedom of speech or more particularly freedom of millions to listen, Fly said WFBR, Baltimore, was forced to move a local National Guard recruiting program to make room for a Red network soap broadcast when NBC invoked its option-time privilege and threatened to shift the station to the Blue Network.

This was no isolated example, according to the witness. He said that option time was impeding and hampering the development of local self-expression all over the country. Fly continued, "It is much as if a local merchant were able to operate on Main Street only on condition that if some New York chain store came along he would have to move off Main Street into an alley on 28 days' notice. Under these circumstances you wouldn't have very enterprising local merchants and under these circumstances you don't have as enterprising local programs as you would have under the regulations."

Effect on Free Speech

Even worse than the effect of the separate provisions of network contracts, according to the FCC Chairman, is the "conjoint or united effect of the contracts as a whole upon free speech. Their net effect is to close the door to any new network, and to the extent that additional networks are kept out, freedom of speech is to that extent throttled."

Fly told Committee members he did not necessarily imply that a new network would do a better job than "Mr. Trammell, Mr. Paley, Mr. McCosker and Mr. Wood (or who ever takes over the Blue Network)," but that "if you really have a concern for free speech you will try to make sure that monopolistic restraints do not prevent other men, perhaps of the same calibre and perhaps even better equipped for the task, from also entering the field and doing their share for free speech."

Quotes Sarnoff

Pointing out that his view on this subject differed from that of RCA President David Sarnoff, Fly quoted a prediction Sarnoff made in 1923 that broadcasting would one day be done by a few or even one large station of international scope sending out a variety of programs on different wave lengths. Fly went on, "that was Mr. Sarnoff's dream nearly 20 years ago. During the intervening years he and another dreamer, Mr. Paley, have come perilously close to establishing that monopoly or duopoly which Mr. Sarnoff predicted so frankly in 1923. "For my part I am not content to

Charges Contracts Can Keep Shows From Public

move further and further away from what Mr. Sarnoff calls small and comparatively cheap stations serving limited areas. To my way of thinking these 900 independent stations all over the country are the backbone of the American system of broadcasting and I do not believe that the Commission can stand idly by while the monopolists' Heaven pictured by Mr. Sarnoff and seconded by Mr. Paley is achieved step by step."

The FCC Chairman introduced exhibits summarizing the results of the Commission's investigation of chain broadcasting and followed with analysis of each of the eight rules and the specific abuses they were designed to remedy.

Asks Consideration for Listener

He said that whereas NBC Red and CBS have 40.2 and 37.8 per cent, respectively, of the night-time power, "the important thing is that two of the networks do not have sufficient power to be audible throughout the nation. It is the listeners deprived of Blue and Mutual Network programs rather than the networks themselves whom we must consider. Also since only 6.3 per cent of the night-time power of the country is unaffiliated with any national network, obviously no new network can enter the field if it must seek its affiliates only from these small and scattered independent stations."

Criticizes Witnesses' Testimony

Fly declared that if exclusivity were abolished but option time permitted to stand the chains could accomplish through option time what they heretofore have accomplished through exclusivity.

Fly minimized NBC and CBS claims that they could not operate under the proposed option rule. He called some of their witnesses' testimony on it misleading and fallacious. He went on, "the allegation that any change in their existing practices will break up the business is always raised in monopoly cases of this sort."

The Commission Chairman concluded his testimony on this point as follows:

On Stand Today Also

"We have once modified the option time rule at the request of the networks to suit their convenience. If anyone has further amendments to suggest which will make the rule still more convenient we will give such suggestions full and fair consideration, but we will not, and in accordance with the public interest, we cannot so modify the rule as to continue the power of option time to block the growth and development of network broadcasting in this country."

Fly will continue his testimony before the House Committee this morning.



Coast-to-Coast



TWO midwestern stations have subscribed to the special AP radio news wire from Press Association, Inc. One is WTMJ, Milwaukee, owned and operated by the "Milwaukee Journal" and managed by W. J. Damm. The other is WKY, Oklahoma City, owned by the Oklahoma Publishing Company. Gayle V. Grubb is its general manager.

John VanCronkhite has resigned from the sales department of WATN, Watertown, N. Y. He has not announced his future plans.

Skippy Homeier made his first appearance this week on the "Jungle Jim" recorded series in the role of "Bob." "Jungle Jim" is a feature of the "Journal-American" and is aired Saturday mornings at 10:30 over WFAS. Skippy's role in the series is that of an average American boy.

Byrum Saam and Roy Neal, the WIBG, Glenside, Pa., baseball broadcasters will, starting Sunday, June 28, and ending Sunday, July 5, have aired a total of 12 games, including a double-header Sunday, night games Monday and Wednesday, single games Tuesday, Thursday and Friday, and a pair of double-headers Saturday and Sunday.

Geo. F. Stein Brewery, Buffalo, has renewed "Korn Kobbler" on WBen, Buffalo, for 26 more weeks, Tuesday and Thursday, 6:30-6:45 p.m. Ellis Advertising Co. directs the account.

Charles B. Morin, San Francisco manager for CBS, guested Harry W. Witt, Los Angeles manager, for a two-day conference session, after which the pair headed to Tacoma, Washington, to attend the PAA convention in Rainier National Park.

General Manager Franklin M. Doolittle of WDRC, Hartford, chairman of the Hartford Victory House war bond drive, announced that the \$1,500,000 quota of the drive was reached five days before close of the Victory House. All four Hartford radio stations contributed facilities and entertainment to aid the war bond drive. Both Hartford daily newspapers also aided in the successful campaign, which, before its conclusion, may double its quota.

Oliver Gramling, assistant general manager of Press Association, Inc., radio subsidiary of The Associated Press, has announced that 111 new stations have been added to the 24-hour special AP radio news wire in the first half of 1942. New PA bureaus also have been opened at Denver, San Francisco and Huntington, W. Va., since the first of the year. These supplement other PA bureaus which provide state and regional news exclusively for the radio wire, as well as the 100 AP domestic bureaus which also contributed daily to the special AP radio wire.

Sallie Kellner has been added to the staff of WJPR, Greenville, Mass., as a woman's commentator.

Charles Berry has resigned from W47NY as program director to take a post as radio producer with the Office of War Information.

Adolph Gobel, musical director of WWRL, is rounding out his fifth year with the station. Formerly he was heard at the organ on WNEW, WMCA, and the networks.

Daily program schedules of WEIM, Fitchburg, Mass., are now being printed in "Raivaaja," leading Finnish daily published in Fitchburg for 20,000 Finns in the WEIM primary area. Arrangements were completed by Heikki Puranen, city editor of "Raivaaja," and Harry G. Bright, WEIM program manager. Puranen also conducts the "Finnish News and Music" show each morning over WEIM.

Thomas Armstrong, former salesman, has taken over the publicity job at WTRY, Troy, N. Y.

Bud Tehaney, sports writer at the Oakland "Post-Enquirer," has begun a weekly series over KLS. Another new KLS show is "Tio Galocha," a Portuguese music and chatter program conducted by A. Monteiro.

At the suggestion of WBT, Charlotte, N. C., the Mecklenburg County Committee in charge of the rubber salvage campaign set aside a half-hour, between 7:30-8 p.m., last night, that the entire community might make one last effort to dig up old rubber items. Station, at the designated hour, called upon every person to stop at whatever task he was working, to go poking around his home and yard for scrap rubber, and to deliver it to the nearest filling station. Simultaneous hunt wound up the community's drive.

Thomas J. Valentino, Inc., reporting for Major Records, declared that the firm has released 10 new sound-effect records pertaining to modern warfare. The subjects include sounds of torpedo bombers, squadron of planes, tanks, depth charges, 150 mm guns and dive bombers and were actually recorded on war maneuvers.

Public relations officer of Ft. Logan, Colorado, needed a choral group for the post's weekly KLZ program, "Logantime," but didn't have a man in his command capable of selecting and training vocalists. Les Wheelans, KLZ, Denver, musical director, offered to organize and direct a male chorus selected from the enlisted ranks at Logan.

Lucille and Eddie Roberts' guest appearance on Martha Deane's WOR program last Monday (June 22), wherein the Roberts demonstrated their mind-reading talents and told of their adventures in the war zone of the Far East, was so successful that Miss Deane has already arranged for them to make another appearance some time next month. Lucille and Eddie Roberts are currently appearing at the Rainbow Room, also.

WPAT, Paterson, N. J., is shopping for new and larger studios and offices in Newark, N. J. The station opened offices in the Hotel Essex House, Newark, on March 16, but already is faced with a need for more space.

Milt Hall has joined the engineering staff of KOA, Denver. Stan Brown, KOA sportscaster, has been elected to give exclusive coverage of the annual Colorado Open Tennis Tournament to be held at the Denver Country Club June 29 through July 5. Special equipment will be installed at the courts to handle play-by-play descriptions. Event was handled last year by Don Martin, now with NBC in San Francisco.

By interspersing the half-hour broadcast with community singing of patriotic songs, KSTP, St. Paul, has made the "Consumer's Clinic" more than just a discussion on wartime homemaking and nutrition. The Saturday morning programs, presided over by Bea Baxter, are held in cooperation with the Minneapolis Civilian Defense Advisory Council. Housewives from all parts of the city crowd into the large Citizens Aid Building auditorium for the entertainment and helpful advice.

WMRN, Marion, Ohio, has recently added five new members to its staff. Two of the new additions are in the engineering department—Kenneth Meyers, a graduate of the National Radio Institute, and Francis Peters, from Ashville, Ohio. In the announcing and script-writing division are Roberta Draper of Denver, Col., Dick Glaser of Cincinnati, and Bob Gross of Lorain, Ohio.

Announcer Ken Burkhard of Berkeley's KRE has just become the father of a second son. Del Warner, femme member of the KRE staff, eloped to Reno with Bishop W. MacDonald, Jr., a business man. KRE is building good-will on the campus of Berkeley High School with a weekly broadcast by students titled "Berkeley High Forum."

"Front Line Tunes," a new program of soldiers' musical favorites heard Mondays through Fridays WMCA at 5:45 p.m., EWT, is sent to support the Record Our Fighting Men, Inc., drive to collect and salvage old records for purchase of new disks for the forces. A house-to-house canvass the American Legion will begin 20. The Legion plans to collect 37,000 records in a two-week nationwide campaign.

Marlene Dietrich spent an last week in the studios of WR Rockford, recording specially written announcements on behalf of the retailers' July War Bond drive. tion will air her transcribed app throughout the July campaign. Traum, WROK promotion director, penned the scripts, while M. Owens, program director, supervised production. Garrett Gensen, formerly with KROS, Clinton, Iowa, a new member of the announcing at WROK, Rockford. He replaced Norman Paul, who went to W Chicago.

Jean Ruth, known as "Beverly" the KFEL, Denver program, "It's Date At Reveille With Beverly," left for a California vacation. W on the coast she expects to be scripted by Columbia pictures, who recently purchased the "It's A Date" title from Gene O'Fallon, K owner-manager. Possibility that Beverly may go into the picture when begins production.

Clarence Moore, program director of KOA, acted as toastmaster at banquet concluding the two-day clave of the Association for Education by Radio held at the Colorado State College in Greeley, Colorado June 21 and 28.

Edward Tomlinson Signs For New Network Series

Edward Tomlinson, broadcast journalist and lecturer, this week signed a contract with the Blue work for a new radio series in which he will concentrate on the analysis of hemispheric and inter-American news. Beginning Sunday, July Tomlinson will be heard thrice weekly on the Blue, on Saturday and Sunday from 6:45-7 p.m., EWT, again at 7 p.m. on Sunday as a regular contributor to the Blue's "War Journal."

During the coming year, Tomlinson expects to re-visit Mexico and South America and will broadcast from there as well as from the United States. An outstanding authority on inter-American affairs for the two decades, Tomlinson has made yearly visits to Latin-America and has travelled more than a quarter of a million miles by air. He has presided over every important inter-American conference or gathering for newsmen and radio since 1928.

BIRTHDAYS

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

July 1

- Paul Girard Arthur H. Hayes
- John Lair Irna Phillips
- Bill Stern Betty Jane Tyler



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



L. 20, NO. 2

NEW YORK, N. Y., THURSDAY, JULY 2, 1942

TEN CENTS

Conventions Via Radio

Ends Testimony In Sanders Measure

Washington Bureau, RADIO DAILY
Washington—FCC Chairman James
Prentice Fly told the House Inter-
commerce Committee yesterday
he had formed no opinion on
question of newspaper ownership
radio stations, and that when the
commission's report on the subject
is completed, "We may put the prob-
right in your lap."
"That is, if Congress doesn't en-
pioneer legislation," Representative
Youngdahl remarked.

Youngdahl told Representative Youngdahl
(Continued on Page 3)

Atlantic Network Testing All Operating Facilities

The Atlantic Coast Network, which
numbers eight outlets, plus two
elementary stations, began a se-
ries of experimental broadcasts yes-
terday with shows from WNEW, and
WDC, Washington, D. C. Experi-
ments will continue for another 10
days or two weeks before programs
will be aired for public reception.
The purpose of the experiments is to test

(Continued on Page 2)

C Gives Approval To Transfer Of WLIB

Transfer of the license of WLIB,
Brooklyn, from Arthur Faske to
WLIB, Inc. was granted yesterday
by the FCC, according to an an-
nouncement by Irwin Steingut, chair-
man of the board of the new com-
pany operating the outlet. Steingut
announced that WLIB will use

(Continued on Page 6)

Deception?

Cleveland—Lillian Sherman, who
sings on the "Mutual Goes Calling"
program each day over WHK-
WNCLE, recently offered an auto-
graph "and a lip print, too" to
any soldier who cared to write in
for one. Result: avalanche of
wires, calls, letters and specials.
Miss Sherman had to enlist the
aid of two girl friends to help
her in the lip-printing.

"America Calling"

The General Petroleum program
"I Was There," broadcast over the
Columbia Pacific Network, last
Monday, making an appeal for
citizens of the United States to
save rubber and to cooperate with
the war effort in general, has been
selected by the War Production
Board to be used on its transcrip-
tion board titled "America Calling," and
will be sent to stations all over the
United States and the Americas.

MBS 6-Mos. Revenue Shows 79% Increase

Mutual's gross billings for the first
half of 1942 reveal an increase of
79.4 per cent over the same period
in 1941, the total for the six months
being \$5,353,103. This compares to
\$2,979,881 for the 1941 period.

Gross revenue for the month of
June totaled \$665,372, an increase of
24.48 per cent over the same month
a year ago when the billings were
\$534,513.

General Foods Renews Kate Smith For 3 Years

General Foods Corp. has renewed
Kate Smith for three more years, to
plug Jell-O and Jell-O Puddings,
guaranteeing the Songbird of the
South her evening berth through
1944. Miss Smith will return to CBS
Friday, September 18, having held
her final program for the season last

(Continued on Page 2)

Audience In Gas Ration Areas Continue To Show Up Strong

KDKA Plans Welcome For Army War Program

Pittsburgh—KDKA is welcoming
the Army War Show to Pittsburgh
with a series of nearly 20 special
event programs. They include in-
terviews with men of the Tank Corps,
Signal Corps and various other
branches of the Task Force, an offi-
cial welcome by city officials, a gas

(Continued on Page 2)

Final Session Of NEA Hears Such Plan Ready If Travel Restricted; Webs Lauded For Aiding Educators

Radio Women Form War Emergency Unit

The Radio Women's Service Unit
for Defense, a group consisting of
New York women radio executives,
producers and commentators, has
been formed to function on an emer-
gency basis if and when necessary.
For the present, efforts of the new
body will be confined to cooperating
with already established Government
agencies in the speedy dissemination

(Continued on Page 5)

New Upstate Station Will Bow In July 15

Schenectady, N. Y.—There will be
no elaborate ceremonies marking the
opening of WSNY about July 15.
Money budgeted for the occasion has
been invested in war bonds. In mak-
ing this announcement, Winslow

(Continued on Page 2)

Extend "True Or False" For Summer Run On Blue

J. B. Williams Co. will continue its
"True or False" program on the Blue
Net throughout the summer, although
originally scheduled to vacation after

(Continued on Page 2)

Denver—The 1943 convention of
the National Education Association
will be held via radio if travel re-
strictions prevent delegates from at-
tending in person, it was disclosed
at the 80th convention of that or-
ganization which ended here yester-
day.

Tentative arrangements are being
drawn up that would provide NEA
members with a complete convention
program to be aired from New York
should war requirements make the
move necessary, it was stated by
Judith Waller, NBC regional director
of public service programs.

Meanwhile, it was noted, the net-
(Continued on Page 6)

Camels New Hr. Show In CBS Discount Plan

R. J. Reynolds Tobacco Co., for its
new one-hour Camel show yesterday
announced that it would use the
CBS network and take advantage of
the recently inaugurated 15 per cent
discount offered such users. Program
is scheduled to start Friday, July 10,
at 10-11 p.m., EWT. Camels is the

(Continued on Page 2)

"Soldier's Handybook" Expands Spot Coverage

Favorable response to its recent test
campaign on WAAT, Jersey City, N.
J., and WINS, has led the Martin J.
Pollak Company, Inc., publishers of
(Continued on Page 2)

Souvenirs

George (The Real) McCoy, best
known for his one time man-in-the-
street program reveals that he is
about to offer his services to his
country and on Saturday night he
will appear on the Blue Net's
"Swap Night" show to swap what
a Broadway guy saves for sou-
venirs. Heading the list is a 1926
Dodgers' pass.

(Continued on Page 6)

Los Angeles

By JAC WILLEN

LAATEST of the local scribes to don khaki is Jim Henaghan, formerly with RADIO DAILY, and until his induction, on Jimmy Fidler's staff. Jimmie, with his background of many years around the radio halls and motion picture studios, plus his training (the hard way) in the newspaper business, should prove as valuable to his Uncle Sam as he has been to Hollywood. He reports to Fort MacArthur July 9.

Sidney Gaynor, KHJ sales manager, off to Chicago for a three-weeks' stay on business.

Al Pearce and His Gang going on a West Coast vaudeville tour after leaving the air for the summer. They open in San Diego, July 28, then jump to the Golden Gate Theater in San Francisco the following week. Seattle and Portland are their next scheduled stops with other cities to be played, if possible, before the troupe reports to Republic to start their movie work about Sept. 1.

Mary Martin received a letter this week from a soldier 9,000 feet up in the air...but he had a radio... requesting that she sing that number about the little Irish girl and the Soldier. Mary obliged via KMH-NBC with "Johnny Doughboy Found A Rose In Ireland" which proved to be the elusive title that the Benbow Camp-ite at Dean, Montana, couldn't quite remember.

W. Ward Dorrell, formerly with the Chicago office of Paul H. Raymer Company, has joined Henri, Hurst & McDonald, Inc., Chicago advertising agency, in charge of all radio activities. Dorrell was formerly manager of Westinghouse stations WOWO and WGL, Ft. Wayne, Ind. David Dole, who has been assistant radio director of the advertising agency, will continue as assistant to Dorrell.

Dinah Shore, Eddie Cantor and Paul Whiteman are making a two-day appearance at a Long Beach municipal affair July 3 and 4.

Fibber McGee and Molly's secretary, Libbit Curry, lost her husband, Blaine Curry, to the Marine Corps, yesterday.

"Great Gildersleeve" scripter Leonard L. Levinson will host a housewarming party July 4 for the show cast and their families.

O'Keefe Starts July 28 On "Battle Of Sexes"

Walter O'Keefe will take over the Julia Sanderson-Frank Crumit emcee job on "Battle of the Sexes" July 28. Program drops its repeat broadcast to the Coast on July 7, and a single broadcast at 9 p.m., EWT will serve the network of 57 stations. Change affects 12 outlets.

New format for the program will draw contestants from the armed forces while other men and women will be drawn from USO and other volunteer orgs. War savings stamps will be given as prizes.



Anne Nichols Writes—

● ● ● I've been asked quite a good deal lately why I had "Abie's Irish Rose" brought back at this time. There's only one answer I have—if anybody can step up and tell me when, in the history of this hectic world, the theme of love and tolerance has been more timely, I will step away from my typewriter for good. That's what all of us are fighting for today—to spread the democratic spirit around the globe and lift oppressed minorities from the unbelievable depth to which they've been forced.... Fundamentally, "Abie" reduces itself to this theme: That if any boy and girl are in love, nothing should militate against that feeling—neither race, religion, or anything else under the sun. True love and respect stand against the world—they always have and they always will... I'd like to forget about myself as author of "Abie's Irish Rose." What it's earned for me is theatrical history. It would be possible to coast on that. But what I'm proudest of is the fact that the radio industry and a significant part of the business world is willing—even anxious—to help rout bigotry and raise the banner of decent fellowship. And on a coast-to-coast hook-up too.

● ● ● If "Abie" does anything at all to spread sorely-needed tolerance around, I think it pretty well justifies itself. I'd like to make this point clear, too. There is a vast difference between propaganda and art. In our eagerness to drive a significant point home, we try not to lose sight of the fact that "Abie" is an entertainment primarily. We aim for the funny bone and the tear ducts in each episode. You can't top a combination of instruction and diversion. That, basically, is what we're trying to do... Incidentally, I'd like to mention that "Abie" has not "come back" as an entertainment—it's never been away. I was informed only a few months ago that a company of traveling players in the English provinces are still performing the Murphy-Levy saga. Words are my business, but I just can't find enough of them to express the thrill that gave me.

● ● ● For obvious reasons, Germany and Italy have put an emphatic ban on its theme. Matter of fact, Hitler, himself mentions the play scathingly in "Mein Kampf." I treasure that sour notice more preciously than any fulsome critical praise I've ever collected. And here's a bit of irony: The play had its longest European run in Berlin, of all cities—six months.... While I'm at it, I'd like to register a small complaint, if I may. Don't think I could possibly resent anything about "Abie." How could I? But there's just one thing—it's obscured everything else I've ever done for Broadway. And that includes some dozen plays and musicals. A play of mine called "Pre-Honeymoon" ran over a year. So did one called "Just Married." "Linger, Longer, Letty" was another.... But "Abie" always did have a faculty of obscuring all other chores. I've been radio-writing for the past half dozen years. But I guess that if I make any kind of significant mark in the medium at all, it will be for "Abie's Irish Rose" all over again.

—Remember Pearl Harbor—

Shortwave Willson Show

The Meredith Willson and John Nesbitt show, summer replacement for the "Fibber McGee and Molly" series, will be broadcast as Sunday entertainment for American soldiers and sailors abroad over the NBC shortwave stations WRCA and WNBI, beginning July 7, it was announced yesterday.

Vic Petersen To NBC

Vic Petersen, for many years identified with the travel, hotel and steamship fields, has been named assistant manager of the NBC Guest Relations Division, by Jerry Martin, manager, to handle tours and promotion. He comes from the Kridel Hotels, the Martinique, Warwick, Greystone and Concourse-Plaza.

Chicago

By FRANK BURKE

TOMMY BARTLETT, WBBM's announcer and emcee, joins Army Air Corps today and the induction ceremonies will be broadcast the WBBM "Salute to Victory" program. Major Floyd M. Showalter, induct Bartlett. Pat Flannigan will interview his fellow-announcer.

Robert Hartman, Gene Autry singer and former CBS publicity writer is now WBBM continuity editor. Hartman takes over the post vacated by George Stelman, now with Blatt-Sample-Hummert.

Board of directors and stockholders of Mutual will meet at Drake Hotel, Chicago, today.

Elsie Simon, WJJD auditing department, will go to North Carolina next week on her vacation to meet Robert Brannon, of the Paratrooper at Fort Benning, Georgia.

Seventeen top-flight radio actors in Chicago are members of a rotating stock company which will present a time "meller-drammers" in week-end "Tent Show Tonight" performances over the NBC Red, Fridays at 9:30 p.m., CWT. They are Carl Kroenke, Muriel Bremmer, Geraldine Kaye, Laurence Filbrandt, Patricia Dunlap, Nanne Sargent, Jane Webb, Bret Morris, Reese Taylor, Jonathan Hole, John Larkin, Phil Lord, Leo Curley, Charles Soubier, Sidney Ellstrom, Hope Summers and Helen Behmiller. Jack Mitchell is the author, Alan Fishburne will direct and Joseph Gallicchio's orchestra will furnish the music.

Alexander Dreier, NBC commentator, will address the Publicity Club of Chicago on Wednesday, July 2, on "Propaganda Methods Employed by Germany."

NBC will pick up the summer series of Grant Park free concert beginning Saturday, July 4, from 8:30-9 p.m., CWT. The program also will be carried by WGN-Mutual.

Jack Stevens To WNEW

Jack Stevens, sports commentator who for years was featured in "The Inside of Sports" on the Mutual network, has been signed by WNEW to conduct a sports series starting Tuesday, July 7. Stevens will be heard Tuesdays, Thursdays and Saturdays from 7:50-8 p.m. His WNEW running mate will be Bob Considine, sports columnist, who will continue to be heard on Mondays, Wednesdays and Fridays, also from 7:50-8 p.m. Stevens replaces Tim Cohane and Dan Daniel, who this week complete a 13-week cycle on WNEW.

Plebe Services On Mutual

The first religious service for the new Plebe Class of the United States Military Academy will be broadcast by Mutual on Sunday, July 5, from 10:30-11 a.m., direct from the parade grounds of West Point. Chaplain John B. Walthour will conduct the services from the Battle Monument. The broadcast will also include a short address by the Chaplain. Program originates through the facilities of WOR.

GUEST-ING

JOHNNY GREEN, on the Martha program, today (WOR-Mutual, m.).

ROUCHO MARX, on the Rudy Lee program, today (NBC Red, p.m.).

IDA IVES, national chairman of Grange Home Economics Com- ee, on "Columbia's Country Jour- " Saturday (WABC-CBS, 1 p.m.).

OBERT GREIFF, LESTER BLES- G HOLLANDER, BEATRICE IROWITZ, CAROL RUTH PIKE, THANIEL HERBERT HALBER- ADT and HUGO KORN, "Science ent Search" winners from the na-'s high schools, on "Adventures Science," Saturday (WABC-CBS,) p.m.).

ARRY WOODHOUSE, of the toric Arts Association, and SEPH GREENSTEIN, authority health and strength, on Dave an's "Hobby Lobby," Saturday, BC-CBS, 8:30 p.m.).

STHER FORBES, author of "Paul ere and the World He Lived In," "Of Men and Books," Saturday ABC-CBS, 2:05 p.m.).

ILBERT SELDES, CBS television gram director, and JACQUES RZUN, Columbia University his- an, comparing the Declaration Independence and the Magna rta, on "Invitation to Learning," day (WABC-CBS, 11:30 a.m.).

RS. DOROTHY ROBINSON MER, librarian of the 136th Street nch of the New York Public rary, on "Wings Over Jordan," day (WABC-CBS, 11 a.m.).

ROTHY KIRSTEN, soprano, on "Family Hour," Sunday (WABC- S, 5 p.m.).

RANK PARKER, on the Coca- program, Sunday (WABC-CBS, p.m.).

EENE DUNNE and CHARLES ER, in an adaptation of "Love ir," on the "Lux Radio Theater," day (WABC-CBS, 9 p.m.).

WAR-PROGRAM IDEAS

Thesaurus' RAF Series

RAF flying veterans of the Libyan campaign against the Nazis are the stars in an interview feature of the new "Freedom's Fighting Men" series released yesterday to Thesaurus subscribers by the NBC Radio-Recording Division. The transcribed interviews, recently recorded at Radio City, are available only for sustaining broadcast. The RAF men, Australian Squadron Leader Clive Caldwell, and two Englishmen, Squadron Leader John Alexander and Flight Lieut. Eric White, tell their stories to NBC's Glenn Riggs. Caldwell, awarded the Distinguished Flying Cross and bar simultaneously for downing twenty-one and a half German planes with his American-built Tomahawk, explains the mysterious credit of one-half plane. Flight Lieut. White, assigned to photographic reconnaissance, tells of being shot down into the sea, of swimming eight miles to shore and of a foodless, waterless 60-mile hike back to camp under a murderous desert sun. Lieut. White's protection against the sun consisted of only a pair of shorts until he found a ragged pajama top and an old towel. Squadron Leader Alexander recounts experiences of a pilot in Lybia. Music is furnished by the Goldman Band.

"Keep 'Em Living"

WITH, Baltimore, is airing a new audience participation program sponsored by the drug firm of Hynson, Westcott & Dunning. Program is a fifteen-minute blood donor show, "Keep 'Em Living," broadcast every weekday evening. The time is donated to the Red Cross. Each night the radio audience hears a personal story by someone who has survived a tragedy of World War Two. Already survivors of the bombing of Pearl Harbor, the retreat from Dunkirk and of torpedoed American vessels have appeared on the show.

The audience reaction is prompt and enthusiastic. They are invited to phone in during the broadcast to Ray Baker, emcee. Baker takes their names and addresses and makes verbal arrangements over the air for their blood donations. In the first few days almost one hundred donors phoned the station while the show was on the air, and others called the Red Cross direct.

Local "Blind Dates"

Latest wrinkle in audience participation shows for service-men is "Blind Date," now on the air a half-hour weekly over WQAM, Miami, Fla. Program is an adaptation of the old parlor game "Get Acquainted" in which pairs of strangers were made to converse a given length of time with each other on a given subject in order to break down formality. It is broadcast before an audience at a Recreation Club where four boys and four hostesses are selected by lot to participate. They progress every three minutes and talk on a different subject. A traveling boom suspended microphone picks up the conversations of the "Blind Dates" and at the end of the program the audience judges the best conversationalists, male and female. Prizes are awarded to everyone participating, with special prizes to those adjudged the winner of the contest.

"The Mayor Reports"

Unique in the history of the city's government is the new public service program, "Mayor Devin Reports," which had its initial airing recently over KIRO, Seattle. The program will be heard semi-monthly over the Washington station. With this series of broadcasts Seattle's new executive, William F. Devin, carries out campaign plans to report on the city's government, its problems and their solution. Devin will take up the progress of all branches of Seattle's government with particular stress being laid on problems of the city which have arisen as a result of the war.

Radio Women Organize For Emergency Call

(Continued from Page 1) of important messages and news through their own channels.

Members of the new service unit include the following: Bessie Beatty, Bertha Brainard, Viola D. Calder, Marian Carter, Ilka Chase, Margaret Cuthbert, Mrs. Roy Durstine, Dorothy Gordon, Henriette K. Harrison, Adelaide Hawley, Isabel Manning Hewson, Helen Hiett, June Hynd, Grace Johnson, Alma Kitchell, Nila Mack, Alice Maslin, Edythe J. Meserand, Natalia DaNesi Murray, Mary Margaret McBride, Adele Gutman Nathan, Lisa Sergio, Lucille Singleton, Helen J. Sioussat, Jane Thomkins, Mela Underwood and Marian Young.

Dempsey Sports Quiz As Summer Sustaining

"Jack Dempsey's All Sports Quiz" show, originally scheduled to go off for the summer, will remain on WOR as a sustainer every Saturday, 8:30-9 p.m. Piel's Beer, past sponsor of the show, will take over the program again in the early Fall.

Dempsey, now a lieutenant in the Coast Guard, will remain on the show while it is non-commercial, using this Summer series to promote the Coast Guard. Program will originate from the Coast Guard Training Station, Manhattan Beach, Brooklyn, starting Saturday, July 4. Guests will be Ned Brown of "Liberty" magazine, Caswell Adams of the "Herald-Tribune," and a third expert, who is still unselected.

To the Colors!

FRANK PELLEGRIN, director of the Department of Broadcast Advertising of the National Association of Broadcasters, reports for active duty as a Captain in the Army on July 4. He joins the Radio Branch of the Bureau of Public Relations, stationed at Washington, D. C.

DICK VAIL, announcer - salesman at KFRE, Fresno, Calif., has joined the Army and is now in the Air Corps stationed at Sheperd Field, Texas. His wife, Evelyn remains at the station as traffic manager.

ROBERT McANDREWS, NBC-Hollywood sales promotion head, has reported for duty at the West Coast Air Force Training Center in Santa Ana, Calif.

EUGENE R. PEARSON, account executive at KOA, Denver, has received a Captain's commission in the U. S. Army Quartermaster Corps. He reports to Pasco, Wash.

ARTHUR HUNGERFORD, business manager of NBC television, has been appointed a Lieutenant Junior Grade in the U. S. Navy. He will be stationed at Harvard University during his two-month training period.

JOSEPH T. CONNOLLY, sales promotion director of WCAU, Philadelphia, Pa., reports to Harvard University today for training as a Lieutenant Junior Grade in the United States Navy. Ted Oberfelder is taking over his duties at the station.

J. BARBEE ASHLEY, announcer at WJPR, Greenville, Miss. has joined the Army. He was with the station for the past two years.

VINCENT LLOYD SKAFF, newscaster at WMBD, Peoria, Ill., has joined the U. S. Marine Reserve and is now stationed at San Diego, Calif.

THIS LITTLE BUDGET WENT TO THE



"920 CLUB"

WORL
BOSTON, MASS.



1st
IN AMERICA'S
BEST
TEST MARKET

Among 60 cities, Denver is America's best test market. "KOA is 'first in Denver'" in sales results. To reach more people at less cost... have your say on KOA!

* Chosen by Eastern newspaper



KOA
50,000 WATTS
FIRST
IN DENVER

Represented nationally by Spot Sales Offices

Radio Biz Dominates Final Session Of NEA

(Continued from Page 1)
works are doing much to make teachers and school superintendents radio-minded. A huge demonstration of "Radio at Work" was staged for the almost 6,000 delegates under the supervision of Thomas D. Rishworth, director of NBC's public service programs.

Rishworth Cites Value In War
"Radio is in the consciousness of your pupils," Rishworth told the educators in a brief talk before presenting his program. "Every student," he added, "regardless of age, listens to the radio, gets his news and forms his opinions from radio newscasters and commentators. Radio has great educational value even when not used in the classroom. Teachers must realize its importance and become more familiar with this modern educational medium."

Rishworth, interviewed by a representative of RADIO DAILY, declared that radio will draw school, the government and the war effort closer together and that government officials are counting heavily on radio to expedite education and dissemination of information which must be brought to the citizenry. Radio, he said, will provide the impetus for many Army, Navy and civilian training courses.

Demonstration By Schechter

The delegates were treated to the first three-way shortwave conversation since Pearl Harbor when Abe Schechter, NBC special events chief, covered 22,000 miles by shortwave to bring in James Wall from Honolulu, Robert St. John from London and Peter Brennan from Panama. The correspondents all praised the school systems abroad, telling how educational institutions in theaters of war have been converted into hospitals in many instances, also speaking of the magnificent job being done by teachers in the field of mass instruction in the war zones.

Dr. Harry Summers, representing the Blue Network and working in conjunction with KVID, Denver, conducted two special round-table discussions which were fed to the network. He was assisted by Harriet Hester, director of public service features for WLS, Blue Network outlet in Chicago.

Radio men had only highest praise for Belmont Farley, public relations counsel for the NEA, through whose efforts 22 network programs as well as a large number of local shows have been scheduled for this convention.

40 Resolutions Submitted

Among 40 resolutions submitted by NEA members to the Resolution Committee was one that indorsed a proposed amendment to the United States Constitution to give women equal legal rights with men, while another proposed the lifting of the dependent age under the income tax laws from 18 to 21 years. Most of the other resolutions dealt with war subjects.

PROGRAM REVIEWS

"Meredith Willson-John Nesbitt Summer Show"

John Nesbitt is inclined to supercharge, to lend an air of exaggeration and melo-dramatics in his verbal proceedings which are again presented on the air as part of the summer replacement for "Fibber McGee and Molly," S. C. Johnson & Son, Inc., sponsoring. If one likes that style, the half-hour, which debuted Tuesday, 9:30-10 p.m. on the Red network, will continue to sell polish and floor waxes, and keep an audience intact for the return of "Fibber and Molly" in the fall.

There is consistency in the production. Meredith Willson's orchestra follows the grandiose, wide-sweeping manner of Nesbitt with musical arrangements which combine the novel, odd and flowery mood. Effort to be different, though, isn't too subtle. Retention of Harlow Wilcox for the commercials, and the simple, understatement of the plugs provide refreshing interludes in the bombastic scheme of things.

Plan calls for the presentation, weekly, of another of Nesbitt's "Passing Parade" dramatic episodes, and the "Lost Music Department" which will seek to spotlight hit music, which through unfortunate developments, has been lost in the shuffle. As a first nomination in this bureau, Willson paid homage to Ted Shapiro, Sophie Tucker's pianist, and his composition, "A Handful of Stars," which was commissioned for a picture, but which was scrapped because it was too long. Idea is excellent in that it will enable the producer to keep the musical phase of the show varied and fresh.

For the dramatic offering, Nesbitt chose a story in keeping with Latin-American neighborliness, and recounted the event of Francisco Madero's attempt to liberate the common people of Mexico, and establish the more democratic way of life, during his presidency, 1911-1913. Nesbitt's style is to conduct most of the narration from the third person point of view. It is here, mostly, that he indulges in a bit of super-dramatics which leaves one questioning the reality and accuracy of the incident. Recent news events and war programs have shown that struggles for freedom and heroic episodes do not

Schwartz To Blue Press—Succeeds Emil Corwin

Bert Schwartz, formerly with WOR, has been appointed magazine and feature editor in the publicity department of the Blue Network by Earl Mullin, publicity manager. Schwartz replaces Emil Corwin, who has resigned from the Blue effective July 6 to become coordinator of radio of the Department of Agriculture in Washington, D. C. Corwin has been in the publicity departments of NBC and the Blue for the past eight years.

Carol Blake

Carol Blake is a 19-year-old contralto recently signed by WMCA. She is being presented as a soloist, with her own fifteen-minute program and full orchestral support, for a daily airing, Monday through Friday, 6:45-7 p.m. Other than an appearance in the chorus of one of the Gilbert and Sullivan companies sponsored by the Shuberts back in 1939 and 1940, Miss Blake has had no professional appearances, according to station's records.

On her first program she carried the quarter of an hour in a seemingly effortless manner, singing alternately with presentations by Don Bryan's orchestra. Her voice is deep throated, yet soft and smooth, and with a warmth and lightness which should enable her to gain a varied following. There is even the suggestion of a tear in her singing, to indicate she has at her command a fairly wide song style range. She sang equally well, whether her selection was "I've Got the Moon In My Pocket," "Skylark," or "I Don't Want to Walk Without You," and gave the impression that hers had been a long line of either fine training or mike experience. She has a seemingly gentle and friendly mike manner which catches the listener's fancy right off the bat as she swings into the show singing "May I Sing Just for You?"

Bryan's orchestral accompaniment was an encouraging support for any singer's debut. Arrangements and playing lent color and interest. Program passed all too quickly.

have to be inflated to secure the dramatic effect. They are dynamic in themselves.

Another musical idea in the program's format consisted of a medley of "American Memory" songs which, in time, will make a bid for the folk-song category. Unit was attractively handled by both the orchestra and the vocalizations of Connie Haines and Bob Carroll. Singers will be permanent attractions on the program.

In all, the program indicates an attempt to assemble a hot weather dish which will offer general entertainment for the folks who won't be able to take that evening drive in the family bus anymore. Show originated in Hollywood.

"Info. Please" Renews Shortwave Contracts

America Tobacco Co. has renewed its shortwave broadcast contract for "Information Please" for an additional 13 weeks over WNBI and WRCA, and Westinghouse international outlet WBOS, Boston. Same account sponsors the Kay Kyser "College of Musical Knowledge" program over shortwave also. Business done through NBC Shortwave Division. "Information Please" is heard Friday nights at 8:30 p.m.

Audience Still Gains In Gas Ration Areas

(Continued from Page 1)

tioned areas is only 23.1, while in rationed areas the figure is 24.9. Pointed out that the increase in significance in view of the fact that there are greater away-from-home local activities associated with the war, such as Red Cross and civilian Defense work, to draw listeners away from the radio.

Throughout the Eastern and North Central time zones, the overall listening in the evening (Hooper's Set-Use figure) is up from 24.9, registered in the first seven days of June to 26.2 for the first seven days of June 1942.

Last month, the Hooper report showed an increase of two and three tenths points over last year in a radio listening survey among gas rationed areas taken during the seven days of the gasoline restriction. Ordinarily, measurements at these times should show a seasonal decline which is present in areas where rationing is not in effect.

Rationed areas include New York, Philadelphia, Baltimore, Atlanta, Richmond, Washington, Boston and Providence.

FCC Gives Approval To Transfer Of WLIB

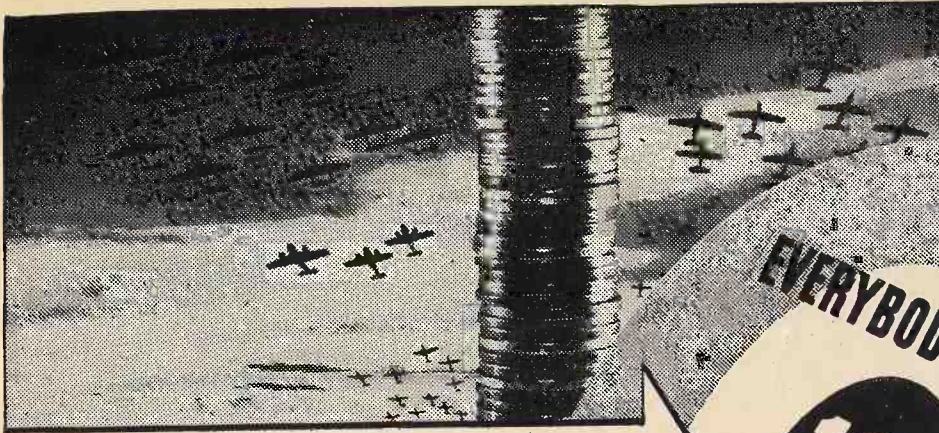
(Continued from Page 1)

auxiliary studios located at 18 E. St. in New York City and also established sales offices in the I. B. Building in Rockefeller Center. Statement accompanying Steingut's announcement is as follows: "WLIB ownership is convinced that established policy of broadcast classical music, with a blend of modern, and authoritative new reports is meeting with the approval of listeners in the Metropolitan New York area. The unusually heavy and telephone response to WLIB programs coupled with favorable news comment has convinced us 'The Voice of Liberty,' the station slogan, is serving its major purpose well—to keep a great people entertained and reliably informed."

WLIB assumed the call letters WCNW in the middle of May. Official in the new corporation, in addition to Steingut, who is minority leader in the New York State Assembly, Elias Godofsky, president; Aaron Jacoby and Arthur Faske, vice-presidents; William Weisman, treasurer and Louis W. Berne, secretary. Executive officer controls one-sixth of the standing stock.

Four More Join Blue

The four Southern stations which affiliation with the Blue Network came effective yesterday are: KA Alexandria, La., 250 watts, 1,240 kilocycles; KMLB, Monroe, La., 1,000 watts, 1,230 kilocycles; KR Shreveport, La., 250 watts, 1,340 kilocycles; and WQBC, Vicksburg, Miss., 1,000 watts, 1,390 kilocycles. All affiliated with the Blue South-Central Group.



New Target for Industry:
**More Dollars Per Man Per Month in the
PAY-ROLL WAR SAVINGS PLAN**



TO WIN THIS WAR, more and more billions are needed and needed fast—**AT LEAST A BILLION DOLLARS A MONTH IN WAR BOND SALES ALONE!**

This means a *minimum* of 10 percent of the gross pay roll invested in War Bonds in every plant, office, firm, and factory in the land.

Best and quickest way to raise this money—and at the same time to “brake” inflation—is by stepping up the Pay-Roll War Savings Plan, having every company offer every worker the chance to buy **MORE BONDS**.

Truly, in this War of Survival, **VICTORY BEGINS AT THE PAY WINDOW.**

If your firm has already installed the

Pay-Roll War Savings Plan, *now is the time—*

1. To secure wider employee participation.
2. *To encourage employees to increase the amount of their allotments for Bonds, to an average of at least 10 percent of earnings—because “token” payments will not win this war any more than “token” resistance will keep the enemy from our shores, our homes.*

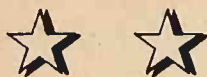
If your firm has not already installed the Pay-Roll War Savings Plan, *now is the time to do so.* For full details, plus samples of result-getting literature and promotional helps, write, wire, or phone: War Savings Staff, Section E, Treasury Department, 709 Twelfth Street NW., Washington, D. C.



U. S. War Savings Bonds

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

RADIO DAILY



Coast-to-Coast



THROUGH the efforts of Jerry Crowley, Radio Director of the USO of Greater New York, and Joe Lang, general manager of WHOM, Jersey City, N. J., Count Carlos Sforza, anti-Fascist leader here, will speak in Italian over WHOM, tonight at 8:15 p.m. His address will be transcribed for rebroadcast by other foreign language outlets.

Lew Rogers, former WIBGaber, Glenside, Pa., is returning to the station from defense work in Newfoundland, to replace Alan Charles.

"Ed" Knowles, chief engineer at WTNJ, Trenton, N. J., just celebrated his 15th anniversary at the same post. His voice is known to listeners in Bucks County, Pa., and in Central Jersey, because he has for years conducted a morning chatter-fest along with his other duties. "Hi, Neighbor!" is his sign-on trademark.

Governor Herbert Lehman and General Thomas A. Terry, Commanding Officer, Second Corps Area, will speak on WHN, tonight, 9-9:30 p.m., in a broadcast from Tammany Hall, celebrating the 166th anniversary of American Independence and 156th anniversary of founding of the Society of Tammany.

Ted Lenz has taken up the duties of news editor at San Francisco's KSN. Dave Crosatto, KSN engineer, was the subject of a special program recently, after fellow staffers discovered his hobby of collecting relics of the Civil War.

KLZ, Denver, is helping to promote war bonds by printing various notes containing catchy copy, urging the purchase of bonds and stamps, on every page of its illustrated weekly schedule. The pamphlet is mailed to a request list of over 6,000 radio homes in KLZ's primary area around Denver.

Jack Cahill has begun an "Open House" variety show at KRE, Berkeley. It's an audience program. Les Ready of KRE is about to leave the announcing staff for the Army.

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

July 2

Myer Alexander
George C. Castlemann
Jane Courtland
Barry Gray
Allan Grant
Jack Hylton
Robert Longnecker
Edward Longstreth

"A Sleepytime Lullaby," original theme song of Don Bryan's "Black Satin Swing" program on WMCA, is to be published for sheet music sales by the Mills Music Corporation. Music and words were written by Don Bryan, WMCA musical director, as theme for the new series of orchestra programs currently featured on Thursday nights, presenting low register bass and woodwinds with the baritone voice of Jerry VanDusen.

Georgia Gray, of WKBN, Youngstown, Ohio, will join WKRC, Cincinnati, as director of women's features. She will conduct WKRC's "Woman's Hour" beginning Monday, July 6.

Fulton Lewis, Jr., as a result of his looking into and airing data on the synthetic rubber situation has averaged over 200 letters a day, in addition to telegrams.

WLBQ, Memphis, was host last week to some 200 business friends and customers at an open house attended with a special inspection of the station's new quarters located in Hotel Gayoso. After a ten-year occupancy of quarters in Hotel Claridge, WLBQ this month completed construction of new, larger and modernistic quarters on the mezzanine floor of Hotel Gayoso, one of the South's oldest hotels. Simultaneously with the opening of new quarters, complete new mechanical installation was made, including the station's new transcribing facilities.

Sherman Gregory, manager of WEA, has been appointed to the Radio Defense Committee of New York City, by M. S. Novik, committee chairman. Comprising representatives of stations and advertisers, the eight-month-old committee of seven members is concerned with the use of radio in local civilian defense.

Molly Donaldson, free-lance radio organist, has completed eight new arrangements of popular nursery rhymes. These will be recorded by the Musette Publishing Company for their new series of "Jack and Jill" records which feature group singing of children. In her new arrangements, Mrs. Donaldson has speeded the tempo and eliminated the formal arrangements for the type of rhythm that is popular on the modern playground. This new series includes arrangements of "Mary Had a Little Lamb," "Little Jack Horner," "Humpty Dumpty," "Jack and Jill" and "London Bridge."

Stirred to activity by the rubber salvage spots they were reading, the WIBX, Utica, N. Y., production staff formed a salvage committee and toured the studios and offices, gathering nearly 40 pounds in rubbers, galoshes and overshoes left behind by persons unknown after a long winter.

Serutan, a Healthaids, Inc., product, will sponsor Pierre Huss in a series of news analyzations and interpretations over WOR, starting Sunday, July 5, 7:45-8 p.m. Programs will be supervised and directed by Henry Souvaine, Inc. Account was set by Raymond Spector Company.

Al Sisson, news chief and sportscaster at WHAM, Rochester, N. Y., bids fair to go down in the nation's history. He acted as narrator for the Bausch & Lomb celebration of Army and Navy Nite at Red Wing Stadium in Rochester on June 20. Through the efforts of Representative Joe O'Brien of New York State, Sisson's narration was made part of the "Congressional Record" as of June 25, 1942.

"Songwriters on Parade," a weekly program for amateur songwriters heard over WWRL, Saturdays at 9:30 p.m., has donated several hundred copies of the songs featured on the program to the USO, which is distributing the song orchestrations to army camps throughout the nation.

Norman Guimmond has resigned his position as radio engineer for the Massachusetts State Police to become chief engineer of the Cape Cod station, WOCE, in West Yarmouth, Mass. Frieda W. Flint, wife of WOCE's program manager, H. Harrison Flint, has obtained a restricted radio telephone license and is now working a regular shift at the studio's transmitter and control room.

John McGill, recently out of college, has joined the news staff at KLS, Oakland. He replaced Russ Shepard who left KLS for the news staff at KGEI, General Electric's shortwaver in S. F. KLS's "Junior Talent Parade," featuring elementary school performers, has begun its fifth year.

Lloyd Yoder, recently called to active duty with the Navy and stationed in Denver as liaison officer between Naval headquarters here and local draft boards, has been upped to Lieutenant Commander. He is still shuttling between his Government duties and his office at KOA, NBC's 50,000-watt Denver station. Yoder expects to hold down both positions until other plans can be made. An announcement concerning KOA's managerial set-up is expected around the 15th of July. Before his call to the service, Yoder was a Navy lieutenant in the reserve corps.

Archie Presby, veteran KPO announcer who was chosen last year as one of five mike men to receive national distinction in the H. P. Davis awards, has been assigned the role of the "Funny Money Man" in KPO's new show of that name. Dick Bertrand, KPO producer, has joined the Navy as an ensign. Rod Hendrickson, KPO commentator, was the star of a Father's Day program staged by the community of Fairfield.

Larry Elliott, free-lance announcer reached a new high in station coverage recently. Two of his programs, "You Can't Do Business With Hitler" and "Treasury Star Parade" carried Elliott's voice to 1,400 stations. Elliott is also heard on "Waltz Time," "American Melody Hour," "Fred Allen" and "Women's Page of the Air."

Answering the Victory call for more martial music, this week AM issued "Men of the Navy" and "O'Guard." These two new marches authored by George F. Bregell, onetime Seventh Regiment bandmaster.

Boyd Lawlor, former manager of WJMA, Covington, Virginia, has just returned to WTCM, Traverse City, sales manager after a year's absence. Recently, Lawlor spent some time with the Tri-City Network at WLVA, Lynchburg, Va.

WFDF, Flint, Mich., has upped Joe Robert McKinley from account executive to sales manager. McKinley who became associated with WFDF two years ago, formerly was on the sales staff of WBLK, Clarksburg, W. Va.

"National Barn Dance" Aiding Salvage Drive

Chicago—WLS moved its entire "National Barn Dance" show, a cast of 150, to Bloomington, Ill., Saturday night, for a spectacular, four-hour program designed to stimulate the war salvage drive. NBC Red carried an hour of the performance.

Admission required 100 pounds of scrap metal or 50 pounds of rubber with each ticket which station had distributed in advance. As of Thursday, 181 tons of metal and nine tons of rubber had been collected in advance. Station distributed 4,000 tickets, and bore all expenses of the special showing. One man contributed 6,000 pounds of scrap which would have entitled him to 60 admission, but he asked for only two.

Proceeds from the sale of the scrap will be donated to the local USO Station offered, also, a two-day, all expense trip, July 4, to Chicago, to the entire family of the person who brought in the greatest amount of scrap. Three neighboring communities have asked the station for aid in their local drives.

Cities Service July 4 Show

With the program cued to the nation's observance of Independence Day, the NBC "Cities Service Concert" will highlight the rousing patriotic tunes of George M. Cohan at 8 p.m. on Friday, July 3. The Cohan medley, featuring Lucille Manners, Ross Graham, chorus and orchestra under Dr. Frank Black's baton, is to comprise "Yankee Doodle Dandy," "You're a Grand Old Flag," "Over There," "Mary Is a Grand Old Name," "Harrigan" and "So Long, Mary."



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 20, NO. 3

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

TEN CENTS

Craven For Sanders Bill

WI Praises Industry For Scrap Campaign

Washington Bureau, RADIO DAILY
Washington—Office of War Information's Radio Division yesterday again expressed extreme pleasure in the manner in which radio has gone to town on the President's scrap rubber drive. Assistant Director Douglas Meserve told RADIO DAILY, "From the flock of letters and programs which have come in to us in the last week from stations in all parts of the country, we know our broadcasters are doing not only a

(Continued on Page 3)

Buy War Savings Bonds and Stamps

Block Sets Martin Block as Emcee On "Hit Parade"

Martin Block has been signed by the American Tobacco Company as emcee of ceremonies for the "Lucky Strike Hit Parade" aired on CBS on Thursdays at 9-9:45 p.m. Contract is effective starting with tomorrow night's airing and is for a 13-week period with options. Balance of the show will continue as previously with Harry Wood, Joan Edwards and the "Hit Parade" handling the vocals led by Mark Warnow's orchestra. Block

(Continued on Page 2)

Buy War Savings Bonds and Stamps

WHN Nat. Spot Business Rose 14.9% During June

The number of national advertising accounts on WHN increased 14.9 per cent during the month of June, 1942, compared with that of June, 1941. While the number of advertisers in general increased approximately 30 per cent. Jump is attributed in a good sense to the station's increase

(Continued on Page 5)

Extra Week Leeway

St. Louis—Wartime rule established by KWK is the policy covering vacations for women on the administrative staff. Those having sweeties, husbands or brothers in the armed forces, will be allowed an additional week at their own expense should they plan to take a long trip to visit such soldiers, sailors or marines, etc.

New Talent

Some of the members of the CBS M&O program managers in town this week, are spending spare time while waiting for sessions to start by playing their transcriptions of talent they are developing. Tiny Renier of KMOX and Charlie Crutchfield of WBT each unleashed terrific vocal organizations of great promise.

351 Chicago Schools Now Radio Equipped

Chicago—Three hundred fifty-one public schools here are radio equipped and 4,108 classes listened to programs during the second semester ending in June, according to figures released yesterday by the Radio Council.

Total number of children hearing programs were 163,260, and twenty-one schools have standard equipment while nine are equipped with FM. Total number of sets in use are 1,358.

Buy War Savings Bonds and Stamps

Three More CBS Clients Go For 15% Discount Rate

With the addition yesterday of three current CBS sponsors expanding to the full network to take advantage of the 15 per cent discount rate, the total now using such facilities are brought to seven. Two of the clients, however, contracted for the full network before the plan was put into effect. One of these two is

(Continued on Page 2)

Stack-Goble N. Y. Executives Check Out With Tums Account

Arch Morton To CBS As Coast 'Sales' Contact

West Coast Bureau, RADIO DAILY
Los Angeles—Arch Morton, former commercial manager of KIRO, Seattle, has been chosen to replace William Forbes as Sales Service contact at CBS Hollywood station KNX. He assumes his new post July 10. Morton was with KIRO for the past six

(Continued on Page 2)

Minority Voter On Chain Regulations Agrees In Principle On The Measure; House Group Concludes Hearings

Station Committees Aid 'Disks For Army'

Three members of the record masters of ceremonies committee of Records for Our Fighting Men travelled 5,000 miles and visited 11 cities during the past week-end to elicit cooperation from their colleagues at 43 stations and explain the drive.

Dick Gilbert of WHN, chairman

(Continued on Page 3)

Buy War Savings Bonds and Stamps

Movie Group Suggests Delaying Scripts For Air

Motion picture industry's Public Relations Committee for the Eastern division will recommend to both producers and distributors that no tabloid radio dramatizations of films be permitted until 60 days after gen-

(Continued on Page 2)

Buy War Savings Bonds and Stamps

WJZ-Blue Network Sales Rises Sharply In Week

New business on WJZ and the Blue Network this week includes several new orders and extensions of current contracts.

Carter Products, Inc., launched a

(Continued on Page 8)

Washington Bureau, RADIO DAILY
Washington—Expressing many views which were widely divergent, if not in absolute contradiction to those of FCC Chairman Fly, Commissioner T. A. M. Craven told the House Interstate Committee concluding hearings yesterday on the Sanders Bill that, while he did not want to be tied down to de-

(Continued on Page 6)

Buy War Savings Bonds and Stamps

CBS Sets War Theme Re 'Air School' Series

CBS's "School of the Air of the Americas," which will open its 1942-43 season Monday, Oct. 5, will include at least six broadcasts produced and originated in Canada, and others from twenty Latin American republics, with the war theme being

(Continued on Page 7)

Buy War Savings Bonds and Stamps

Approve WEBR Transfer To Another Newspaper

Washington Bureau, RADIO DAILY
Washington—Deciding that the "Advantages to be attained...lead us to the conclusion that public interest will be served through the granting of this application," the FCC yesterday

(Continued on Page 5)

Tangled Up

Fort Wayne—Seems that Hilliard Gates, WOWO-WGL sportscaster found it a little too much when he ran into a combination of words describing the fact that the Senators were preparing a new pitcher to enter the Washington-White Sox game. Anyway, WGL listeners heard: "Masterson is washing up for Warmington!"

Los Angeles

By JAC WILLEN

DONALD W. THORNBURGH, v.p. in charge of Pacific Coast operations for CBS, and Ed Buckalew, are in San Francisco to check progress of the new construction work being done in the CBS studios in San Francisco, and for conferences with Ralph R. Brunton, president of KQW, the CBS Northern California key station.

Bob Garred's 5:45-5:55 p.m. newscast, the highest ranking west coast daytime news program, goes under the sponsorship of Planters Nut & Chocolate Company in the interest of their Planters Peanuts, starting July 6.

Unable to go to Vancouver to address workers at the huge Kaiser Company shipyards, Edward G. Robinson of "Big Town" instead made a transcription to act as his proxy.

Don Chapman, KHJ script department, turns to free-lance writing and acting after five and a half years at the studio during five of which he has taken part in many air shows and script writing chores.

"William Winter and the News" will have a time change. Beginning this week, the Van Dyck Cigars' ailer will be heard at 9-9:15 p.m., PWT, Wednesdays and Sundays, over the Columbia Pacific Network. Federal Advertising Agency handles the account.

Irene Rich, whose famous "Dear John" programs are heard over CBS, Fridays, had a new distinction conferred upon her this week. She will officiate as "Maid of Honor" to Mrs. Will Rogers, chosen to christen the big, new freighter, S.S. Mormactern, which slides down the rails at Wilmington soon.

Rudy Vallee may lose another announcer to the war in a few weeks. Tom Hudson has applied for entrance into the Air Corps. Six months ago announcer Art Ballinger left the program for the Army uniform.

"Your Blind Date" has been honored with a title song by Herman Ruby and Lew Pollack, who set words and music to the "Blind Date" theme now being used. The number was published two weeks ago by Leeds Music Corporation.

KDKA-BSA Rubber Drive

Pittsburgh—To help speed the collection of scrap rubber Pittsburgh Boy Scouts and KDKA have joined in a "Rubber Treasure Hunt" which will continue through the closing days of the campaign. KDKA will award a banner to the winning troop in each of the city's 12 scout districts. The presentation will be made in a special broadcast during which the winning scouts will be interviewed.

THIS IS GOD'S WAR

featured by

SAMMY KAYE

WEAF—Saturday—Midnight

ASSOCIATED MUSIC PUBLISHERS, Inc.



The Informer!

● ● ● Contrary to reports published elsewhere Shirley Temple in "Jr. Miss" has not been renewed and may not continue! Show is heard on a split network—product holding down the other stations is made from alcohol and the government stated to the latter that no more alcohol was available... Ed Wynn was slated to step into the "Camel Hour Variety" show in the fall but the deal hasn't been consummated as yet; the agency reporting that it won't happen now that Abbott & Costello have been signed for a show for Camels in the fall. Edward Ellis, brilliant motion picture character actor will portray the lead in Thornton Wilder's "Our Town" which will be dramatized on the Camel Hour. Ellis' contract is for twenty-six weeks—the rights are reported to be tied up for one year while most of the talent on the hour show is signed for thirteen weeks. Should A & C move into this period in the fall, it's this reporter's guess that Ellis and "Our Town" will move into the time held by Vaughn Monroe, who will merely carry on for the summer... We hear that there may be a "ghost" to Xavier Cugat on the Camel show... Washington has informed Kirby Hawks that he's to remain on the advisory committee... Pat C. Flick has a wonderful show that's being considered by the BLU... New set-up on "Battle of the Sexes" will have soldiers competing against beautiful models with the penalty for losing to either side scheduled be that the losing team will escort the winners on a round of the town!... General Foods almost bought the "Stage Door Canteen" idea... Jame Froman will have a five-minute spot each Sunday on a new show devoted to a scene and song from a popular old operetta... Film jobs will keep Rudy Vallee west... Edward Murrow, who inspired the seven Norman Corwin programs from London, will be producer and narrator on the series beginning July 27th via CBS at 10... Dick Charles, one of the page boys at NBC who wrote "Mad About Him Blues" and got Dinah Shore to give the song a start, has been "upped" to a BLU net production berth!... George Lowther will script "Superman" when the show goes live in the fall... The Lucky Strike spots are scheduled to cease shortly and Wrigley's campaign in the spot field has many local stations chafing at the bit for a final decision!

● ● ● The other nite we witnessed a "dress rehearsal" of Irving Berlin's "This Is The Army" show. Newspapermen were not invited because the sponsors of the show felt it was unfair to judge the extravaganza in the raw form... However, the "raw form" was so perfect that we doubt whether the opening nite critics tomorrow will find adjectives to describe the spectacle any better than we're trying to now... It is the greatest show on earth—thrilling and entertaining from the overture to the recession... We got as big a kick out of Berlin standing in a side aisle watching the show and only leaving this post long enuff to don his 1918 uniform to re-enact a scene from "Yip Yip Yaphank"... As each performer was doing his bit Berlin was tense. When a singer chanted the beautiful wordage of a new Berlin tune—you could see Irving's lips forming the words... The "girls" in the show are the most "beautiful" we've ever seen and their costumes are breathtaking. If you didn't know that they were soldiers in "drag" you'd wonder how Powers or Conover ever let 'em out of their sight... Sgt. Ezra Stone, who was busy staging the production, didn't leave himself with suitable material for his unusual talent. Julie Oshins is the hit of the show and Earl Oxford's work in the show would've netted him a long-term flicker contract if Uncle Sam didn't have a previous commitment... The sets and costumes are the last word. Berlin's tunes are as thrilling as ever. People in the audience at the "dress rehearsal" cherrred Berlin's appearance so robustly that for five minutes Irving couldn't start "Oh How I Hate To Get Up In The Morning"... We hope that our suggestion to get a bugler to sound "assembly" to get the audience back from intermission will be picked up—instead of the customary weak theater buzzer!

Chicago

By FRANK BURKE

ERIC R. DANIELSON, an NBC employee for 12 years, has been named day program traffic supervisor for NBC's Central Division. He succeeds Frank R. Golder, who was transferred to the Central Division engineering department as a studio engineer.

Scrap metal and old rubber collected by the WLS "National Bar Dance" as admissions at Bloomington, Ill., last week-end will net the USO approximately \$4,000, it has been estimated by Don Kelly, WLS promotion manager.

Richman Brothers, thru McCann Erickson, Inc., has renewed its A news broadcasts heard three times weekly on WMAQ for 52 weeks effective Monday, August 1. Clev Conway is announcer.

Other new business at WMAQ includes an order from Johnson and Johnson, through Young & Rubicam for a series of 66 one-minute transcribed announcements.

New WBBM contract for the five-minute program, "Boggs On Dogs" Monday, Wednesday and Friday from 7:25-7:30 a.m. has been sold. Ralston Purina Company through Gardner Advertising Company, St. Louis, for 26 weeks, effective July 1.

Chicago Servicemen's Center getting a huge shower of old air new phonograph records as a result of Barbara Fuller's drive which has radio cooperation from Elizabeth Hart, WMAQ; Mary Aflick, WGN; Al Hollender, WJJD; Bill Moggi, WHIP; Lorraine Hall, WBBM; Al Scott, OCD radio director, and Bet Ames of WCFL. It is estimated that Miss Fuller's appeal has garnered around 500 platters so far.

Johnny Erp, NBC news and special events writer, is in St. Joseph Hospital for observation.

Boyce Smith, tenor, will substitute for Curly Bradley on the Blue Network's "Club Matinee" from July to August 8, while the cowboy bantone vacations. Curley will spend his vacation studying dentistry at Chicago College as an Ensign in the Navy.

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

MAY VENUTA, on Dave Elman's "by Lobby," tomorrow (WABC-8:30 p.m.).

CHAEEL FITZMAURICE, featuring "The Chocolate Soldier," on strong's Theater of Today," tomorrow (WABC-CBS, 12 noon).

KER BROWNELL, professor of Temporary Thought at Northern University; PAUL HUTCHINSON, managing editor of the "Christian Century," and DAVID THES, professor of English at the University of Chicago, discussing "War and the Arts and Letters," on the "Reviewing Stand" program, Monday (WGN-Mutual, 10 a.m.).

TH MITCHELL, sister of the Brig. Gen. "Billy" Mitchell, and EHT LIEUT. A. K. GATWARD, on "We, the People," Monday (WABC-CBS, 7:30 p.m.).

MAJOR ALEXANDER de SEVER, aviator and airplane designer; THE WILLIAMS, news analyst and commentator; WILLIAM B. ZIFF, publisher of aviation magazines, and GEN. HENRY J. REILLY, officer on military affairs, discussing "Can the European Continent Be Led by Land and Sea," on Theodor Granik's "American Forum of Air," Sunday (WOR-Mutual, 8

HNNY GREEN, as guest conductor of the Columbia Broadcasting Symphony, Sunday (WABC-CBS, 4

WRENCE IMPEY, Far Eastern correspondent, on "Spotlight on Monday" (WABC-CBS, 4:30

HEL BARTLETT and RAE ROBSON, duo-pianists, on the Great Artists Series of the "Telephone Hour," Monday (NBC Red, 9 p.m.).

EDY LAMARR, in an adaptation of "I. M. Pulham, Esq.," on the "Lux Radio Theater," Monday (WABC-9 p.m.).

N.Y. AFRA Elects

New York local of the American Federation of Radio Artists, announced the election of the following members to the national board of directors: Kenneth Roberts, Clayton K. Brown, John Brown, Walter Preston, de Corsia, Minerva Pious, Alan L. Felix Knight and Arnold Moss. Nine will not take office until September 1.

Moodie To CBS Research

With Moodie, formerly with Cross-Inc., research firm, has joined as assistant to Charles H. Smith in the research department. She will work in a supervisory capacity and assist in the planning and analysis of research studies.

NEW PROGRAMS—IDEAS

"Home Town" in Syracuse

Under the title "Home Town" a series of original sketches of home town characters and incidents is being presented over WFBL, Syracuse, for eight weeks. The series, heard Monday, Wednesdays and Fridays at 11 a.m., was written and directed by Joyce Crabtree and the cast will be drawn from the Civic University Summer Players.

Dramatic Vignettes

A novel program idea, based on the music of Freddy Martin and his orchestra but including dramatic vignettes directly associated with the music itself, made its debut on the Columbia Broadcasting System recently, under the title of Lady Esther's "Album of the Week." The new idea, evolved by Producer Bill Lawrence and Script Writers Bob Lee and Jerome Lawrence, carries on for the same sponsor in the "Lady Esther's Serenade" period over CBS. Small casts of top radio players will

be used in the brief dramatic spots on the program, according to Lawrence. First "Album of the Week" page was "The June Bride," and to be followed later by musical testimonials to "The Soldier," "The Debutante," "Grandma and Grandpa," "President Roosevelt," "Dude Ranch" and "Good Neighbors."

"Your Home Town"

As a means of acquainting Schenectady's 15,000 increased population with the city's background and history, WGY is offering a quarter-hour weekly broadcast titled, "Your Home Town." Most of the 15,000 people have been brought into the city for employment at the General Electric and American Locomotive plants, both of which are engaged in war work. Charles H. Huntley, is writing the sketches which are a combination of narrative and dramatic bits. The story is related by the "Old Citizen." Players include Irma Lemke and Douglas MacMullen.

WHN Nat. Spot Business Rose 14.9% During June

(Continued from Page 1)

to 50,000 watts, but more specifically to the change in program policy which has witnessed a trend toward live broadcasts and a cutting down of recorded shows and spot announcements.

In the first six months of operation as a 50,000 watter, WHN has increased live broadcasts gradually, to the point where they now amount to about 74 per cent of the schedule, whereas a year ago, the figure was about 40 per cent. The trend, however, has been to extend in the fields of news and sports, rather than promote dramatic or production shows. Aim is to make the station outstanding from those two angles, among stations in its class. On the news and commentary side, station has listed Fulton Lewis, Jr., Wythe Williams, George Hamilton Combs, Jr., Henry Taylor and Fulton Oursler. Station added exclusive coverage of the Brooklyn Dodger baseball games to its sports schedule this year, enjoying a substantially increased listening audience during afternoons and evenings as a result.

Using June as a typical month, station listed 74 advertisers in 1941. Of these 50 were national accounts and 24 local. During the past month, total ran to 96, with 79 coming from the national ranks and 17 the local. WHN has been averaging 92 hours of live broadcasts and 33 hours of recorded programs per week, during the past month. Compilation takes in hours between 6 a.m. and 12 midnight.

Markedly responsible for the reduction in spot commercials, and the increase in 15-minute programs has been station's complete elimination of one minute package announcements which had permitted participating sponsorships at special rates.

Approve WEBR Transfer To Another Newspaper

(Continued from Page 1)

day approved the transfer of ownership of WEBR, Buffalo, N. Y., from the Buffalo "Evening News" to the Buffalo "Courier-Express." Control is transferred from Edward H. Butler and Marjorie Mitchell Baird of the "Evening News" to Paul E. Fitzpatrick and the "Courier-Express."

The Commission made it clear that allowing acquisition of this station by a newspaper in no way conflicted with its year-old policy of placing in its pending files all applications by newspaper interests for new stations, and applications for transfer of control of existing stations to newspapers. On the other hand, the Commission announcement read "The Commission in recent years has followed the policy of not creating, by the grant of applications any situation where the same interest would control more than one standard broadcast station in the same primary service area."

The Buffalo "Evening News" now retains control only of WBEN.

"While the instant proposal involves the acquisition of control of a broadcast station by newspaper interests," the announcement read, "There are factors which impel the Commission to give consideration to other points involved in the proposal. The licensee is presently controlled by a newspaper, the Buffalo 'Evening News.' The granting of the application would eliminate multiple ownership by the 'News' over broadcast facilities in the Buffalo area and would alleviate the concentration of control by the 'News' over facilities for public expression and the moulding of public opinion in the community. It would, at the same time, make for a better balance of competition between the two Buffalo newspaper interests."

AGENCIES

KOLYNOS CO., subsidiary of American Home Products Co., will promote its new tooth powder with the "largest advertising campaign in the history of the company" according to recent announcements. Product will be given trailer plugs on all four networks. Blackett-Sample-Hummert is the agency.

ARTHUR SINSHEIMER, radio director at the Peck Advertising Agency, received an award yesterday, from Mayor LaGuardia, for his work on the Mayor's Committee in charge of mobilization of "New York At War" parade. Sinsheimer is also associate radio director of the OCD.

WILLIAM S. SCULL CO. has appointed Compton Advertising, Inc., to handle advertising for the Minute Man line of dehydrated soups and vegetables in the William S. Scull territory effective Sept. 1, 1942.

'Neighborly' OPA Show Starts July 10 On NBC

"Neighborhood Call," a 15-minute weekly radio series sponsored by the Office of Price Administration and designed for the family circle, will start July 10, in the 7:30 p.m. spot on NBC. With the narrator in the role of the friendly neighbor who drops in for a quiet talk with Dad and Junior and the "missus," their immediate problems under rent control, price control and rationing are discussed with the aid of occasional dramatic spots and homely analogy to bring home a point.

"Neighborhood Call" was tried out successfully last April with Frank Craven as the "Neighbor." Without any advance publicity or ballyhoo the response to the program was immediate.

Kaufman In Liaison Post

Washington—Radio Joe (Joseph D.) Kaufman, popular Washington merchant and radio personality has been appointed liaison man between the Civilian Mobilization Organization and the District's 66 civilian defense committees, it was announced yesterday by Acting Defense Coordinator Charles Kutz.

THIS LITTLE BUDGET WENT TO THE

"920 CLUB"

WORLD BOSTON, MASS.



Craven For Sanders Bill

Restraint of Trade Called a Matter For Courts

(Continued from Page 1)

tails, he "believes in the principle" of the bill.

Commissioner Craven stated: "In view of recent controversies, it would seem desirable that Congress specify more clearly to what extent, and in what manner it desires the Commission to regulate broadcasting. If Congress desires this Commission to regulate the business practices of licensees, it should so state. If Congress desires the Commission not to regulate business practices of licensees, it should likewise specify clearly that the Commission has no such power."

The witness, who with Commissioner Norman S. Case formed the minority voting against the "chain regulations," attributed the split among Commission members on various important matters of policy and procedure, to different "regulatory philosophies" influencing their interpretations of unclear sections of the 1934 Communications Act.

Calls FCC Policy "Inadequate"

Craven said he felt the FCC had formulated an adequate communications policy. He was invited to place in the committee's record his own recommendations which he said the Commissioner never seemed to have "had time" to consider.

Some of the important industry issues, both inside and outside the scope of the Sanders Bill, on which Craven expressed disagreement with Fly:

He said he did not feel the Commission was qualified to deal with charges of restraint of trade against the networks, and that such matters should be adjudicated in the courts.

Nor, in Craven's opinion, does the Commission have the power to make rules on newspaper ownership of stations. He told the committee, "I feel we as an agency of the Congress should come to you in matters of basic national policy and ask you what you want us to do."

Ses "Revolutionizing"

Craven said in his opinion the chain regulations would "revolutionize" network operations. He indicated, therefore, that should the rules pass their court test, they should be held in abeyance until after the war.

On the other hand, Craven did not think there would be "much difficulty" or inconvenience to the Commission if Congress called for it to be reorganized during the war along the lines of the Sanders Bill (H. R. 5497). He said the FCC was "prepared" for such a reorganization and that, on the basis of his organization experience, this would be a "simple one" involving chiefly some new procedure.

In this connection, Craven said he felt the division of the Commission

into two bodies, (called for by the bill) was preferable to the present organization. (Chief Engineer Jett, who followed him to the stand yesterday, disagreed with Craven on this point).

Craven told Representative Sanders he favored intermediate reports, and that he had voted against the abolition of the FCC's investigation division and felt there was too great a mingling of the "prosecuting and judicial functions" at present.

"Full and Fair Hearing"

The Commissioner went on, "in some instances it seems to me that a full and fair hearing has not been given to all parties who have or may have a legitimate interest in the subject matter dealt with." Also he said he believed no licensee should be restricted in his operations without first being accorded a full hearing due him.

In introducing Craven, Chairman Lea commented that the committee wished to hear the conflicting views of the Commission on the proposed changes in the law, and said Congress was glad there were men of "independence" represented on it. Members seemed to be impressed with Craven's sober utterances and after he finished his prepared testimony put him through a great deal of direct questioning.

Woods and Jett Heard

It was well into the afternoon before Chief Engineer Jett came to the stand to discuss some engineering matters in connection with the proposed legislation. The placing into the record of testimony from Mark Woods on behalf of the Blue Network, closed one of the fullest days of testimony since the hearings opened April 14.

In introducing his statement, Craven stressed that he regarded the Commission, not as an agency "empowered to promulgate new social economic policies" but as a body created to administer policies established by the Congress. "Hence," he went on, "when the Commission encounters conditions and problems not foreseen at the time the basic legislation was enacted, it seems most desirable that the Commission return to Congress for further instructions."

Wants Freedom from Restraints

Craven said he felt it essential that broadcasting be free from unnecessary or arbitrary restraints imposed by the licensing agency "if the public is to confidence in radio. . . . I believe that in the consideration of the regulation of broadcasting we must keep paramount in our minds the Bill of Rights, or else we fail to attain the best solution."

In his discussion of H. R. 5497, the Commissioner said he believed it desirable that a "specific and compulsory" division of the FCC and its functions be made because he felt its present plan of organization "was basically unsound." This, according

to Craven, required an "undesirable" combination of legislative, judicial and administrative functions and was "unwieldy and cumbersome." The result, he explained was "that too many matters which should have received careful attention have received too little attention or none at all."

Craven said he felt Section 3 of H. R. 5497 embraced the desirable organization principles, and "would contribute toward a proper relationship between the Commission and the Congress and would aid materially in the formulation and coordination of communications policies."

Speaks as Engineer and Layman

While emphasizing that he spoke as engineer and layman, and did not feel qualified to deal with legal aspects of procedures, the witness expressed approval of the scheme for hearings called in Section 5 of the bill and for Section 9 on re-hearings. In connection with the latter he stated, "Most Commission decisions, particularly with respect to broadcasting, rely not upon past facts but upon future probabilities. Where the basis of a decision is thus speculative at best I believe that some method should be provided whereby it is possible to secure a re-examination of the results. Furthermore, some method should be provided whereby the issues and the parties should be held in status quo, while the re-examination is being made."

Praises FCC Bar Assn.

In addition to praising the proposals of the FCC Bar Association as "a step in the right direction," Craven said he felt the NAB proposals also appeared to have merit. "I am particularly interested in the proposal with respect to declaratory rulings," he declared. "Our recent experiences with the chain broadcasting regulations might have been avoided if we had been able to render a declaratory ruling and had that ruling appealed to the courts before sanctions became operative."

Opposing Commission interference with the business operations of networks, Craven suggested that the Congress enact "certain provisions which will serve as guide-posts to the industry but do not directly or indirectly control its economic or program development."

Outlines Suggestions

He continued, "the maximum for which I believe justification can now be found would be the enactment of provisions of law which would prohibit the licensee of any broadcast station from entering into any contract or other arrangement with a network organization containing any or all of the following five restraints upon the ability of a licensee to exercise his responsibility:

"(1) Where the station is prevented from broadcasting public service programs of any other network organization, a public service program could be defined as any

Opposes Licensi Of Networks as 'Censorship'

program broadcast under the provisions of Section 315 of the by candidates for public office programs broadcast by any public officer or on behalf of any government either local, state or national sustaining programs broadcast upon behalf of any religious, educational, scientific, literary, educational, patriotic, or fraternal organization:

"(2) Which prevents the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory, unsuitable, or contrary to the public interest, or from substituting therefor a program of outstanding local or national importance;

"(3) Which prevents another station serving a substantially different area from broadcasting network program or programs;

"(4) Which provides by original term, provisions for renewal otherwise that the station broadcast the programs of the work organization for a period longer than three years;

"(5) Which gives the network organization an option upon period of the station's time which are specified, or which can be exercised upon notice to the station with less than a reasonable time, as 28 days."

Feels Option Time Necessary

In connection with his fifth suggestion, Craven said he felt option time was "absolutely necessary," to be fair should be specified. "It was another important point which he disagreed with Fly.

"With these safeguards imposed the law itself," he went on, "I believe that the present good aspects of network service can be maintained improved, that the bargaining position of both the network and the station will be preserved; that licensees will be free to exercise their responsibilities to the public; that the excellent public service facilities radio will be improved, and that over-all result will be far superior to the adoption of any plan which both networks and licensees are subjected to the ever-changing economic views and philosophies of an ever-changing licensing agency."

Networks "Sales Agencies"

The Commissioner expressed himself as strongly opposed to licensing of networks, which he said are the last analysis program production and sales agencies." He observed such agencies are required to appear to the Commission for a license, the Commission will inevitably become both their economic mentor and judge of the propriety of their program material. This is censorship

(Continued on Page 7)

Sanders Bill Session Hears Jeff And Woods

(Continued from Page 6)
 first form and it is difficult to here such action would end if commenced."
 ven termed as "both unneces- and dangerous" any classifica- f licensees predicated upon oc- on or other business interests. is basis the Commissioner op- discrimination against news- ownership.

Sees Economic Feasibility
 le diversification of control of of communications was desir- he said attempting to obtain it discriminatory legislation would "almost as serious" problems as onopolistic control itself. More- from the economic standpoint, d not see why joint ownership id not be allowed in small com- mies where radio competition he press might spell disaster for tter.

sofar, as I can ascertain, there evidence that newspaper-owned stations have been operated as contrary to public interest," n said. "In fact they seem to te very much like any other radio station."

Suggests Time Stipulation
 iver, to clarify the status of ng licenses, Craven suggested Congress provide that after a date, no license be granted ex- o corporations "whose charter y-laws shall provide that the ss of the corporation is limited e business of broadcasting or broadcasting, together with other business as may be inci- thereto."

s provision, he said, "would end nfusion and speculation in any case as to whether another ss was supporting a broadcast n or whether the broadcast stas supporting the business."

ven opposed Congressional limi- s upon the number of broad- g services of a network. "As ervices, such as Television, Fre- y Modulation and Facsimile are d up, first for experimental and later on a regular basis, we at those who are best equipped ally and who are most willing ke the substantial investments ose who have been in similar of public communication."

ants "Checks and Balances"
 king from a background of 30 years' engineering experi- Craven said he felt some of the inventive activities would con- bly extend the presently used spectrum, resulting in more channels as well as new uses io.

oncluded, "I hope that any new tion which may be enacted by ess will contain statements of policy, together with such s and balances as are deemed ary to insure the development io as a free American enter- in which the public has con- e."

of Engineer E. K. Jett opposed

WORDS AND MUSIC

By Sid Weiss

OUR TOWN: Geo. Jessel and Lois have decided to call it a day... It'll be wedding bells tomorrow (Independence Day, no less!) for Kaye Brinker and M. B. Lee. He's one-half of the "Ellery Queen" combine... According to Bill Stern (he had Dorothy DiMaggio on his program the other day as a guest) there is nothing on the ballplayer's mind these days but his batting average. In fewer words, the reported rift has been all patched up... Milton Berle's ma is ailing at the Essex House... Stella (Your Hollywood Newsgirl) Unger Hollywood-bound for a month... Patti's emergency appendectomy will cost the Andrews Sisters a tidy 20 G's in bookings they were forced to cancel... Suggestion (by Howard Reilly) for tag of a quartette: Three Dots and a Dash... Jackson Beck and Dave (CBS) Harmon have pounded out a play called "I Ain't Talkin'"... Agency handling the Ford show must be plenty superstitious. Sent out confidential memo stating show must start on July 12th—and not the 13th!

★ ★ ★

Michael Chimes has no difficulty at all remembering birthdays in his family. His daughter, Marilyn, was born Dec. 8th, the day we declared war on Japan. His own date is July 4th and they expect another visitor on Aug. 1st—which is the day the first World War began... Ralph Marks, formerly with BMI, has joined Robbins music firm... Mandell Kramer cast in "Gangbusters" this week—first time in four years he isn't playing a mug... Art Franklin and Ted Wilde have readied a new air show tagged "Page the Stage Mother"—presenting the characters in a new twist... Eddie Lambert has opened his own publishing offices, known as Raybert Music Co. First number catalogued is "Dear Old Pal," written by Lambert... Carol Channing, singing comedienne, makes her nite club debut next week at "Cafe Society Uptown"—doubling from "Let's Face It," where she's understudying Eve Arden.

★ ★ ★

Paul Lavalle's wife and child injured in an automobile accident while driving through Conn. the other day. They're up at the Danbury Hospital, not seriously hurt, thank Gahd... Passing away of Charlie (BMI) Gordon this week marks the 12th music man in the past two years to succumb to heart failure... Johnny Green introduces his concerto, "Music for Elizabeth," over CBS this Sunday afternoon. Composition is dedicated to his wife, Betty Furness, who has the lead in the Boston company of "My Sister Eileen"... Warren Sweeney will announce this summer's CBS N.Y. Philharmonic airings from Lewisohn Stadium... Adrian Samish new head of radio production at Y. & R.... Since "Pepper Young" went repeat, there have been reports that its director, Chick Vincent, was signed exclusively. This item is by way of reporting "tain't so."

the provision in the Sanders Bill which would divide the Commission's work. He said, "In my opinion, it is far more efficient to have one Board of Commissioners handling all communications services than to create a situation where two separate boards will specialize in limited fields only. To perform their work efficiently, it is necessary that they keep abreast of all developments in all wire and radio services. The best way to insure these broad qualifications is to give them day-to-day work in all branches of communications." He agreed with Chairman Fly that this would be a bad time to reorganize the Commission because of pressing war work.

Jett Asks "Maximum Service"

Discussing the clear channel problem from what he described as the angle of the listening public, Jett said, "The task is to utilize each of the clear channels in such a way as to procure maximum service, and service in the place where it is most

needed. Whether one station or more than one station on a Class A channel is the best solution depends on the particular facts with respect to that channel. The Commission utilizes its best efforts to procure these facts, and to reach a solution in accordance with them."

Woods Advocates Option Time

In a 12-page statement filed with the committee for the Blue Network, Mark Woods, president, said: "It is a matter of common knowledge that RCA has agreed to dispose of the Blue Network to outside interests, if a fair price for RCA's investment can be obtained and when buyers can be found who will operate the network in the public interest."

Woods also expressed the opinion that the orderly progress of the present type of network service depends on the survival of option time. He advocated legislation which would permit and foster the latest scientific developments in the broadcasting field.

CBS Sets War Theme Re 'Air School' Series

(Continued from Page 1)

brought directly to school children. War and Navy Departments, the OFF and other Federal agencies have been enlisted for the preparation of "This Living World" series which will be given on Fridays. Entire series will be pointed to appeal to students' sense of responsibility, to encourage them to consider all problems as capable of solution by reason. The National Education Association, along with other major educational organizations will cooperate again in the presentation of the series.

Hill to Script

According to plans announced by Lyman Bryson, Columbia's education director, Frank Ernest Hill will write the scripts for the "This Living World" programs, and act as narrator. High government officials and public leaders will appear on the program.

A new program, "Science at Work," is to be broadcast Mondays, outlined by Dr. Morris Meister, principal of the New York High School of Science and president of the National Association of Science Teachers. It provides science teachers in the classroom with a frequently demanded supplementary science background. Tentatively, the series has been divided into six classifications: "Winning the War," "Building the Peace," "Opening New Horizons," "Improving Our Health," "Solving Problems" and "Ridding the World of Superstitions."

Dr. Carleton Sprague Smith, chief of the New York Public Library, again is to be annotator on the Tuesday music program, called "Music on a Holiday." Set up with the cooperation of the Music Educators National Conference, these programs are built around the principal holidays observed in this hemisphere. Included are Easter, Columbus Day, Pan American Day and Army Day.

"New Horizons," the series of dramas of historical adventure, continues as the Wednesday program, and "Tales from Far and Near," the series of dramatic stories taken from popular children's literature, remains as the Thursday program. Both these series, Bryson points out, have always been planned to produce the greatest possible effect in the thought of heroism and devotion to high causes.

Dr. Andrews Narrator

Dr. Roy Chapman Andrews, noted explorer, again is to be the "New Horizons" narrator. Among the New World heroes whose exploits are to be dramatized on this program are Columbus, Mora, Bolivar and Artigas.

Research engineers estimate an audience of more than 8,000,000 school children throughout the Western World, from Alaska to Chile, tune in the broadcasts. Work already has started on the "Teacher's Manual," more than 250,000 copies of which are to be distributed free to the teachers using the programs as classroom aids. Leon Levine, assistant CBS education director, continues as air school producer.



Coast-to-Coast



WIBW, Topeka, Kansas, is operating on additional time now, since KSAC, the Kansas State Agricultural College station at Manhattan, Kansas, burned out a transformer June 29. Until the transformer is repaired, KSAC will be unable to go on the air for the usual three and one-half hours each weekday, time that WIBW is usually off the air. WIBW will remain on the air continuously, filling in with its own productions.

A mid-day crowd on Boston Common bought \$2,100 in war stamps and bonds to hear Jean Collins, WEEL songstress, sing "One Dozen Roses." The song was auctioned off and brought the biggest response of the day. In addition to Miss Collins, Ray Girardin, Fred Garrigus, Carl Moore, Bill Elliot, Josef Cherniavsky and his orchestra also appeared. The total sale was \$4,000.

Michael Fitzmaurice, who plays Phil Stanley in "When A Girl Marries," NBC Red, Mondays through Fridays, 5 p.m., is currently singing the role of Alexis in "The Chocolate Soldier" starring Allan Jones and Helen Gleason at New York's Carnegie Hall. This marks his debut as a professional singer.

Martin Block's "Make Believe Ballroom" on WNEW will be included in the new swing disk series of programs which are being short-waved to American forces over WRUL.

Baxter Geeting, economics professor at San Francisco State College, has joined KQW's staff for three night-time news commentaries each week. He is an Oxford graduate, was in England when the war broke. Construction of a new second floor entrance to the KQW studios, in Frisco's Palace Hotel, is nearing completion. It will eliminate the rear entrance now used, the latter to be retained only for performers.

John Steadman, new KPO producer, is now handling production of "Dr. Kate," a five-weekly skit relayed by the San Francisco station to the coast Red web. Steadman replaces Wally Ruggles, who has joined the S.F. office of the Coordinator of Information. Archie Presby, KPO announcer, has been picked to play the "Funny Money Man" in the new six-weekly show of that name, just started over the station.

In view of war curbs on travel, Martha Deane, (WOR 2-2:30 daily), will provide her listeners with a vacation on the home lot through a 5-program "Fun Festival," July 6-10. Guest stars, to provide the resort atmosphere, include Paula Lawrence, the comedienne; H. I. Phillips, author of the "Private Purkey" books; Phyllis McGinley, author of "Husbands Are Difficult"; Don Herold, cartoonist and humorist; and The Revuers.

Fay Clark of WBRY's Waterbury, Conn., Women's Department is currently doing three shows a day. The "Pantry Shelf," "Joan Windsor—Women's News," and "Our Neighborhood." These three shows run Mondays through Fridays. On "Neighborhood" program she features local groups of foreign extraction. WBRY is currently running the new Ascap music program "Music—Just for You" on Mondays at 9:30 p.m. The program material for this spot is furnished by Ascap.

Dave Tyson, announcer of WWSW, Pittsburgh, and conductor of the "Six To Eight Special," early morning show, will resume his position of director of children's activities at the Steel Pier, Atlantic City, July 6, for the 12th season. He will have charge of all the vaudeville, drama and entertainment for children. Tyson's announcing chores are being taken over by Roger Kelly, formerly of WMBS, Uniontown, Pa. Piloting of the early morning program will be done by Johnny Davis.

Amateur songwriters who have hoped to have their tunes published will have that opportunity with the aid of bandleader Tommy Tucker who will pick the best tune of the month featured on "Songwriter's on Parade" heard over WWRL. Tucker will select the best song of the month submitted by an amateur who will be awarded a songwriters contract and the tune published by a well known music firm.

Walter Maier, salesman at WWRL for the past 13 years, has become an Ordained Minister of the Protestant faith identified with the Church of Christian Fellowship, New York City. Ordination services were held June 29 at the Grace Reformed Episcopal Church of Brooklyn.

KYA's Hal McIntyre, conductor of the three-hour swing disc session heard five days a week on the station, has returned to San Francisco after a vacation-tour of Texas Louisiana, where he listened to the current versions of southern jazz. Also back after early vacations are KYA announcer Verne Wilson, who went to Santa Cruz by the sea, and Lillian Holmes of program staff, who visited Minnesota.

WWNY, Watertown, New York, is appealing to the half million people in its coverage area in northern and central New York to conserve on tires and gasoline when the time for their vacation arrives. Two programs, "Alexandria Bay On Parade," and "Clayton Vacation Varieties" have been sold across the board five times a week for fifteen minutes slots. Consisting of music tied in with narration and dramatic sequence, and arranged through the Chambers of Commerce of Alexandria Bay and Clayton, the programs tell of the advantages of a northern New York vacation for Northern New York residents.

Stuart Hannon has joined the KGO staff in San Francisco as producer. He formerly did the news at KROW. A new weekly orchestral show has been set on the KGO sked for maestro Phil Bovero. William B. Ryan, KGO manager, is back from attending the Pacific Advertising Assn. convention at Tacoma. Geo. Fuerst of KGO's traffic staff is back after a vacation tour of Nevada ghost towns.

Helen Nugent, contralto on WKRC, Cincinnati, has been signed for the sixth consecutive season with the Cincinnati Summer Opera Company, opening as Rosette in "Manon" next week, and Mercedes in "Carmen" the following week.

Broadcasts of "Your Date With Don Norman" have been brought up to two a week on the Mutual network. Program will air on Tuesdays and Thursdays at 1:45 p.m., originating in New York.

KOIN (Portland, Ore.) Choristers, under direction of Josef Sampietro, entertained the Pacific Advertising Association meet at Mt. Rainier, Wash. Harry Buckendahl, director of commercial relations for KOIN, represented the station at the conference.

James Monks, will have the lead in the "Columbia Workshop" production, tonight, 10:30 p.m., taking the part of "Joe" an unknown soldier.

Celebrating its first anniversary over WMCA Saturday, July 4, at 7-7:30, "Platterbrains" with Leonard Feather as emcee, will have Baron Timme Rosenkrantz as one of its

guests. Rosenkrantz, a bona baron from Denmark, is a swing pert and known as the "Barrelhead Baron" around jazz circles. "Believe It Or Not" Ripley will be the guest of Jack Eigen over WM Sunday, July 5, at 6 p.m.

WTSP, St. Petersburg, Florida, been added to the list of stations ceiving the Pharmaco quiz program "Double Or Nothing" WTSP also signed a three-month contract with the makers of "Seven-Up" two one-minute transcriptions per day. New local accounts were added to WTSP schedule in three fifteen-minute dance programs per week for Larry Ford, of Tampa a 30-day contract of spot announcements for Tampa's "Modern" and the S. B. Brewery in Tampa spot announcements per day.

To inaugurate a series of data for service men, Bernard San mayor of Philadelphia, will do a broadcast July 8, 10:15 p.m. WIP. Music for the broadcast be supplied by a 100-piece

WJZ-Blue Network Sales Rises Sharply In W

(Continued from Page 1)

series of one-minute announcements on WJZ in behalf of Arrid. Two announcements will be aired weekly for 52 weeks, with a small portion of the time devoted to promotion. "Jimmie Fidler from Hollywood Promotion of Arrid is recorded, the program reminder is live. S. & Seiffer is the agency.

Ex-Lax, Inc., which sponsored recorded announcement daily, Friday through Friday for the past weeks, this week added a set one-minute announcement, making total of two daily for a period of two weeks. Joseph Katz Company died the account.

Noxon, Inc., renewed for 39 weeks its contract for a 50-word participation in Ed East's "Breakfast Bedlam," effective July 10. The final contract, in behalf of National metal polish, was for 13 weeks Raymond Spector Co.

R. C. Williams Company contracted for a new series of chain break Royal Scarlet foods. Three breaks will be aired weekly for weeks beginning July 7 through Richards.

Curtis Publishing Company WJZ for the past four weeks renewed its contract for another in behalf of the "Saturday Evening Post." Curtis will sponsor four minute live announcements, set Batten, Barton, Durstine & Osborne Lever Bros. Company will lead a series of recorded one-minute announcements for Lifebuoy soap beginning July 20. Three announcements will be aired daily through Friday for eight weeks Ruthrauff & Ryan is the agency

BIRTHDAYS

July 3
Dorothy Kilgallen John Lake
John E. McMillin Jerry Vogel
Russell Walker

July 4
Mary Patricia Alicoate
Irving Caesar Michael Chimes
George M. Cohan Adelaide Klein
Julia Mahoney John F. Royal
J. Dudley Saumenig
George Sundel Alec Templeton

July 5
Milton Biow Don Dunphy
Thomas K. Neely Tim Ryan

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 20, NO. 4

NEW YORK, N. Y., MONDAY, JULY 6, 1942

TEN CENTS

Disk Firms Mark Time

NBS' New Rate Plan Mulled By Directors

New and simplified rate plan to encourage network advertisers to chase additional markets is being mullied up by Mutual following a discussion of the subject at a meeting of its board of directors and stockholders late last week at the Hotel Drake, Chicago. Meeting also took under consideration plans for improved programming and increased diversification of originations. At the close of the three-day meet,

(Continued on Page 5)

Statewide Georgia Hookup For Political Campaign

Atlanta—Using one of the largest hookups ever arranged for this purpose in this state, Governor Talmadge and Ellis Arnall led their campaigns for governor Saturday. The Talmadge network included WB, Atlanta, as the originating station; WALB, Albany; WRDW, Augusta; WMOG, Brunswick; WRBL, Columbus; WMAZ, Macon; WLAG, Grange; WTOG, Savannah;

(Continued on Page 2)

Quarter Adds 9 Stations To Fidler's Blue Network

Quarter Products, Inc., has added nine outlets, making a total of 86 stations on the Blue, to the lineup for "Fidler From Hollywood," effective July 12. Included in the new outlets for the program, aired daily from 9:30-9:45 p.m., EWTN, Arvid, are four of the New Eng-

(Continued on Page 3)

Col. Sarnoff On Air

Colonel David Sarnoff, now on active duty with the Signal Corps, spoke on NBC's "Army Hour" yesterday, from Camp Murphy, Florida, as part of a dedicatory service. Simultaneously with the dedication, the first group of trained technicians was being graduated and readied for duty in various combat areas.

Busman
Richard Goggin, WABC director and producer, just can't seem to get his fill of radio. He leaves July 3 for Woodstock, New York, where he will spend his "vacation" teaching young actors attending the summer dramatic school of the Woodstock Playhouse the facts about radio acting and producing. Goggin lectures and instructs for 18 days before returning to his duties at WABC.

Hearings Very Useful Rep. Sanders States

Washington Bureau, RADIO DAILY
Washington—Representative Jared Y. Sanders, Jr., whose name is attached to the House bill to reorganize the FCC, believes that the hearings on the bill which concluded last Thursday before the House Interstate Commerce Committee served a very useful purpose. Sanders told RADIO DAILY, "I felt a public service was performed by the discussions, which

(Continued on Page 3)

Elect Hedges and Kapner New BMI Board Members

Due to "pressure of other business," Niles Trammell, NBC president and John Shepard, III, head of the Yankee Network, resigned their posts as BMI board members and were succeeded respectively by William S. Hedges, v.-p. in charge of NBC station relations and Leonard Kapner, general

(Continued on Page 2)

More Conferences With Neville Miller But No Tangible Results Indicated; Petrillo Not Yet Approached

Annual School Confab Rounding Out Agenda

Chicago—Sixth annual School Broadcast Conference will be held at the Morrison Hotel, Chicago, on Nov. 11 and 12, with an anticipated attendance of between 1,200 and 1,500 registrants, according to George Jennings, conference manager. In addition to the general sessions and work study groups, the Conference will be

(Continued on Page 5)

Files \$150,000 Action Claiming Program Idea

Suit for \$150,000 damages for alleged unpaid use of a radio program idea was filed late last week in N. Y. Supreme Court by Don Reid against General Electric, Maxon, Inc. and Batten, Barton, Durstine & Osborn. Charles E. Wilson, president of GE,

(Continued on Page 2)

New McKesson Product Now Plugged On Coast

West Coast Bureau, RADIO DAILY
Hollywood—Hereafter, "Bexel" instead of "Calox" will be plugged on "Dick Joy and the News," sponsored by McKesson & Robbins. J. D. Tarch-

(Continued on Page 2)

Although informal discussions have been taking place among the transcription and recording companies, with Neville Miller attending some of them, nothing tangible has developed insofar as a plan of action is concerned against the edict of the AFM banning recordings of every sort excepting those for war purposes.

NAB president Miller on Friday afternoon conferred with the record manufacturers, but had nothing

(Continued on Page 3)

KSTP Facing Strike Over New AFM Pact

St. Paul—Unless there is a sudden capitulation on the part of either KSTP (Red Network affiliate) or the musicians' union, over terms in a new contract under negotiation between the two, musicians will call a strike late this week, pulling network feedings and remotes. Exact time of

(Continued on Page 2)

Hayes On Exec Committee Of NAB Sales Managers

Arthur Hull Hayes, general manager of WABC, has been reappointed to the NAB sales managers executive committee as the Columbia network representative, it has been announced by Neville Miller, president of the trade association.

★ **THE WEEK IN RADIO** ★
... WPB Approves Pool
By BOB LITZBERG

ESTABLISHED broadcasters can look to the future with less trepidation insofar as replacement parts are concerned following the announcement last week by FCC Chairman Fly that the War Production Board had agreed in principle with the proposed equipment pool and that the ways and means of establishing same were now being discussed. The idea behind the pool is to get an accurate inventory of available parts and then make them jointly available to those operators who need them for continued broadcast service.

Chairman Fly's announcement, along with his continued testimony on the Sanders Bill in which he predicted a post war boom for radio, if it is unhampered by adverse legislation, were the two bright spots of the week on the industry horizon. Upon the conclusion of Fly's testimony before the House Committee,

(Continued on Page 2)

Coast Biz Boom
Arthur J. Kemp, general sales manager of the Columbia Pacific Network, has announced that as of June 30, 1942, the quarter-hours of regional network business for the Columbia Pacific Network during the first six months of 1942 is 49 per cent ahead of the same period for last year. According to Kemp, the outlook also is bright for the second half of 1942.

o-Morrow... "SHOWS OF TO-MORROW"



★ THE WEEK IN RADIO ★

... WPB Approves Pool

(Continued from Page 1)

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

Commissioner T. A. M. Craven, representing the minority voters on the FCC chain regulations, took the stand in defense of the provisions of the Sanders Bill "in principle." Other witnesses, besides Fly and Craven, who were heard by the Congressmen, were Mark Woods, president of the Blue Network Co., and Chief Engineer E. K. Jett of the FCC.

The Institute of Radio Engineers held their annual meeting in Cleveland last week at which time papers were read on various technical phases of broadcasting including ET and recording standards adopted by the NAB. Addressing the IRE delegates, Neville Miller, NAB president, outlined the potential war duties of radio and lauded radio engineers for the progress made in war research.

Other convention of the week was the 80th annual meeting of the National Education Association which announced that next year's meet would probably be conducted by radio in order to conserve on travel; this year's convention was dominated by radio with many education broadcasters, including Judith Waller of NBC, Thomas Rishworth of NBC and others, participating. Broadcasters and transcription and recording companies took no action following the mailing of formal notices by James Petrillo, AFM president, which announced the expiration of present licenses on July 31; although no organized opposition to the ultimatum banning mechanical musical reproduction of all types has developed, industry executives have discussed the situation among themselves and have adopted a policy of watchful waiting.

Saving feature of the present gas shortage in Eastern states was revealed by a C. E. Hooper survey,

which showed an increased listening audience in the affected areas. Biggest radio account switch in recent years occurred last week with the resignation of the executive personnel of the New York office of Stack-Goble Advertising Agency who opened New York offices for Roche, Williams & Cunyngnam; new office will handle the Lewis-Howe Co. business formerly with Stack-Goble as well as the Carter Products network account, previously handled by Street & Finney.

Broadcasting in Canada continued to be investigated, following along the lines of the U. S. hearings on the Sanders Bill. KFEL, Denver, completed what is believed to be the first survey of listening habits of soldiers, thus setting a precedent for other stations adjacent to army camps and naval bases. Two major motion picture firms announced that radio will be used on a widespread scale as a medium of exploitation and exhibitor tie-up.

Radio was asked to begin a new drive to recruit civilian flying specialists under the auspices of the Civil Aeronautics Administration. OFF set an allocation schedule for government messages on sponsored broadcasts of baseball games. FCC was denied a petition to hurry the trial of CBS and NBC injunction suits. MBS revealed a 79 per cent increase in its gross billings for the first six months of 1942. Radio Division of the newly-created Office of War Information praised radio for its part in the scrap rubber drive. CBS set war as the theme for its "School of the Air of the America's" meet to be held in October. New York women in radio organized a war emergency unit for cooperation with government agencies.

COMING and GOING

ROBERT R. FEGGIN, general manager, and ALFRED LOEW, commercial manager, of WMBL Macon, leaving for their Georgia headquarters after having spent the major part of last week in New York.

C. H. CRUTCHFIELD, program director of WBT, Charlotte, N. C., left for home over the week-end after having attended the meeting of the program directors of CBS MGO stations.

MAX L. ARON, chairman of the trial board of Local 802, AFM, left Friday on his vacation.

GLENN MILLER and his orchestra in Chicago where he will broadcast, starting tomorrow, from WBBM, CBS outlet in the Windy City.

CHARLES MICHELSON left over the week-end on a one-week business trip that will take him to Chicago, Fort Wayne and Pittsburgh.

PARKS JOHNSON and WARREN HULL are in Cleveland where tonight they will interview Bob Feller, Mickey Cochrane and other members of the All-Service team which will play the winners of the National-American League All Stars game.

KEN THOMAS, commercial and sales promotion manager of WNAB, Bridgeport, left for Connecticut Saturday. He had been here two days.

BOB ELSON, WGN-Mutual sports announcer in New York for the broadcasting of the All Star baseball game.

KAY KYSER, accompanied by his program troupe, has reached Cleveland, where at 4 p. m. this afternoon he will broadcast his bond-sell show from in front of the WISN studios.

GEORGE H. ROEDER, general manager of WCBM, Baltimore, who paid a brief visit to this city late last week, has returned to Maryland.

KSTP Facing Strike Over New AFM Pact

(Continued from Page 1)
The strike will depend upon order from James C. Petrillo, president of the American Federation of Musicians who has conferred with new work execs in New York, on the matter, trying to iron out the impasse. Contract which musicians had with the station has expired, and in present negotiations, the union has asked for a ten per cent increase and notice of disengagement which would grant a musician employment for duration of the contract if he passes the trial period of four consecutive weeks. Understood that other stations in the same area operate under those provisions. Station is willing to grant the wage increase, but has not agreed to the term of employment.

WAAL Set For Debut

Middletown, N. Y.—WAAL, new outlet here, is expected to go on the air within the coming week. Fred Germain, Jr., is on the staff as program director.

Files \$150,000 Action Claiming Program Idea

(Continued from Page 1)
was ordered to testify before trial by Justice Benjamin F. Schreiber. Reid claims to have originated the idea of having a sponsor conduct competition at various colleges and universities for the selection of students to appear in weekly competition on the air. This program idea under the title "Scholarship," the complaint asserts, was submitted to GE and Maxon as advertising agent in March, 1941, with the understanding that the plaintiff was to receive \$2,750 weekly for the period that the program was used.

According to the complaint, GE and Maxon made electrical transcriptions of the program which were sent to all department heads of GE. Subsequently, the suit charges, GE adopted the program as part of its radio advertising campaign. Batten, Barton, Durstine & Osborn are named defendants as general advertising agent for GE.

Reid was formerly vocalist with the Xavier Cugat orchestra.

Statewide Georgia Hookup For Political Campaign

(Continued from Page 1)
WPAX, Thomasville; WGOV, Valdosta, and WAYX, Waycross, on a program at 12:30 p.m. from Moultrie, Ga.

Arnall used the same stations as Gov. Talmadge, plus WBLJ, Dalton, on a program from 2-3 p.m. from Newman, Ga., with WSB feeding.

Marcus Bartlett, production manager of WSB, introduced Talmadge, while Roy McMillan, program director, served Arnall in like capacity.

New McKesson Product Now Plugged On Coast

(Continued from Page 1)
er. agency, announced that the "Calox" program had been so successful, sponsor decided to launch "Bexel" in the same manner. Program airing since March 2, is via CBS's Pacific Network stations, KARM, Fresno, Calif.; KOIN, Portland, Ore.; KROY, Sacramento, Calif.; KQW, San Jose, Calif.; and KIRO, Seattle, Wash.

FINANCIAL

(July 3)

NEW YORK STOCK EXCHANGE				Net
	High	Low	Close	Chg.
Am. Tel. & Tel.	114	112 1/2	114	+ 1 1/2
Gen. Electric	26 1/2	26	26 1/2	+ 3/8
Philco	8	8	8
RCA Common	3 1/8	3	3 1/8
Sfewart-Warner	6 1/8	6	6 1/8
Westinghouse	69 1/4	68 7/8	69 1/4
Zenith Radio	13 1/2	13 1/2	13 1/2
OVER THE COUNTER				Bid
	Askd			
Farnsworth Tel. & Rad.	13 3/4			2
Stromberg-Carlson	5 3/8			6 3/8
WCAO (Baltimore)	14			17
WJR (Detroit)	19		

Elect Hedges and Kapner New BMI Board Members

(Continued from Page 1)
manager of WCAE, Mutual outlet in Pittsburgh.

In making the announcement Neville Miller, president of BMI said the resignations were accepted with regrets and that both the board of directors and management joined in tribute to Trammell and Shepard, both having been of inestimable value in the formation and success of the organization.

Peter Paul Buys WOR News

Peter Paul, Inc., for its candy products, have signed to sponsor Alois Havrilla's newscasts on WOR, Mondays, Wednesdays and Fridays, 12:30-12:45 p.m., effective today. Platt-Forbes, Inc., is the agency. Havrilla's early morning (7-7:14 a.m.) news periods are sponsored by Mohawk Bedding Co. on the same days.

Shea Joins WNEW

William Edward Shea, formerly radio director and assistant account executive at the Albert Frank-Guenther Law agency, has joined the continuity department at WNEW, succeeding Bob Smock, who is now with Young & Rubicam.

W M BLUE NETWORK
Plattsburg, N. Y.

F F

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

Hearings Very Useful Rep. Sanders States

(Continued from Page 1)

caused public attention on some important matters. As I said when these hearings opened, I personally am not committed to all the proposals in the bill to amend the 1934 Communications Act, but a good many controversial matters were brought up, and want to make a full study of the record before I would want to express myself on them." However, the Louisiana Congressman said he has not changed his opinion that the 1934 law does not give the FCC authority to rule on newspaper-ownership questions, on network licensing and similar matters. He said: "Nothing has changed my belief that such matters of broad principle are in the jurisdiction of the Congress."

Sees No Regulatory Power

Sanders also holds to his belief that there is nothing in the present law which gives the FCC authority to regulate network broadcasting. "After we study the evidence, we may find it necessary to give such power to the Commission, but I don't think it is delegated yet."

Washington circles see little likelihood that any bill will be reported out of the Committee before coming actions, and even slimmer chances at the Senate Committee is apt to take similar action in the discernible future.

The voluminous testimony of the exceptionally full hearings—covering days—can hardly be revised and printed before Fall, according to Frank Layton, Clerk of the Committee. Recess or no recess, the Committee will take no further steps on R. 5497 until they have the printed transcript of the proceedings of the hearing before them.

At that time, Chairman Lea is expected to appoint a Subcommittee of four or seven members to study the testimony and report. The general opinion is that eventually a bill will be reported out, but that it will differ radically in many respects from the present Sanders Bill. Since this Committee has the reputation of being one of the most able in the House, it is assumed that any proposals it does make will be adopted.

Revisions Likely

However, since the Senate Committee is more favorably disposed to commission policies the strong possibility remains that the proposed legislation will not get out of Congress. Informed circles believe that provisions of procedural changes the law will be heavily revised. There is considerable difference of opinion on these, among members of the FCC Bar Association, in whose name they were proposed, and, even considerable doubt whether the full membership of the association would retain these in their present form. Some are of the opinion these provisions would tie up matters endlessly in the courts. All in all, it is expected that a good deal less will be said in any redrafted legislation about the FCC's practices and pro-

PROMOTION

Plugs To The Blue

Four New England stations which recently joined the Blue Network, and four others in the same area whose official starting date has passed or is in the near future, conducted extensive promotion campaigns to advise both listeners and the trade of their new affiliation. Promotion to the trade included material sent to a wide list of advertisers and agencies, trade paper advertising, mailing of a symbolic novelty with a letter pointing out the new Blue coverage in their regions to 75 time buyers and the use of special Blue stickers on letters. Listeners were advised of the change in the Blue's New England set-up in a variety of ways. Each station used courtesy announcements on all Blue shows carried, while WBZ, Boston, which has been replaced by WHDH as the Blue affiliate in that city, made general announcements to the effect that Blue programs were to be aired over another station. All stations used the network's recordings of five-minute periods playing up the network's shows while five outlets broadcast special local dedicatory programs featuring local talent and important local figures. A local listener contest for slogans tying up their stations' with the Blue was conducted by WFCI and WELI. An extensive program of newspaper advertising added the final punch to the station's campaign to listeners. Among other activities of the stations, which supplemented the network's use of trade papers and broadcasting of special salute programs, were promotion by postcards sent to listeners, outdoor advertising and window displays. Stations that conducted the promotion, included

WHDH, Boston; WELI, New Haven, Conn.; WFCI, Providence, R. I.; and WNAB, Bridgeport, Conn.; WNBC, Hartford, Conn., which joined the Blue three years ago; WMUR, Manchester, N. H., joined in 1941; WSRP, Stamford, Conn., joined on April 15 and WSPR, Springfield, Mass., will join September 27.

Retailers Campaign

Aiding the "Retailers for Victory" campaign here, WTAG, Worcester, was credited by the city's leading merchants with having contributed substantially to the success of the drive in its opening phase during which all retail sales were suspended from 12-12:15. "The cooperation of WTAG was responsible in large measure for the incredible success we enjoyed today," it was affirmed in a joint statement issued by Sherwin T. Borden, manager of Sears, Roebuck and Chairman of the Mercantile Bureau of the Chamber of Commerce, and George A. Quackenbush of the Trade Promotion Committee.

WTAG's mobile unit, with Special Events Announcer Barry Barents speaking over a public address system, conducted rallies outside Worcester's largest department stores, congregating crowds which purchased over 50 per cent of many of the stores' monthly quotas. The Richard Healey Company, a shop for women, reported it had sold \$4,200 in war bonds and stamps, doubling its entire quota for July.

WTAG began its advance publicity for the retail bond sales with a half-hour program in addition to announcements throughout the week. A 5-minute talk by Mayor Bennett opening the drive also was broadcast.

Kurtzer Joins Navy; "Bill" Bailey Takes Over

Peterson Kurtzer, manager of Chicago office for Spot Sales, Inc., has been granted a leave of absence by Loren Watson, executive vice-president to join the U.S. Navy as a recruiting officer to be stationed in Chicago. W. K. "Bill" Bailey, formerly connected with midwest stations and the Schwimmer & Scott agency, will take over for Spot Sales.

Biddle On CBS From London

Anthony J. Drexel Biddle, Jr., American Ambassador to the Governments-in-Exile, speaks over Columbia network from London on Thursday, July 9, from 10:30-10:45 p.m., EWT.

cedures and a good deal more about its substantive rights.

As one informed observer pointed out, "the Committee doesn't know the difference between kilocycles and kilowatts, but it does know what matters it thinks should be passed on by the elected representatives of the people and which should be delegated to a public bureau."

Carter Adds 9 Stations To Fidler's Blue Network

(Continued from Page 1)

land stations which recently became affiliated with the Blue. They are WHDH, Boston; WSPR, Springfield, Mass.; WELI, New Haven, Conn.; and WNAB, Bridgeport, Conn.

Other stations added to the lineup are KFBI, Wichita, Kans.; WOWO, Fort Wayne, Ind.; KXEL, Waterloo, Ia.; KBUR, Burlington, Ia.; and KFEQ, St. Joseph, Mo. Small & Seiffer is the agency in charge.

"Britain To America"

"Britain to America," an all-British shortwave program written by British writers and starring top names in the British entertainment world, makes its bow over NBC, July 26. Originating in the BBC studios in London, "Britain to America" will be heard successive Sundays at 5:30 p.m., EWT.

Among the writers who will produce this all-star variety show are Noel Coward, British playwright and songwriter, and J. B. Priestley, well-known British author.

Disk Firms Mark Time Re Ban On Recordings

(Continued from Page 1)

definite to state, which also went for the companies. At the same time AFM headquarters stated that they had no word of any kind from the recording industry.

Manufacturers in some cases took the position that they are having enough trouble already obtaining materials of various kinds and by the time the AFM decides on drastic action it may make no difference one way or the other.

At any rate efforts are proceeding to place the forthcoming emergency in the lap of NAB as an industry problem and no move has been made as yet to form a trade organization setup to function for the disk makers.

Machinery Being Planned

Meanwhile the musicians' union is planning to set up machinery whereby each AFM local will police its own jurisdiction after the order banning all recording is in effect and if no agreement is reached. It was pointed out by AFM officials that its president James C. Petrillo did not exempt "home use" recordings in his restrictions.

Letters coming into AFM home office from both stations and disk manufacturers are seeking clarification of the order, but these have been answered to the effect that the order is self-explanatory.

Neville Miller on Friday following his talks with the recording men left for the week-end at least, and headed for Cape Cod. It is expected that he will continue his talks with the recording men following his trip.

Hawley Guests Listed

Guest on Adelaide Hawley's "Woman's Page Of The Air" for the week of July 6th are: Monday, Mabel Scacheri, photography editor of the New York "World-Telegram"; Tuesday, George Whiting Eaton, author of "Letters To A Soldier"; Wednesday, Captain Bobby Jones of the Army Air Corps and former National Golf Champion; Thursday, G. W. Williamson, executive chairman of "The Flag In Every Home" committee; Friday, Wallace Garland, author of "Popular Songwriting Methods" and Mrs. E. S. Hawley, chairman of the executive board of the College and University Women's Center.

In Philadelphia Its



5000 WATTS

950 KC

Los Angeles

By JAC WILLEN

ALBERT MORIN, Hollywood radio actor, is finally reaping the rewards of his past preparations. The actor, who has appeared on the last ten "Big Town" productions among his many other appearances, is the first name to run through the minds of local producers whose scripts call for dialects... because Morin is a linguist and provides the spoken words instead of the usual mere dialect. He speaks French, Spanish, Italian, Portuguese, Greek, Turkish and English, and can fluently read and write dialectic Russian, Arabian, Jewish and Chinese.

Captain Melville Ruick and Private Ben Gage, both now in the U. S. Army and well known in radio circles, again appeared on the airplanes via the CBS "Soldiers With Wings" special half-hour broadcast from their Santa Ana Training Base. Bing Crosby, Joan Blondell, The King's Men and Eddie Dunstetter and his Army orchestra were also heard on the coast-to-coast broadcast, July 1.

Knox Manning and Art Gilmore, emcee and announcer respectively of the "I Was There" airshow, have both been signed to do narrations at Warner Brothers. Manning will handle "South American Sports," and Gilmore will do the voice on "The Right Timing," both Warner shorts.

Polly Walter, secretary of Lewis Allen Weiss, vice-president and general manager of KHJ and the Don Lee Broadcasting System, is vacationing this week at her Beverly Hills home.

To Victor Borge, Danish actor on the Bing Crosby show, who was a refugee from Nazi invaders of his country, the opportunities available to United States citizens are a constant wonder. Comments Borge: "Everybody in this country says 'God Bless America!' Yet it seems to me God has already blessed this country—long ago!"

Perry Botkin, popular banjoist on the Fibber McGee show, goes to Paramount this summer for studio musical assignments.

Two hundred twenty-four out of 240 eligible employees at CBS-KNX have authorized the deduction of money from their pay checks for the purchase of War Bonds.

The service flag in "Hedda Hopper's Hollywood" office now has two stars, one for Lt. Fred Banker of the Coast Artillery Anti-Aircraft, and the latest for David (Spec) McClure, also in the Army. Both were editorial assistants to the film colony commentator.

Ernest F. Bader

Omaha—Ernest F. Bader, general manager of KBON, and pioneer Nebraska radio man, died last week at the Clarkson Hospital, Omaha after a one-week illness. He is survived by his widow, Nelle; two sons, Hugh, and Bruce; a daughter, Mrs. Ralph Trotter of Glendale, Cal., and his mother Mrs. J. R. Bader, Fremont, Nebraska.



Little Shots About Big Shots!

● ● ● For many years this pillar has clamored for the networks to concentrate again on building personalities via the sustaining periods. And for many years the networks have hired and fired good talent because "nothing happened"... The fact that the networks gave the talent a chance to go on the air, seemed to be the only requisite to achieve stardom... Yet radio's biggest stars today are products of proper network sustaining build-ups. Kate Smith, Bing Crosby, Connee Boswell, Amos & Andy, etc. ... These people were aired five nites weekly in a definite period. A perchance listener knew that he could hear the same show tomorrow in the same time... What's been happening in recent years?... Well, a net would get a good singer and give the singer a spot within another show. The singer would be unimportant to the rest of the show. Maybe some program director would throw a fifteen-minute spot wherein the singer would be featured... If you happened to be twisting the dial you may catch the singer and completely forget about it after the first listen-to... Back in the days of Crosby, Smith and Boswell, they could tell time each nite by their theme songs... Nobody is going to tell this reporter that Dinah Shore is a product of network sustaining build-up. Dinah, a great singer, was tossed around from one period to another... She had a good press agent and four or five personal managers fighting for time. Finally Vick Knight, at that time producer of the Eddie Cantor show, sold Cantor on the gal. Cantor didn't think enuff of the lass to sign her for an exclusive and long contract—and at the end of the first season on the Cantor show, Dinah's managers had the gal set for the Chase & Sanborn show and Cantor yelled bloody murder—he built her up and he wanted to hold her. Arbitration finally settled it in Cantor's favor... So Dinah was built by a commercial—regardless of the so-called build-up via sustaining.

● ● ● Now comes WMCA, progressive independent station, who turned back the pages of successful radio history and is presenting a star that will mean something in a short time... She's Carol Blake... Someone at WMCA thought enuff of the young lady's audition to get a five-time weekly permanent spot at 6:45 p.m. with Don Bryan's band... The girl started her radio career last Monday and that day WMCA inserted ads in local newspapers calling attention to the girl and her program... We didn't listen to her that nite... We meant to dial in that nite but couldn't get to a radio in time... The next morning found additional papers commenting on her work... Well, we finally caught the girl's fourth broadcast and she was as good as the press had acclaimed her... It was her show—the band merely filling in a number here and there... To date the young lady has finished five shows in one week—something that would require five weeks on a network... In another few weeks she'll have achieved almost thirteen weeks of build-up time on the networks... We listened and others will also get into the habit of tuning her in... She'll be a star soon enuff and all credit belongs to the station for using good judgment in promoting the talent... Yes, Clark Dennis has had a spot on the BLU for sometime—spot after the "Breakfast Club" which features the singing of another tenor, Jack Baker... Clark is "buried" in the wee-morning hours... Another singer by the name of Stewart is getting a net build-up now—a few minutes of song in the evening... Put Dennis on in the evening and you'll have another star on your hands... Kay Lorraine is another singer who has been tossed from one spot to another... CBS hasn't had a star from that place since Barry Wood crashed big time. (Sure they have a half dozen sustaining artists—but we defy anyone to name 'em by time or day on the air—except maybe the song-pluggers or program dept.)... Talent is important and should be exploited properly by the greatest advertising medium in the world—Radio!

Chicago

By FRANK BURKE

CHARLES VICTOR, WGN announcer, back from Hollywood where he appeared in the movie production, "Sweet Or Hot," has entered the Army. Henri Lisho, orchestra leader heard over NEB from Chez Paree, also has been inducted at Fort Sheridan, Ill.

Ann Hunter, British women's commentator heard recently on WAIT about to resume with another local.

Harold Stokes, former WGN musical director, returns to the air as a radio conductor this week when WHIP's "Money Bag Quiz Show" originates at Chanut Field, Rantoul, Ill. Cast with Stokes' music include Helen Hardin, Gilbert Ferguson, Marjorie O'Carroll, Mark Love, Marget Mayer, Henry Dorf and Shari Morning. This marks the first live show of the quiz program. Heretofore programs have been recorded and rebroadcast.

Vaughn Monroe and his orchestra invades the Middle West for the first time next month with engagements at the Oriental Theater, Chicago, and the Riverside, Milwaukee.

WAIT has discontinued removing pickups of the horse races from local tracks and now recreates races from studio ticker.

Dr. Gerhardt Schacter, WIND commentator, offered a program WBBM-CBS and may substitute for Kaltborn on one of the Pure C shows. Al Hollender, of WJJD, WIND, is credited with the phenomenal buildup Dr. Schacter has received during the past few months.

George Watson gets the announcing assignment on "The Werps," new five-a-week sustainer on WBBM.

Seeks \$50,000 Damages For Loss Of Scripts

Claiming that WOR Program Service, Inc. had refused to return twenty of his fifteen-minute program script Billy King yesterday brought suit in the N.Y. Supreme Court for \$50,000 damages. Ten of the scripts under the title "Harlem News Come Scripts" were left with the defendant in May, 1941 for examination of the other ten in September of the same year for retyping, the complaint alleges. Although demand had been made upon the defendant, the scripts have not been forthcoming. King complains.

Wedding Bells

Virginia Ohlander, in charge of the traffic department at KOWB Omaha, Neb., married John J. V. Hooser, reporter-photographer of Omaha "World-Herald" last week.

Have You Met The Voices
of
GILBERT MACK
?

LEX. 2-1100

Annual School Confab Laying Out Agenda

(Continued from Page 1)
 led by meetings of local and national organizations interested in educational and public service radio aims. Both the National Association of Educational Broadcasters and the Association for Education By Radio will hold meetings in connection with the Conference. Highlights of the general session are: Radio's Responsibility in Education in a World at War; Studies Radio Program Clinic; Organization of a School System Department; Classroom Demonstrations in the Use of Radio; The Use of Literature in Radio.

Eight Work Study Groups
 Work study groups at the meeting are: Radio and the News of the Day; Radio Script and Production; Radio in the Adjustment Program; Engineering—FM—Television; Radio Schools and Workshops; Radio in Special Schools; Radio and Vocational Training; Use of Transcriptions. Local and national organizations interested in educational and public service radio programs who will participate are: Radio and Art, Modern Arts Association and other groups; Radio and English, National Council of Teachers of Education; Radio and Safety Education, National Safety Council; Parents at Radio, Illinois Congress and others; Radio and Health, Illinois State Department of Health; Radio and the Library, Chicago Library Club; Radio and the School Administrator, Illinois Association of School Board Members; Radio and Music, National Association of Music Educators.

Wants More Radios In Canadian Homes

Toronto—N. L. Nathanson, vice-president of the CBC board of governors, told the House of Commons committee on radio broadcasting that he is anxious to see television introduced in Canada at the earliest possible moment and that he would not be satisfied until every home in Canada had at least one television set.

There was considerable discussion of the setting up of the CBC executive committee, some members expressing the view that the "word manager" should be removed from the order-in-council authorizing its setup. The committee will have to say over many affairs now being handled after by the general manager, or Gladstone Murray, and the assistant general manager, Dr. A. G. Ton. At present a finance committee of which Nathanson is chairman is looking after work of the executive committee, formation of which has been delayed.

Nathanson said he favored Canada having a shortwave broadcasting system but did not think it should be directly linked to the CBC. He saw objection to the present divided

WHO'S WHO IN RADIO

GEORGE M. BURBACH

CONSTANTLY identified with advertising since he left school, George M. Burbach, general manager of KSD, St. Louis and advertising manager of the St. Louis "Post-Dispatch," which owns the station, is a veteran in both newspaper and radio advertising. All of his over forty years in business has been devoted to advertising; in 1933 he was appointed to his present post as KSD general manager, thus combining his newspaper interest with broadcasting.

A native St. Louisan, Burbach attended the local public schools and was graduated from a business college located in the city. His first newspaper connection was with the St. Louis "Republic," then one of the leading newspapers in the area; he was with that paper for 13 years, six of which were in its Chicago office. In October, 1913, Burbach was offered and accepted the position of advertising manager of the St. Louis "Post-Dispatch." His association with that paper has been one of continued success and promotion; in 1922 he was elected a director of the Pulitzer Publishing Co., publisher of the paper; in 1940 he was elected secretary of the company.



KSD general manager.

Although actively interested in radio, Burbach did not take part in the management of KSD until eleven years after it first started broadcasting in 1922. In the years before 1933, when he became the station's general manager, he was one of the men behind the scenes, carefully watching over KSD's growth from a 250-watt to its present power of 5,000 watts, day, and 1,000 watts, night, which was granted to the station in 1934, a little more than a year after Burbach took over the managerial reins.

Early in his career, Burbach was recognized as a constructive force in organized advertising and for many years has contributed much of his time and knowledge of advertising problems to the refining processes to which advertising has been subjected. He has been associated with local, national and international groups including the Chicago Advertising Association, The Advertising Club of St. Louis, the Associated Advertising Clubs of the World, the Audit Bureau of Circulations, Major Market Newspapers and others.

Burbach is active in civic affairs also. He has been a director in the St. Louis Tourist, Convention and Publicity Bureau, a member of executive committee of the St. Louis Municipal Advertising Campaign, on the publicity committee of the St. Louis Chamber of Commerce, secretary of the local Boy Scouts council and director of the local opera association. He is a member of the Missouri Athletic Club, Scottish Rite Club, Sunset Country Club and the New York Athletic Club. Burbach was married in 1905 to Martha Scott of Jerseyville, Ill., and they have one son, George M. Burbach, Jr.

authority of the general and assistant general managers and added he opposed starting a CBC publication in wartime. When such a publication was started, he said, it should not contain advertising, because the CBC is already active in one advertising field.

Nathanson also expected a drop in CBC advertising revenues under war conditions. Programs, he said, were the only controllable part of the CBC expenditures and reduced revenues would be reflected in the programs. He added that not sufficient money had ever been spent on programs.

The matter of a plan for pensions for CBC employees was receiving active consideration, he told the committee.

There was some criticism of part-time employment of outsiders by the CBC. Reference was made to R. S. Lambert, who had been in Canada only four years, and R. B. Farrell, commentator, both of whose programs had previously been under criticism. Lambert was paid \$6,242 in 1941, including \$1,137 for travelling expenses, in connection with radio

G.M. And Red Cross Renew "Thus We Live"

General Mills and the American Red Cross have renewed the "Thus We Live," series on CBS, Thursdays and Fridays, 9:45 a.m., for another 13 weeks. Production is by the Red Cross and Betty Crocker, GM's homemaker.

Series had begun April 2, sans commercials, for the sole purpose of acquainting the public with the work of the Red Cross.

education, while Farrell received \$2,872, including \$407 travelling expenses.

Nathanson said he opposed in principle the hiring part-time work but that sometimes it was more economical. Employment of Lambert and Farrell, he said, was a matter for consideration by the CBC management.

Dr. J. J. McCann, committee chairman, said Parliament would adjourn in about three weeks and he urged the committee to speed its work.

MBS' New Rate Plan Mulled By Directors

(Continued from Page 1)

W. E. Macfarlane, president of the network announced, that three additional member stations had become shareholders. The new members are WFBR, Baltimore; WCAE, Pittsburgh, and WGR, Buffalo. As of October 1, 1942, the complete list of Mutual Broadcasting System stockholders will be:

WOR, New York (Bamberger Broadcasting Service); WGN, Chicago (WGN, Inc.); Don Lee Broadcasting System; United Broadcasting Co.; WFBR, Baltimore (Baltimore Radio Show, Inc.); WCAE, Pittsburgh (WCAE, Inc.); WGR, Buffalo (Buffalo Broadcasting Corp.); Yankee Network of New England; CKLW, Windsor-Detroit (Western Ontario Broadcasting Co., Ltd.) and WKRC, Cincinnati (Cincinnati Times Star Co.)

United Increases Holdings

Executive committee of MBS met Tuesday and Wednesday of last week, devoting sessions to sales and programming operations. Present at these executive meetings were Theodore C. Streibert, E. M. Antrim, John Shepard III, Lewis Allen Weiss, H. K. Carpenter and Fred Weber. The United Broadcasting Company (WHK-WCLE, Cleveland, and WHKC, Columbus) increased its shareholdings, according to Macfarlane's pronouncement.

Those attending the Board of Directors and Stockholders meeting, presided over by W. E. Macfarlane, president, were:

Alfred J. McCosker, Chairman of the Board, WOR; Theodore C. Streibert, executive vice-president, WOR; Lewis Allen Weiss, executive vice-president, Don Lee; E. M. Antrim, executive secretary-treasurer, WGN; H. K. Carpenter, director, WHK-WCLE; John Shepard, III, director, Yankee; Harold Batchelder, WFBR; Leonard Kapner, WCAE; I. R. Lounsbury, WGR; J. E. Campeau, CKLW; Hubert Taft, Jr., WKRC; Fred Weber, general manager; Ed Wood, Jr., sales manager; Keith Masters, Emanuel Dannett, legal advisors and Benedict Gimbel, Jr. of WIP, Philadelphia.

FCC Grants WCOS Plea For License Assignment

Washington Bureau, RADIO DAILY

Washington—The FCC late last week granted consent for the assignment of license for WCOS, Columbia, S. C., from Carolina Advertising Corp. to Carolina Broadcasting Corp. Sale price was \$72,000.

Philco Radio & Television Corp. of Philadelphia was granted a construction permit for an experimental relay television broadcast station between Wyndmoor, Pa., and New York City, to be used for relaying television programs originated by the NBC station WNBT, New York, to Philco's main television broadcast station WPTZ for rebroadcasting.

NEW BUSINESS

WOAI, San Antonio: American Home Products Co. (Black Flag and Fly Ded), thru Blackett-Sample-Hummert, one ann. per day, May 25 through Aug. 22; Red River Dave, renewal from Liberty Mills, thru Coulter-Mueller-Grinstead, three 15-minute programs per week for one year; Farm and Home Savings and Loan Association (John Zeller), direct, 25 and 100 word live ann. throughout the year as selected; Lever Bros. (Lifebuoy) thru Ruthrauff & Ryan, 26 one-min. ETs per week for 8 weeks; St. Mary's University, two 75-word anns. per week on the Janice Jarrett WOAI "Women's Page of the Air."

KFI, Los Angeles: Rosefield Packing Co. (Sippy Peanut Butter), through Sidney Garfinkel Adv. Agency, 52 half-hour programs, Fridays; "Readers Digest," through BBD&O, 39 one-minute anns., three a week; Turco Products, Inc. (Cleanser), through Warren Fehlmann Adv. Agency, 15 150-word participations in "Art Baker's Notebook"; Steak Specialties Co. (Steaks), 65 150-word participations, direct.

WCAE, Pittsburgh: Fashion Hosiery, through J. Grant Co., three station breaks weekly; Harris Amusement Co., 50-word anns., twice weekly; General Cigar Co., through J. Walter Thompson, 15-minute Raymond Gram Swing newscast, Monday and Thursday; Northwest Cherry Bureau, through Pacific Nat. Adv. Agency, participation in "Polly Entertains," Monday through Friday.

WKRC, Cincinnati: Cooperative Training Association, through Norwood Advertising Service, daily five-minute ETs and two 15-minute newscasts on Sunday; Flytox, through the Miller Agency, one-minute ETs five days weekly; RKO Theaters, through Frederic W. Ziv agency, 50-word daily anns.

Shortwave Soldier Show

Schenectady—The weekly shortwave radio program, "Salute to the Men in Foreign Service," being sponsored by various newspapers all over the country and broadcast every Saturday night, will be rebroadcast by long wave throughout Australia under arrangements just completed by General Electric with the Australia Broadcasting Company. This release is in addition to six shortwave broadcasts of each program now carried on through General Electric's two stations here, WGEO and WGEA, and its Pacific coast station, KGEL, San Francisco.

For the long wave Australian rebroadcast, the program is transmitted by WGEO here at 7 o'clock Sunday morning, which is 9 o'clock the same evening in the Antipodes, 10,000 miles away. The rebroadcast of this newspaper salute seven different times is believed to be the most pretentious of any of the soldier programs now on the air.

WORDS AND MUSIC

By Sid Weiss

WELL, FOR TYPING OUT LOUD! Scores of scribes can summon some kind of reserve that enables them to slide through the summer months, but not this one. Heat is a menace that drives drivels into this series of two-finger fancying, not that cooler weather results in any but itinerant inspiration which is probably what you were thinking anyhow. Nothing is simpler for phlegmatic mental phlights than remembering. Remembering is a kind of dreaming, isn't it?—and if anybody wants to bet I'm doing anything but dreaming right now, I'll lay the odds. Currently, I'm back with one of radio's first and finest musical aggregations—the A. & P. Gypsies—and I'm watching a string section under Harry Horlick's baton that has never been duplicated. Murray Kellner, Lou Raderman, Vlady Selinsky, Yascha Zayde, Fred Fradkin are some of the string soothers. Vocal soloist was a thin young man who went in for tight collars and a high voice, later to find real fame as first of the singing sub-satellites with Jack Benny—Frank Parker.

★ ★ ★

Recalcitrant recollections return to mind the Goodrich Silvertown orchestra with its then-unknown Silver Masked Tenor, Joe White. And the Atwater-Kent hour—a "must" with Sunday dialers. And "Freddie Rich Presents"—a full hour CBS sustaining, also on the Sabbath, that topped anything of its type at the time. We remember going to the Capitol theater many years ago and listening to a band. We remember seeing in that band a lot of lads who haven't done badly by themselves. Artie Shaw, Benny Goodman, Charlie Spivak, Adrian Rollini, Jimmy and Tommy Dorsey. And the leader who still isn't doing badly, thank you Mr. Marconi, Dick Himber.

★ ★ ★

Roll back the years and bring Prof. Quiz' network debut to hand. Assisting him is a red-headed, personable young man who hopped into the audience to coax answers out of suddenly mike-struck patrons. Follow the red-head from N.Y. to Washington and know that he has over fifty sponsors right at this minute, lords it over the most successful morning record program in the business, and, in addition, acts as an informal but informative agent for dissemination of priorities information on his own CBS coast-to-coaster, Arthur Godfrey.

★ ★ ★

Slide back the seasons and bring to N.Y. a Pittsburgh lad who found fame within the radius of WLW in Cincinnati. Catch with him, as we did, his audition on Rudy Vallee's program and marvel at the voice of a five-year-old child coming out of the lips of a very well set-up young man. And see the child, without getting a day older, click on the Vallee show and on several programs of his own. Tommy Riggs and "Betty Lou," who take over the Burns & Allen show for the summer.

★ ★ ★

Check back on the hey-day of vaudeville, just before its demise, and see how many of these bands you remember. Some climbed high because of radio, some died for the same reason. Yerkes' S. S. Leviathan orchestra (Morton Downey singing), Art Kahn, the original Memphis Five, Red Nichols and his Five Pennies, Paul Whiteman, Vince Lopez, the California Ramblers, Isham Jones, Andy Samella, Ted Fio-Rito, Arnold Johnson, Harry Reser, Ted Lewis, Ted Weems, Art Hickman. What bands they were, eh folks? And that reminds me, whatever happened to the banjo?

★ ★ ★

It seems to me I feel some kind of a confessional coming on. We kind of liked writing this column. And that is very fair and just, considering that one of these comes only once in a very great while. Most of the stuff that steals into this space is written for readers to like. That is the intention, anyhow. Once in a long while, like now, it seems fair that a column appear here that WE like. Just in case you guessed by now, this happens to be it.

★ ★ ★

—Remember Pearl Harbor—

GUEST-ING

RAY BLOCK, on "Nellie Re Presents," Wednesday (NBC 12:30 p.m.).

JESSE JONES, Secretary of Commerce, on "The Fight Against Inflation," Wednesday (WOR-Mutual, 9 p.m.).

GROUCHO MARX, in a third appearance on the Rudy Vallee program, Thursday (NBC Red, 10 p.m.).

TOM A. BURKE, executive vice president of the New York State Council, on "Highways to Health," Thursday (WABC-CBS, 4:30 p.m.).

NORMA LEE, Danish member of the Red Cross Inquiry Service, Washington, D. C., on the "Thus Live" program, Friday (WABC-CBS, 9:45 p.m.).

MONTY WOOLLEY, in an adaptation of "The Man Who Came to Dinner," on the "Philip Morris Playhouse," Friday (WABC-CBS, 9 p.m.).

DR. STEWART HENDERS BRITT, head of the National Research Council's Office of Psychological Personnel, discussing the psychological role in war, on "Adventures in Science," Saturday (WABC-CBS, 9 p.m.).

BISHOP EDWIN F. LEE, Missionary Bishop of the Methodist Church for Malaya, Sarawak and the Philippine Islands, on "Columbia's Church of the Air," Sunday (WABC-CBS, a.m.).

HENRIK WILLEM VAN LOON, discussing John Lothrop Motley's "The Rise of the Dutch Republic," "Invitation to Learning," Sunday (WABC-CBS, 11:30 a.m.).

Navy Program On WTOL

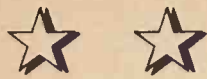
Toledo, Ohio—Station WTOL, Toledo, is doing its part to give Navy recruits a cheery send-off via a program heard every Thursday, 8:30 a.m., originating in the Hilltop Hotel's dining room, where the recruits are sent to breakfast to see the sailors before they are sent to Detroit for final enlistment. The half-hour program in connection with the well breakfast includes interviews with the rookies and members of the Navy Recruiting Office, and entertainment by staff performers, the enlistees. Following the broadcast, the prospective sailors march a body to the bus station for the trip to Detroit. Relatives and friends of the recruits are permitted to watch the broadcast. The program is stark contrast to the previous custom of giving each recruit a parting handshake, handing him a bus ticket, and sending him off without ceremony. The program has been arranged to alleviate this condition and as a motion for Navy recruiting.

TOMORROW!

RADIO DAILY
PRESENTS
THE

"SHOWS OF TOMORROW"

A SPECIAL EDITION OF 96 PAGES
DEVOTED TO RADIO PRODUCTION



Coast-to-Coast



ENTIRE staff of WQAM, Miami, engineers, office, studio and execs, received a handsome bonus this week at the end of the Miami Broadcasting Company's fiscal year. Company has paid semi-annual bonuses to all employees for many years. Included also was a letter to each employee from president F. W. Borton and vice-president W. W. Luce with thanks for the year's effort.

The C. R. Anthony Company, through KSAL, Salina, Kansas, is performing one of those little unsung patriotic duties, by buying five one-minute spots daily and using them in an attempt to attract laborers to the Salina defense projects. Sam Virts, of KGNO, Dodge City, Kansas, has been added to the KSAL announcing staff.

Polish and Hungarian programs are back on WSPD, Toledo, under a new format. Introductions and musical titles will be announced in the foreign language, while all other talk will be in English.

George A. Putnam took over his third daytime serial announcing assignment this week as announcer of "The Story of Mary Marlin" for Procter & Gamble's Ivory Snow. Program switched from 10:45 a.m. over 58 NBC stations to 81 NBC stations at 3 p.m., EWT. Putnam's other dramatic programs are "Portia Faces Life" on NBC and "Second Husband" on the Blue. He is heard Wednesday evenings on CBS, announcing "Great Moments in Music" and "Junior Miss."

"On the Home News Front," with Ruth Lee Miller, is a new feature of WWVA, Wheeling, W. Va. Miss Miller interprets the news of home and abroad from a woman's point of view.

Guest columns by announcers and talent from KSO-KRNT, Des Moines; WMT, Cedar Rapids; WNAX, Yankton, S. D., will be appearing in the Des Moines "Register and Tribune" for the ensuing two weeks while Mary Little, radio editor, is on vacation. Mabel Boddicker, assistant radio editor, will be in charge. Miss Boddicker will also broadcast the "Radio Column of the Air," which features behind-the-scene stories of radio and radio personalities each

Saturday evening at 9:15 p.m. over KSO.

Annual KOY, Phoenix, Ariz., Fourth of July fireworks celebration was held at the State Fair Grounds. Program, presented each year by the Phoenix station, offers spectacular fireworks' displays and circus and radio acts. "There's Work for Women, Too!" is the title of the new KOY morale show for women, written and produced by Elizabeth Taylor. Show outlines methods of helping out in war work at home.

Joe Frassetto and the WIP, Philadelphia, orchestra, have added more programs to their Mutual coast-to-coast schedule for the summer, bringing the total of programs pumped from Philadelphia to eight a week. The revised booking now presents Frassetto and six WIP vocalists to a coast-to-coast audience every evening, 5:30-5:45 p.m., and three days a week at 1:35 p.m. This new network schedule offers for the first time a regular outlet for Philadelphia singers to the network. More than 160 Mutual stations are listed as taking the 5:30-5:45 p.m. broadcasts. Vocalists who appear on the network broadcasts are Alice Reagan, Jack Hunter, Lynn White, Carlotta Dale, Armand Camp and Frances Carroll.

Edwin Clay, who has appeared on "Aunt Jenny," "Big Sister" and other radio shows, has been signed to play with the Tamarack Players at Lake Pleasant, N. Y., this summer.

Donald Britt of Clinton, N. C. has joined the announcing staff of WGTM, Wilson, N. C. In cooperation with the rubber salvage drive, WGTM gave, in addition to the regular lineup of speeches, and innumerable spots, a complete baseball broadcast. Jack Braxton, staff announcer, is recuperating from an operation at Clifton Springs, New York.

Ninety-eight per cent of the people act on what radio tells them! At least in Peterborough, Ontario, they did when CHEX asked everyone to stay home on the evening of June 25 to fill out their sugar ration cards. There were 10,975 homes to be contacted and the canvassers completed 10,780 applications. Marvin Stroh, operator at CHEX, is about to become an announcer. He has been transferred by Northern Broadcasting Company to CKVD, Val d'Or, Quebec.

Due to wartime conditions, KWK, St. Louis, has established a new vacation policy. Girls on the administrative staff having sweethearts, husbands or brothers in the armed forces are to be allowed a full week of additional vacation at their own expense in cases where they must make long and expensive trips to visit their men.

Announcer George F. Putnam has made a series of one-minute transcriptions for Vicks Chemical Company's cough drops. Morse International is the agency. Putnam is emcee of "The Army Hour" and announcer of "The Parker Family," in addition to presenting 14 news reports on NBC-WEAF each week.

"Smilin' Irish Eyes" is the latest addition to the program structure of KGW, Portland, Oregon, and is sponsored by the Hurley Optical Company. It is a quarter-hour program broadcasting at 10:30 Sunday evenings, and consists of stories of old Ireland as told by Kathleen Connelly in her natural Irish brogue, while Irish songs are featured by tenor Jimmy Nolan. Marian Fouse furnishes accompaniment and background music on the harp.

Last Saturday night, KDYL, Salt Lake City, inaugurated a new series of programs direct from the Army Air Base Theater in Salt Lake City. The series will feature the newly organized Air Force band, under the direction of Master Sergeant Emerson Hill, and presented through the cooperation of Colonel Hubert V. Hopkins, Commanding Officer of the Air Base. Announced by Myron Fox, each broadcast will highlight a three-minute discussion of the opportunities for young men in the Air Corps, to be given by an officer of the Air Corps. The show is handled exclusively by KDYL and was arranged by George Provol, KDYL program director.

WTRY, Troy, N. Y., has engaged "Big Freddie" Miller as timekeeper every morning from 7-8:55. In addition to his two network shows on the Columbia and Don Lee hookups, he has at one time or another been on WJR, Detroit; WXYZ, Detroit; WLW, Cincinnati, and others.

WICC, Bridgeport, will join Yankee Network stations in five of the New England states in presenting a new agricultural radio program from 6:15-6:30, Mondays through Saturdays, starting next week, and presented by the New England Radio News Ser-

vice, regional information office of the United States Department of Agriculture. The "Yankee Farm Journal" will feature agricultural reports, farm news and talks by England's agricultural leaders, will be directed by Charles Est of the United States Department of Agriculture.

Larry Krupp, announcer and caster at WJW, Akron, Ohio, was commentator in the Beat the Rally held at the Goodyear Tire Rubber Co., recently. An audience of 10,000 viewed the spectacle.

Jacques Renard will return to air after a three-year absence when he becomes musical director of "It or Leave It," beginning with broadcast over CBS, Sunday, July at 10 p.m.

Jim Harvey of the KYW, Philadelphia, program department was ner-up in the contest conducted by Westinghouse for the best explanation of "What Freedom Means to Me"

WAAT, Jersey City, N. J., six Gus Steck and his orchestra for a program schedules from the station's new studios atop the P. Douglas, Newark, starting Tuesday, July 7.

KIRO, Seattle, this week began second phase of its quarter-hour "Prevue Programs," a series designed to showcase staff talent and production techniques and to demonstrate through several broadcasts of type of program, its possibilities a series. Titled "People Make News," the weekly broadcasts present the top news story of week in dramatized form.

WEW, St. Louis, is offering a vacation trip to Milwaukee and a \$1 war bond as prizes in a contest by "Why Farmers Should Buy Bonds." A new schedule of 5 day morning news broadcasts been arranged on WEW, St. Louis starting at 6 a.m. with sign-on a five-minute news shot, reports come every hour on the half-hour.

1942 BIRTHDAYS

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

July 6

La Verne Andrews Bill Burnham
Red Evans Harry Lawrence
Don Mersereau Clark Overton



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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

20, NO. 5

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

TEN CENTS

Production In Wartime

Govt.-Ad Agency Biz Upheld At CBC Probe

Law—Placing of some government programs with the Canadian Broadcasting Corp. through advertising agencies was upheld by E. L. Gennell, CBC general supervisor of programs, during evidence presented in the House of Commons special committee on radio broadcasting.

Reason for the justification of this procedure, Bushnell said, is that agencies did considerable work and would be embarrassing to the CBC to have to decide which private stations should receive government programs. The practice also had good value for which the CBC re-

(Continued on Page 95)

Six Name-Programs "Victory Parade" Sked

"Victory Parade" shows announced the remainder of the all-star page series presented by NBC in cooperation with the Office of Facts and Figures will bring to the Summer audience the following lineup: Aug. 19, "Mr. District Attorney" (from New York); July 26, Eddie Cantor or Hope; Aug. 2, "The Great Gildersleeve"; Aug. 9, Kay Kyser's "College Musical Knowledge"; Aug. 16,

(Continued on Page 2)

WQXR Six-Month Sales Shows 59 Per Cent Rise

Annual net sales for the first six months of this year on WQXR are 59 per cent over sales for the same period in 1941, and are over a 100 per cent increase on sales listed for 1940. Sales figure for the first six

(Continued on Page 2)

Rubber Pile

Philadelphia—2,404 pounds of rubber, enough to equip two flying machines or to make 1,328 gas masks, was accumulated at Philco's main plant during the recent drive. Originally destined for receiving coils, now made for government use exclusively, the rubber has been replaced by fibre, felt and mounting springs. The accumulated rubber made a pile eight feet high.

Blackout Music

Resulting from Mayor LaGuardia's decision not to curtail park concerts during New York's practice blackout last night, WNYC, municipal-owned station, not only broadcast the blackout announcements but also aired remotes from the Central Park Mall, during which music and commentaries on audience-reaction to the blackout were heard.

Music Men To Baffle AFM's Recording Ban

Attorneys for music publishers are now conferring with legal heads of the record and transcription companies in an attempt to determine the legal ramifications of the AFM-James C. Petrillo ruling which bans the production of mechanicals after August 1. Attorneys representing Harry Fox, publishers' agent and trustee for mechanical royalties, and

(Continued on Page 2)

Cocilana Nips Undecided On Type Of Radio Medium

Radio campaign planned by Cocilana, Inc., in the interest of Cocilana Cough Nips, will not be started until sometime in the fall according to Al Paul Letton, Inc., agency handling the account. Not yet determined, according to the agency, whether the cough-drop product will use network or spot in its fall debut, since plans are still in process of formulation.

BWC Will Salvage Personnel Of Closed Domestic Circuits

Mutual U. S. Navy Co-Op In New Saturday Series

Mutual Broadcasting System, in cooperation with the U. S. Navy, will present a new series of Saturday afternoon programs during July and August, starting July 18, with a broadcast from the stage of the Capitol Theater, Washington, D. C., via WOL, where Jimmy Dorsey's orches-

(Continued on Page 2)

Third Annual "Dress Parade" Of Ideas Reveals Trend For Coming Season As Seen By Industry Showmen

Full CBS 'Air School' For Dominion Network

Extending its service to Canadian pupils and teachers as a result of successful tests the last two seasons, CBS's "School of the Air of the Americas" will present all the programs of both the literature and science series of the 1942-43 season over the Canadian Broadcasting System network. Augmenting these "School of the Air" broadcasts, will be others

(Continued on Page 3)

Raymond Scott Returning With CBS Series Aug. 16

Raymond Scott, after an absence of two years, returns to CBS as a conductor-composer and will inaugurate a series of sustaining programs August 16. Scott will have a new, "streamlined" quintet and presumably use

(Continued on Page 3)

NBC Program To Honor Service-Flag Dedication

Two former NBC employees who have died in action during the present war, as well as all members of the network now in the armed forces,

(Continued on Page 2)

Radio's first wartime crop of productions makes its debut today, revealing a well balanced, strong array of material available for every type of sponsorship as prepared by some 200-odd independent producers, networks and stations throughout the country. The third annual "dress parade" presented by RADIO DAILY as an industry service via its "Shows of To-Morrow" issue, is a com-

(Continued on Page 3)

June Sales Up 65%; WOR Upswing Holds

With new business sales up 65% during the month of June as compared to the same month a year ago, new accounts continued to be on the upswing during the first few days of July, according to WOR officials who attributed the rise among

(Continued on Page 95)

Stan Shaw Gets Release From "Milkman's Matinee"

Stan Shaw, who has been conducting WNEW's "Milkman's Matinee" for seven years, has been released from his contract by the station man-

(Continued on Page 2)

"Flat Feet Fleegle!!"

Los Angeles—Two CBS sound engineers are seriously thinking of joining the infantry in order to avoid getting flat feet from marching too much. Both Harry Essman and Dick Bailey were required to walk a possible ten miles simulating footsteps of characters walking through London streets as part of their job in a recent dramatization of a "Raffles" script.

Shows of To-Morrow" ...in this issue

Los Angeles

By JAC WILLEN

MOST novel plug for War Bonds and Stamps was that pulled on the NBC-KFI "People Are Funny" program on its last broadcast. The stunt designed by Irwin Atkins of the Dan B. Miner Agency, who handle the Wings sponsored program, a "Mr. Average Man" was selected and phoned via long distance during the transcontinental broadcast without previous notification. Selection was to be made from among defense workers. A Mr. Frakes was contacted in Portland, Indiana, and was advised by emcee of the show, Art Baker, that "it was very, very, important that each man remember to buy as many War Stamps and Bonds as possible," instead of the usual "Remember to buy Stamps and Bonds often." Meanwhile producer John Guedel put guest star Paul Whiteman on an extension phone to join the conversation and satisfy the skepticism of Frakes, who thought the entire procedure a "gag." After much quipping and fast ad libbing by both sides of the conversation, to the great amusement of the entire listening audience, and much Bonds and Stamps plugging, it all wound up a most successful stunt.

Harry Lang seems to be "Hitler" on the West Coast—at least whenever and wherever he is needed for script reasons on Hollywood radio shows. Lang performed creditably the much disliked impersonation of Hitler on Mutual's "Tune Up America" and on Bill Bacher's "Treasury Star Parade" opposite Conrad Veidt and Phillip Merrivale.

Howdee Meyers To OCD

Chicago—Howdee Meyers, assistant to Bruce Dennis, publicity director of WGN, has resigned to accept the position of radio director of the Office of Civilian Defense, metropolitan area, succeeding Alan Scott, who leaves soon to accept a commission in the U. S. Navy. Meyers came to WGN two years ago. Scott, prior to joining the OCD, was a Chicago radio commentator. Meyers' post at WGN is being filled by Dale O'Brien, formerly associated with Howard Mayer, publicity office.

MUSIC COMPOSED TO POEMS

Send poem for consideration. Rhyming pamphlet free. Phonograph electrical transcriptions made, \$7.00 from your word and music manuscript. Any subject. Patriotic, Love, Home, Sacred, Swing.

KEENAN'S MUSIC SERVICE
Box 2140, (Dept. R) Bridgeport, Conn.

RADIO ARTIST?
Call
LExington 2-1100
FIRST AND FOREMOST



Shows Of Tomorrow!

● ● ● You are about to turn the page and witness the greatest collection of man-made ideas ever assembled within our industry... Some are great and others below par; some are ingenious while others are fanatic in scope... Yet they represent "things to come." As one who has peeked within the confines of "Shows of Tomorrow" we report that you're in for a treat... If you're an agency buyer you need go no further for a show to suit the needs of your clients... If you're a network program director, inspect the brainchildren conceived by so many local stations outside of the radio capitals of New York, Chicago and Hollywood. You'll find shows that merit network buildups prior to peddling 'em for commercials... If you're a station owner you'll find many outstanding programs available in transcription form which could suit so many local time buyers in your vicinity: shows which otherwise would be too expensive to build for local consumption!

● ● ● Contributors to this particular issue represent the finest creative manpower we have in our industry today... From the networks to the local station: from a 50,000-watter to a one-lunger. All have pooled their program resources to compile the issue... Independent producers to the big booking offices have made contributions to the insert... Do you want a variety show? A comedy show? A war program? A quiz series? Dramatic serial or dramatic half-hour?... Look under the classification you desire and under the heading you'll find hundreds of programs to suit your requirements both in quality and cost... Many are tested properties in individual areas while others are merely a figment of the imagination... Many have unpublished ratings and still others lead the list on mail pull.

● ● ● The compilers of the listings which follow did not sit in judgment to pass on the quality, practicability of the programs or the guarantee that they are sure-fire before they rate mention therein... They merely tapped the greatest sources of program creators from Maine to California and from Canada to Mexico. To these sources the questions were put forth. "What do you think is the best buy you have to sell in radio today? How much will it cost? Is it for local or national consumption? Is it live or recorded? Etc., Etc.?"... The answers to these queries and many more came fast and furious. Creators and salesmen, station managers and web officials made their own list of "bests" and forwarded 'em to the compilers.

● ● ● How long will the listing be in use?... We know of a few instances where agencies still have last year's insert on their desk today—awaiting this new issue... We know where one agency kept making presentations to its various clients for six months based on the contents of last year's issue... The listing isn't prepared for a prospective buyer to drop everything the minute this issue reaches his desk to contact the seller about a package show (though we do know of a case last year where a station in the midwest was contacted within 24 hours after an important New York agency received their copy—and bought a show for a regional campaign!)... The many buyers now in the market for shows will find their work of interviewing 100 salesmen digested into this issue—with time saved by all parties involved... Those not in the market for properties at this moment will do well to go through the issue, mark shows which interest them for future reference... We know of an agency exec who likes to interview salesmen just to keep his time occupied. Rather than waste the time and money of salesmen, the agency man was advised to see the listing and description of all available properties in the current "Shows of Tomorrow" issue... With everyone rushing to get on the bandwagon with War Programs, we think that the listing of war shows in this issue will serve every buyer's purpose. It's as up-to-the-minute as yesterday's communicate from General MacArthur's headquarters... Read on—is our simple advice!

Chicago

By FRANK BURKE

"QUIZ KIDS" switch from Wednesday night spot on the Blue Network to Sunday, starting July 14, when they will be heard at 6:30 p.m. CWT.

Durward Kirby, emcee, and "Club Matinee" Bradley of the "Club Matinee" tainer heard on the Blue from Chicago have lots of fun working before large studio audiences each afternoon. Kirby's friendly personality and Bradley's baritone voice are mainstays of the show.

Guy Savage's interviews with vicemen over WGN from the Chicago Servicemen's center each night give the boys a chance to say hello to home folks. Savage has waiting nightly of boys who want to go to the air.

Elizabeth Hart, NBC's personable feminine commentator, joined Barbara Fuller's drive to collect records for the Chicago Servicemen's Center by volunteering to canvas residents of her apartment building in quest of records. Miss Hart, incidentally devoted the full time of her "Elizabeth Hart Presents" show on WGN the other day to laud Miss Fuller's campaign for recordings.

Alexander McQueen's "Nothing but the Truth" program heard morning on WGN switches to a new afternoon spot this week. Show now at 5:45-6 p.m.

Five members of the "Guilty Light" cast are listed for emergency blood donorship at the American Cross headquarters. They are Gladys Heen, Eloise Kummer, Ruth Bahr, Ed Prentiss and Marvin Mueller. Jack Ryan, NBC publicist, added two photographs to his unusual collection this week. One is a candid shot of his little daughter after a mud pie battle and the other of old man smoking.

Whitey Ford's circus venture with Lewis Brothers using radio talent as an added box office attraction had tough breaks in weather the few weeks and lacks exploitation. "The Duke of Paducah" as a radio star.

Influx of talent from eastern seaboard to Chicago and middle west past few weeks has made the radio band and entertainment field highly competitive.

COVER
A \$2,000,000,000 MARKET
WITH One STATION
WOW
OMAHA
590 K. C. + 5,000 WATT
John J. Gillers, Jr., Gen'l Mgr.
JOHN BLAIR CO., REPRESENTATIVE

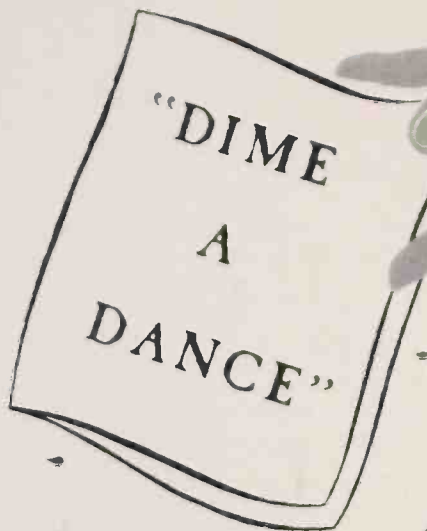


RADIO DAILY

Presents
**THE THIRD
ANNUAL EDITION**



**OF SHOWS
TOMORROW**



PROGRAMS* THAT SELL ALL ABOUT PHILADELPHIA . . .

● You can't reach the great buying population of the arsenal of democracy without the right program. Long hours in the city's bustling war plants are making the working men and women of Philadelphia more entertainment conscious than ever before. Alive to the appetites of its listeners, WCAU has designed four smashing new features each tailored to fit the '42 Victory mood. For you, any one of the four will "sell" all about Philadelphia!

*Descriptive matter listed in "Shows of Tomorrow." Further details on request!

WCAU

50,000 WATTS IN ALL DIRECTIONS

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

RADIO DAILY

*Presents The Third Annual
Edition of*

SHOWS OF TO-MORROW



Today this great nation finds itself facing the sternest task in history, the protection and preservation for all time to come of the rights of free peoples to live in peace and security. To this compelling job every network, every station and every man and woman in the dynamic field of radio is splendidly and nobly engaged in an all out effort. The past accomplishments of radio as a builder of nation-wide morale as well as the finest of advertising mediums is an open book. Its future will be even greater. In presenting this, its third annual edition of "Shows of Tomorrow" Radio Daily offers the agency executive, and sponsor an interesting and comprehensive tour through the market place for shows, thoughts and ideas available for the 1942-1943 season. An advertiser joining his campaign to the national effort can do no greater service for his country, for radio has proven itself a timely universal medium that reaches the ears of all in these exciting hours.

Jack Olierate

Publisher

HOW TO GLUE A LISTENER TO A RADIO



M.B.S. DELIVERS THE MOST HIGH RATED SPORTS PROGRAMS MONTH IN AND MONTH OUT...

① TAKE A GOOD HELPING OF NEWS...



MUTUAL OFFERS MORE REGULAR NEWS AND COMMENT EVERY DAY AND NIGHT THAN ANY OTHER NETWORK

② .. ADD GENEROUS AND FREQUENT NUGGETS OF SPORTS...

③

..BREAK AND STIR IN PLENTY OF BARS OF GOOD FRESH MUSIC...



MUTUAL'S DAILY DANCE PARADE NEVER GOES TO BED

④

..SPREAD EVENLY... AND TURN ON THE RADIO...



MILLIONS OF LISTENERS GLUED TO MUTUAL STATIONS... LISTENING TO THE KIND OF PROGRAMS CLOSEST TO EVERYONE'S HEART... LISTENING TODAY... BUYING TOMORROW!!

**MUTUAL
BROADCASTING
SYSTEM...
FIRST IN THE
FIRST 3**

**NEWS-SPORTS-AND
POPULAR MUSIC**

SHOWS OF TO-MORROW — —

— a new era in the making

By M. H. Shapiro
Editor, RADIO DAILY

WHEN the history of the American System of broadcasting is written at some future date, and its author comes to the phase dealing with the evolution of radio production, he undoubtedly point to first six-months of 1942 as the beginning of a renaissance. Not that the industry had not been progressive, that certain shackles were removed and a new incentive was coincidental with Pearl Harbor. Prior to December 9, 1941 the almost world-wide conflict had only revealed unrest in the scripts and hearts of author and producer. Cautious procedure however, tied their hands lest undue stress be placed on such items as America entering the war, isolationism, mongering, selfish-interests, pacifism or hurting feelings of nations with whom we were not at war. Commercial and even educational programs were just beginning to emerge from false modesty and the unmentionable words, once on the air, although used in everyday conversation, and once every day in the daily newspaper, were now being frankly admitted. To some extent the school of realism in dramatic production appeared confined to a very limited set of authors and producers. Suddenly, encouraged by the government itself, a powerful force of production came into being.

Authors and producers who heretofore had no outlet for their talent or technique found themselves recipients of the green light for full steam ahead. The government knew what it wanted; networks and stations also knew what they wanted and had the ability, also their capabilities of meeting this tremendous program of propaganda regardless of the theme involved. The unleashed creative force came to the front on every kilocycle not only to be heard at home but around the world with breath-taking vigor. There was no monopoly on this talent as to network, station or independent producer; professional writer, sophomore, or untried scrivener, vast numbers came forth and are still in process of "striving" with scripts and ideas of remarkable power. Different methods of writing or direction forced their way to the front, from the late show to the purely remonstrative against things undemocratic. The former drew the censure of some, including the clergy, the latter were labeled by some as being too soft to rouse the American people to the full realities of total war. Gradually radio began to adjust itself to the course deemed most advisable toward its single purpose of winning the war.

Thousands of requests from government agencies met with prompt and unquestioned 100 per cent co-operation, whether for making announcements or programs for war bonds and stamps, for scrap-rubber drive. Every request has been met and it calls for increased activity in the line of production. Transcribed and live programs of every nature, all part of the war effort are now produced and broadcast on a scale never dreamed of by anyone in or out of the industry. Thus old talent was being re-created and given a free hand, while new talent, from script writer, director, to musical conductor et al, are fast being developed in a new school which is bound to stand radio in good stead. More capable writers and producers than ever are now available with beneficial results to sponsor, broadcasters and listener. Other viewpoints predominate and unfettered radio workers for a type of product we formerly knew only on occasion.

For the time being the war effort, and Victory, is the keynote of every broadcaster; throughout the war his first thought will be to do everything in his power to Win the War. It is to be expected that his productions should be war-minded and if the advertisers' use of war programs seems comparatively little, it must be remembered that the broadcaster is proud of his wartime productions, and has a sense of public service—not for sale.

In the case of both broadcasters and independent producer, the listing of "Shows of Tomorrow," offers a wide variety of programs with War Shows being more or less but a fraction of the sum total. Neither producer seeks to make a specialty of the war show but rather seeks to supply a timely need in so far as advertisers are concerned, and at the same time supply entertainment to the folks at home. This is something wherein the demand comes from the listener, keyed to the times.

Everyone knows that not all programs on the air should deal with war; on the contrary, the escape angle is also important from the viewpoint of morale, and consequently the producer offers his usual category to fill every need.

While the industry realizes the need of doing its utmost along war angles, it also realizes that to continue the American way of broadcasting it must obtain sufficient revenue to carry out the vast government use of radio at private expense. For this reason commercial radio must continue to function as a self-supporting enterprise, keep the monetary burden off the government's shoulders which in itself is a potent contribution toward winning the war apart from being a steady source of cheering support to the millions of listeners, a highly important factor in the war effort.

Sugar or gas may be rationed. The average person will tell you that he can do without anything the government sees fit to ration in these times yet probably the very last thing the government or people would want to see rationed is radio or programming of this medium. Fortunately there is no need of such rationing; the pages that follow reveal no dearth of ideas and programs that envelop them. Business as usual may be out for the duration in a great many ways, but radio must go on.

Post war radio cannot be anything but a better, stronger radio, with or without the expected boom. The current program educating its audiences along nutrition lines for instance, will remain; the newscaster from abroad will be a regular caller to enlighten people to the point of better understanding; namy-pamby scripts dealing with vital factors will hardly be tolerated—the listeners will want the truth no matter how harsh—and the Good Neighbor policy of Latin America and other program interchange will hold forth on a larger scale than before.

Then there is post-war period that will start with the mike in the peace-negotiating room. (Who was it said that a microphone in Versailles would have prevented the present war?) The post-war period of rehabilitation for many industries now engaged in filling war orders which will seek to reestablish their brand names (right now is the time to keep them alive) along with many other services will find radio well prepared to take in its stride.

Out of World War I, was born radio itself and out of World War II, a virile type of production and radio standard will emerge, for the benefit of mankind. At the moment it is in the making, whether in the shows you hear on the air, or listed in the succeeding pages, or both.

If you sell to women...

HERE'S YOUR STAR SALESGIRL!



Stella Unger
presents...

"Let's Take a Look in Your Mirror"

It's a woman's world...if you sell food, home furnishings, drugs, cosmetics, apparel, beauty treatments or what-have-you! And it's a woman's program you need—if you're really going to sell!

Can you think of anything that fills the bill better than "Let's Take a Look in Your Mirror"? Stella Unger keeps 'em listening... with the same technique she used so effectively in "Hollywood Headliners"—the program sponsored by more than 100 sales-minded advertisers in 1941. (Still available, incidentally, in many markets... where it can be run in combination with "Let's Take a Look" or sold to another sponsor).

Every woman knows that the most effective appeal to women is the desire for personal charm. Every smart advertiser knows it. You know it. And Stella knows it, too! That's why her talks on how to discover the secrets of charm—how to find the keys to beauty, poise, self-confidence and happiness—keep women breathlessly listening!

The 156 five-minute programs in the series can be broadcast 3 to 6 times weekly. It's produced and recorded by NBC—headquarters for sales-building recorded shows. Write for full information on presentation, rates, availability and audition samples—now, while it's hot!



NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

RCA Bldg., Radio City, New York • Merchandise Mart, Chicago
Trans-Lux Bldg., Washington, D. C. • Sunset and Vine, Hollywood

And 5 more Tested Programs from **BROADCASTING HEADQUARTERS**

For summer or year 'round
schedules!



Betty and Bob

Outstanding dramatic programs with name stars who are favorites of millions. Five quarter-hours per week for 78 weeks! (Minimum contract: 13 weeks)



The Face of the War —as seen by SAM CUFF

Keen, timely, penetrating analysis of the stories behind war headlines. Three 5-minute per week. (Minimum contract: 13 weeks)



Flying for Freedom

Realistic, authentic drama of wartime air service, based on case histories from files of Royal Canadian Air Force—a saga of daring and courage. 26 half-hour programs. (Minimum contract: 26)



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. 117 five-minute programs. (Min. contract: 39)



Time Out

—with Ted Steele and
Grace Albert

Bright, gay boy-and-girl songs and banter with interludes featuring "Nellie the Novachord." Twenty-six quarter-hour programs. (Min. contract: 13 programs)

Economical? Sure! NBC Recorded Programs are priced to fit limited budgets. For example, rates for the complete series of "Let's Take a Look in Your Mirror" figure less than \$1 per program in El Paso, \$1.68 per program in Syracuse, and \$2.40 per program in Detroit... Investigate!

CURRENT TRENDS IN PRODUCTION — —

— — as seen by the network

By Douglas Coulter

CBS Director of Broadcasts

AMERICAN broadcasters are confronted by a problem in proportion.

In contributing everything possible to winning the war, which is the most important thing in the lives of all Americans, in the case of radio, broadcasters have mostly to worry about program balance.

There is no argument about full use of all stations and networks to serve the national propaganda.

There is no argument about the continuing need for pure entertainment to continue, also, at the same time.

The question is: How much of each?

We at CBS are responsible for a substantial share of the industry's activity in solving this problem; not all of the activity, but we are sure, but enough to keep us busy. We feel as though we are on a tightrope.

But that we're alone on the tightrope. So are all the other radio program men. At any rate, it is a comfort to be with associates who know what they are about in this predicament, even if the end of the wire is not in sight.

To harness the forces that influence operation of the greatest modern method of communication, radio, and to maintain proper balance between the forces urging emphasis on numerous services, of which some are different and desirable, requires the good judgment and organized skills of many people.

For example, we must sell war bonds.

And we must also face the situation which will develop as rationing restrictions have to be clamped down more widely and more tightly. Priorities and price ceilings and related difficulties will increase to become much more pressing for radio listeners; that is, for all Americans.

Radio must do its best to explain what is to come, how consumer sacrifices must be made as contributions to our all-out war effort, and why it must be done.

It is my opinion that the answer to "Why?" is the most important. Once you tell Americans why, they go along without comment.

All parts of any one such service can be accomplished quickly and effectively by radio broadcasting. What causes concern is not the problem of stimulating each listener to an awareness of his individual situation in relation to world events, but of stopping at the point at which the job is done; and short of the point of surfeit.

Citizens of the United States now also seek and require relief from mental and physical hardships of war. Soldiers and workers ought to be helped to relax during their moments of leisure. They ought to be entertained and should have it. Aside from the fact that they earn consideration, it is axiomatic that efficiency demands entertainment.

Radio cannot further the aims of propaganda, which is a word which means in America merely telling the true facts and analyzing them and helping free men to interpret them, and broadcast entertainment at the same time. By that I mean that only one thing can be done on the air during one period. Efforts to instruct entertainingly will proceed very well on the air, but those programs are not quite the

same as programs designed to provide escape from the increased strains and worries of life in wartime.

There is a limit to the amount of information and exhortation that should be offered listeners. When a free American understands the need for inconvenience and sacrifice, he quickly agrees. He is willing to suffer reasonable repetition, as required to get the message to all his fellow Americans. He enjoys being told he is a good fellow among many good fellows. He will stand for some inspirational rhetoric to encourage the laggards.

But then he is inclined to say, "All right, that's settled now. Let's change the subject a while before I have to go back to work again."

Now, precisely where is that point, at which information becomes merely boring and inspirational out-givings become painfully annoying?

Each of us who is responsible for a share of radio's contribution to American victory is diligent in using every resource to answer that question correctly; to maintain the proper balance.

Continued bad judgment might be calamitous for more than just America's radio industry. It's worth worrying about.

It can be noted that among the responsible directors of broadcasting there is no important disagreement, currently. The radio men are using their skills to help win the war.

Recognition of this is to be found in the high regard which British broadcasters express for their American colleagues. At the present time, British radio men are carefully studying our production methods. In addition to military freight, bombers fly American transcriptions overseas, as well as American radio experts in person, for the purpose of helping this project.

In the foregoing is indicated the answer to such questions as the general one posed by Radio Daily: "What are the program trends to be expected in radio in the near future?"

The war colors everything.

How important is the radio industry's relation to the war may be guessed from the O.F.F. announcement that there are 57 million receiving sets in 30,300,000 homes in the United States whereby our broadcasts reach more than 90 in every 100 Americans.

Many of these Americans are in cantonments, don't forget. And many service men who have left the camps for fighting fronts get our programs by short-wave. Public service means something different today and radio must serve it differently.

This frame of mind is general among broadcasters, including merchandisers. Agencies and their CBS clients are in basic agreement, and voluntarily have done their best to help convert the over-all radio effort into its greatest war-time usefulness. Nobody's thinking of anything else.

As a cross section of wartime programs, CBS points to such productions on its network as: Report to the Nation, The Nature of the Enemy (starts July 18), Spirit of '42, The 22nd Letter, Victory Begins at Home, Littletown, U. S. A., Calling Pan-America, Victory Theater (starts July 20), God's Country, and F. O. B. Detroit.



One of these is your **LUCKY NUMBER!**

Your nearest NBC spot sales office is your key to 11 "Golden Zones"!

IN THE TEN SECONDS it takes you to dial a phone number, you can be taking a really *big* step towards increasing your radio-advertising *results!*

For your nearest NBC Spot Sales Office can quickly show you how to reach the "Golden Zones" of America more effectively, more economically... through NBC Key Stations in 11 vital

markets: stations that *dominate* those markets. Stations that have proved for many years their ability to deliver sales-messages into homes where sales-potentials are highest and sales-resistances lowest. For they offer you hand-picked audiences—NBC audiences—audiences with money to spend and the willingness to spend it! Don't wait another min-

ute... reach for that telephone *now!* We'll be glad to *prove* our claims!

NBC Key Stations in 11 Vital Markets

Tops for Spot and Local Radio Advertisers

WEAF	NEW YORK	Westinghouse Stations	
WMAQ	CHICAGO	WBZ	BOSTON
KFO	SAN FRANCISCO	WBZA	SPRINGFIELD
WRC	WASHINGTON	KYW	PHILADELPHIA
KOA	DENVER	KDKA	PITTSBURGH
WTAM	CLEVELAND	WOWO	FT. WAYNE
General Electric Station		WGL	FT. WAYNE
WGY	SCHENECTADY		

Represented by
NBC SPOT & LOCAL SALES
New York · Chicago · San Francisco · Boston
Washington · Cleveland · Denver · Hollywood
NATIONAL BROADCASTING COMPANY
A RADIO CORPORATION OF AMERICA SERVICE

VICTORY - MINDED LISTENERS — —

— want 'victory' shows

By Phillips Carlin

Vice-President in Charge of Programs
Blue Network

THE Twentieth Century Nostradamus who gained a modicum of immortal fame by predicting "radio is here to stay" wouldn't recognize his stepchild today.

Radio became a changeling because, weaned on the crystal sets which crackled and buzzed with the returns of the Harding-Cox election, it strove to be the essence of timeliness.

Its existence has been based on its ability to capture and reflect every thought and activity of its listeners.

As the country went, so went American radio, and today, in this hour of war, radio, and the Blue Network for which I speak, has taken on the doleful spirit of defense which shackled our people, our government and our strength, and the new mood of our "victory-minded" listeners is "pouring it on."

Now, in programming for the future, the Blue only has one yardstick with which to gauge the merits of its shows—"Is it helping our war effort?"

In this leveling of programs we do not mean that each Sunday afternoon the Moylan Sisters must sell a war bond or that the Chamber Music Society of Lower Basin Street must bring in another piece of scrap rubber per broadcast, or the swing of the musical Steelmakers make a man "get in the groove" for air play each week. But we do check the programs for tomorrow and those now on the air for the role they may play in helping the spirit of the people.

Several shows have been made available by the Blue Network in its recently announced plan of "Teamed Sponsorship," where concerns having a product on the market but who, due to the war, are no longer in production, may have the benefit of full network facilities the year 'round, at an actual outlay of the usual minimum 13 weeks' contract. This, it is hoped, will aid both the advertiser and radio, with the former enabled to keep his brand names before the public.

This plan is not open to manufacturers still in production of their peacetime products but only those entirely hit by priorities or engaged in filling war orders.

News is checked most carefully for accuracy and for conformance to radio's wartime censorship. Balance is the all important factor in the news show of the future. From the crest of high hopes to the slough of disheartening defeats, the commentator and news analyst must chart their course by the guide of calm objectivity.

Musical programs are watched and programmed for inspirational appeal. They must embody the spirit of "I Love a Parade" and arouse the listening audience today demands stirring and martial airs as a reflection of its mood.

Radio drama is swinging into line with the new format of "victory" broadcasts. The daytime serial is undergoing a radical departure from its usual love triangle theme. The new radio drama is trying to mirror the modern perplexities crowding in on the average woman. The vital question, "shall I marry Johnny or pursue with my career?" has been eclipsed by the realities of war. The one paramount question in the drama of today is:

"Should Johnny enlist in the Marines or the Air Corps?" or "How can I adjust my salary to join the 10 % club?"

Yesterday radio adventure told the story of the lawbreaker and how he was brought to justice. Today it is "Counterspy," a tale of espionage within our borders and the methods used by Federal agents to gain their knowledge of treacherous designs and of dealing with enemy aliens. A new high in adventure lore has been reached by "Alias John Freedom," the weekly drama of a modern Robin Hood who aids the escape of marked victims in the Axis-conquered countries, and instigates undercover resistance to Fascism. Again reflecting the mood of the listener, the dramatizations portray the cruelty of the dictator, the vicious nature of the enemy.

Religious programs compose their message in tune with the times. Radio pastors are helping the public to reconcile Christianity with patriotism and to reach the firm belief they need in times of stress. "The Message of Israel," conducted by leaders in Jewish thought, is contrasting freedom of worship with the anti-God of Fascism. And out of the troubled days when more people turn to religion, a new type of devotional drama is being built with its story of human ideals and sacrifice—"Chaplain Jim—U.S.A."

Public service programs, which used to educate the listeners in literary trends, music appreciation, and ancient drama have followed the trend and are offering courses in nutrition, hints on food buying, and conserving rubber. Playing up the physical fitness for war effort theme, the women's programs present reducing advice, vitamin charts, and addresses by prominent doctors on child psychology in wartime.

These changes in radio are in keeping with the mood of the people. Prior to Dec. 7, the public was indecisive. But after Pearl Harbor no holds were barred and radio met and shared the new mood of its listeners.

Now the tempo has changed again, and, though our yardstick swings over the head of all script writers, we recognize the place for "escape" programming in our war effort schedule.

The balanced radio fare of tomorrow must contain comedy, sports, both the light and classical music which cut the public adrift from their worries and help them in their job of maintaining mental fitness.

Radio of the future has a twofold job. First, it must muster all its forces to aid in winning the war. Second, it must keep in mind its important peace-time function of bringing mass entertainment into millions of homes.

It is radio's job to bring, through "escape," relaxation to war-tired defense workers, homemakers, and to service men both in this country and abroad.

The Blue Network today is tuned to the war effort to the finish and, as never before, our programs are reverberating with the pulse beats of the public mood.

Tomorrow, after victory, and with the return of peace radio's mood and pace will undoubtedly undergo radical change. When it does, the Blue intends to be one of the pacemakers.



MORE than 300 radio stations from coast to coast are now using the ASCAP Radio Program Service.

Scores of these alert broadcasters have already turned *music costs* into *music profits*. Scores more have scheduled the programs as regular sustaining features . . . to be sold either to a single sponsor or on a participating basis.

Almost without exception, these stations are using these programs to build, from their own staff, a strong, local, salable personality . . . in more

than 50 per cent of the cases, it is the program director himself.

Speaking of shows of tomorrow, in more than 500 independent radio stations during 1942-43, among the most profitable shows of tomorrow will be those prepared by the ASCAP Radio Program Service.

If you are an ASCAP-licensed station and have not written for this free service, there is a package of 13 weeks' scripts reserved for you. They will be mailed immediately upon request. There is no charge or obligation to any ASCAP-licensed station.

ASCAP RADIO PROGRAM SERVICE

30 Rockefeller Plaza, New York City

MAKING PROGRAMS WORK — —

for Uncle Sam

By Adolph Opfinger

Program Manager

Mutual Broadcasting System

RADIO in the past six months has weathered the most crucial period in its brief history. The young industry has weathered its first brush with actual war conditions and come through with flying colors. Wartime conditions have demanded radical changes in program schedules. The Mutual Broadcasting System's today is a far cry from that of a half year ago. Advertising messages have been altered to harmonize more fittingly with the trend of public thought. Time devoted to news broadcasts has increased tremendously. Soldier and sailor-produced shows now take the network schedule liberally, while from all parts of the world Mutual cooperates in bringing home the voices of servicemen on duty in far distant lands.

The serious obligation to serve the country's needs had never before confronted the radio man. The problem of readjusting schedules to make way for national service programs, government announcements and patriotic messages is rapidly resolving itself into smooth routine. Such transition would never have been possible without the wholehearted cooperation of each of Mutual's individual outlets from coast to coast.

Production in wartime has brought about several unique air features. Take, for example, Mutual's nightly "Minute of Prayer," instituted shortly after the outbreak of war, with texts supplied by ministers, rabbis and priests from every state in the union. The radio's contribution to the spiritual welfare of America at war, this series has been so enthusiastically received that we plan to continue it indefinitely.

Mutual is making rapid strides in the field of "Hello Mom" programs. Australian News broadcasts have included messages at home by American soldiers stationed "Down Under" since shortly after the first troopship landed there. Up to the present time, 431 American Army officers and soldiers have greeted their families from that distant continent.

American Eagle fliers now on duty with the R.A.F. send their messages over the Mutual airlines each Saturday evening from London, and on Sundays Yankee doughboys, sailors and marines from the British Isles say hello to the folks back home in a weekly series entitled "Stars and Stripes in Britain." Newest addition is Monday afternoon presentation, "USO Calling the U.S.A.," in which servicemen on duty on the west coast page their families from all parts of this country.

Advertising has undergone an interesting evolution since the onset of war. Commercial messages have tended to become more institutional, with radio advertisers rapidly realizing that the preservation of a company or product name is more important during a war period than immediate sales.

All branches of the armed forces—Army, Navy, Marines and Coast Guard—as well as various government agencies, contribute to this grand total.

Among the first-rate programs produced by servicemen are: "This Is Fort Dix," veteran Sunday afternoon series from the New Jersey reception center. A dance band composed of ex-gradway musicians now in the Army, and vocalists like Jack Leonard, ex-Tommy Dorsey singer, lend a professional air to the shows. "Anchors Aweigh" is the Navy's counterpart from San Diego, California. Featuring talent recruited from the Training

Station, the middies turn in a finished job of production and entertainment; from the Marine Base in the same city, the Leathernecks display the talent within their ranks in a Sunday coast-to-coast series "The Halls of Montezuma."

"This Is Our Enemy," dynamic new Sunday night series produced in cooperation with the War Production Board, and a successor to "Keep 'Em Rolling," is one of the network's current top-notch morale builders. Each broadcast vividly dramatizes a separate phase of life under Nazi rule, presents as guests persons who have been eyewitnesses to the horrors exposed.

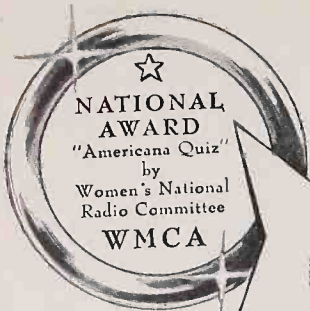
The movement of American troops to foreign countries has been responsible for a practice on Mutual's part to short-wave to distant lands those broadcasts which would be of especial interest to our forces. In the field of sports events, this program was inaugurated with the rebroadcast of the Joe Louis-Abe Simon heavyweight bout to the Caribbean, Panama, South America, Hawaii, the Philippines, England, Ireland and Iceland in March. We have completed arrangements to route the All-Star baseball games on July 6 and 7 on the same circuit to the thousands of diamond fans now in uniform.

The war has resulted in a great increase in news broadcasts on Mutual. The network has consistently maintained a policy of news on the hour and half hour, ever since December 7, whenever a regular news period is not scheduled. A glance at the log for the current week shows, in addition to these two-minute summaries, a total of 52 domestic news periods and 27 foreign news reports. Such expert interpreters of events as Gabriel Heatter, John B. Hughes, Fulton Lewis, Jr., Boake Carter, Arthur Hale, Cal Tinney, Cedric Foster, B. S. Bercovici, Wythe Williams, and Merritt Ruddock are heard from New York, Washington, Los Angeles and other vantage points from coast to coast.

The network's foreign representatives at present include John Steele and Arthur Mann in London, Leslie Nichols in Cairo, Owen Cunningham in Honolulu, W. A. O'Carroll in Sydney, Australia, Frank Cuhel in Melbourne, Jack Starr Hunt in Mexico City. Network originations from constantly-changing theaters of war have presented new problems. Correspondents must shift as the tides of war turn. Some are lost, some interned, some are unreported for months. Elizabeth Wyne, network correspondent in Batavia, Java, left there in December, and was not heard from until the middle of March. It took three months and two days on the high seas, traveling half way around the globe, to reach New York.

Frank Cuhel succeeded Miss Wayne in Java, but not for long, leaving there just hours before the Nipponese piled in, Cuhel boarded a small, overcrowded passenger steamer and got to Australia after a harrowing voyage dodging Jap bombs and torpedoes. Royal Arch Gunnison, who was doing an excellent job in Manila, has been unreported since the fall of the Philippines. His name has been listed by the Red Cross as a prisoner of war.

Radio faces a new obligation regarding the audience it now commands. With so many men in the service, and nearly every family directly affected, care must be taken in the type of entertainment programs offered. Since radio's job is to build and maintain morale, serve the government, and provide relaxation and inspiration, an effort must be made to avoid programs which might jangle war-tense nerves.



1941

NATIONAL AWARD
"Labor Arbitration"
conducted by
Samuel R. Zack,
veteran labor arbitrator,
by
Ohio State University
WMCA

On December 1, 1941, WMCA made a public affiliation with the greatest newspaper in the world... the New York Times. ☆ New York Times news bulletins are broadcast over WMCA every hour, on the hour.

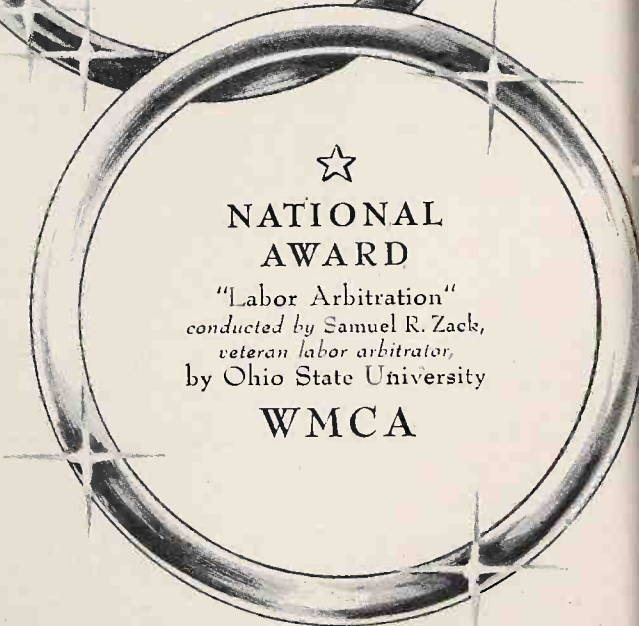
THE CHANGING NEW YORK RADIO SCENE



1942

NATIONAL AWARD
"Friendship Bridge"
by
Women's National
Radio Committee
WMCA

It isn't just happenstance that WMCA... an independent 5,000 watter... has earned itself the same two envied national awards twice in a row. ☆ Against network and big station competition. ☆ Determined to build better mousetraps than its neighbors, WMCA is developing programs of a quality far beyond the usual offerings of an independent station. Creating new interest among advertisers—and listeners. Changing the entire New York radio scene ☆ With its new prestige, and with 5,000 watts at 570, WMCA is today's best low-cost quality buy in the New York radio market.



NATIONAL AWARD
"Labor Arbitration"
conducted by Samuel R. Zack,
veteran labor arbitrator,
by Ohio State University
WMCA

Western Representative. Virgil Reiter & Co., Chicago



FIRST ON NEW YORK'S DIAL-570 • AMERICA'S LEADING INDEPENDENT STATION

CODE OF CENSORSHIP

FOR AMERICAN
BROADCASTERS

I NEWS BROADCASTS

... because of the international character of its transmissions, should edit all news broadcasts in the light of the Code's regulations, and of its own specialized knowledge, regardless of the medium or mode through which such news is obtained. It is requested that news in any of the following classifications be kept off the air, UNLESS RELEASED OR AUTHORIZED FOR RELEASE BY APPROPRIATE AUTHORITY.

(a) **WEATHER**—All weather data, forecasts, summaries, recapitulations, or details of weather conditions.

Persons should refrain from broadcasting news relating to the results of weather phenomena such as tornados, hurricanes, etc., unless it is specifically authorized for broadcast by the Office of Censorship. Occasionally, it is possible to clear news, but for security reasons this cannot authorize blanket clearance in future. Each case must be considered individually in the light of the extent to which the enemy will be benefited if such information is broadcast. Confusion and inequalities of competition can be avoided if stations will contact the Office of Censorship promptly in such cases, either directly or through news service.

EXCEPTIONS: Emergency warnings when officially released for broadcast by Weather Bureau authorities.

Announcements regarding flood conditions may be broadcast provided they contain no reference to weather conditions.

Information concerning hazardous road conditions may be broadcast when requested by Federal, State or Municipal source, if it refers to weather.

NOTE: Special events reporters covering such events are cautioned especially against mention of weather conditions in descriptions, announcing their schedules, suspensions, or cancellations.

(b) **TROOPS**—Type and movements of United States Army, Navy and Marine Corps units within or without continental United States including information concerning: Location, Identity, Composition, Equipment, Strength, Destination, Routes, Schedules, Assurances for Embarkation, Prospective Embarkation, Actual Embarkation.

Such information regarding troops of foreign nations on American soil.

Information of possible future military operations by identifying an individual known to be specialized activity.

EXCEPTIONS: Troops in training camps in United States and units assigned to domestic police duty, as regards location and character. Names, addresses of units in domestic camps (if they do not disclose location of units disposed for tactical purposes or predict troop movements or operations). Names of individuals stationed in combat areas outside the United States (after presence of American troops in area has been announced and if their names are not identified). Names of personnel should not be linked with military units or bases.

(c) **SHIPS** (Convoys, etc.)—Type and movements of United States Navy, or merchant vessels, or transports, of convoys, of Axis powers, of vessels of nations opposing the Axis powers in any waters, including information concerning: Identity, Location, Date of Arrival, Time of Arrival, Prospective Arrival, Port of Departure, Ports of Call, Cargo, Assembly, Personnel.

Any naval or merchant vessels in any waters, their: Type, Identity, Location, Movement.

Such information or instructions about defenses, such as: Buoys, lights and other aids to navigators; Mine fields and other defenses.

Such construction: Type; Number; Size; Date information on dates of launchings, commissionings; Physical description, technical details of shipyards.

EXCEPTIONS: Information made public by the United States and origin stated, movements of merchant vessels on Great Lakes or other sheltered inland waterways. Specific instances require special ruling.

(d) **DAMAGE BY ENEMY LAND OR AIR ATTACKS**—Information on damage to property objectives in continental United States or possessions, including: Docks, Railroads, Airfields, Public utilities, Industrial plants engaged in war work.

Counter-measures or plans of defense.

(e) **ACTION AT SEA**—Information about sinking or damaging of Navy, or merchant vessels or transports in any waters.

EXCEPTIONS: Information made public by the United States and origin stated.

APPROPRIATE AUTHORITY: For news of Naval action AGAINST United States

vessels in or near American waters: Naval Office of Public Relations, Washington. For news about action BY United States vessels or aircraft against the enemy in or near American waters: Naval commander in district where action occurs or Naval Office of Public Relations, Washington.

(f) **ENEMY AIR ATTACKS**—Estimates of number of planes involved; number of bombs dropped; damage to: Fortifications, Docks, Railroads, Ships, Airfields, Public Utilities, Industrial plants engaged in war work. All other military objectives.

Warning or reports of impending air raids; remote ad lib broadcasts dealing with raids, during or after action.

Mention of raid in the continental United States during its course by stations OUTSIDE the zone of action, unless expressly announced for broadcast by the War Department in Washington.

News which plays up horror or sensationalism; deals with or refers to unconfirmed reports or versions; refers to exact routes taken by enemy planes, or describes counter-measures of defense, such as troop mobilization or movements, or the number and location of anti-aircraft guns or searchlights in action.

EXCEPTIONS: After an air raid, general descriptions of action after all-clear has been given. Nothing in this request is intended to prevent or curtail constructive reporting or programming of such matters as feats of heroism, incidents of personal courage, or response to duty by the military or by civilian defense workers.

(g) **PLANES—AIR UNITS**—Military air units of the United States and the United Nations as to: Disposition, Missions, Movements, New Characteristics, Strength.

AIRCRAFT—New or current military aircraft or information concerning their: Armament, Construction, Performance, Equipment, Cargo.

CIVIL AIR PATROL—Nature and extent of military activities and missions.

MISCELLANEOUS—Movements of personnel or material or other activities by commercial airlines for military purposes, including changes of schedules occasioned thereby.

Activities, operations and installations of United States and United Nations Air Forces Ferrying Commands, or commercial companies operating services for, or in cooperation with such Ferrying Commands.

Commercial airline planes in international traffic.

EXCEPTIONS: When made public outside continental United States and origin stated.

(h) **FORTIFICATIONS AND BASES**—The location of forts, other fortifications, their nature and number, including: Anti-aircraft guns, barrage balloons and all other air defense installations, Bomb shelters, Camouflaged objects, Coast-defense emplacements.

Information concerning installations by American Military units outside the continental United States.

EXCEPTIONS: None.

(i) **PRODUCTION—PLANTS**—Specifications which saboteurs could use to gain access to or damage war production plants.

EXACT ESTIMATES of the amount, schedules, or delivery date of future production or exact reports of current production.

CONTRACTS—Exact amounts involved in new contracts for war production and the specific nature or the specifications of such production.

STATISTICS—Any statistical information which would disclose the amounts of strategic or critical materials, produced, imported or in reserve, such as tin, rubber, aluminum, uranium, zinc, chromium, manganese, tungsten, silk, platinum, cork, quinine, copper, optical glasses, mercury, high octane gasoline. Disclosure of movements of such materials and of munitions.

SABOTAGE—Information indicating sabotage in reporting industrial accidents.

SECRET DESIGNS—Any information about new or secret military designs, formulas or experiments, secret manufacturing processes or secret factory designs, either for war production, or capable of adaptation for war production.

ROUND UPS—Nation-wide or regional roundups of current war production or war contract procurement data; local roundups disclosing total number of war production plants and the nature of their production.

TYPE OF PRODUCTION—Nature of production should be generalized as follows: tanks, planes, parts, motorized vehicles, uniform equipment, ordnance, munitions, vessels.

EXCEPTIONS: Information about the award of contracts when officially announced by the War Production Board, the govern-

ment agency executing the contract, a member of Congress, or when disclosed in public records.

(j) **UNCONFIRMED REPORTS, RUMORS**—The spread of rumors in such way that they will be accepted as facts will render aid and comfort to the enemy. The same is true of enemy propaganda or material calculated by the enemy to bring about division among the United Nations. Enemy claims of ship sinkings, or of other damage to our forces should be weighed carefully and the sources clearly identified, if broadcast. Equal caution should be used in handling so-called "atrocity" stories. Interviews with Service men or civilians from combat zones should be submitted for authority either to the Office of Censorship or to the appropriate Army or Navy public relations officer.

(k) **COMMUNICATIONS**—Information concerning the establishment of new international points of communication.

(l) **GENERAL—ALIENS**—Names of persons arrested, questioned or interned as enemy aliens; names of persons moved to resettlement centers; location and description of internment camps; location and description of resettlement centers.

ART OBJECTS, HISTORICAL DATA—Information disclosing the new location of national archives, or of public or private art treasures.

CASUALTIES—Mention of specific military units and exact locations in broadcasting information about casualties from a station's primary area, as obtained from nearest of kin. Identification of naval casualties with their ships, unless such ships have been officially reported damaged or lost.

DIPLOMATIC INFORMATION—Information about the movements of the President of the United States or of official, military or diplomatic missions or agents of the United States or of any other nation opposing the Axis powers—routes, schedules, destinations within or without continental United States. Premature disclosure of diplomatic negotiations or conversations.

LEND-LEASE WAR MATERIALS—Information about production, amounts, dates and method of delivery, destination or routes, of Lend-Lease war material.

EXCEPTIONS: None.

II PROGRAMS

The following suggestions are made in order that broadcasters will have a pattern to follow in accomplishing the most important censorship function of program operation: keeping the microphone under the complete control of the station management, or its authorized representatives.

(a) **REQUEST PROGRAMS—MUSIC**—No telephoned or telegraphed requests for musical selections should be accepted.

No requests for musical selections made by word-of-mouth at the origin of broadcast, whether studio or remote, should be honored.

TALK—No telephoned or telegraphed requests for service announcements should be honored, except as hereinafter qualified. Such service announcements would include information relating to: Lost pets, "Swap" ads, Mass meetings, Club meetings, Club programs, etc.

No telephoned, telegraphed or word-of-mouth dedications of program features or segments thereof should be broadcast.

EXCEPTIONS: Emergency announcements, (such as those seeking blood donors, doctors, lost persons, lost property, etc.) may be handled in conventional manner if the broadcaster confirms their origin. They should emanate from the police, the Red Cross, or similar recognized governmental or civilian agency. Service announcements may be honored when source is checked and material is submitted in writing, subject to re-writing by station continuity staff. Requests for the broadcast of greetings or other programs to commemorate personal anniversaries may be honored if the actual broadcast is not made on the anniversary date or at the time or on the date designated in the request. These and ALL requests may be honored when submitted via mail, or otherwise in writing if they are held for an unspecified length of time and if the broadcaster staggers the order in which such requests are honored, re-writing any text which may be broadcast.

(b) **QUIZ PROGRAMS**—It is requested that all audience-participation type quiz programs originating from remote points, either by wire, transcription or short wave, be discontinued, except as qualified hereinafter. Any program which permits the public accessibility to an open microphone is dangerous and should be carefully supervised. Because of the nature of quiz programs, in

which the public is not only permitted access to the microphone but encouraged to speak into it, the danger of usurpation by the enemy is enhanced. The greatest danger here lies in the informal interview conducted in a small group—10 to 25 people. In larger groups, where participants are selected from a theater audience, for example, the danger is not so great.

Generally speaking, any quiz program originating remotely, wherein the group is small, wherein no arrangement exists for investigating the background of participants, and wherein extraneous background noises cannot be eliminated at the discretion of the broadcaster, should be discontinued. Included in this classification are all such productions as man-in-the-street interviews, airport interviews, train terminal interviews, and so forth.

In all studio-audience type quiz shows, where the audience from which interviewees are to be selected numbers less than 50 people, program conductors are asked to exercise special care. They should devise a method whereby no individual seeking participation can be GUARANTEED PARTICIPATION.

(c) **FORUMS AND INTERVIEWS**—During forums in which the general public is permitted extemporaneous comment, panel discussions in which more than two persons participate, and interviews conducted by authorized employees of the broadcasting company, broadcasters should devise methods guaranteeing against the release of any information which might aid the enemy as described in Section I of the Code. If there is doubt concerning the acceptability of material to be used in interviews, complete scripts should be submitted to the Office of Censorship for review.

(d) **COMMENTARIES AND DESCRIPTIONS** (ad lib)—Special events reporters should study carefully the restrictions suggested in Section I of the Code, especially those referring to interviews and descriptions following enemy offensive action. Reporters and commentators should guard against use of descriptive material which might be employed by the enemy in plotting an area for attack.

If special programs which might be considered doubtful enterprises in view of our effort to keep information of value from the enemy are planned, outlines should be submitted to the Office of Censorship for review.

Caution is advised against reporting, under the guise of opinion, speculation or prediction, any fact which has not been released by an appropriate authority.

(e) **DRAMATIC PROGRAMS**—Radio is requested to avoid dramatic programs which attempt to portray the horrors of war, and sound effects which might be mistaken for air raid alarms, or for any other defense alarms.

(f) **COMMERCIAL CONTINUITY**—Broadcasters should be alert to prevent the transmission of subversive information through the use of commercial continuity in program or announcement broadcasts.

In this connection, the continuity editor should regard his responsibility as equal to that of the news editor.

(g) **FOREIGN LANGUAGE PROGRAMS**—Broadcasters have recognized that the loyalty of their personnel is of supreme importance in voluntary censorship; they recognize the dangers inherent in those foreign language broadcasts which are not under the control of station management, therefore, are requested to require all persons who broadcast in a foreign language to submit to the management in advance of broadcast complete scripts or transcriptions of such material, with an English translation. It is further requested that such material be checked "on the air" against the approved script, and that no deviation therefrom be permitted. These scripts or transcriptions with their translations should be kept on file at the station.

Broadcasters should ask themselves, "Is this information of value to the enemy?" If the answer is "yes," they should not use it. If doubtful, they should measure the material against the Code.

If information concerning any phase of the war effort should be made available anywhere, which seems to come from doubtful authority, or to be in conflict with the general aims of these requests; or if special restrictions requested locally or otherwise by various authorities seem unreasonably or out of harmony with this summary, it is recommended that the question be submitted at once to the Office of Censorship.

The Office of Censorship
Byron Price, Director

NEW YORK MADE 'EM LOVES 'EM LISTENS TO 'EM

ON WNEW

24 hours a day—
7 days a week!



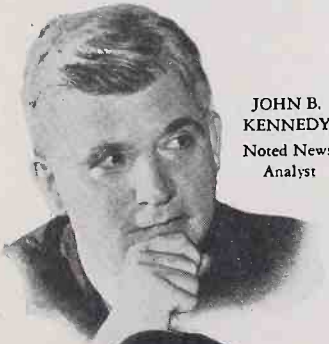
ANN PERRY — Song Stylist

From Ann to Zeke...They Hold the Key to World's Richest Market!

THESE artist-salesmen talk the language of the city. They are warm friends to New York's millions—nursed, doted upon, accepted as very special proteges. No wonder—when these entertainers tell of your products over WNEW—your goods move fast at lowest cost of any station in the metropolitan trading area!



ZEKE MANNERS
America's No. 1 Hillbilly



JOHN B. KENNEDY
Noted News Analyst

WNEW's VAST LISTENING AUDIENCE

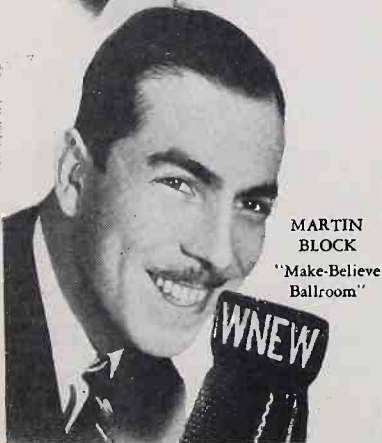
Independent surveys prove that—in and around New York more people listen to WNEW than any other independent station. Additional proof indeed, that: WNEW is your best bet in the world's richest market!

BOB CONSIDINE
"On The Line"
— Sports



1130 on Your Dial WNEW New York

Serving New York and New Jersey—Represented Nationally by John Blair & Co.



MARTIN BLOCK
"Make-Believe Ballroom"



KATHRYN CRAVENS
"News Thru A Woman's Eyes"



FRANK FROEBA — Pianologist



STAN SHAW
A New York Institution
"Milkman's Matinee"

SHOWS • OF • TOMORROW

Third Annual RADIO DAILY "Shows of Tomorrow," which follows, presents shows available for immediate sponsorship. Compilation of this data has been made through the cooperation of the networks, producers, stations and other branches of the industry. Each show has been classified into one of fourteen categories; as a result of the current situation in world affairs, a new classification, "War Shows," has been added to this edition. All information herein was obtained by questionnaire and in each case was signed by an accredited agent or official of the producer or station submitting the show. RADIO DAILY does not assume responsibility for possible confiction in title, idea or other contingencies that may arise in connection with the listings on succeeding pages. A list of independent program producing organizations, who are represented in this edition, may be found on page 90.

1942 ☆ DRAMATIC STRIP SERIAL ☆ 1943

Betty and Bob

"Betty and Bob" is a dramatic serial with top-flight cast: Arlene Francis, Carl Frank, Milton Cross, etc. Story deals with experiences of young married couple and newspaper, working against corruption in small city and contains all the elements of human interest, excitement, romance and comedy. Musical theme is by Artie Roth's orchestra. Three hundred weekly programs thoroughly tested on food products, household commodities and the products in major markets, are available. Maximum time allowance is provided for commercials. Publicity aids furnished, including recorded advance announcements, photos, mats, releases, weekly synopses, newspaper "spotlight"

Presentation: E. T.
Available Time Units: 15 minutes, 5 times weekly.
Audience Appeal: Female; entire family.
Client Suitability: Foods, soaps, household commodities.
Number of Artists: Variable.
Auction Facilities: Transcriptions.
Submitted by: NBC Radio Recording Division.

(See Page 10)

Beyond Reasonable Doubt

"Beyond Reasonable Doubt" is a powerful dramatic strip show built in two years. The first cycle is built around circumstantial evidence, following a murder. A romantic "triangle" is maintained throughout. The second cycle moves to a locale of the Caribbean and again deals with mysterious circumstantial evidence around property destruction. Again, interest is maintained through a romantic "triangle." Story is powerful and dramatic, designed principally for an adult audience. Locale is national and series is usable in any section of the country.

Presentation: E. T.
Available Time Units: 15 minutes, 2 to 6 times weekly.
Audience Appeal: Female; male.
Suggested for: Afternoon (late); evening.
Client Suitability: General.
Number of Artists: 10 (average per episode).

Unit Cost: Percentage of rate card.
Auction Facilities: Transcriptions.
Submitted by: Associated Music Publishers, Inc.

Border Town

"Border Town" is a story of a small town located on the U. S.-Mexico border. Chief character is Fernando Valencia, a lovable Mexican who has become a U. S. citizen. He is very humorous and interesting, has considerable difficulty with English language. Other characters are also interesting and all make up a very "different" and highly amusing picture. Fernando owns the Trading Post and he is the first one to know whatever happens in the community. Cattle men, cowboys, and picturesque Western characters are part of the scene.

Presentation: Live talent; E. T.
Available Time Units: 15 minutes.
Audience Appeal: Entire family.
Suggested for: Morning; afternoon; evening.
Client Suitability: Drugs and food products.
Number of Artists: 3 to 5.
Unit Cost: \$500.00 a program.
Auction Facilities: Transcriptions; will pipe live talent.
Submitted by: Ed J. Holden.

Brown Dramatic Guild

"Brown Dramatic Guild" is a serial drama with an all-Negro cast of six people and takes six to seven weeks to complete. It is currently being aired on WSBC on Friday evenings from 11:30 to 11:45 p.m.

Presentation: Live talent.
Available Time Units: 15 minutes.
Audience Appeal: Entire family.
Suggested for: Evening.
Client Suitability: Account bidding for Negro business.
Number of Artists: 6.
Submitted by: WSBC, Chicago, Ill.

By Kathleen Norris

"By Kathleen Norris" is a radio series based on the novels of one of America's best-loved novelists, Kathleen Norris.

Presentation: Live talent; E. T.
Available Time Units: 15 minutes, 5 times weekly.
Audience Appeal: Afternoon.
Client Suitability: Soap, cereal, cosmetic, food.
Number of Artists: 5.
Auction Facilities: Transcriptions.
Submitted by: Bernard L. Schubert, Inc.

Clem and Tina—the Modern 49ers

The "Modern 49ers, or The Adventures of Clem and Tina," a serial program, is the ever-fascinating and entertaining dramatization of a lovable, salt-of-the-earth couple, Clem and Tina. Program has repeatedly broken sales and fan mail records. Mystery, romance, comedy, and pathos skillfully balanced give tremendous appeal to the exciting and unusual adventures of this "home folks" couple. They inherit a California ranch—and then everything begins to happen! It has a basic adult appeal, but youngsters love it!

Presentation: E. T.
Available Time Units: 15 minutes, 3 to 5 times weekly (104 episodes)
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Highly-competitive, low cost product
Number of Artists: 4 to 8
Unit Cost: Rates by markets, based on population and station power
Auction Facilities: Transcriptions
Submitted by: Russell C. Comer Radio Productions

The Enemy Within

"The Enemy Within" is a smashing expose of the Nazi Fifth Column and how the Australian Secret Service broke up the spy ring in that country. This series is based on fact, has been passed by the Australian Board of Censors, and was produced with the cooperation of the Aussie Secret Service. It has been sponsored successfully in score of cities and contains an all-star Australian cast. It

enables Americans to recognize similar types of Fifth Column activities, so they may cope with them.

Presentation: E. T.
Available Time Units: 15 minutes, 1 to 7 weekly (117 episodes)
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 7 to 20
Unit Cost: Based on population of city and station
Auction Facilities: Transcriptions
Submitted by: Kasper-Gordon, Inc.
(See Page 73)

England Expects

"England Expects" is a stirring dramatic series based on the life of Lord Horatio Nelson. Commencing from the day Nelson is born, and ending with his death. "England Expects" vividly portrays his successes, his famous romance with Lady Hamilton, and a less spectacular side of his career—his genius in making sweeping changes to the condition of the Navy at that time. It is produced with an all-star Australian network cast. With the exploits of the British and American Navy occupying the limelight these days, this is a series meriting more than casual consideration.

Presentation: E. T.
Available Time Units: 15 minutes, 1-2.4 times weekly (52 episodes)
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: About 40
Unit Cost: Based on market, station
Auction Facilities: Transcriptions
Submitted by: Kasper-Gordon, Inc.
(See Page 73)

Flying Patrol

"Flying Patrol" is a dramatic strip telling the story of the U. S. Coast Guard—the enthralling story of a band of courageous heroes who save the lives, each year, of 6,000 people. This dramatic series of adventure, written for young and old, is based on fact, using the authentic files of the United States Coast Guard.

Presentation: Live talent.
Available Time Units: 15 minutes, 5 times weekly.
Audience Appeal: Entire family.



Have you heard

It begins with a company called the Pet Milk Sales Corporation that manufactures a very fine brand of irradiated evaporated milk.

Pet was getting along splendidly without any radio advertising at all. Its sales figures were excellent.

Then in 1933, Pet began to experiment modestly with radio—\$26,418 worth of CBS time out of \$358,632 spent for consumer advertising. That year Pet's sales were \$15,682,833.

he one about Pet 'n' Mike ?

Next year, Pet increased the CBS appropriation to \$161,054, and upped its other advertising expenditures. Sales increased almost \$4,000,000.

In 1935 and 1936, however, Pet decided to depend more and more on radio, less and less on other media. And still sales went up. Finally, in 1937, Pet staked its entire consumer budget—\$537,094—on radio, nearly all of it on CBS.

Bold, you'll say? But it worked—sales jumped \$4,500,000.

And from 1937 on, Pet's confidence in radio and CBS has grown even stronger. Domestic sales, eliminating war and government contracts, have climbed another \$11,972,517 to the highest peak in Pet Milk's history—\$41,675,111—an increase of 166% since Pet first met "Mike."

COLUMBIA BROADCASTING SYSTEM



KEEP

PITCHING

with

WPEN

PHILADELPHIA

"The Station That Sells"



5000 WATTS • 950 ON THE DIAL

uggested for: Evening.
Number of Artists: 6 to 8.
Audition Facilities: Transcriptions; Blue
Network sustaining program.
Submitted by: Blue Network.
(See Pages 24-25)

Finger's Uncle Jim

"Finger's Uncle Jim" is the story of a
about 20 who spends her life caring
the Uncle in a small town. Uncle is
was getting into trouble with neigh-
girl is always getting him out of it.
characters are lovable types true to
according to the small town tradition.
may prevails at all times.
Presentation: Live talent.
Available Time Units: 15 minutes, 3 or 5
times weekly.
Audience Appeal: Entire family.
Suggested for: Afternoon (early).
Number of Artists: 2 to 3.
Unit Cost: \$100.00 per show (without pro-
duction cost).
Audition Facilities: Will pipe live talent.
Submitted by: William Ellsworth.

The Ginsburg-Flannagan

Star is about Rebecca Ginsburg, a
planned Jewish woman of the old
and Maggie Flannagan, a bom-
Irish woman, partners in a small
high in the Catskill Mountains.
is a resort for work-wearied New
Yorkers. Leads seldom agree on any-
but their friendship is so deep that
they can't afford to disagree. Their trials
and tribulations and situations arising in
the conduct of their business form the
basis for this series.
Presentation: Live talent; E. T.
Available Time Units: 15 or 30 minutes,
3 or 5 times weekly.
Audience Appeals: Entire family.
Suggested for: Morning; afternoon; eve-
ning.
Number of Artists: 2 (with occasionally
other).
Audition Facilities: Transcriptions; will
pipe live talent.
Submitted by: Associated Releases.

Guerilla!

"Guerilla!" is the story of Sgt. Dan
Gings and Pvt. Tod Bounce, one a Bos-
ton workman and the other a Georgia
farmer, until they enlisted in the U. S.
Army, who were in the thick of things at
Iwo Jima. They escape capture and, al-
though they have a personal scorching
for one another, combine forces
in a relentless behind-the-lines warfare
against the Japs. Series is up-to-the-minute,
hot punch and sure-fire.
Presentation: Live talent.
Available Time Units: 15 minutes, 5 times
weekly.
Audience Appeal: Entire family.
Suggested for: Evening.
Number of Artists: 5 (average).
Submitted by: Batchelor Enterprises, Inc.
(See Page 32)

Eus Gray, Special Correspondent

"Eus Gray, Special Correspondent" is
divided into two romantic action mysteries
of twenty-six episodes each. Case No. 1 is
"Mystery of the Nine Ivory Buddhas"
Case No. 2 is "The Green Cross."
Each with laughter and suspense, each
with a strange twist.
Presentation: E. T.
Available Time Units: 15 minutes, 3 to 5
times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Family-appeal product
Number of Artists: 6 to 8

Audition Facilities: Transcriptions
Submitted by: Grace Gibson

Hilltop House

"Hilltop House" was on the air for almost
four years for Colgate Palmolive Peet.
Its unusual backdrop—an orphanage—
held a strong appeal for listeners. Series
led the field of daytime shows on Colum-
bia network. For quick results and ready
made audience. "Hilltop House" is a very
good buy and is available immediately.
Presentation: Live talent.
Available Time Units: 15 minutes; 5 times
weekly.
Audience Appeal: Entire family.
Suggested for: Afternoon or evening.
Client Suitability: Household product.
Audition Facilities: Will pipe live talent.
Submitted by: Wolf Associates.
(See Page 71)

House in the Country

"House in the Country" is a serial with
taste, intelligence and humor, as healthy
and bright as its central characters, who
are the nicest young couple you know.
This serial tells what happens to them
after they leave their jobs in New York
and take up country life. Not a maudlin
line or episode at anytime, series is full
of chuckles and interest.
Presentation: Live talent.
Available Time Units: 15 minutes, 5 times
weekly.
Audience Appeal: Entire family.
Suggested for: Morning; afternoon; eve-
ning.
Number of Artists: 6 to 8.
Audition Facilities: Transcriptions; Blue
Network sustaining program.
Submitted by: Blue Network.
(See Pages 24-25)

I'll Find My Way

The theme of "I'll Find My Way" is
the struggle of Elizabeth Landers, daugh-
ter of a wealthy newspaper owner. Al-
though she has trained herself for a
theatrical career, her father's death leaves
her with the operation of a newspaper.
Her fight to keep control of the paper is
further complicated by the unscrupulous
opposition of a New York syndicate, and
by her own romance. Story has action
and characters are understandingly writ-
ten by Herbert Rice and Joseph Slotkin.
Presentation: Live talent
Available Time Units: 15 minutes, 5 times
weekly
Audience Appeal: Female
Suggested for: Afternoon
Client Suitability: Food, drugs, cosmetics,
household products
Number of Artists: 5 to 8
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting Sys-
tem and WGR-WKBW, Buffalo, N. Y.

Imperial Leader

"Imperial Leader" is the story of the
dramatic and stirring life of Winston
Churchill, England's fighting Prime Min-
ister. Produced in Australia with an all-
star Australian network cast, this series
tells of Churchill's early boyhood, follows
his experiences in the army, his first
political speech, through his checkered
career, and up to the present day in war-
torn England. It is sold for broadcast
throughout Canada to George Weston,
Ltd., cracker manufacturer. Sponsors in
the United States include Embry-Riddle
School of Aviation, Florida; El Paso Elec-
tric Company; Old Regal Beer; and many
others.
Presentation: E. T.
Available Time Units: 15 to 30 minutes,
1, 2 to 3 weekly

DRAMATIC STRIP SERIAL

Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 40
Unit Cost: Based on city population and
station power
Audition Facilities: Transcriptions
Submitted by: Kasper-Gordon, Inc.
(See Page 73)

Just We Two

"Just We Two" is a unique dramatic
strip featuring two of Hollywood's most
versatile dramatic performers who por-
tray all the characters in the script. Writ-
ten by Georgia Backus, the story is of
two middle-aged people with a strong
attachment for a small town.
Presentation: Live talent
Available Time Units: 15 minutes, 3 or 5
weekly
Audience Appeal: Entire family
Suggested for: Afternoon; evening
Client Suitability: Foods and home prod-
ucts
Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: Harry Wurtzel

Little By Little House

"Little By Little House" has done a
whole of a job for furniture retailers.
It's the story of a side-of-the-road stop-
ping place for tourists, which is the main scene
of action. All the action comes to the
scene, instead of being dragged in by the
heels, for all kinds of people stop at
"The Willows," from bank presidents to
honeymooners. A complete plot and un-
derlying theme runs throughout, with the
remodeling and refurbishing of "The
Willows," young romance, old romance,
plot and counterplot, mystery, murder,
embezzlement, a home development pro-
ject, etc. Series is accompanied by a
complete merchandising plan.
Presentation: E. T.
Available Time Units: 15 minutes, 2 to 3
weekly (39 episodes)
Audience Appeal: Female
Suggested for: Morning; afternoon
Client Suitability: Furniture merchants,
real estate, department store
Number of Artists: 7 to 9
Unit Cost: Based on market and station
Audition Facilities: Transcriptions
Submitted by: Kasper-Gordon, Inc.
(See Page 73)

Matt and Elmer

"Matt and Elmer" has for its locale a
gas station one mile out of small town
on a main highway. Plot is obtained
from customers buying gas and oil and
has plenty of drama-comedy and heart
throbs (not the "corny" type). Story con-
cerns itself with the experiences of the two
American men, who happened to be born
on a farm and their contact with familiar
characters on the American scene.
Presentation: Live talent.
Available Time Units: 15 minutes, 5 times
weekly.
Audience Appeal: Entire family.
Suggested for: Afternoon (late); evening
(early).
Client Suitability: Oil company or food
product.
Number of Artists: 3
Unit Cost: \$135.00 per episode.
Audition Facilities: Will pipe live talent.
Submitted by: William M. Ellsworth.

Mirandy's Folks

"Mirandy's Folks" is a human story of
the real Ozark people brought to life.
Mirandy of radio fame and Abner Weaver
of stage and screen are featured in this
serial written and acted by authentic
hill folks. It is especially recommended
for rural coverage as this type of enter-
tainment has proven very successful in
these districts. Program is suggested for
the merchandising of utilities, farm and
home products. Mirandy, who has con-
ducted commercial shows, will direct the
appeal for sponsor.
Presentation: Live talent; E. T.
Available Time Units: 15 minutes, 3 times
weekly.
Audience Appeal: Female; entire family.
Suggested for: Morning.
Client Suitability: Optional.
Number of Artists: 4.
Unit Cost: On application.
Audition Facilities: Transcriptions.
Submitted by: Paul Cruger Radio Produc-
tions.

My Daughter and I

"My Daughter and I" is a strip serial
story designed to promote better relation-
ship between mothers and daughters. It
has been transcribed and has been aired
on WHN, New York.
Presentation: Live talent.
Available Time Units: 15 minutes, 3 times
weekly.
Audience Appeal: Entire family.
Suggested for: Morning; afternoon.
Client Suitability: Household product.
Number of Artists: 4 (approximately).
Audition Facilities: Will pipe live talent.
Submitted by: Lilian Okun, Inc.

The O'Neills

"The O'Neills" is on the air for eight
years and just completed a six-year run
for Procter & Gamble. Program holds
more records than any other daytime
serial. On a six-week contest give-away,
it pulled over four-and-a-half million let-
ters, each containing two soap wrappers.
"The O'Neills" at different times in their
long run, led the field in CAB and Hooper
ratings. Series is now available due to
circumstances created by present condi-
tions.
Presentation: Live talent.
Available Time Units: 15 minutes; 5 times
weekly.
Audience Appeal: Entire family.
Suggested for: Afternoon or evening.
Audition Facilities: Will pipe live talent.
Submitted by: Wolf Associates.
(See Page 71)

The Randall Family

"The Randall Family" presents a dra-
matic mystery serial story, with splendid
musical interludes in the form of parlor
"song fests" by the Randall family and
friends. The singing, with accompani-
ment, is by one of radio's better known
quartets. Plot of this deep human in-
terest story centers around an unusual
lamp, peculiarly acquired, which is acci-
dentally disclosed as the hiding place of
\$50,000. Many tense situations develop,
and gripping suspense is skillfully main-
tained. Romance is provided through the

WHAT DID THE R.A.F. DO TODAY?



When the R.A.F. and American Air Force really get going together on those 1000-plane raids and sweeps you'll hear about them TODAY, direct from London, over WINS. For WINS *exclusively* now broadcasts BBC's ace news commentators direct from London at 6:45 p. m. every weekday.

This direct newscast from London is but one of many short wave and other special programs now appearing on the WINS schedule. WINS will continue to reflect this consciousness of public service in an increasing number of important contributions to the contemporary radio scene.

WINS

NEW YORK

1000 on your dial

*Soon to be 50 kw.,
full time*

**PERSONALITY
FOR SALE!**

WINS believes that people are interested in people. Here are three vivid examples of WINS "programs-with-personality" policy that is drawing more listeners, more often, to 1000 on the dial. All are currently available for sponsorship. Call BRyant 9-6000 for details of these and other outstanding, sales-pulling WINS shows.



Don Dunphy

Staff sports commentator at WINS, Don Dunphy brings a refreshing new technique to sportscasting. His unique blend of atmosphere and action makes his WINS daily sports programs the kind that sports fans swear by. A swell buy for the alert advertiser.



Alice Hughes

The kind of woman women like, famous columnist syndicated by 40 Eastern newspapers. One-time correspondent in Russia, Germany, Italy, Japan, Alice Hughes talks with equal authority on Fifth Avenue, Queen Elizabeth or bringing up Junior.



Waverley Root

Root has a reputation for being right. Blending experience as UP and Time foreign correspondent with a nose for tomorrow's headlines, Root scores many a newsbeat, often correctly forecasts the unexpected. Listen tonight at 6:30, 1000 on your dial.

girl, Nancy Randall. RCA-Victor
 ired the series.
 ession: E. T.
 ible Time Units: 15 minutes, 3 to 5
 as weekly (26 episodes).
 are Appeal: Entire family.
 gged for: Morning; evening.
 suitability: Food, retail product or
 ervice.
 umber of Artists: 6 to 9.
 ost: Rates by markets, based on
 opulation and station power.
 ility Facilities: Transcriptions.
 igned by: Russell C. Comer Radio
 Productions.

Romance of Dan and Sylvia

"Romance of Dan and Sylvia" was
 in Chicago and Pittsburgh and
 ed a Crossley rating of 6.7. It is a
 e feminine angle serial consisting
 ranscribed quarter-hour episodes.
 ain has reputation for obtaining big
 if response: 18,000 letters received in
 eeks over KDKA, Pittsburgh; 11,000
 as week on WMAQ, Chicago.
 ession: E. T.
 ible Time Units: 15 minutes; 2, 3, 5
 es weekly.
 ience Appeal: Female.
 gged for: Morning; afternoon.
 suitability: Food, women's apparel,
 ublic utilities company.
 umber of Artists: 6 to 8.
 ility Facilities: Transcriptions.
 igned by: Charles Michelson Radio
 Transcriptions.

Vampire

"Vampire" is a tale of the superna-
 al with a cast of two on a daily
 ble five times weekly. The world
 ico the supernatural more and more
 times of stress and this series col-

lects upon that fact without a great pro-
 duction or cost strain. Series is now in
 its third 13-week of airing throughout the
 U. S. A. and South America.

Presentation: Live talent.
 Available Time Units: 5 minutes, 5 times
 weekly.

Audience Appeal: Female; male.
 Suggested for: Afternoon; evening.
 Client Suitability: Any client interested in
 reaching an adult audience.

Number of Artists: 2.
 Unit Cost: From \$5.00 up per week, ac-
 cording to size of station and service
 areas.

Audition Facilities: Sample scripts.
 Submitted by: American Radio Syndicate.

Uncle Jimmy

"Uncle Jimmy," starring William Far-
 nam in the best acting of his many years
 on the stage, screen and radio, is a
 human-interest drama filled with down-to-
 earth philosophy and every-day situations
 that will do much to boost morale for all
 who hear it. It is sponsored by such
 firms as Loose-Wiles Biscuits, Two-in-One,
 Shinola, New England Baking, Bangor
 Baking, Castilian Soap, California-Oregon
 Power and Light, George Dentler & Sons
 Food Products, Dr. Pepper. Author is
 Edward Lynn.

Presentation: E. T.
 Available Time Units: 15 minutes, 3 to 5
 times weekly (156 episodes)

Audience Appeal: Female
 Suggested for: Morning; afternoon
 Client Suitability: Household product, re-
 tailer

Number of Artists: 7 to 12
 Unit Cost: Based on market and station
 Audition Facilities: Transcriptions
 Submitted by: Kasper-Gordon Studios, Inc.
 (See Page 73)

Sally of the Star

"Sally of the Star" is a dramatized story

DRAMATIC STRIP SERIAL

of the adventures of a girl newspaper
 reporter on a small town newspaper. She
 helps track down criminals, clean up
 city politics, and gets into all sorts of ex-
 citing situations. 120 recorded episodes
 in this exciting series are available.

Presentation: E. T.
 Available Time Units: 15 minutes, 5 times
 weekly

Audience Appeal: Entire family
 Suggested for: Afternoon; evening
 Audition Facilities: Transcriptions
 Submitted by: Rockhill Radio Inc.
 (See Page 66)

Sunnyside

Described as "Radio's laughing house-
 hold," this program is a broadcast riot
 of wholesome fun, in a setting familiar
 to all, the typical American home. The
 situations in which this average family
 finds itself and the ways each member
 of this lovable household employs to
 extricate themselves from the every day
 trials and tribulations which confront
 them, are good radio comedy, guaranteed
 to produce a laugh a minute.

Presentation: E. T.
 Available Time Units: 15 minutes, one or
 more times weekly.

Audience Appeal: Entire family.
 Suggested for: Morning, afternoon; eve-
 ning.
 Client Suitability: General appeal product.
 Number of Artists: 5 to 7.

Unit Cost: Dependent upon market.
 Audition Facilities: Transcriptions.
 Submitted by: G. C. Bird & Associates.

This Is My Destiny

"This Is My Destiny" is the story of a
 lady psychologist who can solve every-

one's problem but her own.
 Presentation: Live talent or E. T.
 Available Time Units: 15 minutes, 5 times
 weekly

Audience Appeal: Female; entire family
 Suggested for: Afternoon; evening
 Client Suitability: Soap, food, tobacco,
 cosmetics

Number of Artist: 5 to 8
 Unit Cost: \$2,000
 Audition Facilities: Transcriptions; will
 pipe live talent
 Submitted by: Radio-Field

Town Gossip

"Town Gossip" deals with every-day
 people living in a Summer resort town
 located on the banks of the Clinton River.
 Widow Carter, a gossip, runs a room-
 ing house where a young author, Sandy
 Peterson, has come to find atmosphere
 for his book. When lovely Jane Martin
 and her baby appears on the horizon,
 Sandy's marked interest in her creates
 gossip. The climax proves Jane is his
 legal wife. Interesting situations of rural
 neighbors develop the comedy angle in
 each episode.

Presentation: Live talent; E. T.
 Available Time Units: 15 minutes, 5 times
 weekly.

Audience Appeal: Entire family.
 Suggested for: Morning; evening (early).
 Client Suitability: Low-priced product.
 Number of Artists: 2 (minimum) to 8.
 Unit Cost: \$1,500 weekly.

Audition Facilities: Transcriptions; will
 pipe live talent.
 Submitted by: Harry H. Richards Produc-
 tions.

1942 ★ ★ DRAMATIC SERIES ★ ★ 1943

Adventures of Dr. Worthington, Complex-Hunter

The program consists of a series of
 dramas combining mystery and
 nature based on eerie and uncanny
 manifestations. Each story re-
 als strange behaviors, unaccountable
 fears, prejudices resulting from com-
 mon and extraordinary mental complexes.
 eictitious Dr. Worthington, Complex-
 unt, solves these mysteries of the mind
 nguage of the layman. This absorb-
 ghrilling program provides perfect
 ce entertainment for the average list-
 and appeals to the vast ready-made
 dice who desire thriller stories.

ession: Live talent or E. T.
 ible Time Units: 15 minutes, 5 times
 eekly

ience Appeal: Entire family
 gged for: Evening
 umber of Artists: 6 (minimum) to 10, plus
 ganist

on Facilities: Will pipe live talent
 igned by: Radio Features of America

The Adventures of Professor Cosmo Jones

Frank Graham, the man of 100 voices
 uthentic—no burlesquing), portrays
 e characters in this series of comedy
 ve stories. The show has been
 on CBS (transcontinental and Pacific

Coast) and is a proven success with
 an interesting sponsored background.
 Graham, who is an ace story teller, and
 a sound effects man are all the cast
 required.

Presentation: Live talent or E. T.
 Available Time Units: 15 minutes, 1-2-3
 times weekly

Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Foods, drugs, etc.
 Number of Artists: 1

Audition Facilities: Transcriptions; will
 pipe live talent
 Submitted by: Harry Wurtzel Agency

Alias John Freedom

"Alias John Freedom" is a dramatic
 series with its locale all over the world.
 It concerns an unknown man who, like
 a modern Scarlet Pimpernel, works under
 cover to trick the Axis and its agents in
 the invaded countries . . . France, Nor-
 way, Ho'land, China. As factual as pos-
 sible, the episodes are drawn from care-
 fully authenticated material. A thrilling
 show, with all the impact of today's head-
 lines, and all the suspense of a Hitch-
 cock movie.

Presentation: Live talent
 Available Time Units: 30 minutes, once
 weekly

Audience Appeal: Entire family
 Suggested for: Evening
 Number of Artists: 8 to 12

Audition Facilities: Transcriptions; Blue
 Network sustainer (Tues. 7:30 p.m.)
 Submitted by: Blue Network
 (See Pages 24-25)

American Town

"American Town" dramatizes the story
 of today's pioneers—men and women who
 haven't lost one iota of the character
 which made America. Each half hour
 tells of a different segment of America's
 population.

Presentation: Live talent
 Available Time Units: 30 minutes, once
 weekly

Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Sponsor identified with
 the basic American scene

Number of Artists: 6 (average)
 Unit Cost: \$5.00 up per broadcast, based
 upon audience and coverage

Audition Facilities: Sample scripts
 Submitted by: American Radio Syndicate

America's Famous Father

"America's Famous Fathers" is a dra-
 matic-interview series starring big name
 personalities, one on each show, such
 as, Admiral Byrd, Lowell Thomas, Deems
 Taylor, Otis Skinner, Lauritz Melchior, and
 others. Howard Lindsay, star of "Life
 With Father" is emcee. He interviews
 the "guest father" each week, and when
 the interview leads up to some important
 event in the life of the guest, program

fades into an actual dramatization of that
 event. Stories are full of comedy, human
 interest and pathos, and all are actual
 fact.

Presentation: E. T.
 Available Time Units: 15 minutes, once
 or twice weekly

Audience Appeal: Entire family
 Suggested for: Evening (or Sunday).
 Number of Artists: 5 (minimum) to 15
 Unit Cost: Based on market used and sta-
 tion power. From \$5 per program
 up

Audition Facilities: Transcriptions
 Submitted by: Kermit-Raymond Radio Pro-
 ductions

(See Page 40)

Armchair Radio Romances

"Armchair Radio Romances" consist of
 twenty-six complete units, short, gripping,
 heart-stirring, mystical, historical, roman-
 tic. Each concerns furniture's influence
 on people's lives. Written by nationally
 known dramatists, they are true to life,
 appealing and carry such high emotional
 suspense that the whole family will lis-
 ten. Audience-catching title include:
 "Grandfather's Clock," "The Jade Cabi-
 net," "Murder in Mahogany," etc.

Presentation: E. T.
 Available Time Units: 15 minutes, once or
 more weekly

265

STATIONS NOW


BROADCAST


ZIV

"SHOWS OF TOMORROW"


As this ad goes to press, Ziv-produced transcribed shows are running on 265 stations . . . for 96 different sponsors . . . through 51 advertising agencies. Ziv-produced shows boast more stations than any network show . . . more sponsors than any network personality. We are naturally proud of our list of satisfied clients. We hope that we may be able to add YOUR name to this growing list.


ALL ZIV SHOWS RECORDED IN THE STUDIOS OF THE WORLD BROADCASTING SYSTEM.


 **THE KORN KOBBLERS . . . 260** fifteen-minute transcriptions featuring the music and comedy of the world's most unusual band, **THE KORN KOBBLERS**. Master of ceremonies: Alan Courtney. Vocalists: Charlie Wayne, Stan Fritts. Guest stars: Kay Lorraine, Redd Evans. Now breaking records on more stations than any network show!

 **ONE FOR THE BOOK . . . 390** five-minute sports stories transcribed by America's No. 1 coast-to-coast sports commentator, **SAM BALTER**. 4 years coast-to-coast network. Said *TIME Magazine*, "Enormously popular with sports addicts, he has been a big help in boosting the sale of Bayuk Phillies, claimed to be over half a billion cigars a year. In an excited baritone, he . . . squeezes the last drop of melodrama out of horse racing, ball games, fights, wrestling bouts."

 **SPARKY & DUD . . . 100** fifteen-minute musical-variety programs transcribed by those scamps of the army camps, those renegades of the regiment, those scallawags of the squad "Private" **SPARKY** and "Strictly Private" **DUD**. Featuring Happy Jim Parsons, Fred Hall and Lazy Dan. Songs old and new, and a million laughs. Special appeal to everyone who has someone in uniform. Unusual record of sales success.

 **FORBIDDEN DIARY . . . 130** fifteen-minute episodes transcribed in this unusually dramatic continued story . . . the story of the Wynns of Willowville, starring 14-year-old Judy Wynn. Hooper surveys and fan mail response prove *Forbidden Diary* out-pulls network competition. An unusual merchandising hook. Star-studded array of network talent. Scripted by one of radio's foremost writers of continued stories.

 **THE CAREER OF ALICE BLAIR** . . . the "white collar girl" continued story of Alice Blair of Middleton, who makes her own career in the city. Starring lovely Martha Scott of the movies and an all-star cast, and featuring unusual theme and mood music by an original cappella choir. Remarkable record of success for one of the nation's foremost advertisers. 130 fifteen-minute programs transcribed.

 **THIS IS AMERICA . . . 26** quarter-hour patriotic programs dramatizing the events which are the heritage of America. Paul Revere's Ride, Washington at Valley Forge, The Signing of the Declaration of Independence, etc. Approved by School Boards, Teachers, Parents' Associations. Superbly dramatized, historically accurate. Scores of letters from sponsors, teachers, pupils, listeners prove its appeal. Timely.

F R E D E R I C • W •

ZIV

INCORPORATED

RADIO PRODUCTIONS

485 MADISON AVENUE, NEW YORK CITY
2436 READING ROAD, CINCINNATI, OHIO

DRAMATIC SERIES

Appeal: Entire family
Suggested for: Evening
Client Suitability: Furniture
Number of Artists: 4 (minimum) to 6
Audition Facilities: Transcriptions
Submitted by: National Radio Advertising Agency

The Art of Living

"The Art of Living" is actually a fifteen minute lecture on life delivered by Harry Le Meadows of Dayton, Ohio. The presentation is made of his ministerial career. It is an inspirational talk that would have many listeners for more than one sponsor. Each program is a local retailer. Each program is commercial and deals with some phase of everyday living.

Presentation: Live talent or E. T.
Available Time Units: 15 minutes, 7 times weekly

Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Autos, insurance, quality product

Number of Artists: 1 with announcer
Audition Facilities: Transcriptions: will be live talent
Submitted by: WHIO, Dayton, Ohio

The Avenger

"The Avenger" is a thrilled-packed mystery series based on stories adapted from Speet & Smith magazine of the same name. "The Avenger" is a super-crime series, head of an independent organization known as "Justice, Inc." created to step out un-American activities and what operates within the law. Each episode is a complete story in itself.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 5 to 10

Audition Facilities: Transcriptions
Submitted by: WHN, New York, N. Y.

Battle of Main Street

"Battle of Main Street" is designed to bring the true reality of building morale to the air, by relating human every day incidents that might happen to any or all of the various communities throughout the country; also to give American people the kind of conviction that they can be transmitted and absorbed and it flows from real people to real people.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Evening

Client Suitability: General appeal product
Number of Artists: 5
Submitted by: Herman Bernie, Inc.

Bill Shakespeare

In his series, adventures of "Bill Shakespeare," Broadway sleuth, who with the assistance of his secretary, Daisy, succeeds in clearing up a number of involved murder mysteries, are dramatized.

Presentation: Live talent or E. T.
Available Time Units: 30 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Evening

Client Suitability: Food, drugs, soaps, beverages
Number of Artists: 8 and orchestra
Submitted by: Bernard L. Schubert, Inc.

The Ribbon Theatre of the Air

"Blue Ribbon Playhouse of the Air" is a dramatized series of the world's

greatest sea adventure stories, adapted for radio by one of the foremost authorities on sea stories. Series features a male octet singing sea chanteys and name lead. **Presentation:** Live talent or E. T.
Available Time Units: 30 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Man's product
Number of Artists: 15 to 28
Audition Facilities: Will pipe live talent
Submitted by: Hal R. Makelim Productions (See Page 30)

Blue Theater Players

"Blue Theatre Players" is a new departure in radio; designed to overcome the lack of "live" contact between the actors and audience. Before each play begins, mikes are open to let the public "backstage" for a few minutes. Authors are changed constantly to assure variety and style, but the cast remains substantially a stock company.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 8 to 12

Audition Facilities: Transcriptions; Blue Network sustaining program
Submitted by: Blue Network (See Pages 24-25)

Bulldog Drummond

Built on the famous personality that is known to millions through novels and movies, the radio version of "Bulldog Drummond" has both excellent ratings and sales results to its credit. Each broadcast represents a complete episode so that listeners can join the ranks of Drummond fans at any time. With interest in detective stories rising rapidly, this is a proven bet for either local co-operative or national sponsorship.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Evening

Client Suitability: Mass marketed products
Number of Artists: 8 (average)

Unit Cost: Available for local co-operative, regional or national sponsorship
Audition Facilities: Transcriptions

Submitted by: Mutual Broadcasting System (See Page 8)

Captains of Industry

"Captains of Industry" consists of 52 dramatizations dealing with the lives of leading Americans, who successfully reached the top of the industrial ladder. Each episode is a biographical drama revolving around well-known industrialists.

Presentation: E. T.
Available Time Units: 15 minutes, once weekly (52 episodes)

Audience Appeal: Entire family
Suggested for: Evening

Client Suitability: Banks, savings & loan companies, morticians, beverages
Number of Artists: 14

Unit Cost: Based on population and station power
Audition Facilities: Transcriptions

Submitted by: Radio Producers of Hollywood

The Career of Alice Blair

"The Career of Alice Blair" stars Martha Scott in the title role and is the story of a "Whitecollar" girl named "Alice Blair" of Middleton who goes to the big city to find her career. Series has remarkable ratings and is a proved mail-puller. Original a capella choir theme and mood music supplies the background for the dramatization of the story.

Presentation: E. T.
Available Time Units: 15 minutes, 5 times weekly

Audience Appeal: Female
Suggested for: Morning or afternoon

Client Suitability: Grocery or drug product
Number of Artists: 10

Unit Cost: Based on population
Audition Facilities: Transcriptions
Submitted by: Frederic W. Ziv, Inc. (See Page 28)

The Cases of Duke Fagan

Scripts in "The Cases of Duke Fagan" make it possible to do a live series of whodunits on local or regional stations with an average cast of five. Duke is radio's "Thin Man," an original creation of John Fleming, one of broadcasting's great scripters. The character of Veronica, the dumb Dora that every girl would like to be, is a plus in the series. The production problems are limited in this script series which solves a new mystery each week.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Evening

Client Suitability: Wine, cigarette, beer.
Number of Artists: 6 (average)

Unit Cost: Based upon primary coverage
Audition Facilities: Sample script
Submitted by: The Script Library (See Page 63)

Cavalcade of History

In "Cavalcade of History" important historical events are dramatized by an all-star cast with a background of orchestral and vocal music.

Presentation: E. T.
Available Time Units: 15 minutes, 1-23 times weekly (78 episodes)

Audience Appeal: Entire family
Suggested for: Evening

Client Suitability: Department store, utility company
Number of Artists: 50

Unit Cost: 40 per cent of air time
Audition Facilities: Transcriptions
Submitted by: Transcribed Radio Shows

Celebrity Theater

"Celebrity Theater" presents dramatizations of first rate stories by ranking authors, or originals by top notch radio writers. The unusual twist is that the leading character, instead of being played by an actor, is portrayed by a celebrity actually in the same business or profession as the fictional hero. For instance, James A. Farley plays the part of a politician.

Presentation: Live talent
Available Time Units: 30 or 15 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Evening

Client Suitability: General appeal product
Number of Artists: 4 to 9

Unit Cost: \$2,000 (half-hour program)
Audition Facilities: Transcriptions
Submitted by: Mort or Lester Lewis

Challenge of the Yukon

"Challenge of the Yukon" consists of fifteen-minute dramas. Each complete in itself, episodes take Sergeant Preston and his dog, King, through the Yukon Territory in the period of 1898. The dog, a huge powerful animal with intellect that is at times amazing, is the feature of this series. Preston is a member of the Royal Canadian Mounted and travels with his

dog to "get his man." In the course of his life he finds and stamps out all manner of crime in the rough, cold Northwest country.

Presentation: Live talent
Available Time Units: 15 minutes, 1-3 times weekly

Audience Appeal: Entire family
Suggested for: Morning; afternoon (late); evening

Client Suitability: General product with mass appeal
Number of Artists: 6

Audition Facilities: Transcriptions
Submitted by: King Trendle Broadcasting Corp. (See Pages 35-55)

Chaplain Jim, U. S. A.

"Chaplain Jim, USA" is prepared with the aid of War Department research, and pictures life in the army as seen through the eyes of a two-listed chaplain. Soldiers and officers alike come to him with their problems. Warm, human, sympathetic, "Chaplain Jim" presents army life from a fresh view-point.

Presentation: Live talent
Available Time Units: 15 minutes, 5 times weekly

Audience Appeal: Entire family
Suggested for: Morning; afternoon or evening

Number of Artists: 5 to 7
Audition Facilities: Transcriptions; Blue Network sustaining program

Submitted by: Blue Network Co. (See Pages 24-25)

The Cisco Kid

O. Henry's famous "Cisco Kid" as featured in nine movies starring Warner Baxter and Cesar Romero, won the Motion Picture Academy Award for Cisco Kid. The radio series is based on the stories and is a subtle, humorous, gay romantic production with musical background and a western setting. As the Robin Hood of the border, Cisco loves, Cisco fights, Cisco wins his way into every heart.

Presentation: Live talent
Available Time Units: 30 minutes, once or 3 times weekly

Audience Appeal: Entire family
Suggested for: Evening

Client Suitability: Popular priced product.
Number of Artists: 10

Audition Facilities: Will pipe live talent
Submitted by: Frederic W. Ziv, Inc. (See Page 28)

City of Destiny

"City of Destiny" is an excellent script by William Alley, new to radio but long experienced as newspaper reporter, editor, director and producer of commercial and documentary motion pictures of all kinds. Story revolves around activities of three girls and their friends working and living in Washington, present world hub. Script is designed for emotional human interest and adventure, not based on fact but carrying authenticity of locale.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly; 15 minutes, 3 to 5 times weekly

Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening

Client Suitability: Product with small unit sales
Number of Artists: 6 to 12

Audition Facilities: Transcriptions
Submitted by: National Concert & Artists Corp. (See Page 61)

'MEET MRS. AMERICA'



SOMETHING NEW! IN RADIO!

- ☆ A "Vox Mom" Show with a new technique . . .
- ☆ Covering a Different City Each Week . . .
- ☆ A Tested Selling Success . . .
- ☆ A "Natural" for Merchandising a Product sold to Women . . .

In Detroit one week—Omaha the next—"Frisco"—Kalamazoo—New Orleans—our "Emcee" roams. It's a program in which the unexpected always happens—a "vox mom" show that combines the best of the "sidewalk interview" and the amateur hour. A good "change of pace" from daytime strip monotony. Fifteen minutes a day, five times a week. We have tested this show and it has hit the bull's eye repeatedly. It's a network program and . . . a complete package . . . and the price is right.

WIRE—PHONE—OR WRITE

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HAL R. MAKELIM PRODUCTIONS

Radio Programs

360 NORTH MICHIGAN AVE. CHICAGO

*We have
THE
VERY*

IDEA

Originators and producers
of radio programs that
entertain and sell.

Counter-spy

"Counter-spy" has the most exciting of dramatic appeals, counter-espionage, the eyes and actions of David as the central figure, the listener the methods of enemy agents and government men operate against each episode is based on a true story. It is a fast-moving, thrilling

Presentation: Live talent
Available Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 8 to 12
Audition Facilities: Transcriptions; Blue Network sustaining program
Submitted by: Blue Network
(See Pages 24-25)

Crime Notebook

"Crime Notebook" is a thrilling series of murder cases from the files of a criminologist, Clement J. Wyle, author of "Crime Notebook" series in Click magazine. Not gangster drama nor mystery, each episode deals with the story in crime. Startling revelations and variety of treatment make this series strikingly different.

Presentation: Live talent or E. T.
Available Time Units: 30 minutes once weekly
Audience Appeal: Female or male
Suggested for: Evening
Number of Artists: 8
Audition Facilities: Will pipe live talent
Submitted by: Lewis Reid

Dark Fantasy

"Dark Fantasy" is a series of half-hour episodes of a fantastic and supernatural nature with horror lying not in actualities but in innuendoes and incidents of a weird nature. Program was aired for 13 broadcasts from November 14, 1941 to June 18, 1942 on the NBC Red Network. It is produced at WKY and received widespread in story and pictures in the issue of Movie-Radio Guide.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Dentifrice, coffee, medicine, food, tobacco
Number of Artists: 3 to 5 plus writer-producer
Unit Cost: \$1,250.00 weekly
Audition Facilities: Transcriptions
Submitted by: WKY, Oklahoma City, Okla.

Dear Folks

"Dear Folks" is a program with a really wistful, an O'Henry slant with terrific characters. The characters are the folks "back to whom all the family and friends look for their successes and near-failures, tears and tears, as they want the folks to believe them. They do not exaggerate; rather they understate; and the "dear folks" do not know the downward, the listener does. The set so that numerous characters are introduced and all manner of stories dramatized, beginning with a point. Each episode is complete

Presentation: Live talent or E. T.
Available Time Units: 15 and 30 minutes
Audience Appeal: Female or entire family
Suggested for: Morning, afternoon or evening
Number of Artists: 4 to 6
Audition Facilities: Will pipe live talent
Submitted by: Basch Radio Productions
(See Page 68)

Do and Dare!

"Do and Dare!" is an inspirational, mo-

rale building program following the idea indicated in its title.

Presentation: Live talent or E. T.
Audience Appeal: Female; male or entire family
Suggested for: Evening
Number of Artists: 2 to 3
Audition Facilities: Transcriptions
Submitted by: Radio-Field

Doctor Mac

"Doctor Mac" is a kindly, whimsical, absent-minded, and altogether lovable old Scotch practitioner who goes on his quiet way smoothing out domestic tragedies and human dramas. Mingled with the dramatic suspense is many a hearty chuckle. This story of a country doctor is complete in each episode, yet with a thread of interest which ties one broadcast into the next.

Presentation: E. T.
Available Time Units: 15 minutes, once or more weekly
Audience Appeal: Entire family
Suggested for: Morning; afternoon; evening
Client Suitability: Institutional; Family-appeal product
Number of Artists: 6 to 8
Audition Facilities: Transcriptions
Submitted by: Grace Gibson

Doctors Courageous

"Doctors Courageous" dramatizes incidents in the lives of famous doctors, unselfishly devoted to the cause of humanity. A few of the subjects in this heroic adventure theme are Lister, Mayo brothers, Dafoe, Cushing (brain surgery), and Harnack (X-ray)

Presentation: E. T.
Available Time Units: 15 minutes once or more weekly
Audience Appeal: Entire family
Suggested for: Morning; afternoon; evening
Client Suitability: Institutional, drug products, drug stores, advertising dentist
Number of Artists: 7 to 10
Audition Facilities: Transcriptions
Submitted by: Grace Gibson

Drake Of The Airways

Captain Neilan Drake, charming, clever, debonair; and his chronically pessimistic partner, "Gloomy Gus" Patten; (both of the U. S. Army, Intelligence Division, Air Corps) are detectives with wings who battle the criminal and enemy alien elements that threaten America's aviation program. A complete story of one of their exciting and varied adventures is told in each broadcast. Believable characters, today's subject matter, comedy, thrills, mystery and romance are combined in the series.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 7 to 8 (average)
Submitted by: Batchelor Enterprises, Inc.
(See Page 32)

Egyptian Radio Workshop

The "Workshop" is a hobby of the WJPF staff in which staff members present outstanding radio plays; by nationally known writers, and an occasional original drama. The type of show varies, but the emphasis is on current events and patriotic material. This is an ideal program for institutional advertising of any product.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly
Audience Appeal: Entire family

DRAMATIC SERIES

Suggested for: Evening
Client Suitability: Product with institutional appeal
Number of Artists: 5 to 10
Submitted by: WJPF, Herrin, Ill.

Exclusive Story

"Exclusive Story" consists of dramatizations based on the fact that from the four corners of the world come tomorrow's newspaper scoops gathered by reporters at home and abroad. Series is full of human interest, pathos, comedy, tragedy and excitement. Each release is self-contained.

Presentation: E. T.
Available Time Units: 15 minutes, once or more weekly
Audience Appeal: Entire family
Suggested for: Afternoon; evening
Number of Artists: 5 to 7
Unit Cost: Dependent upon market
Audition Facilities: Transcriptions
Submitted by: G. C. Bird & Associates

Faith of Our Fathers

This program, written by Paul Wing, highlights the simple fundamentals of the American way of living. The leading characters are a small town minister and his wife, played by Paul Wing and his daughter, Deborah Wing. Their two children are portrayed by Bedelia Falls and Skippy Hohmeier. A young divinity student, Mark Haynes, is played by Harvey Harding, co-producer, who also directs the musical background of the program given by a mixed quartet, The Lyric Singers.

Presentation: Live talent or E. T.
Available Time Units: 60, 30, 15 or 5 minutes, once weekly
Audience Appeal: Entire family
Client Suitability: Products of an institutional nature where good will and morale uplift are desirable
Number of Artists: 12 (approximately)
Unit Cost: Dependent on number of times weekly
Audition Facilities: Transcriptions; will pipe live talent (if necessary)
Submitted by: National Concert & Artists Corporation
(See Page 61)

Famous Escapes

Each program complete in itself, "Famous Escapes" dramatizes the thrilling, almost unbelievable escapes of Casanova, Dreyfus, Napoleon, Monte Cristo, Captain Bligh and 34 others.

Presentation: E. T.
Available Time Units: 15 minutes, once or more weekly
Audience Appeal: Entire family
Suggested for: Afternoon; evening
Client Suitability: Institutional, family-appeal product
Number of Artists: 6 to 8
Audition Facilities: Transcriptions
Submitted by: Grace Gibson

Famous Romances of History

"Famous Romances of History" consists of 13 half-hour programs with William Farnum doing male lead, dramatizing such romances as the inspiring love dramas that have written themselves into the pages of history: Admiral Nelson and Lady Hamilton, Stephen Foster and Jane McDowell, Lord Bothwell and Mary Stuart, etc.

Presentation: E. T.
Available Time Units: 30 minutes, once weekly (13 episodes)
Audience Appeal: Entire family
Suggested for: Morning (Sunday)
Client Suitability: Cosmetics, beauty parlors, feminine appeal products
Number of Artists: 15
Unit Cost: Based on population and station power
Audition Facilities: Transcriptions
Submitted by: Radio Producers of Hollywood

Fannie Hurst and Gertrude Berg

This series consists of the very successful Fannie Hurst stories written for radio by Gertrude Berg. Everyone knows the success that these stories have received as books and motion pictures and it follows that radio offers a perfect medium for the warm, simple and moving portrayals which have created so permanent a niche in the hearts of so many millions of people. The writing, producing and acting of Gertrude Berg, whose "Goldbergs" is now in its 13th year, makes a perfect complement to Fannie Hurst's stories.

Presentation: Live talent
Available Time Units: 15 minutes, 5 times weekly; or 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening
Client Suitability: Foods, cosmetics and household products
Number of Artists: 4 to 8
Submitted by: National Concert & Artists Corporation
(See Page 61)

Federal Agent

In "Federal Agent" each complete program glorifies Federal law enforcement and the unrelenting search for law breakers. Series is made up of convincing, dramatic enactments that thrill old and young alike—a "crime doesn't pay" group of varied cases and locales, solved by the Federal Bureau of Investigation, Canadian Royal Northwest Mounted Police, Scotland Yard, etc.

Presentation: E. T.
Available Time Units: 15 minutes, once or more weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Number of Artists: 5 to 7
Unit Cost: Dependent upon market
Audition Facilities: Transcriptions
Submitted by: G. C. Bird & Associates

The Fifth Wheel

This story revolves around a family servant, a kind of unsung heroine, a woman whose simplicity and untaught wisdom is a source of strength upon which all other people very easily draw. She is always taken for granted, she is part of the house, like anything else in it, her kindness and understanding and faithfulness are easily absorbed. The triumph of every life that she influences is her triumph and the dream of every life her dream.

Presentation: Live talent
Available Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Morning or afternoon
Client Suitability: Food, cosmetics and household products

To Men
who
have
their
Crossley
to
bear:

- "UNSOLVED" See Page 40
 "EMERGENCY" See Page 41
 "THE WITCH'S TALE" See Page 40
 "GUERRILLA" See Page 23
 "DRAKE OF THE AIRWAYS" See Page 31

Any of the above might
be the very idea!

WALTER BATCHELOR
AGENCY

THIRTY ROCKEFELLER PLAZA

CIRCLE 6-4224

NEW YORK, N. Y.

HOWARD REILLY

DIRECTOR OF RADIO

DRAMATIC SERIES

Number of Artists: 5 to 7
 Audition Facilities: Will pipe live talent
 Submitted by: National Concert and Artists
 Corporation

First Ladies

"First Ladies" presents stories of real "first ladies," dramatically interpolated by Judith Allen.
 Presentation: Live talent or E. T.
 Available Time Units: 15 minutes, once weekly
 Audience Appeal: Female; male; entire family.
 Suggested for: Afternoon; evening
 Number of Artists: 2
 Audition Facilities: Transcriptions
 Submitted by: Radio Field

First Person Plural

"First Person Plural" is a tested dramatic formula which permits the listening audience to meet the cast of characters before hearing what happens to them. It makes use of the unique first person and third person character of the broadcast medium. Plays have been written by thirteen different authors and "run the gamut in appeal." No cast is more than five, making it not only an inexpensive network show but within the budgets of individual stations.
 Presentation: Live talent
 Available Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Number of Artists: 5 (average).
 Audition Facilities: Sample scripts
 Submitted By: Radio Events, Inc.

Five Star Theatre

"Five Star Theatre" is a footlight parade of miniature dramas, each self-contained in two acts. Broadway glamour, highly entertaining and diverting plots, smart dialogue, spontaneous humor and human interest are all combined, assuring listener loyalty and friendship from the first airing.
 Presentation: E. T.
 Available Time Units: 15 minutes, once or more weekly
 Audience Appeal: Entire family
 Suggested for: Morning; afternoon; evening
 Number of Artists: 5 to 7
 Unit Cost: Dependent upon market
 Audition Facilities: Transcriptions
 Submitted By: G. C. Bird & Associates

Florian Slappey

In this series Octavus Roy Cohen's famous Saturday Evening Post stories come to life on the air. Brilliant comedy situations, sparkling "Bumham" dialog, amazing characterizations, are part of the series, which has a ready-built audience among Octavus Roy Cohen readers.
 Presentation: Live talent
 Available Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Popular-priced product
 Number of Artists: 10
 Audition Facilities: Will pipe live talent
 Submitted By: Frederic W. Ziv, Inc.

For Us the Living

"For Us the Living" consists of original half-hour plays written expressly for the broadcast medium, and written and produced on a collective basis by the three

writer-producers who were chiefly responsible for the success of the "March of Time" and have more recently written the bulk of "Cavalcade of America." Bob Richards, Bob Tallman, and Peter Lyon have worked together for years, and now feel that it is high radio plays were written for an audience mass audience. "For Us the Living" as its narrator the great American Carl Sandburg. Stars can be used where advisable.
 Presentation: Live talent
 Available Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Institutional appeal
 Number of Artists: 10 to 20 including orchestra
 Submitted by: Playwright Producers

Fortune Finder

"Fortune Finder" consists of dramatications of "success stories."
 Presentation: Live talent or E. T.
 Available Time Units: 15 minutes, 3 times weekly
 Audience Appeal: Entire family
 Suggested for: Morning; afternoon; evening
 Client Suitability: Food stores, furniture, jewelers
 Number of Artists: 3
 Audition Facilities: Transcriptions
 Submitted by: 20th Century Advertising Company

The Fourth Act

"The Fourth Act" will raise the curtain on the great plays of the past and present to show what happens after the final act. Great plays live on beyond so-called final curtain. This "frame show" will win immediate audiences for what will tell a complete story with each broadcast, the characters will be those that audience already knows from the screen radio or theatre.
 Presentation: Live talent
 Available Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Mass-appeal product
 Number of Artists: 8 (average)
 Unit Cost: Restricted (budget) presentation, \$2,500; super presentation, \$7,500
 Audition Facilities: Will pipe live talent
 Submitted By: Radio Events, Inc.

Frankenstein

"Frankenstein" is not a horror story. Rather it is a fast moving story of a man's attempt to create a human being and its dramatized form reaches dramatic heights which have seldom before been attained. It provides every phase of man emotion and abounds with dramatic situations and tense climaxes.
 Presentation: E. T.
 Available Time Units: 15 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: General appeal product
 Number of Artists: 6 (average)
 Unit Cost: Dependent upon market
 Audition Facilities: Transcriptions
 Submitted By: Radio Transcription Company of America, Ltd.

Great Detective Mysteries
 "Great Detective Mysteries" dramatic

DRAMATIC SERIES

ventures of Poirot, Wimsey and famous sleuths. Format allows for variety of stories, each hand-crafted for suspense, action and drama. Capitalizes on the public's increasing interest in detective tales. A different story used on each broadcast, and a name narrator sets the scene and permanent continuity to the series.
 Presentation: Live talent
 Available Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Suitability: Mass marketed products
 Unit Cost: \$1,000-\$2,000
 Submitted By: Mutual Broadcasting System (See Page 8)

The Green Hornet

"The Green Hornet" is based on the character created by Publisher Britt Reid who learns that what can't be printed. His paper, the Daily Sentinel, has a standing reward for the dead or alive capture of a mystery figure called "The Green Hornet." Only one except a trusted Filipino realizes that it is the Green Hornet. He uses his wit to smash "Within-the-Law" crimes and take down spies in situations where no one else stands in the way. Though accused for countless crimes, "The Green Hornet" is really innocent, a fact he could establish if captured.
 Presentation: Live talent
 Available Time Units: 30 minutes, once or twice weekly.
 Audience Appeal: Entire family
 Suggested for: Evening
 Suitability: Breakfast cereal, creamer, or any product with mass appeal
 Number of Artists: 8
 Audition Facilities: Transcriptions
 Submitted By: King Trendle Broadcasting Corp.
 (See Page 35)

The Horror Club

"The Horror Club" consists of dramatizations of horror stories. Titles of two series are: "The Last Train To St.enburg"; "Dead Eyes."
 Presentation: Live talent or E. T.
 Available Time Units: 15 or 30 minutes, once or five times weekly
 Suggested for: Evening
 Number of Artists: 4 to 7
 Audition Facilities: Transcriptions
 Submitted By: John Beverly Hollywood Radio Playhouse Corp.

Hunchback of Notre Dame

The program consists of dramatization of the Hugo's magnificent novel which has been acclaimed as one of the most beautiful stories of all time. As a radio play under the direction of George H. Reynolds, who gives the characterization of the "Hunchback," it contains real entertainment value.
 Presentation: E. T.
 Available Time Units: 15 minutes, once or five times weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Suitability: General appeal product
 Number of Artists: 6 to 8
 Unit Cost: Dependent upon market
 Audition Facilities: Transcriptions
 Submitted By: Radio Transcription Company of America, Ltd.

In His Steps

Following "in his steps," a young, two-listed clergyman practices

the kindness and tolerance of the Savior, and by baring the greed and chicanery of some of his parishioners brings happiness and contentment to others.
 Presentation: E. T.
 Available Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Afternoon (Sunday)
 Number of Artists: 44
 Audition Facilities: Transcriptions
 Submitted By: Edward Sloman Productions

Janet's Diary

"Janet's Diary" is a weekly series of 30-minute shows starring Janet Chapman, sensational child actress of the screen. Each episode is a new experience in the exciting and perplexing life of Janet. Series is a wholesome production with a heart-gripping appeal to the entire family. It is intended for higher class merchandising and is suggested for jewelry, watches, silverware, etc. Scripting is by Evelyne Stone Kust.
 Presentation: Live talent
 Available Time Units: 30 minutes
 Audience Appeal: Entire family
 Suggested for: Afternoon (Sunday)
 Client Suitability: Jewelry, silverware, etc.
 Number of Artists: Variable
 Audition Facilities: Transcriptions
 Submitted By: Paul Cruger Radio Productions

John Doe, News Of Tomorrow

This program revolves around "John Doe," the man of a thousand characters who exposes to the American public, the ways and means of foreign saboteurs and agents in thrilling 30 minute weekly series. Chapters 1 to 4 are titled: 1) Night Street; 2) Whispering Campaign; 3) Fifth Commandment; 4) Strike-Bound. Purpose of the series is to educate the public of the destructive methods of enemies within. This program is a unique dramatization of news, and appeals to every American.
 Presentation: Live talent or E. T.
 Available Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Afternoon; evening
 Number of Artists: 4 to 10
 Unit Cost: E. T. with orchestra, \$1,500; with organ, \$700; local \$250.
 Audition Facilities: Transcriptions
 Submitted By: John Beverly's Hollywood Radio Playhouse Corp.

Let's Tell Stories

This is the outstanding example of a one man dramatic show available for local presentation. Each day the "story teller" spins another tale and once a week a special citation is given in story form, to a United Nations hero. Audience participation is achieved by having listeners send in their favorite tales. Because stories of values tie in to the dramatic thrills, commercials are "part of the show."
 Presentation: Live talent
 Available Time Units: 15 minutes, 3 or 6 times weekly
 Audience Appeal: Female; male
 Suggested for: Morning; afternoon; evening (late)
 Client Suitability: Department stores, loan organizations, banks
 Number of Artists: 1

HENRY

SOUVAINÉ

INC.

RADIO PROGRAM PRODUCERS TO AMERICA'S LEADING
 ADVERTISING AGENCIES AND ADVERTISERS
 SINCE 1933



- AMERICAN TOBACCO CO. (Young & Rubicam, Inc.)
- CADILLAC MOTORS (Campbell-Ewald Company)
- CYCLE TRADES OF AMERICA (Campbell-Ewald Co., of N. Y., Inc.)
- GENERAL MOTORS CORP. (Campbell-Ewald Company)
- GRUEN WATCH CO. (The de Garmo Corporation)
- GULF OIL CORP. (Young & Rubicam, Inc.)
- G. WASHINGTON COFFEE (Cecil & Presbrey, Inc.)
- J. B. WILLIAMS COMPANY (J. Walter Thompson Co.)
- LEVER BROTHERS CO. (Ruthrauff & Ryan, Inc.)
- NATIONAL DAIRY PRODUCTS CORP. (McKee & Albright, Inc.)
- PONTIAC MOTORS (MacManus, John & Adams, Inc.)
- PURITY BAKERIES (Campbell-Ewald Co. of N. Y., Inc.)
- THE TEXAS COMPANY (Buchanan & Company, Inc.)
- UNDERWOOD-ELLIOTT-FISHER (Marschalk & Pratt, Inc.)
- U. S. OF BRAZIL (Campbell-Ewald Co. of N. Y., Inc.)
- U. S. RUBBER CO. (Campbell-Ewald Co. of N. Y., Inc.)



"Know a Company By the Company It Keeps"

30 Rockefeller Plaza

New York City

Circle 7-5666

An open letter to TIME BUYERS

Dear Friends,

• Permit us just a brief unostentatious tootle and the tiniest prognostication.

• It isn't generally known, but WFIL was actually the grand-pap among radio stations in the promotion of the sale of United States Treasury Bonds. In fact, such a thorough job was done that Uncle Sam asked us for the formula. Naturally we were proud as punch. We not only gave him the pattern, but we turned out one of those "brochures" on it, fondly hoping for a jack-pot hit at the 1941 convention.

• But the battle roar at the '41 conclave was terrific and it drowned out the little piece we tried to speak. In other words, the early worm got the bird. But we didn't care . . . we'd been credited before and since with other enviable "firsts" and for outstanding pioneering efforts.

• The point is this . . . we are now right on the verge of another spectacular pattern job that the whole industry will be following. It's so pitifully simple . . . so utterly sensible and vitally necessary . . . we've been holding our heads to think we didn't trip over it long before this.

• Strangely enough, it concerns radio's most valuable piece of merchandise . . . *news!* And when the word gets out, we'll have every news-interested man, woman and child flocking to the top spot on Philadelphia radio dials.

• To say that we're now the best news station in Philadelphia might be open to challenge from some quarters. Such statements always *are*. But there'll be *no question about it* when the Hoopers and the Crossleys start blowing their tops. And that's just what they'll do when WFIL pops its newest pattern-making pace-setting job.

• No new men . . . we have good ones now. No new source . . . we still think INS delivers the goods correctly. No every-hour-on-the-hour set-up . . . that's old stuff. No, gentlemen, a strictly *new deal* in serving the nation's third biggest market with the *world's best news job*. If you'd like to sit in for a few hands on a *real Show of Tomorrow* that'll have everybody talking and aping, drop me a line. And thanks for your time.

Very truly yours,

Roger W. Clipp

WFIL Broadcasting Company.

P. S. Even our national reps, The Katz boys at 500 Fifth Avenue, don't know about *this* one.

DRAMATIC SERIES

Unit Cost: Royalty is geared to station's primary coverage
Audition Facilities: Sample scripts
Submitted By: The Script Library
(See Page 63)

Little Miss Hawkshaw

In "Little Miss Hawkshaw" Dick Powell and Joan Blondell are presented in a series of comedy detective stories. Each episode is complete in itself with Joan cast as the owner of a private detective agency and Dick as a sergeant on the regular police force. They tangle often, with the girl, because she is a girl, often getting credit for Dick's work. Thrills, mystery, laughs, anything can happen when "Little Miss Hawkshaw" goes out on a case.
Presentation: Live talent or E. T.
Available Time Units: 30 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General appeal product
Number of Artists: 4 to 10, plus orchestra
Audition Facilities: Transcriptions
Submitted By: Associated Releases

Mamma Bloom's Brood

"Mamma Bloom's Brood" consists of interesting and humorous visits with a typical American family. Each episode is complete, yet with a thread of interest which ties one broadcast into the next program. The thousand and one problems that confront a mother of two grown daughters are brought to "Mamma Bloom" for solution. Her homely philosophies carry the family over many a domestic hurdle and provide entertainment in the lighter vein, sparkling with humor, naturalness and an optimistic outlook on life.
Presentation: E. T.
Available Time Units: 15 minutes, 3 to 5 times weekly

Audience Appeal: Entire family
Suggested for: Morning; afternoon; evening
Client Suitability: Food product or general appeal product
Number of Artists: 6 to 8
Unit Cost: Dependent upon market
Audition Facilities: Transcriptions
Submitted By: Radio Transcription Company of America, Ltd.

Marked Hours

"Marked Hours" is an unusual dramatic program that is refreshingly different. Set in the quaint atmosphere of an old clock shop, each broadcast opens with the friendly comments of the "Old Clock Maker" discussing the clocks he has been working on and telling of the lives of their owners. As the "Old Clock Maker" leaves the shop, the clocks seemingly come to life and as they talk back and forth among themselves, one clock tells his story and with a brief introduction the story gets under way. "Marked Hours" has proven to be one of the most consistently popular dramatic programs ever presented by WJR.
Presentation: Live talent
Available Time Units: 30 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Medium priced luxury product
Number of Artists: 12
Audition Facilities: Transcriptions
Submitted By: WJR, Detroit, Mich.

May I Come In

"May I Come In." is a dramatic verbatim reading of novels dealing with New York, and is in its fourteen month. Listeners cross all age, sex class groups, by actual mail count, are readied for new books by listening to old local histories of the region. All voices are taken by reader, Jean Clos. Programs open with a warm informal chat weaving the present into the past and thus the book. Show has been merchandised through regional public speaking tours.
Presentation: Live talent
Available Time Units: 30 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon; 1:30 p.m.
Client Suitability: Institutional product
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted By: WWNY, Watertown, N. Y.

The Meal of Your Life

"The Meal of Your Life" is a dramatic variety show featuring such big name personalities as Elsa Maxwell, Gertrude Lawrence, Ilka Chase, Burgess Meredith, George Jessel, Rosemary Lane, Neva Sparks, Paul Lukas, and many others of equal name value. On each show a different guest star (in some cases more than one) appears with an outstanding supporting cast of Broadway and Hollywood talent. Each program re-enacts an important meal in the life of the guest, a meal they remember most vividly as something that happened on the occasion. A complete merchandising and public relations campaign goes with the show. Cook booklets are given away each week at cost to sponsor. All sales promotion material is free.
Presentation: Live talent or E. T.
Available Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Afternoon (Sunday), evening
Client Suitability: Food products, beverages and home appliances
Number of Artists: 8 to 16
Unit Cost: \$4,000 weekly for live network show; one quarter of "A," one quarter of station used as syndicated transcribed show
Audition Facilities: Transcriptions
Submitted By: Kermit-Raymond Radio Productions
(See Page 40)

Milestones In Medicine

This is the dramatized story of the progress of the medical profession from the dark days of the "witch doctors" to the most modern marvels of medical science. In these stories the great men of health are made to speak their experiments and early struggles form the basis of the program of this gripping and instructive series of programs.
Presentation: Live talent or E. T.
Audience Appeal: Entire family
Suggested for: Afternoon; evening
Number of Artists: 8 to 14
Audition Facilities: Transcriptions
Submitted By: Baudry-Harwood Radio Productions

Miracles Of Faith

The 156 episodes of "Miracles Of Faith" five-minute transcribed programs designed for mortuaries, cemeteries, memorials, parks, are published true stories of marvelous events due to faith in God.

DRAMATIC SERIES

Many of them tell of great lead-
er western hemisphere through
faith our American nations were
time allowances of 17-second open-
second center, and 25-second clos-
made on each episode; all copy is
by the producer.

ations: E. T.
ole Time Units: 5 minutes, 3 to 6
es weekly
ce Appeal: Entire family
ted for: Afternoon (late)
Suitability: Mortuaries, cemeteries,
d memorial parks
er of Artists: 1
st: \$3.00 per five-minute episode
h copy
n Facilities: Transcriptions
ed By: Fred C. Mertens & Asso-
ates

Mr. and Mrs. X of Scotland Yard

and Mrs. X of Scotland Yard" is
d story dealing with the adventures
American couple, who accidentally
e operatives for Scotland Yard.

ation: Live talent
ble Time Units: 30 minutes, once or
re weekly
ce Appeal: Entire family
ted for: Evening
er of Artists: 10 supporting cast
n Facilities: Transcriptions
ted By: Herman Bernie Inc.

Jordan: Federal Ace

ny concerns Jordan who, through his
ment as a railroad claim adjuster,
logical excuse to travel to all parts
country. His employer, J. B. Med-
reasons rightly that most foreign
saboteurs, spies, etc., travel by
Jordan's job is to serve in an unoffi-
pacity and fight the country's ene-
Jordan's good friend, Proctor, is a
er of the FBI and makes the official
for Jordan. Judy Medwick, the
daughter, supplies the romantic
ent.

entation: Live talent
ble Time Units: 30 minutes, once
weekly
ce Appeal: Entire family
ted for: Evening
Suitability: General product with
mass appeal
er of Artists: 8
on Facilities: Transcriptions
ted By: King Trendle Broadcasting
Corp.

(See Page 35)

Now What

ow What" is a dramatic novelty
in which the audience is asked to
operate with the author in writing
consecutive episode. Selected letter
areas award. Idea is based on the
ception that the listener always feels
sows better than the author how char-
acters should react when confronted by
particular set of circumstances.
entation: Live talent or E. T.
ce Appeal: Entire family
ted for: Evening
er of Artists: 8
on Facilities: Transcriptions
ted By: Baudry-Harwood Radio Pro-
ductions

Old Trails Plowed Under

Old Trails Plowed Under" is a dramatic
ation of the colorful Montana in the
'80's and early 1900's. It is presented

by "Montana" Lou Grill, editor of the
Miles City Daily Star, a man who has
written volumes of actual history. He
interviews "old timers" who took part in
the story he tells.

Presentation: Live talent
Available Time Units: 30 minutes, once
weekly

Audience Appeal: Entire family
Suggested for: Evening (7:00 p.m.).
Client Suitability: Product appealing to
ranchers.

Number of Artists: 1
Unit Cost: \$25.00 per program
Audition Facilities: Transcriptions
Submitted By: KRJF, Miles City, Mont.

One Foot In Heaven

As a motion picture "One Foot In
Heaven" was a tremendous hit. It was
taken from the best seller of the previous
year "One Foot In Heaven" written by
Hartzell Spence and is the life story of a
practical parson, combining comedy,
drama, humanity, love of God and man,
and love of neighbor in a vital appealing
series.

Presentation: Live talent
Available Time Units: 30 minutes, once
weekly

Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 7 (approximately)
Submitted By: General Amusement Corp.

One Minute To Live with Doug Allan

"One Minute To Live" has the highest
rating dramatic show on NBC television.
It features Doug Allan interviewing well-
known people who have had "close
shaves," or some unknowns who have
escaped from Europe, run into disaster,
or had hairbreadth experiences during the
present conflict. It is highly suitable for
dramatic adaptations.

Presentation: Live talent
Available Time Units: 10 to 15 minutes,
3 (maximum) times weekly

Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 2 to 10
Audition Facilities: Transcriptions
Submitted By: National Concert & Artists
Corp.

(See Page 61)

The Phantom

"The Phantom" is a dramatic series
based on the famous romantic adventure
King Feature strip. It deals with the
efforts of the Phantom and his adventur-
ous fiancée, Diana Palmer, to combat the
forces of greed and evil. The Phantom
currently is helping the American Army
off-set an attempted Japanese invasion in
Africa. The scripts are written by one of
the most successful adventure writers in
radio and the merchandising facilities are
unlimited.

Presentation: Live talent
Available Time Units: 15 and 30 minutes,
1 to 5 times weekly

Audience Appeal: Entire family
Suggested for: Afternoon; evening
Number of Artists: 6 to 8
Audition Facilities: Will pipe live talent
Submitted by: Henry Souvaine, Inc., in
association with King Features Syndi-
cate

The Phantom Wanderer

In "The Phantom Wanderer" there has
been created an invisible mythical prowler
who stalks the streets at night, silently

ESPIONAGE!

CAMOUFLAGE!

SABOTAGE!

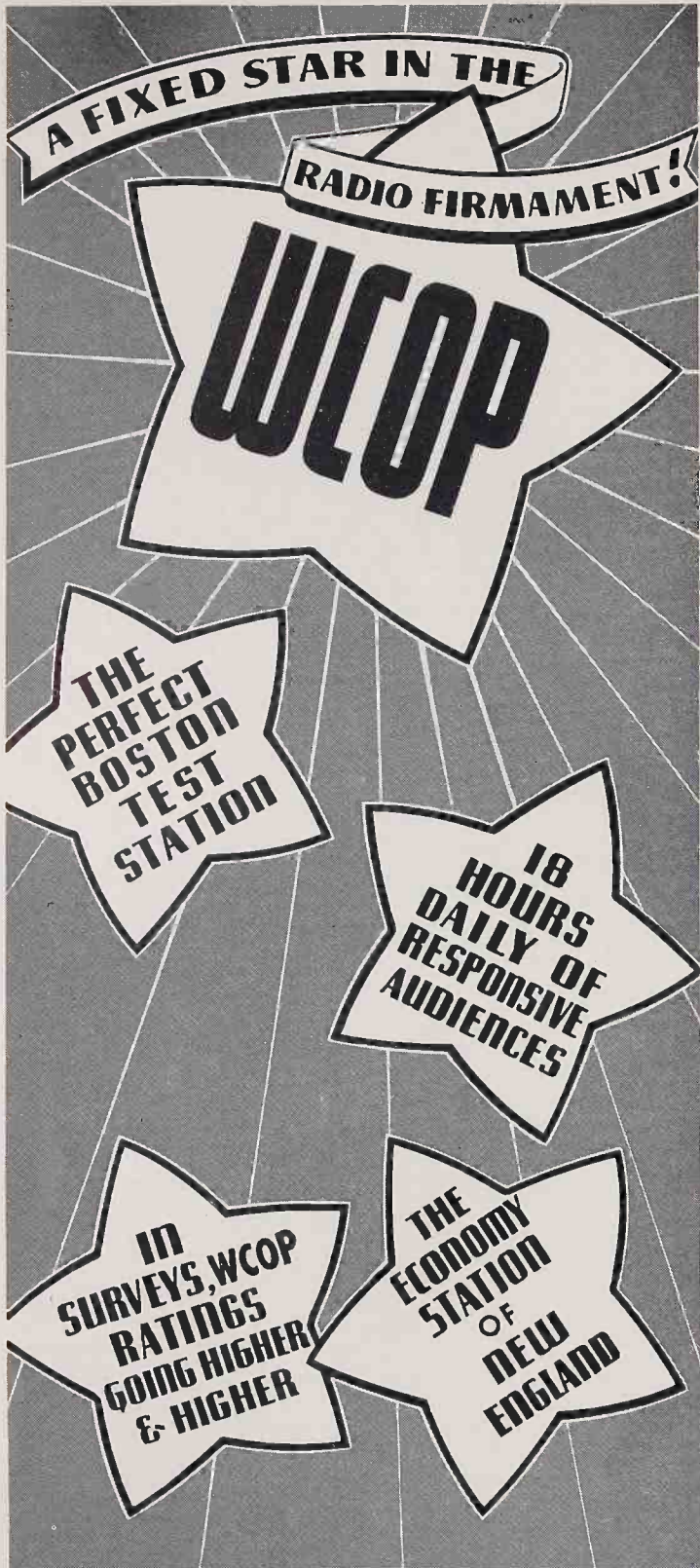
They're big news these days,
and so is

"NED JORDAN, FEDERAL ACE"

The adventure-romance
series which is winning
bales of mail from adults
and juveniles alike.

A King-Trendle Production

Originating in the studios of WXYZ,
Detroit, for the Mutual Broadcasting
System every Tuesday at 8:30 P. M.,
EWT.



WITH AN EYE FOR RESULTS
WCOB
 ... more and more advertisers are spending more and more money on WCOB!
 REPRESENTED BY HEADLEY-REED CO.
COPLEY PLAZA HOTEL BOSTON - 1150 on Your DIAL

DRAMATIC SERIES

Psalm of Life

hunting dramas of every day life behind the lighted or darkened windows of various homes. He knows no barrier. Wherever he finds something of interest, he melts through the walls, thus giving him a medium for dramatizing many of life's little stories.
 Presentation: E. T.
 Available Time Units: 15 or 30 minutes, 5 times or once weekly
 Audience Appeal: Entire family.
 Suggested for: Morning; afternoon; evening
 Client Suitability: General appeal product
 Number of Artists: 4 (minimum) to 9
 Audition Facilities: Transcriptions
 Submitted By: Universal Radio Productions

In "Psalm of Life" each program takes as its text one of the Psalms of David. It dramatizes a supreme moment in the day, showing how the words of the particular Psalm apply. Program is designed to promote good-will and prestige to the product. Advertising copy must be of an institutional nature.
 Presentation: Live talent or E. T.
 Available Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Morning (Sunday); afternoon (Sunday); evening
 Client Suitability: Nationally distributed product
 Number of Artists: 9 to 12
 Submitted by: Ann Barbinel Productions

The Playhouse

Under the title "Wheatena Playhouse," this series complete a two-year run for that client. It consists of adaptations of famous books, plays and motion pictures and featured such properties as "Dark Victory," "The Citadel," "Of Human Bondage," "Wuthering Heights," "Bachelor Mother," "Alice Adams," "Rebecca." It has created lots of interest because of its superb production, musical backgrounds and because it was one of the first programs to serialize proven box-office hits.
 Presentation: Live talent; E. T.
 Available Time Units: 15 minutes; 5 times weekly.
 Audience Appeal: Entire family.
 Suggested for: Afternoon or evening.
 Audition Facilities: Transcriptions; Will pipe live talent.
 Submitted by: Wolf Associates.
 (See Page 71)

Radio Theatre Of Famous Classics

"Radio Theatre Of Famous Classics" is a half-hour dramatic show bringing the air special radio adaptations of the world's most famous stories as written by the world's most famous writers, such as Oscar Wilde, Ibsen, Stevenson, Zola, DeMaupassant and others. Each show is complete in itself, brilliantly produced and directed. An outstanding cast is featured and adaptations have been written by radio's top writers. Included at no extra cost is a complete merchandising plan which includes a give-away of a 500-page cloth bound book of the collected works of each author. Also included is a complete press campaign book for promotion and publicity.
 Presentation: Live talent or E. T.
 Available Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening or Sunday afternoon
 Client Suitability: Manufacturer of trademark name brand or large trade retailer
 Number of Artists: 7 (minimum) to 12 (maximum)
 Unit Cost: As transcribed show from \$1000 per program up; as live network show featuring name guest star \$3500 weekly
 Audition Facilities: Transcriptions
 Submitted By: Kermit-Raymond Radio Productions
 (See Page 40)

The Playmakers Lab

"The Playmakers Lab" is a typical "Little Theatre of the Air." Headed by an experienced radio productionist, working with a nucleus of experienced players, musicians, technicians, etc., new talent is encouraged and trained. Group is capable of producing any type of drama on par with the best.
 Presentation: Live talent
 Available Time Units: 15 or 30 minutes, once or more weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Number of Artists: Unlimited (subject to call; generally 5 to 10)
 Production: \$35.00 (based on average of 5 players); \$45.00 (based on 10 players)
 Audition Facilities: Transcriptions.
 Submitted By: WNOE, New Orleans, La.

Remember The Thatchers by Elizabeth Todd

"Remember The Thatchers" presents an extraordinary story of a family under the pressure of dictatorship a few years hence. In each play is a series of flashbacks to the time when there was freedom for everyone. Each episode related to various members of cast describes the reactions to current situations with flashbacks of the past. Series is a remarkable handling of subject designed to show what America does not want and must keep away from by all-out effort to insure victory.
 Presentation: E. T.
 Available Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Institutional (war industry) product
 Number of Artists: 6 to 12 plus organist
 Audition Facilities: Transcriptions
 Submitted By: National Concert & Artists Corp.
 (See Page 61)

Ports Of Call

"Ports Of Call" is a series of dramatizations depicting the highlights of historical events and beauty in 52 different countries.
 Presentation: E. T.
 Available Time Units: 30 minutes, once weekly (52 episodes)
 Audience Appeal: Entire family
 Suggested for: Morning (Sunday)
 Client Suitability: Banks, savings & loan companies, utilities, etc.
 Number of Artists: 18 and 24-piece orchestra
 Unit Cost: Based on station power and population
 Audition Facilities: Transcriptions
 Submitted By: Radio Producers Of Hollywood

Return Of Nick Carter, Master Detective

In this series, Nick Carter, famous detective, is brought up to date, still retaining the flavor and excitement that once made him a nation. Main character is an established name assuring immediate unit listener acceptance. Series is available only to a recognized national advertiser. Promotional tie-in consists of a program whereby original publishers will be reimbursed for re-publishing "The Nick Carter Mystery" with a free radio page devoted to the advertiser. Motion picture serial of 15 episodes starring Walter Pidgeon. Also available as tie-in with radio

Presentation: Live talent
Available Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Nationally recognized advertiser only
Number of Artists: 10
Submitted By: Charles Michelson Radio Transcriptions

Sacrifice

Based on the theme, "Greater love hath God than that he lay down his life for another," "Sacrifice" dramatizes true events in the lives of Abraham Lincoln, Prince of Arabia, Florence Nightingale, Lord-Smith, The Pilgrim Fathers and others.
Presentation: E. T.

Available Time Units: 15 minutes, once or more weekly
Audience Appeal: Entire family
Suggested for: Afternoon; evening
Number of Artists: 6 to 8
Audition Facilities: Transcriptions
Submitted by: Grace Gibson

Segue America

"Segue America" is a loosely tied series; each is in itself and is complete, based on different aspect of American life today and yesterday. Some are "dated" (as Lincoln's birthday and some not as the American sense of humor). It is best suited for national, higher-priced items, or corporation goodwill. It is educational, entertaining, unusual, understandable.

Presentation: E. T.
Available Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: National advertiser desiring educational goodwill appeal.
Number of Artists: 5 to 12
Unit Cost: \$100 per program
Audition Facilities: Transcriptions
Submitted By: KWJJ, Portland, Ore.

The Showoff

"The Showoff" is a radio adaptation of George Kelley's drama of the same name featuring the amusing character of Aubrey Piper. "The Showoff" proved a terrific success on Broadway, and the character of Aubrey is a natural for the air. The

DRAMATIC SERIES

adaptation is done by Allen Lipscomb and Harry Bailey.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 6 (approximately)
Audition Facilities: Transcriptions; will pipe live talent
Submitted By: General Amusement Corp.

The Shadow

One of the nation's best known radio characters and a top ranking network feature for 8 consecutive years with a Crossley rating 19.7, "The Shadow" is a network program available on transcriptions for local sponsored and sustaining use at small station rates. It is in the movies as a fifteen chapter serial, in the comics, in the magazine and newspapers and has outstanding promotional tie-ins supplied free. 156 half-hour episodes are completed on transcriptions. Now running in 150 cities, several choice markets are still open.

Presentation: Live talent; E. T.
Available Time Units: 30 minutes, once or twice weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Coal dealers, food, bakers

Number of Artists: 10
Audition Facilities: Transcriptions
Submitted By: Charles Michelson Radio Transcriptions

Southern Plantation

Program consists of negro choir (30 mixed voices), negro quartet, one male and one female vocalist. Staff announcer sets scene and then switches to "Sharon Acres" where "Uncle Dave," typical southern "darkie" acts as narrator for program. A story of the old south involving love, suspense and a bit of humor is dramatized and cleverly blended with the vocal talent to form a thirty-minute program of interest to the entire radio "family"

Presentation: Live talent
Available Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening (early)
Client Suitability: Nationally advertised product
Number of Artists: 35 (including announcer and production man)
Audition Facilities: Transcriptions; will pipe live talent
Submitted By: WSJS, Winston-Salem, N. C.

Star Dust

"Star Dust" is a frame show, with a play within a play formula. It introduces



OFFICE COMMUNICATION

From

Burdett J. J. Jr.

To:

Ed. Wallis

More than 77.6% of our advertisers have renewed their contracts for another year.

Over 50% have been on more than 3 years.

How about working these facts into our Radio Daily ad?

BJ

that's all, brother!

WIP

PHILADELPHIA'S PIONEER VOICE

610 KC. 5000 WATTS

WHEN YOU SEE *this* -



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

War economy demands full value, efficient time buying, too. Before you buy, compare costs. Compare WTAM on the cost per family basis. Here's how. Divide the 15 minute daytime rate of each Cleveland Station by the number of families each claims in its Primary Area. But don't stop there. Go a step farther. Compare WTAM on the actual cost per listener basis. Take any survey and look at the number of actual listeners each station has... all day... all night... all week. WTAM actually does reach more listeners than any station or combination of stations in the area.

WTAM
CLEVELAND-OHIO

50,000 WATTS
NBC RED NETWORK
OWNED AND OPERATED BY NBC

REPRESENTED NATIONALLY BY SPOT SALES OFFICES



DRAMATIC SERIES

two stars in their "real" life and as they are on the screen, stage or radio. Dramatizations reveal stars as they "really" are and as they are before their public. It's a great show to build stars or take stars as they are and collect upon their audiences.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 7 (average)
Unit Cost: From \$1,500 up
Audition Facilities: Transcriptions
Submitted by: Radio Events, Inc.
(See Page 63)

Story Shop

"Story Shop" presents dramatizations of original short stories, employing a small cast of radio actors, who have had experience on network shows. These performers are doing this weekly program on WEVD on a sustaining basis as an experimental series.

Presentation: Live talent or E. T.
Available Time Units: 30 minutes, once weekly.

Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 6 to 8
Submitted by: WEVD, New York, N. Y.

Suspicion

"Suspicion" consists of self-contained modern detective playlets at their best presenting a challenge to the audience; somewhere in each story is a seemingly unimportant fact—a hidden clue which first pointed the finger of guilt to the culprit; it may be a single line, a sound, a scene or perhaps a complete program. Dramatized explanations completely eliminate any question as to the correct solution.

Presentation: E. T.
Available Time Units: 15 minutes, once or more weekly

Audience Appeal: Entire family
Suggested for: Afternoon; evening
Number of Artists: 5 to 7
Unit Cost: Dependent upon market
Audition Facilities: Transcriptions
Submitted by: G. C. Bird & Associates

Taxi Tales

"Taxi Tales" presents dramatizations of stories (each one complete in itself), both real and fictional, dealing with the thrilling, dramatic experiences of New York cab drivers. Program also contains unique merchandising facilities.

Presentation: Live talent or E. T.
Available Time Units: 30 minutes, once or twice weekly

Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General appeal product
Number of Artists: 6 (average)
Audition Facilities: Transcriptions; will pipe live talent
Submitted by: William Gernannt
(See Page 69)

Tom Terriss Thrillers

"Tom Terriss Thrillers" feature dramatized narration of thrilling stories based on the actual experiences of Tom Terriss, famous "Vagabond Adventurer," gathered while on his travels to the far corners of the world, and narrated by Tom Terriss. In connection with this program, an illustrated certificate of membership in Tom Terriss' club, the "Vagabond Adventurers," is available.

Presentation: E. T.
Available Time Units: 5 minutes, 5 weekly

Audience Appeal: Entire family
Suggested for: Morning; afternoon; evening

Audition Facilities: Transcriptions
Submitted by: Rockhill Radio Inc.
(See Page 66)

Thirteen By Henley

In this series thirteen of Arthur Henley's great plays have been selected an eye to their adaptability to local production. These plays are addressed to the "high hat" but to average radio listener, who never-the-less does appreciate better listening. plays run the gamut emotionally tragedy to farce.

Presentation: Live talent
Available Time Units: 30 minutes, weekly

Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 6 (average)
Unit Cost: Dependent upon the station the area covered.
Audition Facilities: Sample scripts
Submitted by: American Radio Syndicate

These Are the People

"These Are the People" is a dramatic weekly series designed to portray varying backgrounds from which the now in our fighting forces are drawn. Series shows the effect of the war on the lives of those left behind, with particular emphasis on their strength and bravery in encouraging their young men to fight for their country and its ideals. Key is that our soldiers are fighting for people. Series shows how and why these people inspire such sacrifice and heroism. Each program is written for and around a guest star drawn from the stage or screen.

Presentation: Live talent
Available Time Unit: 30 minutes, weekly

Audience Appeal: Entire family
Suggested for: Middle evening or Sunday afternoon

Client Suitability: National manufacturer or distributor for institutional advertising

Number of Artists: 6 (minimum) to 15
Unit Cost: \$3,000.00 per week
Audition Facilities: Will pipe live talent
Submitted by: Kermit-Raymond Productions
(See Page 40)

This Dramatic World

"This Dramatic World" is a dramatic presentation of subject matter of an educational nature, taking little-known subjects putting them into a highly dramatized romanticized form. All subject matter taken from romantic episodes of history, science and literature or from the natural world. Important merchandising plan free give-away books accompany program at no additional cost.

Presentation: E. T.
Available Time Unit: 30 minutes, once weekly

Audience Appeal: Entire family, particularly young people
Suggested for: Late afternoon or evening

Number of Artists: 5 (minimum) to 12
Audition Facilities: Transcriptions
Submitted by: Kermit-Raymond Productions
(See Page 40)

This Is My Life by Hi Brown

"This Is My Life" is written and produced by one of radio's leading directors. It is a highly dramatic production of the lives of gay individuals whose lives are told in the pattern of the extraordinary events which we live and may be particularly romantic and adventurous depending on the type of character portrayed. Presentation: E. T.
 Available Time Units: 30 minutes, once weekly
 Appeal: Entire family
 Requested for: Evening
 Suitability: Retail items or institutional appeal
 Number of Artists: 6 to 15 plus orchestra organ
 Production Facilities: Transcriptions
 Submitted By: National Concert & Artists Corp.

(See Page 61)

This Is My Story

"This Is My Story" is a straight narrative show in which the emcee reads or adaptations of current best selling stories, articles, and excerpts from the author's best book-length fiction. Show is dressed up with sound effects or dialogue, all of which makes for an interesting production. Program becomes a relief "Reader's Digest of the Air." Presentation: Live talent
 Available Time Units: 15 or 30 minutes, once weekly
 Appeal: Entire family
 Requested for: Morning (if particularly for feminine audience); afternoon (late); evening (early)
 Number of Artists: 1
 Cost: Available on request
 Production Facilities: Will pipe live talent
 Submitted By: CHML, Hamilton, Ont.

This Is The Truth

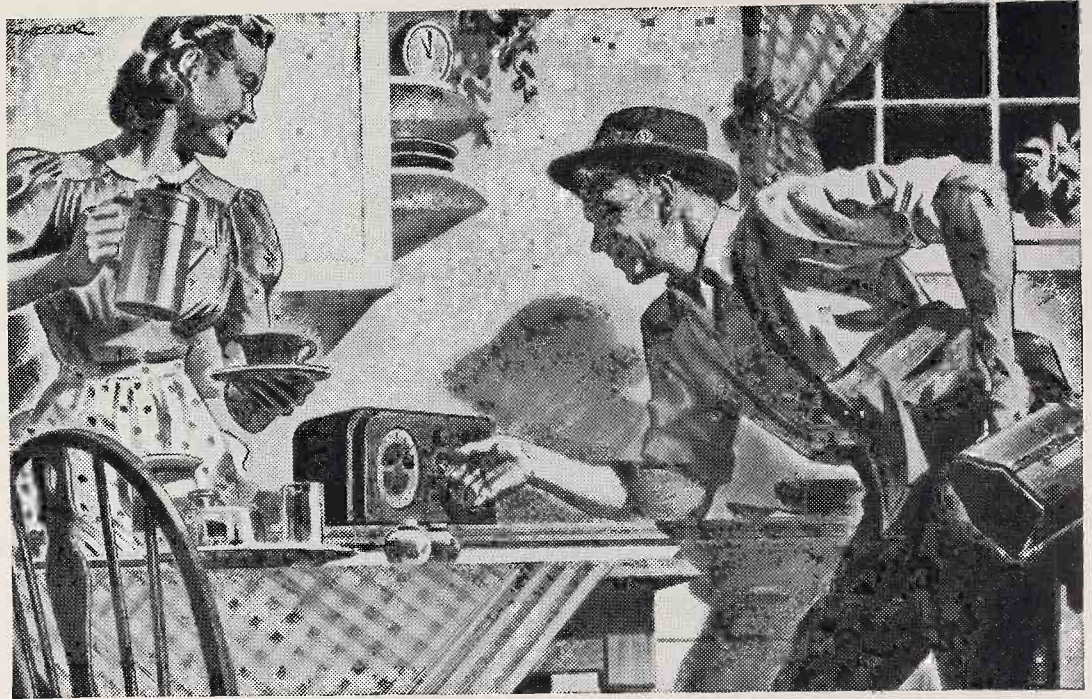
"This Is The Truth" is a program of vast scope presenting topical stories behind the scenes of everything, everywhere: life, comedy and drama, up-to-date news of tomorrow's newspaper. As an integral part of each program, a dramatization of an exciting, ingenious, actual spy story from World War No. 1, from the personal life of Capt. Tim Healy is presented. Presentation: Live talent
 Available Time Units: 15 or 30 minutes, once or twice weekly
 Appeal: Entire family
 Requested for: Evening
 Suitability: General appeal or institutional product
 Number of Artists: 5 to 9
 Cost: \$2,000 per half hour (approximately)
 Production Facilities: Transcriptions
 Submitted By: Mort or Lester Lewis

This Thing Called Love

"This Thing Called Love" presents dramatizations of the world's greatest love scenes, depicting all the great love scenes of the world's famous men and women of history and literature. Presentation: E. T.
 Available Time Units: 5 minutes, 3 to 5 times weekly
 Appeal: Female
 Requested for: Morning; afternoon; evening
 Suitability: Women's products
 Number of Artists: 8
 Production Facilities: Transcriptions
 Submitted By: Edward Sloman Productions

Todd Grant Gets the Story

In this program Todd Grant, ace radio reporter, goes behind the news, behind the



... for war-born night owls

It's a topsy-turvy world, says Joe. Working the late shift, he answers an alarm clock reveille in mid-afternoon. Ends his working day when ordinary mortals are pounding the pillow. Never seems to catch up with what's happening in this old world.

It was for Joe and thousands of Cleveland war workers like him that WGAR created a very special radio show. Six times weekly, the *Night Shift* swings into action during the hour before midnight. It tells Joe who won the ball game and the big fight. Brings latest news flashes from distant war fronts. Obliges with everything from battling averages to the latest platters of listeners' favorite bands. It is just what the

doctor ordered for tired war workers . . . a combination of news and music, entertainment and relaxation.

Surprising how much our war-born night owls appreciate this service. They write their thanks. They phone to request special numbers. They responded to a souvenir offer with more than one thousand dimes. All of which leads us to believe that *Night Shift*, like other specially prepared WGAR programs, is helping to win the war . . . by making life fuller for Joe.



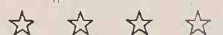
BASIC STATION . . . COLUMBIA BROADCASTING SYSTEM
 G. A. Richards, President . . . John F. Patt, Vice President and General Manager

Edward Petry & Company, Inc.
 National Representative

IT'S WAAT

For The

Showing of Tomorrow



WAAT

New Jersey's First Station



MAIN STUDIOS
Hotel Douglas, Newark, N. J.
Mitchell 2-6400

NEW YORK SALES OFFICE
40 Rockefeller Plaza
Circle 5-5780

QUIZ PROGRAMS

principals are confronted with a grave problem or crisis in which the difference between life and death can only be solved by quick thinking and almost instant action. Several courses are presented but only one is correct. It is for the audience to discover which is correct from the dramatization. The solution is dramatized in the following episode.

Presentation: E. T.
Available Time Units: 15 minutes, once or more weekly
Audience Appeal: Entire family
Suggested for: Afternoon; evening
Number of Artists: 5 to 7
Unit Cost: Dependent upon market
Audition Facilities: Transcriptions
Submitted by: G. C. Bird & Associates

The Jingle Program

In this program a four line jingle is read and audience is asked to guess who it refers to. Jingles are about famous people, famous places, famous events.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 2 and orchestra
Unit Cost: \$100.00 per show (scripts only)
Audition Facilities: Will pipe live talent
Submitted by: William M. Ellsworth

King Kontest Klub

Purpose of this contest program is to tell "how to win, what wins, who won." It is conducted by Helen King, nationally known contest counselor and judge. Program is tied up with club that meets monthly at studios. All network, local, civic, newspaper contests are frankly discussed; winning hints are given; and subsequent winners interviewed.

Presentation: Live talent
Available Time Units: 15 minutes, daily or weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Books, stationery supplies, department store, etc.
Number of Artists: 1 and announcer
Unit Cost: Time and talent, approximately \$73 per program for 13 week; \$68, on 52-week contract
Audition Facilities: Transcriptions; will pipe live talent
Submitted by: WEER, Buffalo, N. Y.

Know Yourself

Featuring an outstanding authority on the human mind, Dr. Louis E. Bisch, the "Know Yourself" presentation makes it possible to obtain a maximum of audience participation in the home. Dr. Bisch's books, his regular magazine articles and the nation's interest in self analysis makes this new program one of real punch.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Product with a mass sale
Number of Artists: 3
Unit Cost: \$1,000 weekly for first thirteen weeks
Audition Facilities: Transcriptions
Submitted by: Radio Events, Inc.
(See Page 63)

Let's Play Reporter

"Let's Play Reporter" is audience participation show with trick method of pre-

sending questions. No college degree needed to answer them. Novel method is used to present commercials and of the program. Merchandising angles available.

Presentation: Live talent
Available Time Units: 15 to 30 minutes, 1 to 3 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 1
Audition Facilities: Will pipe live talent
Submitted by: Basch Radio Productions
(See Page 68)

Miss Q

On this program Miss Q, telephone mistress, calls six contestants on phone on each airing asking an open question, which if answered, gives contestant opportunity at second question. Prize, usually sponsor's product, goes to each call, whether or not first question is answered. If both questions are answered correctly, contestant receives second more valuable prize. Prizes awarded for the best questions submitted by listeners. Contestants are selected from lists of those submitting questions. Proof of purchase is optional.

Presentation: Live talent
Available Time Units: 15 minutes, once or as desired
Audience Appeal: Entire family
Suggested for: Morning or afternoon
Client Suitability: Soaps, cosmetics, stockings, drugs and all household feminine and juvenile needs
Number of Artists: 2 (emcee and announcer)
Audition Facilities: Transcriptions
Submitted by: KGMO, Kansas City, Mo.

Master Minds Attention!

"Master Minds Attention!" is a quiz employing a "Board of Inquiry" drawn from local names, who attempt to solve a crime problem by asking yes and no questions of three witnesses (actors). This procedure brings to light hidden evidence on character, motive and solution. Coordinator directs procedure as final arbiter and adds a light formal note. An excellent merchandising hook-up would be a printed compilation of the problems in a "quiz book" for parlor use, employing quiz format.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Men's or family products
Number of Artists: 4 plus announcer and 3 guests
Audition Facilities: Transcriptions
Submitted by: WGAR, Cleveland, O.

The Missus Goes A-Shopping

"The Missus Goes A-Shopping" is a housewife-participation quiz show. Contestants, selected from studio audience, not only answer questions of interest to women, but also participate in "skits" and "gags" on the stage. Prizes consist of food and household utensils. Program is transcribed in WABC studio and broadcast on the air several days later. Show is emceed by John Reed King, well-known CBS and WABC announcer.

Presentation: Live talent or E. T.
Available Time Units: 15 minutes, 6 times weekly

(Continued on Page 55)

Nine ways to
make money...



... all of them different!

THE MOST consistent feature of spot radio is its variety; for habits and desires are as regional as dialects. And so the spot advertiser's local show that sold in midwest Littleville may fall flat in coastal Bigtown.

Spot radio presents many problems to advertisers... problems for specialists in markets and public opinion. And no organization is better equipped to fit programs to the minds and concepts of *individuals* than is RADIO SALES, the spot-broadcasting division of the Columbia Broadcasting System.

These pages tell the story of eight stations and a regional network, operated by CBS and represented by RADIO SALES. Each of these outlets *knows* its own market... inside and out. And each has proved—in the tough field of local competition—its ability to produce radio shows that win audiences.

Their experience in making kilowatts and coverage work *harder* in nine important and diverse markets has become *our* experience, too. *We* can show you *nine different ways* to make a profit out of spot advertising!

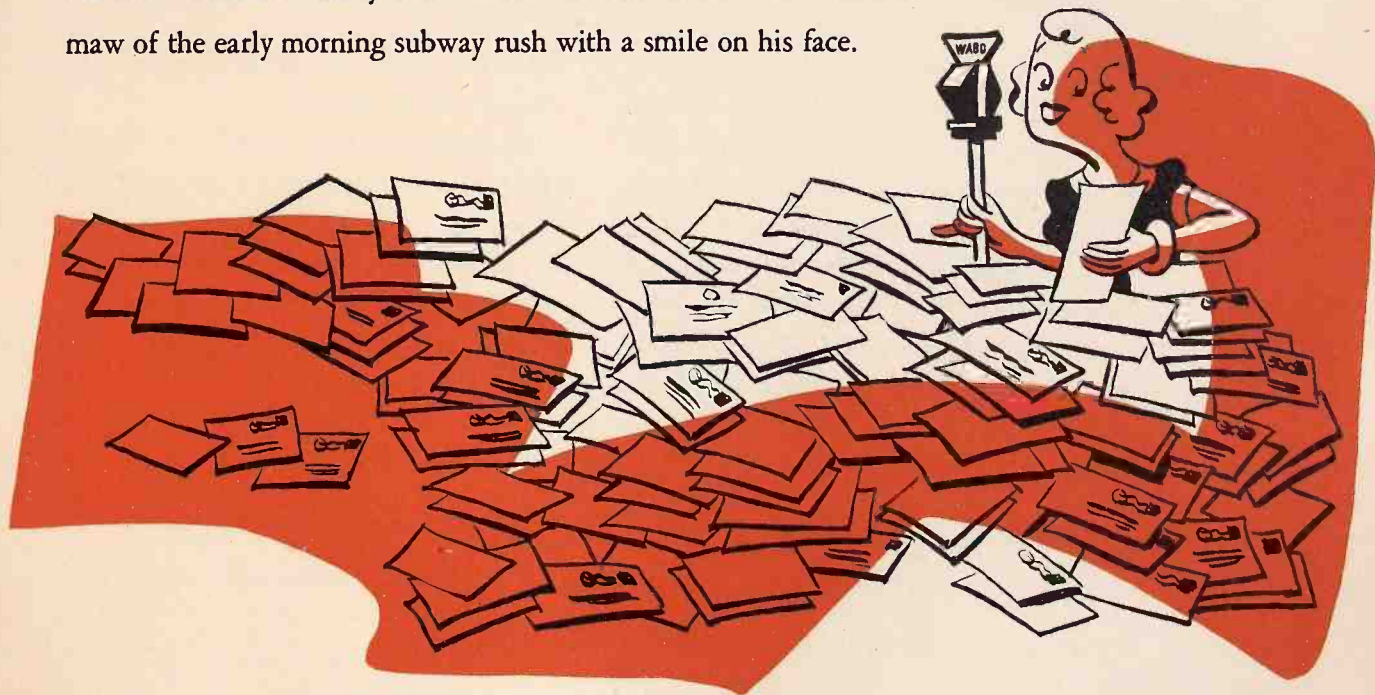
...in New York City: WABC

THE BIG TOWN has a character all its own—hustle, bustle and free-flowing cash. It has compact Manhattan and sprawling Brooklyn. It has Fifth Avenue and Fulton Street. Its good town-folk claim to Know All. A mighty sophisticated hamlet according to its own admission—as well as the facts. So ingenuity plays a big part in radio programming for New York audiences . . .

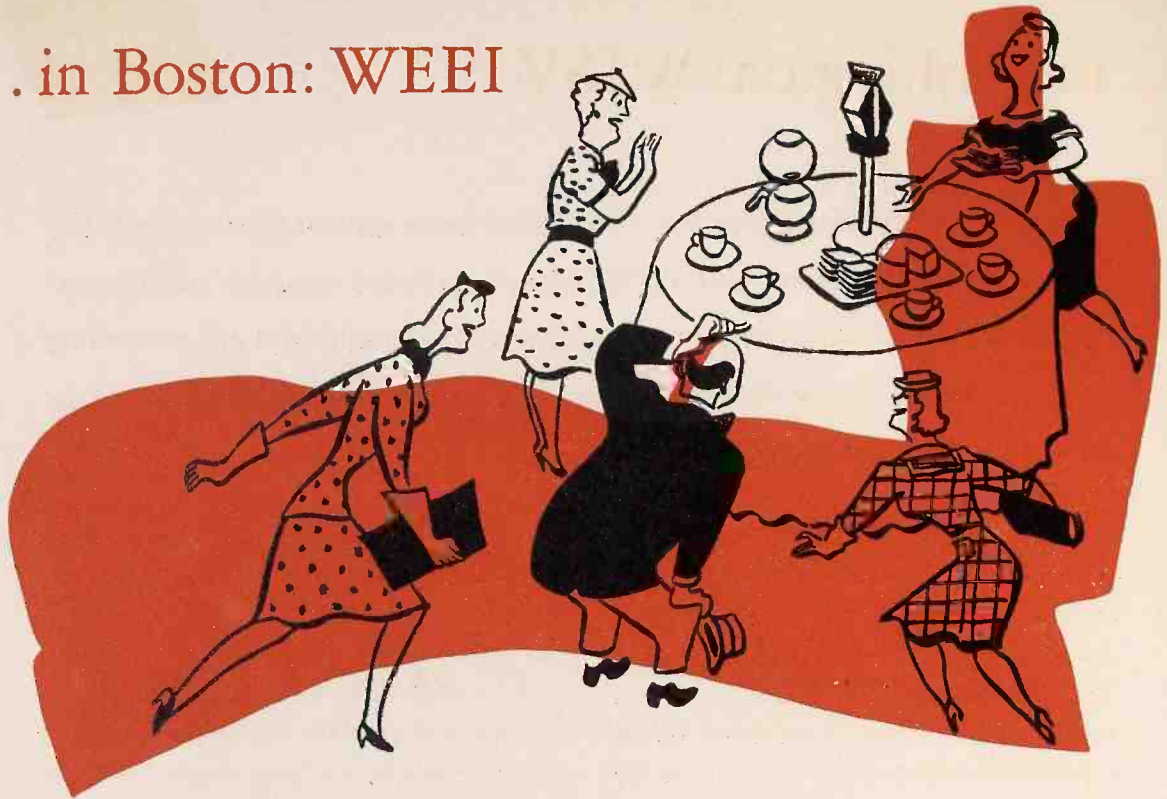
Like this: Among WABC's special services to the ladies was a spot for a woman commentator. But not any woman commentator; New Yorkers like important people. So WABC looked around carefully and found Adelaide Hawley. Adelaide is editor of MGM's newsreel "Woman's Page." She's a featured guest at innumerable banquets and receptions and fashion parades. She's an active worker in such fields as nutrition and war work for women. WABC put Miss Hawley to work on WOMAN'S PAGE OF THE

AIR. It was a happy combination. During a ten week period, 17,666 listeners wrote in for a cook booklet. Within a similar period there were 5,248 requests for information about a juvenile library costing more than \$60. The New York State Bureau of Milk Publicity received 24,158 requests in 11 weeks for its "Daily Meal Planner." Today WOMAN'S PAGE OF THE AIR is, and has been for some time, the highest ranking "woman's commentator" program on any radio station in New York City.

RADIO SALES will be glad to tell you more, at any time, about how WABC meets the special program requirements of New York... about THE MISSUS GOES A-SHOPPING, for instance, wherein a problem of wartime censorship was solved with finesse—and about that droll Arthur Godfrey who can send a New Yorker forth into the maw of the early morning subway rush with a smile on his face.



... in Boston: WEEI



A CONSERVATIVE town, Boston. It's full of tight-fisted New Englanders, they say. W-e-l-l, maybe. But New Englanders are human — and they'll unroll that folding money as fast as the next fellow to buy something they want.

It's simply a question of *giving* them what they want . . . something suited to their native tastes—their Yankee sense of community interest—their reserved fondness for the familiar. In *radio*, just as much as in anything else . . .

Like this: For years Boston radio gave Boston housewives standard cooking school fare. A lady. A skeleton script. A half dozen commercials strung end to end. There was nothing very Bostonian about it. WEEI saw where a little imagination would pay big dividends. It put together the WEEI FOOD FAIR with experts in buying *and* cooking *and* serving foods...a sort of New England family group. Listeners were invited to drop around for coffee and cake

and to meet the girls. It was all very friendly and easy-going—but it had *character*.

Today, after a little more than two years, the FOOD FAIR is Boston's top-ranking food program. 3,000 listeners have already taken *paid* subscriptions to the monthly FOOD FAIR NEWS, now in its fourth month. And clients more than once have stood patiently in line for a participation — proof of successful programming in *any* town.

If you'd like to hear about some other examples of how WEEI builds programs for Boston . . . ask RADIO SALES about YOUTH ON PARADE (which has its cornerstone on civic pride)—and TOP O' THE MORNING (founded on the importance of not being too earnest around Boston in the early morning hours).

... in Washington: WJSV

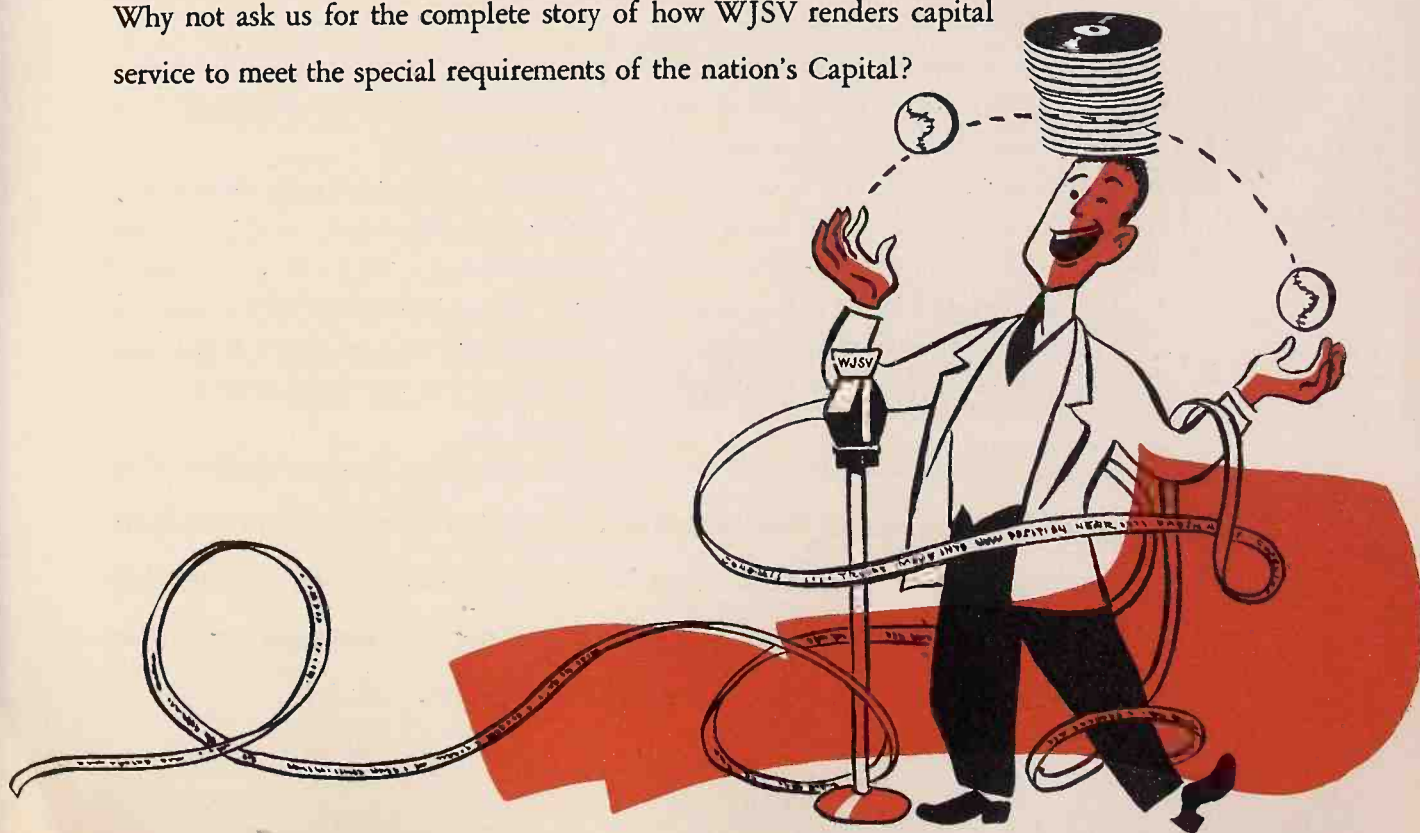
WASHINGTON is booming—and bulging with newcomers. Tens of thousands of “transients” have been added to the city’s regular hundreds of thousands for the duration. Transients with permanent appetites for foods and drugs and clothing and soap and durable goods. The place is charged with energy — and a yearning for light relaxation. Radio programming must fit the mood of present-day Washington . . .

Like this: Last December WJSV wanted something new in a late evening spot. The station had Arch McDonald, a light-hearted gentleman, with a talent for talk and acting. It also had a knowledge of what Washington wanted.

So the WJSV production department whipped up a pleasant half-hour of music, sports comments, gags and news flashes and called it MOON DIAL. A

frequent pattern is to play recordings (usually popular tunes) hand-picked by McDonald — give scores from evening sports events — throw in a brief interview with some prominent and news-worthy character — and salt it all down with a bit of humorous ad-libbing at which Mr. McD. is so adept. MOON DIAL clocked up a lot of popularity, of course — and has just been *renewed* by its sponsor.

RADIO SALES has other proofs of WJSV’s programming skill, past and present. They include many a notable show such as THE MAGIC CARPET, which worked so well that it was sponsored for three years by one client — THE FEDERAL JOURNAL, which renders civil service to Civil Service employees — the story of Arthur Godfrey and how he grew. Why not ask us for the complete story of how WJSV renders capital service to meet the special requirements of the nation’s Capital?



... in Charlotte: WBT



DURING the past few months Charlotte has become more than ever the focal point of the Carolinas. Government offices are moving in — new war industries are springing up — giving tacit recognition to Charlotte's special geographical and economic advantages. And yet the character of the people remains what it was twenty years ago when WBT first went about being a friendly Southern neighbor. Service is what these folk want and need — and it's what they get from WBT...

Like this: Farmers are important down Charlotte way. (The big WBT market is about equally divided between agriculture and industry.) So a while back WBT asked the 5,000 members of its Grady Cole Farm Club what they thought about things. Hundreds of them had a surprising complaint — they didn't like waiting until 5:30 AM for the station to open! This was a blow to Grady Cole, who likes his sleep as well as the next fellow — but he and WBT

manfully agreed that the customer is always right. Mr. Cole now puts WBT on the air at 5:00 AM. And *everyone* is happy.

The SUNDAY FARM CLUB started the same way — because the listeners *wanted* it. So did HYMN TIME — three mornings a week for the great numbers of deeply religious housewives in WBT territory. And THE BRIARHOOPERS — gay hillbilly entertainment every afternoon for homecoming millworkers.

By paying strict attention, through the years, to the sectional likes and dislikes of its audience WBT has become "the station its listeners built". Perhaps that's why there are 5,000 signed-up members of the Farm Club — why WBT could sell 320,000 chicks for a poultry dealer — why a local merchant used WBT for 820 consecutive weeks. May we at RADIO SALES tell you more about the cause behind these effects?

...in Chicago: WBBM

RADIO SALES

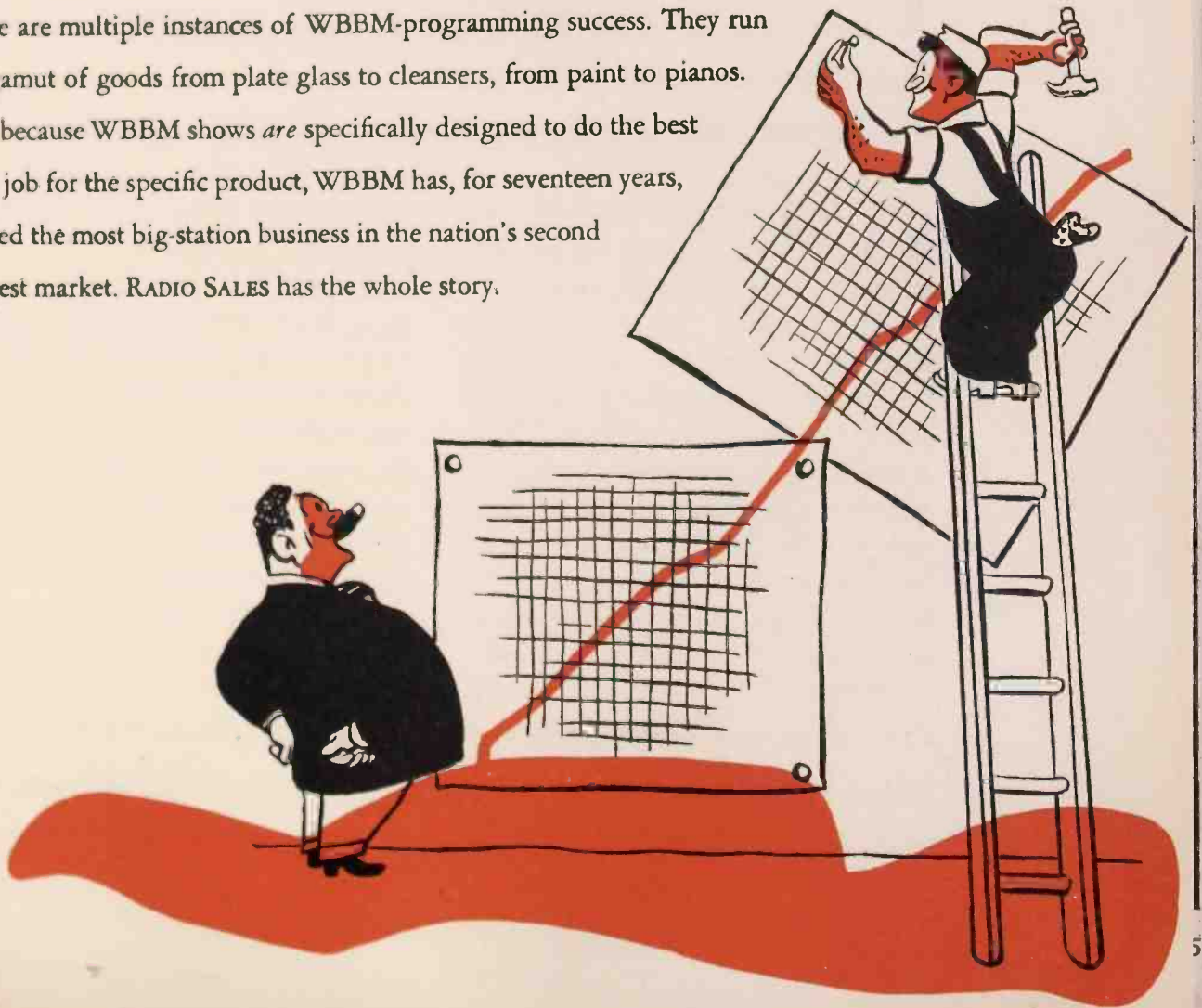
THIS IS the city of industry and the Loop—of stock yards and the grain pit. Here, at the crossroads of America, Eastern industry and Western agriculture meet.

That's Chicago...an amalgam of business man and farmer—a cosmopolitan city in which live-stock reports get as much attention as the judgments of the drama critic. In this active city hard-hitting performance is preferred...performance that carries the mark of success. Chicagoans like things that way in radio, too...

Like this: Back in 1933 a furniture company (with its nearest retail outlet then eight miles from the heart of Chicago business) began buying time on WBBM. Those were truly dog-days...so, for sales help, this company turned to WBBM's programming department. And it came up with some selling ideas that put *buying* ideas into the heads of Chi-

cago listeners. These ideas were based on *knowing* what the midwest likes, on being able to hit the right note each time. They were so "right" that this firm's annual sales rose some 900%...to a yearly gross of more than \$2,000,000. And by the time they signed up in 1942 for their ninth consecutive year, advertising cost per unit-sale had been cut in half.

There are multiple instances of WBBM-programming success. They run the gamut of goods from plate glass to cleansers, from paint to pianos. And because WBBM shows *are* specifically designed to do the best sales job for the specific product, WBBM has, for seventeen years, carried the most big-station business in the nation's second biggest market. RADIO SALES has the whole story.



...in St. Louis: KMOX



THE folk who poled flat-boats up the Mississippi were a friendly lot. Something of their easy-going character lingers in St. Louis today. For St. Louisans shake hands easily. They're interested in *people*—and like to meet them. Which is why KMOX, for years, has built so much of its local programming around outstanding *personalities*...

Like these: FRANCIS P. DOUGLAS, KMOX news chief, was sixteen years editor of a leading St. Louis newspaper. As head of KMOX' ten-man news staff, he thinks and talks the idiom of his home town. CHARLES STOOKEY, farm news editor for KMOX, is a mid-west farmer—a nationally known agricultural authority—and Farm Director for CBS. His "Country Journal" is the most listened-to early morning show in the St. Louis area and once a week it goes network. BEN FELD, KMOX musical director since 1937, was a member of the St. Louis Symphony at the age of sixteen. He is heard regularly on the CBS Network and one current advertiser has sponsored

him for five years. JANE PORTER, the lady who gets out and meets St. Louis housewives in the market place, heads the Magic Kitchen. She has been a consistent women's favorite on KMOX for the past ten years. FRANCE LAUX, sports commentator for KMOX, has handled the nationwide broadcasts of eight All-Star baseball games and six World Series. His present sponsor has been using him for seven years. PAPPY CHESHIRE, famed KMOX Hillbilly Champ, has 26 years as a mid-west entertainer behind him. Right now he is in Hollywood finishing his second movie. Thousands of St. Louisans will welcome him back to KMOX.

Personalities like these—available to any and all advertisers—are the keystones of KMOX programming success. If you'd like more of the reasons why KMOX regularly serves a larger share of the St. Louis audience than any other station, ask RADIO SALES.

...in the Twin Cities: WCCO

RADIO SALES

UP IN Minneapolis-St. Paul—and surrounding territory—industry roars, today, where ax-blades rang, and a great mechanized agriculture flourishes in the furrows of the hand-plow. But the Northwest's men and women still exhibit the open-heartedness and the open-handedness of their sturdy forbears. Here, where the shade of Paul Bunyan hovers, the people like gusty laughter—and healthy sentiment—and those unadorned human ways which spell neighborliness. Pay attention to their special characteristics and they'll like you...

Like this: THE WAITRESS AND THE COP fills a five minute spot on WCCO each weekday at 6:45 AM. It's a simple little sketch—but it has the flavor of the Northwest in it. There's a rollicking Irish cop, named Terry Muldoon. There's a pert Scandanavian waitress, named Tekla Torelson. There is good-natured banter between them. And two strong accents on comedy. Despite its brevity and the early

hour, THE WAITRESS AND THE COP has benefited from the careful thought and production which the WCCO program department gives to all its shows. Which, doubtless, is a particularly good reason why a recent Gill survey in the WCCO area showed 48% of the listening audience tuned to WCCO at 6:45 in the morning—which is the equivalent of a 9.4 program-rating!

You'll find this Northwest flavor in all WCCO programming—this unreserved catering to the background, the instincts, the customs of the people. You'll find it in shows like LET'S BE FRIENDS, for example, which garners its particular audience with Northwestern poetry and music—and in the RED RIVER VALLEY GANG, that half hour evening frolic of song and story which earned itself a Hooperating of 18.0. RADIO SALES could go on about a lot more WCCO shows—and will, gladly, at your request.



...in Los Angeles: KNX



THE atmosphere of Los Angeles is young and vital. Here—at the core of Southern California business—is quick acceptance of the new...that flexible, try-it-once attitude which spells joy for aggressive advertisers. And here—in the heart of the Conquistador country—is a solid, sectional pride in the robust ghosts of the past...the pioneering past that laid the foundations of the prosperous present. Intelligent radio programming in Southern California takes both frames of mind into account...

Like this: A banking client wanted to go on the air with something special in the way of shows. It had to have dignity (you can't sell banking with boogie-woogie)...and it had to have wide appeal. The KNX Program Department scratched its collective head. It rustled around in the library. It pounded typewriters. And came up with ROMANCE

OF THE RANCHOS—dramatizations of early California history—which neatly filled the bill. The Los Angeles city and county boards of education have hailed it as one of the finest educational programs ever broadcast. Scripts and transcriptions go to classrooms for listening and study. And—best of all—the client names it their most successful campaign!

Of course it isn't all ranchos and gauchos and tortillas in Southern California. RADIO SALES would like to tell you, too, about the factors behind the success of such KNX programs as BACKGROUNDS FOR LIVING—three quarter-hours a week which have been selling quality furniture and house furnishings for one client for a hundred and fifty-two consecutive weeks...and THE HOUSEWIVES' PROTECTIVE LEAGUE, which, for eight years, has had the highest ratings and has done the biggest dollar volume of business of any participating program in Southern California.

...on the Coast: Columbia Pacific Network

THE Pacific coast market embraces great cities and busy towns and forest-encircled hamlets. Its riches flow from salmon fisheries and cinema—from banking and fruit-growing and airplane building—from a thousand and one diverse sources. Yet its people have a significant unity of spirit... for the West Coast cherishes its pioneer heritage. It is alert, industrious—and adventurous. Factors which radio must recognize...

Like this: The Columbia Pacific Network was called upon to sell oil and gasoline. Lots of it—in the nation's most competitive gasoline market. Which meant programming for the widest kind of mass audience. CPN thought about the West Coast and its inherited concern with history-in-the-making. Then it got to work. The result was I WAS THERE

—a weekly half-hour dramatization (complete with orchestra and sound effects) of famous world events recounted by on-the-spot eye-witnesses. It was wise programming. Now, after a year of sponsorship, the client has just renewed I WAS THERE for another fifty-two weeks. Their reason? They regard it as one of their most successful promotions.

If you want to go after the Pacific Coast's millions of valuable customers in one economical swoop—if you want to take advantage of the *regional* wealth which has made this area the "Test Tube Land" for *network* radio—the Columbia Pacific Network can show you how. And RADIO SALES can show you its files of success stories...stories like that of HOLLYWOOD SHOWCASE which gives rising young talent the kind of opportunity the West gave its trail-blazers—and which is selling cosmetics so well that the program has just been extended after sixty-four successful weeks.

From East to West, from North to South, comes our knowledge
of spot broadcasting—and spot *programming*.

If you want *facts* about the radio shows of today—or tomorrow—

any RADIO SALES representative can help you.



RADIO SALES

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM

Offices: 485 Madison Avenue, New York; 410 North
Michigan Avenue, Chicago; 401 South 12th
Boulevard, St. Louis; Columbia Square, Hollywood;
Palace Hotel, San Francisco; Wilder Bldg., Charlotte

Representing: WABC, New York; WEEL, Boston;
WJSV, Washington; WBT, Charlotte; WBBM, Chicago;
KMOX, St. Louis; WCCO, Minneapolis-St. Paul;
KNX, Los Angeles; WAPI, Birmingham;
Columbia Pacific Network; Columbia California Network;
Columbia New England Network.



Appeal: Female and entire
Time: Morning (8:30-8:45 a.m.)
Suitability: Food and/or drug ad-
ers
Number of Artists: 1 (emcee) and produc-
tion staff
Facilities: Transcriptions
Submitted by: WABC, New York, N. Y.

Money For You

"Money For You" two names and numbers are picked from the local directory by spinning a wheel. A number is called, if it is announced with the lucky slogan—"Let Economy" an award of five dollars is made and must be called for at the sponsor's office. If the lucky slogan is called, the money is held over and the total for the next program. Questions are called on each program. Commercial ads are worked into conversation with whoever answers questions: Live talent
Available Time Units: 15 minutes
Audience Appeal: Entire family
Suggested for: Evening
Suitability: Finance company
Number of Artists: 1 (announcer)
Facilities: Transcriptions
Submitted by: WMRN, Marion, Ohio

Musical Arithmetic

"Musical Arithmetic" is an exciting and interesting audience participation show in which the audience competes for solving problems. Program consists of bank of telephones (through which answers are received on the air). Musical fills between problems.
Number of Artists: 1 (announcer)
Available Time Units: 15 minutes, 3 to 5 minutes weekly
Audience Appeal: Female
Suggested for: Morning; afternoon
Suitability: Food product or any product sold to the woman market
Number of Artists: 2 to 3, depending on use of E. T. or live music.
Facilities: Will pipe live talent
Submitted by: WSAV, Savannah, Ga.

Musical Building Blocks

"Musical Building Blocks" is a thirty minute "musical quiz" show in which the listener must identify each musical selection. When the first letter of the first word of each title are combined they spell a hidden word, phrase, or sentence. Listeners submitting correct titles and hidden "slogan" are awarded prizes.

Presentation: Live talent or E. T.
Available Time Units: 30 minutes, 3 times weekly
Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WKST, New Castle, Pa.

The Musical Jigsaw Puzzle

"The Musical Jigsaw Puzzle" is participated in by a studio audience as well as radio listeners and is a half hour show—with orchestra. Five familiar tunes are jumbled up—a phrase from this one and a phrase from that until each song is played in its entirety. Each phrase is given a number which is placed on a provided score card by players. Ten or fifteen jokers are thrown in as the game progresses. Prizes are offered for about ten of the best answers.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Patent medicine, dentifrice, low-priced item
Number of Artists: 1 plus orchestra
Audition Facilities: Transcriptions; will pipe live talent
Submitted by: WHIO, Dayton, Ohio

Musical Lingo

"Musical Lingo" is a legal, copyrighted version of "bingo," with listeners participating in their own homes. Game bears the name of the sponsor or prod-

QUIZ PROGRAMS

Musiquiz

uct, and is played with that name constantly before the listeners. "Musical Lingo" embodies humor for interest, music for entertainment, and prizes for appeal. Object of the game is to identify song titles which are cleverly introduced in continuity and illustrated by playing the musical selections. Sample script is available on request.

Presentation: Live talent
Available Time Units: 30 minutes, 1, 2 or 3 times weekly.
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 2 (announcers)
Unit Cost: Based on population
Audition Facilities: Transcriptions; sample script
Submitted by: Harry S. Goodman

The Musical Quiz

"The Musical Quiz" is a stage-radio presentation which has been on the air over WQAM for five years, twice weekly. It is handled in audience same as "Dr. I. Q." by emcee Leslie Harris and organist Norm Scherr. All questions are based on musical numbers. Theater advertises the show in all copy, screen and theater front, and gives \$50 cash toward prizes. Contestants are selected by seat numbers shown on spinning wheels. Merchandising facilities are available.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Soft drink, candy cigarettes
Number of Artists: 3 (theater ushers handle microphones)
Audition Facilities: Transcriptions
Submitted by: WQAM, Miami, Fla.

"Musiquiz" is essentially a one-man show with music and audience participation. Questions are sent in by the radio listeners with cash awards to those whose questions are used each week. Questions must be accompanied with the answer. The answer must contain the title of some song, classical or instrumental number which is to be used as a whole or last part of the answer. Cash awards are given to contestants and authors of selected questions.

Presentation: Live talent.
Available Time Units: 30 minutes, once weekly.
Audience Appeal: Entire family.
Suggested for: Evening (early).
Number of Artists: 1.
Audition Facilities: Transcriptions.
Submitted by: Universal Radio Productions.

Pan-American Cavalcade

"Pan-American Cavalcade" is a radio program based upon episodes in the history of United States, Mexico and all South American Republics. It is in contest form submitted as a test of the listeners' knowledge of the history.

Presentation: Live talent; E. T.
Available Time Units: 15 minutes, daily or weekly.
Audience Appeal: Entire family.
Suggested for: Afternoon; evening.
Client Suitability: Products to be sold in South America and Mexico.
Number of Artists: 1 to 10.
Submitted by: Wells Feature Syndicate.

'Phone Fun

"'Phone Fun" is a question quiz conducted by telephone with participants chosen from certificates furnished on dis-

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FOR BUSINESS... ADD
THESE SUPER SALESMEN TO YOUR SALES STAFF
... AND WATCH SALES SOAR

ALAN COURTNEY

M. C. "1280 CLUB"

With platters and patter he battles the networks and "shellacs" all the rest. He takes a bigger slice out of the Area's listening audience (at a lower cost per listener) than any other personality on the air. From 6 to 9 P.M., with time out for news, he jams the airwaves.

HANS JACOB

Internationally famous commentator who has established a reputation for clear interpretation of world events.

PAN AMERICANA

The music of our good neighbors, presented with pleasing comments by Dan Richards.

MAXINE KEITH

"FOLLOW THE LEADER"

A musical Miss who punctuates discs with discourse. Hers is an adult, sophisticated audience with money to spend.

The Pulse of New York Survey for May 1-13, 1942... the only 100% yardstick for the measurement of radio audiences... established beyond question the leadership WOV enjoys among the independent radio stations in the Metropolitan area.

A representative from WOV, with authentic facts and figures, would be very glad to prove this conclusion.

WOV... FOR VICTORY
730 Fifth Avenue, New York
Circle 5-7979

QUIZ PROGRAMS

play stands in each store carrying the advertised product. Announcer asks question and awards prize if answer is correct. Additional prize is awarded if participant already has the product in the house.

Presentation: Live talent.
Available Time Units: 15 minutes, six times weekly.
Audience Appeal: Female.
Client Suitability: Coffee, soap, soap powder or any packaged article.
Number of Artists: 2.
Submitted by: KBIZ, Ottumwa, Iowa.

The Pool of Knowledge

"The Pool of Knowledge" is actually a quiz expert round-table in which four selected representatives of the business and professional life of the city are given questions sent in by listeners. The referee is Carl Georch, well-known editor and publisher. The "expert" group pools its knowledge on each question and the answer represents the consensus of the "pool." Listeners whose questions are muffed get \$5 in War Stamps.

Presentation: Live talent.
Available Time Units: 15 minutes, 3 times weekly.
Audience Appeal: Entire family.
Suggested for: Morning; Evening.
Number of Artists: 5.
Units Costs: \$60, plus station time.
Audition Facilities: Transcriptions.
Submitted by: WPTF, Raleigh, N. C.

Quips and Quizzes

On "Quips and Quizzes" ten questions are asked in each 15 minute program. After each question, a maximum of 60 seconds is allowed listeners to telephone correct answers and the first correct answer wins movie tickets. There are five incoming lines in the studio; the microphone picks up the telephone bells ringing and the young women operators answering; when the correct answers come in, the announcer checks it and gets listener's name and address. The end of the telephone conversation between the announcer and the winner is broadcast. Listeners are invited to write in questions for future broadcasts.

Presentation: Live talent
Available Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WFAS, White Plains, N. Y.

Say It for Cash

In "Say It for Cash" four telephone calls are made from the studio during a half-hour program. Each person called, if he can repeat a money sentence read earlier in broadcast, receives \$1.25. If money sentence cannot be repeated, the \$1.25 is added to next phone call, making award \$2.50, etc. Program is good for once weekly night-time shot for participation or solid sponsorship.

Presentation: Live talent.
Available Time Units: 30 minutes, once weekly.
Audience Appeal: Entire family.
Suggested for: Evening.
Client Suitability: Beverage, clothing, furniture.
Number of Artists: 1.
Audition Facilities: Transcriptions.
Submitted by: WRJN, Racine, Wis.

Silver Dollar Quiz

"Silver Dollar Quiz" is very much above the line of "Dr. I. Q." excepting that participants are on the stage of the largest movie theatre in Pittsfield. This program was sponsored by local gas company for 1½ years, and a survey among 1,000 of their customers revealed that 83% of them listened to the program regularly.

Presentation: Live talent.
Available Time Units: 30 minutes, weekly.
Audience Appeal: Entire family.
Suggested for: Evening (8:30 p.m.).
Client Suitability: Candy, food, etc.
Number of Artists: 3.
Unit Costs: \$100.00.
Submitted by: WRJN, Racine, Wis.

Spelling Bee

"Spelling Bee" goes back to the fashioned "spelling bee." Two sides, four contestants each chosen as representing branches of industrial or social participate. For every word correctly spelled contestant receives one 2¢ War Savings Stamp. There are awards for winning side as well as the best individual speller. Two emcees are suggested: one male to handle feminine contestants; one female to handle male contestants.

Presentation: Live talent.
Available Time Units: 30 minutes, weekly.
Audience Appeal: Entire family.
Suggested for: Evening.
Number of Artists: 2, plus contestants.
Audition Facilities: Will pipe live talent.
Submitted by: CHML, Hamilton, Ontario.

State's Evidence

"State's Evidence," is a Sunday night 7:30-8:00 p. m., KTUL studio feature with Glenn Condon, KTUL News Editor, master of ceremonies. Guest "experts" are other old-timers from throughout state who know Oklahoma history. Questions all pertain to history of the state and its people. Top "guest expert" gets \$30. Each guest expert gets a paid of \$10 per appearance.

Presentation: Live talent.
Available Time Units: 30 minutes, weekly.
Audience Appeal: Entire family.
Suggested for: Evening.
Number of Artists: 7.
Audition Facilities: Transcriptions; pipe live talent.
Submitted by: KTUL, Tulsa, Okla.

Take Your Pick

"Take Your Pick" is a quiz show with a new, appealing approach. Broadcast from the WCAU Auditorium the proceedings are supervised by a nimble-tongued master of ceremonies who selects contestants from the studio audience. Each contestant is given an opportunity to lib on some "odd" topic selected by emcee. The two who turn in the best performance, determined by audience applause, are designated as team captain. They choose up sides and a quiz show ensues with a \$25.00 prize for the winning team and a \$25.00 prize for the last person remaining in the competition.

Presentation: Live talent
Available Time Units: 30 minutes, weekly
Audience Appeal: Entire family
Suggested for: Evening (Sunday)

QUIZ PROGRAMS

Suitability: Food, drug, tobacco
of artists: 2 and participants
ed by: WCAU, Philadelphia, Pa.
(See Page 6)

Telequiz

Quiz is straightforward telephone
and. Two emcees handle the
direct from the studio; three calls
program to Hamilton phone
contestants selected at random from
Each contestant is asked to
a mystery tune played via trans-
mission. Also, program features a mys-
tery or mail audience and has
some thousand letters weekly since
started. Many promotion angles are
available with the wide range
of presentable on show.

Artistic: Live talent; E. T.
Available Time Units: 15 minutes, 5 times

Audience Appeal: Female; entire family.
Suggested for: Morning; afternoon.
Number of Artists: 2 (emcee and an-
nouncer).

Audition Facilities: Transcriptions.
Submitted by: CKOC, Hamilton, Ont.

One of the People

"One of the People" is a combi-
nation of round-table, quiz and jam ses-
sion weekday morning at 10:15 a
large group of visitors is brought to the
studio where they discuss some current
subject on the views of lis-
teners. The program is very popular,
this station's second largest audi-
ence has never been sponsored. An
award of products could be given to
participants and to listeners who write in.
Prizes could be obtained by
contestants presented to dealers.

Artistic: Live talent.
Available Time Units: 15 minutes, 6 times

Audience Appeal: Female.
Suggested for: Morning (10:15).
Suitability: Feminine appeal prod-

Number of Artists: 3, plus participants.
Audition Facilities: Transcriptions.
Submitted by: WJAG, Norfolk, Nebr.

What Burns You Up?

"What Burns You Up?" was sponsored
by the Pharmacaal Co. over the
New York, attaining a 10-CAB rat-
ing. Participants air their "burnups" in
a studio. Guest star and drama-
tist as a part of this show which has
set a record of sales for previous
years.

Artistic: Live talent.
Available Time Units: 30 minutes, once

Audience Appeal: Entire family.
Suggested for: Evening.
Number of Artists: 2 to 3.

Audition Facilities: Transcriptions; will
accept live talent.
Submitted by: Basch Radio Productions.
(See Page 68)

What's on My Mind?

"What's on My Mind?" is a studio quiz,
audience capacity of 300. Handled
by emcee and announcer, format of
is to fill around the old parlor game,
trivia—is it vegetable—is it min-
eral? Contestant, selected by draw from
of studio participation tickets, quizzes
the host or she guesses what's on
the mind. Money or merchandise prize is
awarded. Air question follows same
as studio quiz, with banter between

announcer and emcee. Air prize for
winner is drawn on following week's
show. Easily merchandised, show has a
three-year proven audience.

Presentation: Live talent.
Available Time Units: 30 minutes, once
weekly.

Audience Appeal: Entire family
Suggested for: Evening.
Number of Artists: 2 (emcee and an-
nouncer).

Audition Facilities: Transcriptions.
Submitted by: CKOC, Hamilton, Ontario.

Who Said That?

"Who Said That?" is a quiz program
with questions based on familiar slogan,
sayings, quotations. These expressions
are heard every day even though origin
may be historical, literary or colloquial.
Unique prize formula, with rivalry be-
tween home listeners and studio partici-
pants, creates additional competitive in-
terest. Program offers natural merchan-
dising tie-in with sponsor's product through
integral mail response, plus inexpensive
initial cost.

Presentation: Live talent.
Available Time Units: 30 minutes, once
weekly.

Audience Appeal: Entire family.
Suggested for: Evening.
Number of Artists: 1, plus guests.
Audition Facilities: Will pipe live talent.
Submitted by: Radio Features of America.

Who's Got the Answer

"Who's Got the Answer" is a tele-
phone quiz show from studio. Questions
are answered while program is in pro-
gress by telephoning directly into studio.
It is tied up with Bond Sales by offering
War Stamps as prizes and by reading
Treasury deadheads. Four questions are
used in 15-minute-show and time for the
correct answer is limited to 3 minutes.
Questions, if possible, are linked with war
effort.

Presentation: Live talent.
Available Time Units: 15 minutes, 3 times
weekly.

Audience Appeal: Entire family.
Suggested for: Evening.
Number of Artists: 1.
Audition Facilities: Transcriptions.
Submitted by: WMRN, Marion, Ohio.

WSRR Speller-Teller

"Speller-Teller" is a spelling contest for
children in fourth to eighth grades. For
each word spelled correctly child receives
1 cent, 5 cents, a dime or a quarter, de-
pending on which category contestant
draws word from. When child misspells
word the coin goes into glass bank and
accumulation in bank is given as prize
for winning a spell-down which is con-
ducted during last eight minutes of show.
Each program uses only children from one
specific grade. Good promotional possi-
bilities are available on this five-year
tested program; theatre tie-ups, school
tie-ups, etc. Traffic is created in sponsor's
place of business when kids come in to
sign up for show.

Presentation: Live talent.
Available Time Units: 30 minutes, once
weekly.

Audience Appeal: Juvenile; entire family.
Suggested for: Morning (Saturday).
Client Suitability: Children's stores; shoe;
women's apparel.

Number of Artists: 1 (emcee).
Unit Cost: \$40.00.
Audition Facilities: Transcriptions.
Submitted by: WSRR, Stamford, Conn.

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**The Band Played On**

"The Band Played On," a "gay nineties" program, has been a feature of WWNY for over a year. Music is of the Gay Nineties vintage, presented by Beatrice Kay, the Elm City Four and other artists on records and transcriptions. Dialogue is handled by "rube" characters in true Gay Nineties style: Locale of the program has varied from "the old front piazza," to the "front parlor," "bijou theater," and "municipal park." "Gay nineties" music is coupled with local color of the "horse-car" day variety.

Presentation: Live talent; E. T.
Available Time Units: 30 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Evening (early)
Number of Artists: 2 (minimum) to 4
Audition Facilities: Transcriptions
Submitted by: WWNY, Watertown, N. Y.

Sheila Barrett Revue

This is a sparkling variety show starring the inimitable Sheila Barrett, with a full orchestra, and singers. Miss Barrett's keen wit and light, frothy satires make this a delightfully amusing and different variety show.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Morning; afternoon; evening
Submitted by: Rockhill Radio Inc.
(See Page 66)

Behind the Mike

"Behind The Mike" is a variety program based on stories behind radio, stories behind favorite programs and personalities, as well as technical stories for the lay listener. In its presentation it is an actual audition of an announcer on the air, etc.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Morning; afternoon; evening

Number of Artists: 6 to 9
Unit Cost: \$2000 per half-hour program
Audition Facilities: Transcriptions
Submitted by: Mort and Lester Lewis

Believe It or Not

"Believe It Or Not" with Bob Ripley is currently being used as a program for the Coordinator of Inter-American Affairs and features the strange and startling from below the Rio Grande. The original "Believe It Or Not" program features the unbelievable from all over the world, remote pickups from "Believe It Or Not" places, and guests whose amazing experiences make them program-worthy.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Evening

Number of Artists: 5 principals; 6 to 10 in cast

Audition Facilities: Transcriptions; Blue Network sustaining program

Submitted by: Blue Network
(See Pages 24-25)

Block Party

Following the suggestion of Civilian Defense authorities this program is designed to get neighbors better acquainted with each other. Station arranges to hold party at home of a different Block Warden for each program. Ten or twelve neighbors are invited by the Warden. Arrangements are made with cooperation of Civilian Defense office who aids in promotion. Party is informal affair at which conversation, games and singing take place. Interjected, through clever handling, is fundamental information about proper steps for preparing home for civilian defense, though this is not dragged in by the heels. Party winds up with buffet luncheon. Program is transcribed for delayed release as a further aid to community interest, promotion, and to get participants to tell friends about broadcast.

Presentation: Live talent
Available Time Units: 30 minutes, 1 or 2 times weekly

Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Food, beverage, drug, cosmetic, cigarette

Number of Artists: 3
Unit Cost: \$150.00
Audition Facilities: Transcriptions
Submitted by: KROW, Oakland, Calif.

The Breakfast Club

"The Breakfast Club" was voted one of the best variety program on the air in 1940 and 1941. This year Movie-Radio Guide voted it most popular of all programs on the air. With Don McNeill as emcee, it is filled with wit and music. A marvelous good-will builder, it has received 1500 fan letters monthly for the past two years.

Presentation: Live talent
Available Time Units: 15 or 30 minutes, 5 times weekly

Audience Appeal: Entire family
Suggested for: Morning
Number of Artists: 6 and orchestra
Audition Facilities: Transcriptions; Blue Network sustaining program
Submitted by: Blue Network
(See Pages 24-25)

Breakfast Frolic

"Breakfast Frolic" is a fast moving program featuring American folk music and homey humor. It is emceed by popular Red Belcher, presenting such top-notch hillbilly acts as Don White and the Frontiersmen; "Red and Pauli"; and "Millie and Marge." Designed for early risers, the Breakfast Frolic has been on the air for over a year (5:00 to 7:30 a.m. Monday through Saturday).

Presentation: Live talent
Available Time Units: 15 minutes, 6 times weekly

Audience Appeal: Entire family
Suggested for: Morning

Client Suitability: Products for farmers, laborers or other early-risers

Number of Artists: 12
Unit Cost: \$157.50 a week (time & table) on 13-week order
Audition Facilities: Transcriptions
Submitted by: WJJD, Chicago, Ill.
(See Page 60)

Breakfast in "B"

"Breakfast in 'B'" is a morning "klatsch" between a popular WFIL and visitors. Coffee and doughnuts served, music played, prizes awarded, a brain-busting question of general interest. Visitors are permitted to read very short commercial plug, kibitz with the emcee, serving the ends of a rather unusual tie-up between WFIL, families of the persons visiting the program, etc.

Presentation: Live talent; E. T.
Available Time Units: 30 minutes, 6 times weekly

Audience Appeal: Female; male
Suggested for: Morning
Client Suitability: Food, clothing, drug, family product
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WFIL, Philadelphia, Pa.
(See Page 42)

Chamber Music Society of Lower Basin Street

"The Chamber Music Society of Lower Basin Street" is a glorified jam session lampooning the long-haired and pompous. It features Paul Lavalle and his "Duke Woodwind Quintet"; The Dixieland Orchestra; Milton Cross; singer Mary Small; Zero Mostel, new comedy find and co-creator of "Keep 'Em Laughing."

Presentation: Live talent
Available Time Units: 30 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 5 and orchestra
Audition Facilities: Transcriptions; Blue Network sustaining program
Submitted by: Blue Network
(See Pages 24-25)

Cheer-Up Gang

"Cheer-Up Gang" is a morning variety show with plenty of popular music, humor, favorite network radio personalities, including Bob Smith as emcee; Elvira on piano; Fran Hines, tenor; the Four Chasers and David Cheskin's Rhythm group. Broadcast is over the entire Mutual Network, available for individual station sponsorship and originates at WGR.

Presentation: Live talent
Available Time Units: 15 minutes, 5 times weekly

Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Nationally advertised product
Number of Artists: 13 (including announcer)
Audition Facilities: Transcriptions
Submitted by: WGR-WKBW, Buffalo, N. Y.

CKBI Studio Party

This is a script-informal type of show which rings in all members of the studio. Using a 6 piece orchestra as a background, members of the staff, with selected

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It has been WDRC's policy for more than 10 years to have one low uniform rate for all advertisers.

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Take advantage of this rate structure, and do a big job in this important market. Write Wm. Malo, Commercial Manager, for further information.

BASIC CBS HARTFORD

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CONNECTICUT'S PIONEER BROADCASTER

through their paces with instrumental selections and provide the listener a better view of the programs to them. No one will be left returned to the highest degree. Merit includes spot announcements, call spots, teaser programs, win- displays, display cards and novel

Live talent
 Available Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Number of Artists: 12
 Submitted by: CKBI, Prince Albert, Sask.

Clockwatcher

"Clockwatcher" is a one man 45-minute show running from 7 to 7:55 a.m. It is a variety program featuring transcribed and recorded music originally designed as a mail program.

Live talent
 Available Time Units: Any unit minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Morning
 Submitted by: WFDF, Flint, Mich.

Country Church of Hollywood

"Country Church of Hollywood" is from the original little country town in Hollywood, California. Parson Hobbs, and his wife "Sarah" are the quartet in presenting typical morning visits to this unique movie colony. Non-sectarian in every respect, the homely philosophy of Parson is woven into an interesting program with the old favorite hymns that thrill millions.

E. T.
 Available Time Units: 15 minutes, one or more times weekly
 Audience Appeal: Entire family
 Suggested for: Morning; afternoon; evening
 Client Suitability: Mortuary, food, department stores, etc.
 Number of Artists: 4 to 8 plus quartet and organ
 Submitted by: Radio Transcription Company of America, Ltd.

County Fair

"County Fair" recreates for radio the excitement of a carnival during which the participants contest their skill in pastimes of a gathering of this "County Fair" has all the elements of a program successful, commensurate with material, suspense, non-commerciality, merchandising possibilities very great since most products are included in one of the midway

Live talent
 Available Time Units: 30 minutes, once or twice weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Number of Artists: 4 (plus participants)
 Submitted by: William Gernannt
 (See Page 69)

Alan Courtney's 1280 Club

"Alan Courtney's 1280 Club" on WOV is probably one of the most popular record programs on the air. A recent poll placed Courtney in second place in voting for the best record playing emcee in the Greater New York Area. Replete with novelties, the Courtney program presents new features and guests nightly.

Live talent
 Available Time Units: 3 hours, 6 times weekly
 Audience Appeal: Entire family
 Number of Artists: 1
 Submitted by: WOV, New York, N. Y.
 (See Pages 56-79)

Dime a Dance

"Dime A Dance" is a musical program with popular appeal to provide entertainment for workers in defense areas and to sell war stamps. It features Joey Kearns' WCAU-CBS Orchestra in a weekly visit to populous Philadelphia neighborhoods and surrounding industrial towns where an open air dance is staged. Tickets for dancing are given with the purchase of a ten cent defense stamp, each good for one dance. Vocal talent and a novelty act round out the entertainment portion of each broadcast.

Live talent
 Available Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Number of Artists: 20
 Submitted by: WCAU, Philadelphia, Pa.
 (See Page 6)

Dixie Jamboree

The "Dixie Jamboree" has been originated by WBT, and broadcast over eleven Dixie Network stations, on Thursday nights from 7:30-8:00 p.m., since January 15th, 1942. This show features Claude Casey as the yodeling master of ceremonies, and includes such popular Southern acts as the Rangers Quartet, singing popular and sacred songs; the Tennessee Ramblers, doing popular and Western vocal and instrumental numbers; the "Four Tarheels," a swinging rhythm group; Billie Anne Newman, 16 year old vocalist; Whitey and Hogan, two boys from the backwoods of North Carolina, in vocal duets; and many others. The program is designed to appeal to the masses throughout the South—mill workers and farmers—yet it contains enough of the popular type music so that its appeal is universal.

Live talent
 Available Time Units: 30 minutes, once weekly (Thursday nights)
 Audience Appeal: Entire family
 Suggested for: Evening (7:30-8:00 p.m.)
 Client Suitability: Tobacco, soap, or reasonable priced confectioneries
 Number of Artists: 16
 Submitted by: WBT, Charlotte, N. C.

Early Birds

Thirteen year old early morning variety show, this program is the original Early Bird show of the nation. Live cast includes full orchestra, station talent on daily rotation, master-of-ceremonies and a commercial announcer. Fast-moving, loaded with gags, and bright "early morning" music the "Early Birds" is household program.

Live talent
 Available Time Units: 15 minutes, 3 to 6 times weekly
 Audience Appeal: Entire family
 Suggested for: Morning
 Client Suitability: General appeal product
 Number of Artists: 18 (average)
 Unit Cost: \$45.00 per quarter-hour
 Submitted by: WFAA, Dallas, Texas

The Farm Circle

Built primarily for a rural audience, "The Farm Circle" consists of daily live stock market quotations, grain, poultry, egg, and produce prices, farm bulletins, Department of Agriculture bulletins and interviews with local farmers who have achieved outstanding success in some particular field of farming. Transcribed music is used to back up the program. Special features are used various days in the week including "The Homemakers Department," featuring the station's female personality, interviews and talks by farm discussion leaders, etc.

Live talent
 Available Time Units: 30 minutes, 6 times weekly
 Audience Appeal: Entire family
 Suggested for: Morning (preferable noon)
 Client Suitability: Farmers' or truck gardeners' products
 Number of Artists: 2
 Unit Cost: \$41.00 per program (one time rate)
 Submitted by: WHBC, Canton, Ohio

The Farm Front

In a predominately rural section, "The Farm Front" gives the farmers the informa-

tion they need: market reports; direct reports from several county agricultural extension offices; state and government farm bulletins; and lively music.

E. T.
 Available Time Units: 15, 30, or 45 minutes, 6 times weekly
 Audience Appeal: Entire family
 Suggested for: Morning (7:00-8:00 a.m.)
 Client Suitability: Farm equipment, dairy feeds, poultry feeds, medicine
 Number of Artists: 1 (announcer)
 Unit Cost: \$500.00 weekly
 Submitted by: WICA, Ashtabula, Ohio

Farmer Russ

"Farmer Russ" is an early morning program (7-8); conducted by a young man who calls himself "Farmer Russ." Program consists of early morning chatter, humor, (on the comey side), time signals, birthday greetings, etc., and has been on the air since January 1938, averaging 500 pieces of mail daily during contests. It is the most popular program on the station. Records and transcriptions are used.

Live talent
 Available Time Units: 15 minutes, 6 times weekly
 Audience Appeal: Entire family
 Suggested for: Morning (early)
 Client Suitability: Furniture, furs, laundry, opticians, etc.
 Number of Artists: 1
 Unit Cost: \$210 weekly
 Submitted by: WCOP, Boston, Mass.
 (See Page 36)

The BASIC TEST

"The best yardstick for measuring our worth as radio station representatives is the steady progress in the national field of every radio station we represent.

The average increase during 1941 was 36.5% over 1940 in business contracted through our office."

WEED

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 NEW YORK • DETROIT
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RADIO STATION REPRESENTATIVES

**Farmer's Roundup**

"Farmers' Roundup" is a daily noon-time half-hour program for farmers, combining service features and entertainment. Program includes government market reports, interviews of farmers broadcast direct from Cincinnati stock yards, news of a strictly regional and small-town character, and music by the nationally-known Texas Rangers.

Presentation: Live talent; E. T.
Available Time Units: 5 and 15 minutes, 5 times weekly

Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Products or services for farmers

Number of Artists: 3 announcers plus talent and interviewees

Unit Cost: 5 minutes, 5 times weekly: \$175.00; 15 minutes, \$275.00

Audition Facilities: Transcriptions
Submitted by: WKRC, Cincinnati, O.

Folks from Happy Ridge

This show consists of music (sweet and rural), poetry, philosophy, recipes, household hints, comedy, and human interest in natural background, the "settin'" room of "Uncle Joe Laramie" and his niece, "Sally Flowers," gathering place of all the "Folks from Happy Ridge."

Presentation: Live talent
Available Time Units: 30 minutes, 5 times weekly

Audience Appeal: Entire family

Suggested for: Morning
Client Suitability: Medium priced, staple, household article

Number of Artists: 5

Unit Cost: Five days: \$125.00 (talent charge plus station time)

Audition Facilities: Transcriptions

Submitted by: WGH, Norfolk, Va.

Follow the Leader With Maxine Keith

"Follow the Leader," featuring Maxine Keith, well known actress and women's news commentator, is a refreshing program heard nightly over WOY after 10:00 p.m. The only woman "record spinner" on the air in the Greater New York Area, Miss Keith punctuates the best recordings with last minute pertinent chatter about people and things. She serves as her own announcer and reads all commercials herself. Program is a novelty idea with limitless sales possibilities.

Presentation: Live talent

Available Time Units: 2 hours, 6 times weekly

Audience Appeal: Entire family

Suggested for: Evening

Number of Artists: 1

Submitted by: WOY, New York, N. Y.
(See Pages 56-79)

Hayloft Hop

"The Hayloft Hop" is a Saturday night feature of WRUF which is held in the local American Legion Hall. It is for the

entertainment of the boys stationed at Camp Blanding who participate in the musical as well as dancing entertainment. This program would be ideal for a cigarette or candy sponsorship. Merchandising facilities are available within station's primary coverage.

Presentation: Live talent; E. T.

Available Time Units: 15 or 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Tobacco, candy

Number of Artists: 6

Unit Cost: Rate card time

Audition Facilities: Transcriptions; will pipe live talent

Submitted by: WRUF, Gainesville, Fla.

Hollywood Is on the Air

"Hollywood Is on the Air" is a talent revue consisting of gags presented in five-minute sequences, novelties, vocalists, instrumentalists, etc. Program was aired over KFWB, Los Angeles and is a Major Bowes type of show.

Presentation: Live talent

Available Time Units: 30 or 60 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Number of Artists: 15 to 20

Unit Cost: \$2000.00 including orchestra; local or West Coast: \$450.00

Audition Facilities: Transcriptions

Submitted by: John Beverly's Hollywood Radio Playhouse Corp.

Home Town Amateurs

In "Home Town Amateurs" amateurs from city and district are first auditioned in a studio for elimination. Maximum of eight are accepted weekly for the program given at the Municipal Theatre, before an audience of 1400. Admission tickets are given by participating sponsors. This show is in its third year. For variety, four comedy skits are interspersed between amateur appearances. A 200-word spot is given each night to each sponsor. Maximum of sponsors accepted in the show: eight. Each sponsor receives for give-away equal share of tickets.

Presentation: Live talent

Available Time Units: 200 spots

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Retail product with national distribution

Number of Artists: 5 (average) plus 2 emcees and announcer

Unit Cost: \$15.00 per announcement

Submitted by: CHRC, Quebec, P. Q.

Hunter's the Name

"Hunter's The Name" is a lively variety show with studio audience, featuring a new radio comedian, Georgie Hunter. Station tested, program presents music by girl soloist, a male quartette and orchestra.

Presentation: Live talent

Available Time Units: 30 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Evening

Number of Artists: 3 actors; 4 singers; orchestra

Audition Facilities: Transcriptions

Submitted by: Lewis Reid

Juvenile Jamboree

"Juvenile Jamboree" is an entertaining children's variety show, maintaining usually high standards of production in its fourth year of broadcasting. Program content includes singing, dancing, dramatic and comic reading, piano and instrument presentation, interspersed with friendly, homely comment by "Uncle Dan." The program has far reaching listener and spectator appeal. Talent ranges in age from three years to sixteen. Commercial is handled by children themselves in a two minute drama.

Presentation: Live talent

Available Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Morning

Client Suitability: Baby foods, dairy products, infant clothes, cereals, etc.

Number of Artists: Uncle Dan, Accountant, accomplished organist and pianist plus approximately fifteen juvenile performers

Audition Facilities: Transcriptions

Submitted by: WDAN, Danville, Ill.

Kent County Jamboree

"Kent County Jamboree" is a one hour barn dance each Saturday night before a 750 to 1,000 studio audience. Talent from Western Michigan is employed, including 3 orchestras, groups and singers. Merchandising tie-up includes photo album and visual displays, etc. Program has large established audience both urban and rural.

Presentation: Live talent

Available Time Units: 60 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening (Saturdays, 9:30 p.m.)

Number of Artists: 30

Audition Facilities: Transcriptions

Submitted by: WLAV, Grand Rapids, Mich.

Kiddie Capers

"Kiddie Capers" is a program of youngsters singing, dancing, reciting and playing instruments. It is a program with some real sock to it as the "Stars Tomorrow" strut their stuff. Guest artists are invited on the show every week.

Presentation: Live talent

Available Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Dairy products

Number of Artists: 10

Unit Cost: \$40 per program

Submitted by: CKBI, Prince Albert, Sask.

The Koffee Klub

"The Koffee Klub" is an early morning "pep show" ideally suited for near

CHICAGO'S TOP MORNING MUSICAL PROGRAM

An Established Hour of Light Symphonic Music

It is WJJD's "Concert Hall" program at 8:30 to 9:30 a.m. each weekday. And "Concert Hall" is so important to Chicago Area listeners that it has received more mentions in the "pick-of-the-air" columns of Chicago newspapers during the past month than any other morning program on any station. For cost and other details write or call the WJJD sales office or John E. Pearson Co., 342 Madison Ave., New York.

WJJD

230 NORTH MICHIGAN AVENUE
CHICAGO • ILLINOIS
TELEPHONE STATE 5466

The nation's largest independent station . . . 20,000 watts

product, with particular value
 is. Program consists of time sig-
 or of corny gags (a few good
 very ad libbing, and popular
 how goes over well with all
 of the family. Topics of current
 listening area are thoroughly

Live talent; E. T.
 Time Units: 30 minutes, 6 times
 weekly
 Appeal: Entire family
 for: Morning
 Artists: 2
 \$35.00 per week
 Facilities: Transcriptions
 by: WMSL, Decatur, Ala.

Cornegie Hall

tion of this record-breaking
 variety show is based on the
 success of The Korn Kobblers,
 pored via transcription on many
 throughout the country. Program
 comedy of Redd Evans, songs
 famous Kay Lorraine, plus the
 the band with a thousand gad-
 million gags, plus guest stars
 Cotney and Charles Wayne Dam-
 Ses can be merchandised via
 int-of-purchase juke box, sound-
 movie tie-ups.

E. T.
 Time Units: 15 minutes, 3, 5 or
 7 times weekly
 Appeal: Entire family
 for: Morning; afternoon; even-
 ing
 Stability: Beer, bread—popular
 products
 Artists: 10
 According to population
 Facilities: Transcriptions
 by: Frederic W. Ziv, Inc.
 (See Page 28)

Working Incorporated

Working Incorporated" is a variety
 with an all-star cast. Subject mat-
 ter series are "lessons in love" to
 with accompaniment. All music used
 in.

E. T.
 Time Units: 15 minutes, 1 or 2
 times weekly (26 episodes)
 Appeal: Female
 for: Morning; afternoon; even-
 ing

Stability: Ladies' ready-to-wear,
 department store
 Artists: 21
 \$5 per program
 Facilities: Transcriptions
 by: Transcribed Radio Shows

KFRO Listener's Club

KFRO Listener's Club" consists
 of birthday greetings, announce-
 ments. In addition, the sponsor's
 of the day is read, a member of
 club is called on the telephone and
 a answer slogan, he receives a

Live talent; E. T.
 Time Units: 15 minutes, 5 times
 weekly
 Appeal: Female
 for: Morning (9:15)
 Stability: Women's appeal prod-
 ucts
 Artists: 1

Unit Cost: Rate card plus prize money
 Submitted by: KFRO, Longview, Texas

Meet America

"Meet America" originates each broad-
 cast from a different city. The very ex-
 cellent talent which regularly broadcasts
 from the city visited is presented through
 "Meet America" to the entire network.
 It has great variety; it is flexible; it holds
 interest. It has great merchandising pos-
 sibilities because of its tremendous good
 will.

Presentation: E. T.
 Available Time Units: 30 minutes, once or
 twice weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Direct selling and/or
 institutional
 Audition Facilities: Transcriptions
 Submitted by: William Gernandt
 (See Page 69)

Melody Sports Matinee

With David Adams as emcee, "Melody
 Sports Matinee" presents top recordings,
 interviews with celebrities of Providence
 and Pawtucket, and all sports results such
 as baseball, track, race results from all
 tracks and items of sport news off the
 news wire. Mail indications are that this
 fast moving show is tops in afternoon
 listening audience.

Presentation: Live talent
 Available Time Units: 2 hours, 6 times
 weekly (quarter-hour and spot par-
 ticipation sponsorship)
 Audience Appeal: Entire family
 Suggested for: Afternoon (late)
 Number of Artists: 1
 Submitted by: WFCI, Pawtucket, R. I.

Men on Parade

"Men On Parade" consists of a studio
 full of local merchants, who under the
 leadership of a capable emcee read
 poems, tell stories, etc., from unpunctu-
 ated copy. It carries plenty of local inter-
 est with fun for everyone.

Presentation: Live talent
 Available Time Units: 30 minutes, once
 weekly
 Audience Appeal: Entire family
 Suggested for: Evening (8:30 p.m.)
 Client Suitability: Family-use product
 Number of Artists: 2
 Unit Cost: \$25.00 per program.
 Audition Facilities: Transcriptions
 Submitted by: KRJF, Miles City, Mont.

Mirthmaker's Matinee

"Mirthmaker's Matinee" is an "any-
 thing goes" half-hour, including music,
 comedy, interviews with studio visitors,
 audience participation games, and guest
 artists. It is an excellent medium for sam-
 pling. Patriotic appeal is injected through
 War Stamp awards to winners of simple
 games each day. Show has large studio
 audience.

Presentation: Live talent; E. T.
 Available Time Units: 30 minutes, 5 times
 weekly
 Audience Appeal: Female
 Suggested for: Afternoon
 Client Suitability: Food and household
 products
 Number of Artists: 3 to 10
 Submitted by: WJPF, Herrin, Ill.

The Modern Minstrels

In "The Modern Minstrels" the old-
 time flavor of minstrelsy is given a mod-
 ern, streamlined treatment appealing to
 young and old. Program is a fast-moving
 15 minutes of comedy and song, featuring
 Hokey and Pokey, two exceptionally
 funny end men assisted by male quar-
 tet and instrumental specialties.

Presentation: Live talent; E. T.
 Available Time Units: 30 minutes, 2 or 3
 times weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Number of Artists: 3 actors; 4 singers; 2
 instrumentalists
 Audition Facilities: Transcriptions
 Submitted by: Lewis Reid

Movie Mixups

"Movie Mixups" consists of comedy
 sketches of impersonations in which all
 the characters are portrayed by the
 "Three Guesses." This is a variety pro-
 gram squeezed into five minutes, with
 singing, impersonations, gags, and com-
 edy situations.

Presentation: E. T.
 Available Time Units: 5 minutes, 3 times
 weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Products with brand
 names, which have been discontinued
 for the duration
 Audition Facilities: Transcriptions
 Submitted by: Rockhill Radio Inc.
 (See Page 66)

Mutual Goes Calling

"Mutual Goes Calling," originating in
 Cleveland, offers the novel angle of pick-
 ing up outstanding entertainment from at
 least one other station on the network
 on each broadcast. The first program, for
 example, featured Henry Youngman from
 Philadelphia and Lee Sims and Dave
 Apollon from Baltimore. The standard
 features of the show are songs by Lillian
 Sherman and Marvin Arnold, music by
 Willard, with emcee Francis Pettay. It
 is an afternoon variety show employing
 an emcee, two vocalists and twelve mu-
 sicians.

Presentation: Live talent
 Available Time Units: 30 minutes, 5 times
 weekly
 Audience Appeal: Entire family
 Suggested for: Afternoon; evening
 Client Suitability: Family products; to-
 bacco
 Audition Facilities: Transcriptions
 Submitted by: Mutual Broadcasting Sys-
 tem and WHK, Cleveland, Ohio

920 Club

The "920 Club" is a recorded program
 broadcasting popular music with person-
 ality announcer, Bob Perry assisted by
 Ed Dinsmore.

Presentation: E. T.
 Available Time Units: 15 minutes and
 announcements
 Audience Appeal: Entire family
 Suggested for: Morning; afternoon; eve-
 ning
 Number of Artists: 2
 Audition Facilities: Transcriptions
 Submitted by: WORL, Boston, Mass.



★ ★

*There Are Some Good Answers
 To Your Radio Program Problems
 in
 NCCAC's Exclusive Program Packages*

A LETTER FROM HOME (Tom Terriss)	MR. AND MRS. V. (Betty and Bob White)
FRANK BUCK'S ANIMAL ADVENTURES BETWEEN THE BOOKENDS (Ted Malone)	ONE MINUTE TO LIVE (Doug Allen)
CANTEEN OF THE AIR (Sue Read)	REMEMBER THE THATCHERS! (A Drama of the Times)
DEADLINE DRAMAS (Irene Wicker and Bob White)	SAY IT WITH MUSIC (Alan Kent and Austen Croom-Johnson)
EXPERTS ON THE SPOT (Ray Kimbell)	STUDIO X (Ralph Dumke and Budd Hulick)
FACE OF THE WAR (Sam Cuff)	STARS AND STRIKES (Pat Barnes)
IN HIS FOOTSTEPS (Harvey Harding, Paul Wing)	TEA TIME REVUE (Starring Harry McNaughton, Ward Wilson, Kay Lorraine)
KITCHEN QUIZ (Ed East and Polly)	WHAT AM I BID? (Paul Wing)
LONDON PILGRIMAGE (Ted Malone)	WIFESAVER (Allen Prescott)

National Concert and Artists Corporation

NEW YORK	CHICAGO	HOLLYWOOD	SAN FRANCISCO
711 Fifth Ave.	Merchandise Mart	Sunset at Doheny Dr.	111 Sutter St.

**Open House**

"Open House" consists of five 1-hour auditorium studio presentations weekly to which an audience is admitted, and during which orchestral and vocal music interspersed with short comedy skits, audience participation stunts, etc., is presented. Guests, including draftees and service men on furloughs, are honored almost daily. Sponsors may use display material in studio, give samples of merchandise and award prizes, thus making an ideal program for visual as well as verbal exploitation. Program rates second in popularity of station's local and network features.

Presentation: Live talent

Available Time Units: 15 and 30 minutes, 5 times weekly

Audience Appeal: Juvenile; female

Suggested for: Afternoon (Monday through Friday, 2:00-3:00 p.m.)

Client Suitability: Foods and confectionery

Number of Artists: 15

Audition Facilities: Transcriptions

Submitted by: WLAV, Grand Rapids, Mich.

Password Please

In "Password Please" the password of the day is announced at the start of the program. Then three phone calls are made, and if the person answers with the password, instead of saying "Hello" they receive a cash award and each person who is called receives a \$1.00 De-

fense Savings Stamp. E. T. music is used between telephone calls.

Presentation: Live talent; E. T.

Available in Time Units: 15 minutes, 3 times weekly

Audience Appeal: Entire family

Suggested for: Morning; afternoon

Number of Artists: 1

Submitted by: WWDC, Washington, D. C.

Salute to Fighting Men

"Salute to Fighting Men" is aired from 4:10 to 5:00 p.m. daily except Sunday. It is directed at men of March Field, Camp Haan, Norce Navy Base Hospital and all men in uniform and includes contests, army and navy hero and humor stories, baseball scores, news, and good peppy music, with Bob Grant as MC.

Presentation: E. T.

Available Time Units: 1, 5 or 15 minutes, 1 to 6 times weekly

Audience Appeal: Male

Suggested for: Afternoon

Audition Facilities: Transcriptions

Submitted by: KPRO, Riverside, Calif.

The School of the Grownups

This is a comedy-quiz-musical show lasting one hour before a studio audience. Quiz bears on funny questions and answers. Everything is precensored. Musical end is provided by contestants who, failing to answer, draw at random title of

song which they must sing. Audience joins in. This show has been on the air 5 months on a weekly basis.

Presentation: Live talent

Available Time Units: 60 minutes, once weekly (participation)

Audience Appeal: Entire family

Suggested for: Evening

Number of Artists: 3 to 5

Unit Cost: \$15.00 per announcement (participating sponsors limited to eight during hour)

Submitted by: CHRC, Quebec, P. Q.

Screen Test

"Screen Test" is an unusual variety-quiz program, based on impersonations by the famous "Radio Rogues." Music, comedy, impersonations, audience-participation, and the quiz-feature, with the Radio Rogues featured, are all included on each program.

Presentation: Live talent

Available Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Submitted by: Rockhill Radio, Inc.

(See Page 66)

Sing a Song of Victory

"Sing a Song of Victory" is a modernized version of the old fashioned community sing. Streamlined with specialties, novelties and guest artists, the program features songs of yesterday and tomorrow, some illustrated through pantomime staging. Prominent vocal stars passing through Philadelphia are used as guests, along with a quartette. Service men may be featured on every program and patriotic songs would be emphasized.

Presentation: Live talent

Available Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Food, drug or institutional

Number of Artists: 2 to 8

Submitted by: WCAU, Philadelphia, Pa.

(See Page 6)

Southern Plantation

In this program Uncle Dave, aged negro, meets with a crowd of the boys on "Southern Plantation" and during the broadcast gives the boys advice, recalls the past and often recites bits of poetry. He calls on "Cliff and the Boys" (male chorus of 12) for favorite spirituals, and from time to time the "Swaneers" quartet burst forth with novelty selections and spirituals. Background music is played on old type pump organ. Program has been sponsored locally for three years by a local bakery (Sunday nights 6:30 to 7:00).

Presentation: Live talent

Available Time Units: 30 minutes, once or twice weekly

Audience Appeal: Entire family

Suggested for: Evening

Number of Artists: 16

Audition Facilities: Transcriptions

Submitted by: WDNC, Durham, N. C.

Stag Party

"Stag Party" is a half-hour program from Vancouver compounded of music and great comedy, with Harry Price lead-

ing the orchestra, Freddy Hill doing vocals, and Allen Young and Bill Herunravelling a really wacky routine.

Presentation: Live talent

Available in Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Number of Artists: Emcee, leader and orchestra, comedians, vocalist

Audition Facilities: Transcriptions, Network sustaining program

Submitted by: Blue Network
(See Pages 24-25)

Step Up and Fess It!

"Step Up And Fess It" is a program concerning secret inhibitions of individuals in which confessions by listeners are aired.

Presentation: Live talent

Available Time Units: 30 minutes, once weekly

Audience Appeal: Female; male; entire family

Suggested for: Evening

Number of Artists: Announcer, judges

Submitted by: Radio-Field

Sunday in Red River Valley

The 26 "Sunday In Red River Valley" presented last fall and winter broke records for popularity on WSJS. Show consists of quiet, homespun philosophy blended with favorite ballads of yesterday and western songs. Instead of hillbillies, programs use popular vocal instrumental talent singing western songs. Orchestra, chorus and soloists with typical "Uncle Rafe" as narrator provide listeners with thirty minutes of comedy, drama and music.

Presentation: Live talent

Available Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening (early)

Client Suitability: Tobacco, beer, crenery, etc.

Number of Artists: Flexible; now consists of around 32 persons

Audition Facilities: Transcriptions; pipe live talent

Submitted by: WSJS, Winston-Salem, N. C.

Swing Shifters Serenade

From 12 midnight to 12:55 a.m. "Swing Shifters Serenade" presents a copy version of the days broadcasting activity including repeats of special events, news, cast, music, etc., for special benefit of yard and defense industry workers the swing shift who get off at 11:30 midnight. The social and home life these people start at midnight and because of the thousands now so occupied a substantial audience has been created.

Presentation: E. T.

Available Time Units: 5, 10 or 15 minutes, 7 times weekly

Audience Appeal: Entire family

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SOON**

The New

**WIBG
BUILDING**

HOUSING

PHILADELPHIA'S
MOST MODERN
STUDIOS
AND
OFFICES

AT
1423 WALNUT STREET

Also the New

**10,000
WATT
TRANSMITTER**

Requested for: Evening (midnight hour)
Auction Facilities: Transcriptions
Submitted by: KROW, Oakland, Calif.

That's the Spirit

"That's the Spirit" is an audience participation program, in which guests (including a "name" guest) relate the joys, heartbreaks and predicaments they have gone through. It is a "key-hole" picture of people's lives, with the emphasis on their own solutions. It's a patriotic show, with plenty of merchandising angles for the sponsor.

Presentation: Live talent
Available Time Units: 30 minutes
Audience Appeal: Entire family

Requested for: Evening
Number of Artists: 1 (plus participants, orchestra or organist, optional)
Auction Facilities: Will pipe live talent
Submitted by: Basch Radio Productions
(See Page 68)

1340 Club

"1340 Club" is a program of late popular request record show. Requests and selections are held exclusively to members of the club of which we have 1340 members. It is designed for spot or quarter-hour sponsorship. Merchandising includes newspaper display ads, program cards, window cards, etc. Availabilities: 15 or 2 quarter-hours.

Presentation: Live talent; E. T.
Available Time Units: Spots, half or quarter-hours, 3 or 5 times weekly
Audience Appeal: Entire family
Requested for: Afternoon (1-2 p.m.)
Number of Artists: 1
Unit Cost: 5 spots, weekly: \$7.25 per week; quarter-hour programs, 5 times weekly: \$22.00 per week
Auction Facilities: Transcriptions
Submitted by: KHMO, Hannibal, Mo.

The Time-Keeper

"The Time-Keeper" is a snappy, "get-up-and-go" morning show with the old Time-Keeper and his stooge Hank talking to members on the phone and playing popular recordings. Merchandising is worked through the club with radio, theatre passes and tickets to events, offered each morning to club members if they are listening to the station at once. Program is for a full hour and is open for spots or quarter-hour sponsorship.

Presentation: Live talent; E. T.
Available Time Units: Spots or 15 minutes, 3 times weekly
Audience Appeal: Entire family
Requested for: Morning (early)
Client Suitability: Service, department store chain with many items
Number of Artists: 2
Auction Facilities: Transcriptions
Submitted by: KBON, Omaha, Nebr.

Time Out

"Time Out" is a gay, tuneful fifteen-minute show of songs and patter. Ted Steele, singing "Nellie the Novachord," and Gene Albert, two network personalities of outstanding musical ability, make up the show. Program consists of popular songs, ballads, semi-classics, instrumental

selections and is ideal for household products, coal and fuel, apparel, and others. Unique commercial lead-ins are made by Ted Steele. Maximum allowance is made for commercials. Publicity aids are furnished.

Presentation: E. T.
Available Time Units: 15 minutes, 2 times weekly

Audience Appeal: Female; entire family
Suggested for: Morning; afternoon
Client Suitability: Household products, department stores, foods

Number of Artists: 2
Auction Facilities: Transcriptions
Submitted by: NBC Radio Recording Division
(See Page 10)

Tots 'n Teens

"Tots 'N Teens" is a children's show that definitely does not aim at the remark "cute." Talent used is selected only on merit and Peggy Porter, who produces and emcees the show with the help of an announcer, presents a real variety show each Sunday morning at 10. It is a variety show that bases its appeal on performance. Talented youngsters run the gamut including comic and serious dramatizations, excellent singing and instrumental solos.

Presentation: Live talent
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Breakfast food, ice cream

Number of Artists: 4 (principals) and cast of 20
Auction Facilities: Transcriptions; will pipe live talent
Submitted by: WTTM, Trenton, N. J.

The Tune Factory

"The Tune Factory" is an all-afternoon record and transcription show aired on WCAE from 1:00 to 5:30 p.m. daily. News reports are injected on the hour from MBS lines and several minutes of flash news is aired on the half-hour. Program is merchandised by the station.

Presentation: Live talent; E. T. and records
Available Time Units: 4½ hours, daily (quarter-hour sponsorship)

Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Food, drugs, etc.
Auction Facilities: Transcriptions
Submitted by: WCAE, Pittsburgh, Pa.

Victory Varieties

"Victory Varieties" is strictly a variety-type show, featuring a six piece orchestra, including Hammond organ. Three men double to form novelty trio. "Winken, Blinken, and Nod." Gene Loffler uses fifteen years radio-emcee experience to present nonsense in dialogue, and serious dramas. Each day, one person either from armed forces or directly connected with war effort, gives three minute talk. It is aired for a half-hour, 2:30-3:00, Monday through Friday with a minimum cast of twelve persons. Complete merchandising facilities are available.

Presentation: Live talent
Available Time Units: 30 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon (mid-afternoon)

Number of Artists: 12
Auction Facilities: Transcriptions
Submitted by: KRNT, Des Moines, Iowa

A Voice, A Verse, A Melody

This program consists of an appealing tenor voice singing songs listeners love to hear; a reader of twenty years experience in the theatre; a musician of note (local). It combines to make one of the most listenable programs scheduled.

Presentation: Live talent
Available in Time Units: 15 or 30 minutes
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 3
Auction Facilities: Transcriptions
Submitted by: WSAZ, Huntington, W. Va.

WCKY Hayride

"WCKY Hayride" is musical comedy show with the Haymakers Hillbilly Band and comedians Al Bland, Mose and Bob Little. Show is fast moving and admittedly on the corny side. It is a new angle on the Saturday night barn dance idea. Comics do not stick to rural theme but music is of old fashioned variety. Program has topped all competitive shows in this area in all surveys.

Presentation: Live talent
Available in Time Units: 30 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Evening (Saturday)
Client Suitability: Beverages, chewing gum, or any low priced luxury product

Number of Artists: 9
Unit Cost: \$275.00

Audition Facilities: Transcriptions
Submitted by: WCKY, Cincinnati, Ohio

WTCM Barndance

This is a program essentially hill-billy in character that has a tremendous rural following. Participants regularly drive up to 75 miles each way to appear on this show with absolutely no inducement other than the fun of the show. It lasts a full-hour each Saturday night.

Presentation: Live talent
Available Time Units: 2 half-hour periods, once weekly
Audience Appeal: Entire family
Suggested for: Evening (8.00 to 9.00 p.m.)
Client Suitability: Farm supplies, implements, etc.
Number of Artists: 22 (usually)
Unit Cost: \$35.00 per hour; or \$18.50 per half hour
Submitted by: WTCM, Traverse City, Mich.

Your Blind Date

"Your Blind Date" is a lively, light-hearted show for service men. Emcee is pretty Frances Scully; comedy is by Tizzie Lish; and music by the Melodates and Connie Haines. Program also features movie star guests; a letter from a service man's mother; dramatic sketches with the men participating; and a community sing.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 5 to 6 (and service men participants)
Auction Facilities: Transcriptions; Blue Network sustaining program
Submitted by: Blue Network
(See Pages 24-25)

LAST FALL

1,250,000

CUSTOMERS A WEEK
(ON THE EASTERN SEABOARD ALONE)
CAME INTO RETAIL OUTLETS FOR
DICK DUNKEL FOOTBALL FORECASTS

YOUR SCRIPT LIBRARY

IS
The Script Library
535 FIFTH AVENUE
NEW YORK, N. Y.

MORE THAN
28,000 SCRIPTS
AVAILABLE
NEW TITLES BEING
ADDED DAILY

in Houston, Tex., 5,000 a week flocked into retailers to ask for it and these results were duplicated (proportionally) on over 100 stations.

FOOTBALL'S GREATEST SUCCESS STORY
HAVE YOU SOLD IT FOR THE 1942 SEASON?

FULL DETAILS AND A
NUMBERED FIRST EDITION
1942 BROCHURE

from
RADIO EVENTS, INC.
535 Fifth Ave., New York, N. Y.

"THE **BEST***
IN SYNDICATED SCRIPTS"

**AMERICAN
RADIO
SYNDICATE**

*OUR SUBSCRIBERS SAY SO.

1 E. 44th ST., N. Y. N. Y.

**America's Families**

This program is a dramatized narration of the heroic deeds of America's first families: the Browns, the Smiths, the Williamsses, with each program devoted to a different family name, tracing the activities of its members on behalf of democracy from Valley Forge to Bataan. At the end of each program a Brown (or a Smith or a Jones, as the case may be) in the armed forces of today tells how he is carrying on the tradition of this great American heritage.

Presentation: Live talent

Available Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Institutional

Submitted by: Rockhill Radio Inc.

(See Page 66)

Behind the Battlefront

"Behind the Battlefront" is a series of individual dramatic incidents based on the National Defense program. A show with a moral, each episode dramatizes a commandment for National Defense workers, relatives and general public. The first chapter, entitled "Keep Your Mouth Shut," deals with a munitions worker and what happens when he reveals a secret to his wife.

Presentation: Live talent

Available Time Units: 30 or 15 minutes, once or 5 times weekly

Audience Appeal: Entire family

Suggested for: Morning (15 minutes); afternoon (30 minutes); evening (30 minutes)

Client Suitability: Foods

Number of Artists: 4 to 10

Unit Cost: \$12.00 per half-hour E. T.;

with orchestra, \$1250 for 5 E. T.

weekly with dub or organ music

Audition Facilities: Transcriptions

Submitted by: John Beverly's Hollywood Radio Playhouse Corp.

Boston Merchants and Defense

"Boston Merchants And Defense" is designed to show what Boston commerce, business, and industry is doing to aid America at War. Executives are interviewed as to their part in our War effort. Series is directed to every wartime listener who is enlightened as to Business in Wartime.

Presentation: Live talent

Available Time Units: 15 minutes, 3 times weekly

Audience Appeal: Entire family

Suggested for: Evening (6:30)

Number of Artists: 1 (and interviewee)

Audition Facilities: Transcriptions

Submitted by: WCOP, Boston, Mass.

(See Page 36)

Ceiling Unlimited

"Ceiling Unlimited" is a combination war-quiz show. Contestants pre-selected from Canadian Air Cadets, form teams to oppose each other in series of questions thrown at them by quiz master Flying Officer Frank Richardson, Cadet Instructor. Winning team gets trip through Edmonton Airport Control Tower, guided by the famous flier Captain Jimmy Bell, who is now manager of the Airport.

Presentation: Live talent

Available Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Cereal

Audition Facilities: Transcriptions

Submitted by: CJCA, Edmonton, Alberta

Civilian Defense News

"Civilian Defense News" picks the highlights of all civilian defense agencies; it is used as a public service program and is designed to provide civilians with up to the minute information on how they may best apply for service of value in the country's war effort. Series is currently running on WMCA at 6:20 p.m. Tuesdays, Thursdays and Saturdays.

Presentation: Live talent

Available Time Units: 5, 10, or 15 minutes, 3 or 5 times weekly

Audience Appeal: Entire family

Suggested for: Afternoon; evening

Client Suitability: Defense articles such as blackout curtains or department store showing the value of materials during war time

Number of Artists: 1

Audition Facilities: Will pipe live talent

Submitted by: Lilian Okun, Inc.

Coin for Your Phrases

"Coin for Your Phrases" leads off with an epigram, phrase, famous saying like "Fifty Four Forty or Bust," "Don't shoot till you see the whites of their eyes." Then an opportunity is offered listening audience to win cash for submitting original expressions which may serve as inspirational material for the allied nations. Patriotic music is used.

Presentation: Live talent

Available Time Units: 15 minutes, 3 times weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Product relating to safety, medicine, brake lining, automobile tires

Number of Artists: 2 (announcers)

Audition Facilities: Transcriptions

Submitted by: CJCA, Edmonton, Alberta

Daughters of Uncle Sam

"Daughters of Uncle Sam" is a program presented by an all-girl band under the direction of B. A. Rolfe. Cast consists of 27 talented musicians, an outstanding female trio, and Mistress of Ceremonies Mary Small. The only musical organization of its kind band plays stirring military marches, swings with the best of them, and plays some of the better things for music lovers. Program features dramatic interviews with outstanding personalities in the war effort, heroes of the headlines, etc. A musical or comedy spot with one of the boys in uniform is also presented.

Presentation: Live talent.

Available Time Units: 30 minutes, once weekly.

Audience Appeal: Entire family.

Suggested for: Evening.

Number of Artists: 30 to 35.

Audition Facilities: Transcriptions; will pipe live talent.

Submitted by: Wolf Associates.

(See Page 71)

Flying for Freedom

"Flying For Freedom" is the authentic story of the fighting skill of the airmen of

the United Nations. The 26 action-packed episodes are based on case histories from the files of the RCAF checked for accuracy in every detail. Complete story dramatized in each episode with revealing progression of adventures from training to combat flying. Provisions made for maximum time for commercial announcements on half-hour programs accordance with NAB Code.

Presentation: E. T.

Available Time Units: 30 minutes, weekly

Audience Appeal: Juvenile; male, entire family

Suggested for: Afternoon; evening

Client Suitability: Sponsor must be acceptable to RCAF

Audition Facilities: Transcriptions

Submitted by: NBC Radio Recording Division

(See Page 10)

Fort Bragg on the March

This series is designed as the soldier's own show, directed by Corporal Ben Whitt, written and acted by Ft. Bragg men and carried through WBIG to large Carolinas network. It features soldier talent, including actors, comedians, instrumentalists, and vocalists, who in occasion form a ninety voice chorus. The variety half-hour also presents current camp news and an U. S. O. hostess bringing in items of appeal to mothers and wives of the service men.

Presentation: Live talent

Available Time Units: 30 minutes, weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Manufacturer of products

Number of Artists: 50 to 150

Unit Cost: Special permission of War Department must be secured for sponsorship

Audition Facilities: Will pipe live talent

Submitted by: WBIG, Greensboro, N. C.

Fort Snelling Revue

"The Fort Snelling Revue" is a 15 minute program originating at Fort Snelling, Minnesota. It is attended by approximately 4,000 men each week. Talent recruited from officers and personnel stationed at the Fort and to create incentive to perform a quantity of prizes including cigarettes, food, sports equipment and cash is given away. The program is sponsored by the Weyand Furniture Company of St. Paul.

Presentation: Live talent

Available Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Submitted by: WMIN, St. Paul, Minn.

Hello, Mom

"Hello, Mom" is an all soldier program from Fort Custer of especial interest to the wives, mothers and friends among the civilian populace of Western Michigan. Nature of program is variety featuring recruit reception center band and orchestra, guest artists, soloists and interviews with new or outstanding recruits. Musical units are relieved of other duties by the Corps Area so that they may satisfactorily handle this thrice-weekly series. Audience consists of "Hello, Mom, Fort Custer is on the Air." Different soldier's voices are used on each program for greeting.

Presentation: Live talent

QUIZZING THE WAR

"An ingenious cross between Info Please and CBS' People's Platform"



TED COTT, Quizmaster

JOHANNES STEEL, Chairman, Board of Strategy

VISITING ARM CHAIR GENERALS

Jan Masaryk

Louis Fischer

Erskine Caldwell

Lillian Hellman

Manuel Komroff

Ralph Ingersoll

Mai Me Zse

Genevive Taboris

Dashiel Hammett

Fletcher Pratt



WMCA . . . Tuesdays . . . 8:35 P. M.

QUIZZING THE WAR

Time Units: 30 minutes, 3 times weekly
Appeal: Entire family
Suggested for: Evening
Audition Facilities: Cigars, cigarettes, tobacco, gum, shaving creams
Number of Artists: 50
Unit Cost: \$75.00 per program plus remote control and WKZO engineering service of \$231.35 per month
Audition Facilities: Transcriptions
Submitted by: WKZO, Kalamazoo, Mich.

I Am An American

I Am An American combines club membership, direct merchandising, pacifics, home quiz, and free prizes. Those who join the "I Am An American Club" by calling at outlet, receive membership button and card, and are eligible to participate for prizes offered for answering questions in their own words. The questions are based on a dramatization featuring a prominent or a great hero in American history. Air check of actual broadcast is available.

Time Units: 15 minutes, 1, 2, or 3 times weekly
Appeal: Entire family
Suggested for: Morning, afternoon; evening
Audition Facilities: Department stores, jewelry, furniture, food, bakeries, dairies, etc.
Number of Artists: 6 to 8
Unit Cost: Based on population
Audition Facilities: Transcriptions
Submitted by: Harry S. Goodman

Defense of Freedom

Defense of Freedom is a timely, gripping story of life in an Army Camp. It is a human drama, love interest, and humor. This series presents opportunities for merchandising. Old records could be collected by the sponsor and to the soldiers, and an autographed picture of the cast given in exchange for box tops sent in the listener's name. Cigarettes or candy mailed to the listener. This series is for the family, not merely an isolated

Time Units: 15 minutes, twice weekly
Appeal: Entire family
Suggested for: Evening
Audition Facilities: Food manufacturers—retail store
Number of Artists: 5 to 9
Audition Facilities: Transcriptions
Submitted by: Transtudio Corporation (Recording Division)

Jefferson Barracks Revue

Jefferson Barracks Revue program is presented by the outstanding Jefferson Barracks featuring their own swing band, "The Jive Bombers," a 50-piece military band (twice weekly), the 6 piece band, the "Jive-6," a 6-piece string ensemble; and outstanding soldier soloists in addition to Army news and humor commentaries.

Time Units: 1-minute spots before and after program, 5 days weekly
Appeal: Entire family
Suggested for: Evening (8:30-9:00 p.m.)
Audition Facilities: Cigarettes; shaving accessories, gum, etc.
Number of Artists: 34 (soldiers) plus the military band (bi-monthly)
Unit Cost: \$10.00 per spot, after-show; subscription frequency discount
Audition Facilities: Transcriptions
Submitted by: WTMV, East St. Louis, Ill.

Lynn and Louise

"Lynn and Louise" is a thirty-minute, early morning (6.30-7 a.m.) program developed especially for the men at Gunter Field, Maxwell Field, and the other air corps fields in WSFA's radius. Louise is a witty, clever (and very pretty) girl who fills all of the qualifications of a "soldier's sweetheart." Lynn, a corporal stationed at Maxwell, is her foil. The sole idea of the program is to catch and hold the attention of the thousands of air corps boys at the various fields. It is "their program" features their camp announcements, etc., and is good listening for it features the dialogue of Lynn and Louise plus tunes requested by the soldier listeners.

Presentation: Live talent; E. T.
Available in Time Units: Spot or 5, 10 or 15 minutes, 1 to 6 times weekly
Audience Appeal: Entire family
Suggested for: Morning (6.30-7 a.m.)
Client Suitability: Soldier items such as razor blades, cigarettes, candy
Number of Artists: 2
Unit Cost: Regular card rates
Audition Facilities: Transcriptions (if definitely interested)
Submitted by: WSFA, Montgomery, Ala.

Meet the Air Force

"Meet the Air Force" consists of remote pickups from the Barracks of the 3rd Interceptor Command and from MacDill Field Heavy Bombardment Base, Service Men's Club. Ostensibly an interview program, conducted by a "sergeant" from each base, the show is in reality a morale-builder of no mean merit. WFLA maintains permanent studios at each location, with piano, etc., and men who have musical ability are invited to "demonstrate." First half of show originates at Interceptor; second at MacDill.

Presentation: Live talent
Available Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Tobacco, food products such as cereal
Number of Artists: 2 (emcees)
Audition Facilities: Transcriptions
Submitted by: WFLA, Tampa, Fla.

Men of the Sea

"Men of the Sea" is directly tied in with the war effort. It is a presentation of the men in the Navy and merchant marine who go down to the sea in ships, risking their lives daily on ships and docks. George Hicks, the Blue's waterfront reporter, gets headline stories directly from the men who made them.

Presentation: Live talent
Available Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 1 and guest interviewees
Audition Facilities: Transcriptions; Blue Network sustaining program
Submitted by: Blue Network (See Pages 24-25)

A Message to Our Community

"A Message to Our Community" is a program seeking to debunk rumor, dramatize current needs of America's war effort and serve as a pool of government information to communities within WIBX's listening area. It is the station's most important program in educating our listeners on the war effort.

Presentation: Live talent
Available Time Units: 15 minutes, once weekly
Audience Appeal: Entire family

Client Suitability: Furniture, manufacturers

Number of Artists: 6
Audition Facilities: Transcriptions
Submitted by: WIBX, Utica, N. Y.

The National Hour

Each show of "The National Hour" is devoted to a particular nationality and its contribution to our nation's growth from earliest times. The program is aimed at a Yankee audience, pitched to America at war, and scripts make a stirring plea for unity and mutual understanding between Yankee stock and immigrant Americans. Format includes nationality music, dramatic flashbacks, local nationality "names."

Presentation: Live talent
Available Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Afternoon (Sunday); evening
Audition Facilities: Transcriptions
Submitted by: WGAR, Cleveland, Ohio (See Page 39)

The Negro in the War

This show is made of live talent, records and transcriptions and is dramatized in spots. Devoted to our war effort it attempts to bring about a keener understanding on the part of the negro as to his part in this war.

Presentation: Live talent or E. T.
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 2
Submitted by: WSBC, Chicago, Ill.

New Jersey Buys a Bomber

In "New Jersey Buys a Bomber" names are chosen from the telephone directory by means of tossing three darts at dart board. The first dart for the page; the second for the column; and the third for the number of spaces down. Person is called and, if the key word can be re-

peated, gets a five dollar gift in war stamps; if not, prize is added to the next day's prize, etc. Ten calls are made each evening. Sponsors plugs and pop tunes are sandwiched between phone calls. Signs and barrels are put in each sponsor's store to collect coins for the N. J. State Bomber Fund. War Bonds and Stamps are plugged throughout program.
Presentation: Live talent; E. T.
Available Time Units: 30 minutes, 6 times weekly

Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 1
Unit Cost: \$100.00 per week; or participating
Audition Facilities: Transcriptions
Submitted by: WTNI, Trenton, N. J.

On the Alert!

"On the Alert!" is a patriotic program devoted to bringing home to listeners the fact that they must cooperate with the government's war effort. It is effectively dramatized, using true incidents, historical episodes, and imaginary happenings plus martial music. Human interest side of war effort is stressed with plenty of humor sprinkled in show. It is written and produced by Lee Stewart.

Presentation: Live talent; E. T.
Available Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 5
Audition Facilities: Transcriptions; will pipe live talent
Submitted by: WTTM, Trenton, N. J. and WFPG, Atlantic City, N. J.

One Million American Children

"One Million American Children" opens and closes with the voices of a million children singing. These voices have been

More Results for \$\$\$ Spent WBYN

Quiz Quiz



DO YOU KNOW THE SPONSOR'S SLOGAN?

10 P. M.—Nightly



Tickets for a show if you know the name of the recording about to be played.

12 Noon Daily



NEWS REEL OF SPORTS

2 P. M.—6 P. M. Daily



WBYN

SERVING GREATER NEW YORK

132 WEST 43rd STREET

WBYN More Results for \$\$\$ Spent



progressively picked up by the network in 50 different American cities where groups of 20,000 children have started to sing the National Anthem. The body of the program consists of offerings by individual children and small groups from all parts of the United Nations, interspersed with parson-messages from children to relatives in the armed services.

Presentation: Live talent
Available Time Units: 60 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Submitted by: Joseph W. Lewis, Jr.

Racine in the War

In "Racine in the War" commentary is given by Tex Reynolds, popular columnist of the Racine Journal-Times. Program consists of interviews with Racine men in the service, on furlough visiting in Racine; and interviews with Racine industrialists and laboring men.

Presentation: Live talent
Available Time Units: 15 minutes, once to 5 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Furniture, beverage, bread
Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: WRJN, Racine, Wisc.

Saturday Leave

"Saturday Leave" is a musical variety war show directed to boys in camps and those able to attend in person in our

auditorium studio. Show includes "three pretty girls": one an orchestra leader, one, a girl mistress-of-ceremonies, and one, a girl singer. Two soldiers on leave in Dallas are invited to take part in a comedy dramatic sequence.

Presentation: Live talent
Available Time Units: 30 minutes
Audience Appeal: Entire family
Suggested for: Evening (early)
Client Suitability: Low priced product
Number of Artists: 25
Unit Cost: \$150.00 per half hour program
Audition Facilities: Transcriptions
Submitted by: KGKO, Dallas, Texas

Service With a Smile

"Service With a Smile" is an all-service show. On the Blue Network for twenty-six weeks, it was sponsored by D. L. Clark Candy Co. Program originates from a different camp or base each week with the co-operation of the War and Navy Departments and uses a name announcer and master of ceremonies, but main part of show consists of service talent competing in "quiz-talent" contests for cash prizes. Prizes are offered to listening audience for questions submitted and accepted.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Cigarettes, shaving cream, candy, any food or drug product, toothpaste, etc.
Audition Facilities: Transcriptions
Submitted by: Hal R. Makelim Productions (See Page 30)

Something to Go By

"Something to Go By" is a one hour variety show designed to bring a summary of government information to the morning listening audience. Anything having to do with the defense effort finds its way into this show. A ten-minute newscast is included to show the audience why they must join the war effort as individuals. Show explains rationing requirements, scrap collection, civilian defense, the woman's angle in the war effort and puts heavy stress on nutrition. Mere change of inflection makes ideal tie-in for participating commercials.

Presentation: E. T.
Available Time Units: 15 to 60 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Morning (9:30 to 10:30 a.m.)
Client Suitability: Household products, institutional product connected with war effort
Number of Artists: 1
Unit Cost: Rate card time
Audition Facilities: Transcriptions
Submitted by: KTFI, Twin Falls, Idaho

Sparky and Dud

This program features "Private Sparky and Strictly Private Dud" in fifteen minutes of songs and fun. Characters are enacted by stars of stage and networks: Happy Jim Parsons and Fred Hall. Program has for a special guest, "Lazy Dan," famous for 7 years under one sponsorship on coast-to-coast Columbia network. Series is a timely musical show with a remarkable success story.

Presentation: E. T.
Available Time Units: 15 minutes, 3, 5 or 6 times weekly
Audience Appeal: Entire family
Suggested for: Morning; afternoon; evening
Client Suitability: Popular priced product
Number of Artists: 2
Unit Cost: Based on population
Audition Facilities: Transcriptions
Submitted by: Frederic W. Ziv, Inc. (See Page 28)

The Stampmaster

"The Stampmaster" is a radio telephone game designed to dramatize the sale of War Bonds and Stamps. From the birth-date of a famous American, whose name is chosen by the studio audience, a telephone number is selected in one of the seven directories of Greater New York. Any listener reached by telephone receives one dollar in War Stamps (cash if preferred). However, if the person reached by telephone is listening to the program on the air, and can repeat the sponsors patriotic slogan, he receives a \$100 War Bond (or cash equivalent).

Presentation: Live talent
Available Time Units: Participation
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 2 (masters of ceremonies)
Audition Facilities: Will pipe live talent
Submitted by: WBYN, New York, N. Y. (See Page 65)

Stars in Service

"Stars in Service" is an elaborate "service show" using big names of stage and screen playing the leads in specially written scripts. Stars are supported by service men competing for prizes and a grand prize of \$1,000.00 War Bond. Program carries a band and name emcee.

Presentation: Live talent

Available Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Institutional product
Audition Facilities: Will pipe live talent
Submitted by: Hal R. Makelim Productions (See Page 30)

They Fly the Service Flag

"They Fly the Service Flag" is a neighborly visit to the homes of Philadelphia families whose sons are serving in the armed forces. A \$25.00 War Bond is awarded for the best letter received from a family whose son is away at camp. The family is then visited by the WCO Mobile Unit and a 15 minute program recorded in the home with family, neighbors and friends in attendance. Program can be played back any time the same day or later in the week.

Presentation: E. T.
Available Time Units: 15 minutes, 2 or 3 times weekly
Audience Appeal: Entire family
Suggested for: Morning; afternoon; evening
Client Suitability: Food, drug and appliances
Number of Artists: 2
Submitted by: WCAU, Philadelphia, Pa. (See Page 6)

A Toast to America's Allies

"A Toast to America's Allies" consists of 39 five minute transcriptions. Each show is a stirring word-tribute and musical salute to one of our allies with orchestra directed by Max Terr, famous Hollywood musical producer. Music free from license restrictions. Open transcriptions allow 110 word operation and closing commercial.

Presentation: E. T.
Available Time Units: 5 minutes, 1 to 3 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon; evening
Client Suitability: Beer, wine, food, apparel, foreign language client
Number of Artists: 4 plus 10-piece orchestra
Audition Facilities: Transcriptions
Submitted by: Charles Michelson Radio Transcriptions

The USO Victory Playhouse

"The USO Victory Playhouse" carries official recognition of the USO. It is a program starring the biggest names on stage, screen and radio in radio adaptations of famous American plays. The programs are written, directed and produced by the industry's finest talent. The proceeds from the sale of this show turned over each week to the USO for their morale work.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening; or Sunday
Client Suitability: National manufacturing or public utility for institutional campaign

Number of Artist: 27 (minimum) including music
Unit Cost: \$4500 weekly
Audition Facilities: Transcriptions; will pipe live talent
Submitted by: Kermit-Raymond Radio Productions (See Page 40)

LET'S LOOK AT THE Record:

1. The newest, most modern, high-fidelity transcription equipment in New York.
2. Studio, air and line recording. Day and night service.
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EL 5-1860

Hollywood Office: 6305 Yucca Street

Victory Nursery Rhymes
 "Victory Nursery Rhymes" all the nursery rhymes are brought up to help our war effort: to promote bonds, conservation, rationing, morale among juveniles and "Jack Spratt," "Humpty Dumpty," "Jorner," "Little Bo-Peep," "Old King and the Fiddle," "Sing of Sixpence," and others are re-into a new and modern dress. Each ns about 30 seconds and may be station fill-in, or as first part of red announcement. Sponsor may with closing copy for 30 seconds. 30 ized spots are in first series. e are in production. Spots may, be ad over station as many times as l and are exclusive to one station nsor in city.

Presentation: E. T.
 Available Time Units: 30-seconds, as often as desired weekly
 Audience Appeal: Entire family
 Suggested for: Morning, afternoon, evening
 Number of Artists: 8
 Unit Cost: Based on population of city
 Audition Facilities: Transcriptions
 Submitted by: Kasper-Gordon, Inc.
 (See Page 73)

Vital for Victory

"Vital for Victory" is a timely, informative and entertaining series dramatizing the purpose of salvage of essential materials by highlighting their place and use in war. Program emphasizes the part all can play in achieving victory through sacrifices, conservation, and graphically

shows how the average American's collection of items of comfort and necessity in ordinary use is converted into production for war use. The show encourages cooperation in further sacrifices by showing clearly and logically the necessity for them.

Presentation: Live talent
 Available Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Number of Artists: 8 to 11
 Audition Facilities: Will pipe live talent
 Submitted by: Radio Features of America

We Cover the Battlefields

Straight from the typewriters of the war correspondents who are eye-witnesses to history in the making comes the exciting

material for this script. The program is based on the true-life dramas behind the headlines; the stories of the foreign correspondents whose news beats are the fighting lines. The show tells the first hand story of their experiences aboard U. S. bombers in actual combat; with naval task forces under fire; and on the fighting lines on land.

Presentation: Live talent
 Available Time Units: 15 minutes, once weekly (Sunday)
 Audience Appeal: Entire family
 Suggested for: Afternoon; evening
 Client Suitability: Institutional programs; banks; loan companies; public utilities
 Number of Artists: 1 or 2
 Submitted by: United Press
 (See Page 92)

1942



NEWS



1943

Analysis of Propaganda

"Analysis of Propaganda" is a news program conducted by Siegfried Wagener, a network propaganda expert who runs a one-man listening post. He has been checking foreign broadcasts for just three years from his Colorado home and is syndicated throughout the West. Endorsed by British and American governments, he was the only man in the Department of State information short-wave propaganda before the U. S. set up its own listening posts.
 Presentation: Live talent
 Available Time Units: 15 minutes, 2 times weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Institutional
 Number of Artists: 1
 Unit Cost: Available on a national or local cooperative sponsorship basis
 Audition Facilities: Transcriptions
 Submitted by: Mutual Broadcasting System and KFEL, Denver, Colo.

Analyses by Hans Jacob

"Analyses by Hans Jacob" presents an internationally famous commentator: Jacob had most of the pre-war peace conferences in an official capacity for pre-war Germany. He has been in the van of anti-Nazi fighters both in Europe, he was the voice of Radio Strasbourg in Paris, and in this country, Jacob's comments over WOV are based on his military and political experience during his years of observation in various parts of the world. Jacob also has been a leading voice over WRUL, the short wave station sending democratic propaganda to underground Germany.
 Presentation: Live talent
 Available Time Units: 15 minutes, 6 times weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Number of Artists: 1
 Unit Cost: Available for national or local co-operative sponsorship
 Audition Facilities: Transcriptions
 Submitted by: WOV, New York, N. Y.
 (See Pages 56-79)

Background

"Background" is a vivid, authoritative news and commentary on current news items by Gregor Ziemer, WLW's chief news observer and author of "Education for Death." For 11 years, Ziemer has been the American Colony School in Europe and served as correspondent for the great European newspapers. In "Background," he utilizes his intimate knowledge of Nazi Germany and Europe

to bring in the personalities, places, national temperaments, customs and traditions which are behind every news story.
 Presentation: Live talent

Available Time Units: 15 minutes, 6 times weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Number of Artists: 1
 Audition Facilities: Transcriptions
 Submitted by: WLW, Cincinnati, Ohio

Baukhage Talking

"Baukhage Talking" is an outstanding news program, featuring a man who is known to practically all the nation's listeners. Baukhage is qualified to interpret events in terms of his own long experience and observation.

Presentation: Live talent
 Available Time Units: 15 minutes, 5 times weekly

Audience Appeal: Entire family
 Suggested for: Evening
 Number of Artists: 1
 Audition Facilities: Transcriptions; Blue Network, sustaining program
 Submitted by: Blue Network
 (See Pages 24-25)

B. S. Bercovici

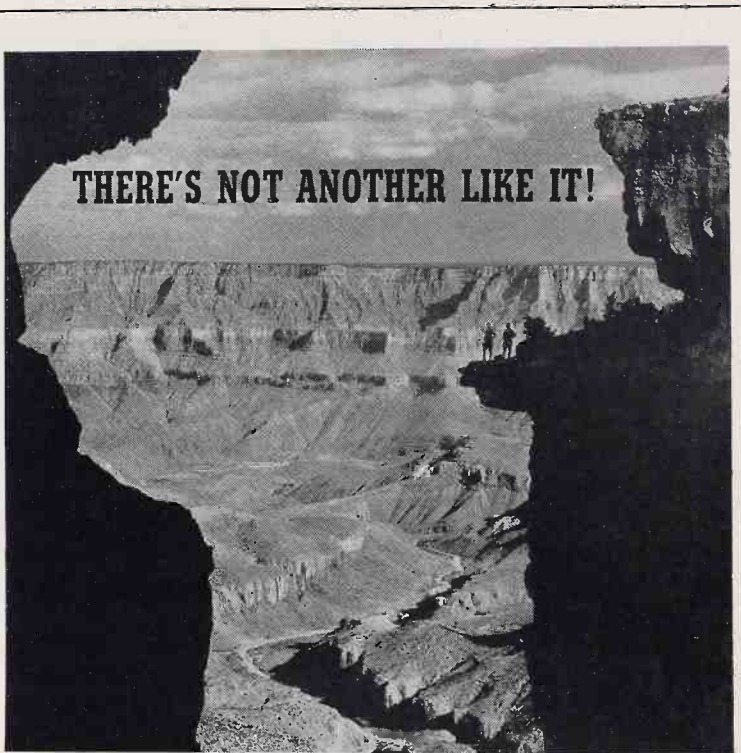
The close relationship that B. S. Bercovici has created between himself and his listeners is the result of a combination of style and material. His manner is down-to-earth, friendly; and his approach is analytical and entirely free of propaganda. Although he has many "scoops" to his credit (derived from responsible sources in European capitols), he prefers to forego prophecy in favor of making clear to listeners the tangled pattern of world events.

Presentation: Live talent
 Available Time Units: 15 minutes, once weekly

Audience Appeal: Entire family
 Suggested for: Afternoon or evening
 Number of Artists: 1
 Unit Cost: Available for national or local co-operative sponsorship
 Audition Facilities: Transcriptions
 Submitted by: Mutual Broadcasting System
 (See Page 8)

Beyond the News

"Beyond the News" presents M. H. Williams commenting on news not generally released, unusual facts of interest on national and international affairs. Williams is associate editor of the Worcester Telegram & Gazette. Program offers merchandising facilities to all sponsors.



THERE is only one Grand Canyon, an unparalleled beauty spot, and a unique creation of the combined forces of time and weather.

Unique, too, is the combination of WTIC's leadership in a market where buying income per family is 66% above the national average*.

Use the power and prestige of WTIC to establish and maintain good will in this prosperous Southern New England area. Let us show you that

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: WEEB & COMPANY, New York, Chicago, Detroit, San Francisco



Presentation: Live talent
 Available Time Units: 15 minutes, 3 times weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Banks, institutional products
 Number of Artists: 1
 Unit Cost: \$75.00
 Audition Facilities: Transcriptions
 Submitted by: WTAG, Worcester, Mass.

Cavalcade of Mexico

"Cavalcade of Mexico" presents the latest news from Mexico City in English. It is narrated by "Bill" Wells whose news column "Cavalcade of Mexico" is released to hundreds of newspapers in the United States.

Presentation: Live talent
 Available Time Units: 15 minutes, daily or weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Oil or transportation companies
 Number of Artists: 1
 Submitted by: Wells Feature Syndicate

Day in Review

"Day in Review" has been a WXYZ news feature for 12 years. This news, 15 minutes every day, Monday through Saturday, at 5:30 p.m., has been sponsored

in the past by such nationally known advertisers as Socony-Vacuum, Alka-Seltzer and Manhattan Soap. This is the first of the big evening newscasts in the Detroit area, and has consistently shown a high Hooper rating.

Presentation: Live talent
 Available Time Units: 15 minutes, Tues., Thurs., Sat. (only)
 Audience Appeal: Entire family
 Suggested for: Evening (early)
 Client Suitability: Mass appeal product
 Number of Artists: 1
 Audition Facilities: Transcriptions
 Submitted by: King-Trendle Broadcasting Corp.—WXYZ, Detroit, Mich.
 (See Page 55)

The Editor Speaks

"The Editor Speaks" is a summary of editorial comment culled from the leading West Virginia daily and weekly newspapers . . . with each program presenting both sides of any controversial issue. Program using three voices is keyed to events of the day.

Presentation: Live talent or E. T.
 Available Time Units: 15 minutes, 2 times weekly
 Audience Appeal: Male
 Suggested for: Evening (dinner hour or late evening)
 Client Suitability: Cigars, beer, pipe tobacco
 Number of Artists: 3
 Audition Facilities: Transcriptions
 Submitted by: WCHS, Charleston, W. Va.

Eyewitness

This news program features Wythe Williams and all-star "Eyewitness" guests—foreign correspondents, news analysts, people in the news. The guests tell an eyewitness story they have experienced at this round table get-together.

Presentation: Live talent
 Available Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Institutional
 Number of Artists: 6
 Unit Cost: \$1850.00
 Audition Facilities: Will pipe live talent
 Submitted by: Roger White Radio Productions

The Face of the War—As Seen by Sam Cuff

Currently recorded, week-by-week, this series presents a penetrating war news analysis on basis of climate, geography, natural resources, national characteristics. Three shows are recorded every Monday and shipped Wednesday and Thursday of the same week. Cuff, American-born, American Express executive, worked in and lived in the Near East and Europe. He has an intimate knowledge of all phases of the war. Contracts are signed for 39 shows; stations start with current programs. Series is ideal for banks, autos, tobacco, beer, insurance, savings, household products. Maximum allowance is made for commercials. Publicity aids are furnished.

Presentation: E. T.
 Available Time Units: 5 minutes, 3 times weekly
 Audience Appeal: Male and entire family
 Suggested for: Evening
 Client Suitability: Banks, utilities, beer, tobacco, department stores, etc.
 Number of Artists: 1
 Audition Facilities: Transcriptions
 Submitted by: NBC Radio Recording Division
 (See Page 10)

The Farmer's News

Quarter-hour, Monday through Saturday early morning airing (6:45-7:00 a.m.). "The Farmer's News" is designed to catch the ear of the rural resident who has a chance to listen at this time of the day before starting his day's work. It contains the latest world-wide (war) news compiled by British United Press; farm bulletins; latest Dominion Government regulations concerning the farmer; reports on findings of research organizations, etc. It is prepared by station staff editors.

Presentation: Live talent
 Available Time Units: 15 minutes, 6 times weekly
 Audience Appeal: Female and male
 Suggested for: Morning (very early)
 Client Suitability: Farmer-appeal product
 Number of Artists: 1
 Audition Facilities: Transcriptions
 Submitted by: CFRN, Edmonton, Alberta

Foreign Affairs Round Table

"Foreign Affairs Round Table" consists of three authorities in an informal discussion on the general subject, "The Battle Front and Home Front." In addition, a review of the week's news in domestic and foreign affairs is presented.
 Presentation: Live talent

Available Time Units: 30 minutes, once weekly
 Audience Appeal: Female; male
 Suggested for: Evening
 Number of Artists: 3
 Submitted by: WEVD, New York, N. Y.

Cedric Foster: News Commentator

Because of his great local popularity Mutual two years ago chose Foster to build its daytime news audience. Cedric Foster, "New England's favorite commentator," has acquired an appreciable nationwide following in the past two years. As former manager of WHTT, Hartford, Foster has the advantage of a double slant on audience reactions. His broadcast casts are marked by the accuracy and keen analysis of a seasoned reporter and editor.

Presentation: Live talent
 Available Time Units: 15 minutes, 5 times weekly
 Audience Appeal: Entire family
 Suggested for: Afternoon or evening
 Number of Artists: 1
 Unit Cost: Available for national or local co-operative sponsorship
 Audition Facilities: Transcriptions
 Submitted by: Mutual Broadcasting System
 (See Page 8)

F.Y.I. (For Your Information)

"F.Y.I." is a commented series of news stories concerning sabotage, with information furnished by Transradio Press. Frank Blair, as the narrator, relates the known stories that are more thrilling than fiction, and of tremendous interest to listeners at the present time because they are true.

Presentation: Live talent
 Available Time Units: 15 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Mass-marketed product
 Number of Artists: 1
 Unit Cost: \$500 per week for first week; \$800 per week for second week; \$1000 per week thereafter.
 Audition Facilities: Transcriptions
 Submitted by: Mutual Broadcasting System
 (See Page 8)

Royal L. Garff

Royal L. Garff is one of the most progressive news analysts in the West. Dr. Garff (holder of a Ph.D. in political science and history) brings an unusual and refreshing style of news commentary to the air. From the time of his first appearance, Dr. Garff has proved a favorite with Intermountain night time audiences. His numerous public appearances before clubs, groups and meetings in the region plus his radio shows make his name and splendid reputation exceptionally well-known in the Intermountain West.

Presentation: Live talent
 Available Time Units: 15 minutes, 6 times weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: General appeal product
 Number of Artists: 1 and announcer
 Audition Facilities: Transcriptions
 Submitted by: KDYL, Salt Lake City, Utah

RADIO AT ITS BEST

This Record is Breaking Records

If you're one of the few remaining skeptics, who don't believe that 5 minute transcriptions, properly prepared and produced, are just what you need for specific markets, then pick up your phone, write or wire immediately to hear

"IT TAKES A WOMAN"



Is The Heat On You?

Wondering about a summer show? Or are you looking for a participation program that has proved itself? (And we've got the agency's O.K. to convince you.) This business of a live 30 minute show can be very pleasant for you, if you'll just let us know

"WHAT BURNS YOU UP"

Whether you need transcriptions or live shows, we've got them ready for you. Of course, we'll tailor them to fit your particular figure. And we do mean budget.

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Phone: MUrray Hill 2-8877

Alva Graham Reviews the News

In today's trend this program presents a competent, trained and experienced woman newscaster with a 10 or 15 minute morning summary of national, international, and state news . . . plus a minute resume of news of particular significance to women. It is an ideal program to reach the morning housewife.

Client Suitability: Live talent
Available Time Units: 5-10 minute or 5-15 minute programs

Audience Appeal: Entire family
Client Suitability: Feminine appeal products; nationally advertised products whose buying is largely done by women

Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: WCHS, Charleston, W. Va.

Headline of the Hour On the Hour

"Headline of the Hour" is a brief review of the most outstanding story reported on the Associated Press wire during the past hour. It provides 30 words of commercial and a headline and is carried every hour except when a news summary is to be aired before or after this

Client Suitability: Live talent
Available Time Units: 2 to 5 times daily except Sunday

Audience Appeal: Entire family
Suggested for: Morning or evening
Unit Cost: 2 daily, \$13 per week; 3 daily, \$18 per week; 5 daily, \$28 per week
Audition Facilities: Transcriptions
Submitted by: KHMO, Hannibal, Mo.

Headlines of Tomorrow with Sydney Moseley

Interesting comments on international news with keen foresight, this series by Sydney Moseley, is aired at 10.45 p.m. Tuesdays through Saturdays. Available for other spots.

Client Suitability: Live talent
Available Time Units: 15 minutes, 5 times weekly

Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening

Number of Artists: 1
Audition Facilities: Will pipe live talent
Submitted by: Lilian Okun, Inc.

Highlights of the Week's News

This program summarizes compactly and interestingly each week-end the outstanding news developments of the week. By the editorial staff of the United States radio department, it analyzes the importance of events and their probable effect on future war trends and on international affairs. It offers sponsors an opportunity to do through radio what the news magazines have done in print by reaching that large section of the public which, at week's end, seeks news of quickly catching up on events of the preceding seven days.

Client Suitability: Live talent
Available Time Units: 15 minutes, once weekly (Sundays)

Audience Appeal: Entire family
Suggested for: Afternoon or evening

Client Suitability: Gas and oil, insurance, banks and general institutional programs

Submitted by: United Press
(See Page 92)

History in the Headlines with Professor Andre Schenker

"History in the Headlines" covers American foreign policy and world events. Having lived abroad for more than 14 years, Professor Andre Schenker has an intimate understanding of European people and politics. Schenker today is associate professor of history and international relations at the University of Connecticut.

Client Suitability: Live talent
Available Time Units: 15 minutes, 6 times weekly

Audience Appeal: Entire family
Suggested for: Evening (6-7 p.m.)

Client Suitability: Drugs, tobacco, products appealing mostly to men
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WTIC, Hartford, Conn.
(See Page 67)

KGNF Local News

This program is devoted entirely to local and regional items. Usually nothing involving people living over 75 miles from North Platte is used on this show. All possible news sources are covered daily to provide material for the "Local News." Items include condition of hospital patients, births, deaths, marriages, local accidents, etc. The programs involve the services of four people in preparation and broadcasting.

Client Suitability: Live talent
Available Time Units: 10 minutes, 6 times weekly

Audience Appeal: Entire family
Suggested for: Afternoon (noon)
Client Suitability: Product with general appeal

Number of Artists: 1
Submitted by: KGNF, North Platte, Nebr.

Julius King

In this program Julius King, publicity director of Chautauqua Institution and public relations counsel and author, in a 15-minute commentary, gives an outstanding presentation of current events, interpretations, and analysis, which has won him the acclaim of all those within reach of his voice.

Client Suitability: Live talent
Available Time Units: 15 minutes, 5 times weekly

Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WJTN, Jamestown, N. Y.

Let's Talk It Over

"Let's Talk It Over," presented by a well-known, well-liked local personality combines a resume of latest world wide news with human interest stories of local interest. This program is used successfully as a vehicle for introducing and interviewing visiting celebrities, as well as spotlighting local people prominent currently. Listeners have come to depend on this quarter hour for information concerning what's going on in and about Danville. Introduced by theme "Old Home Town," the presentation throughout is friendly, informative and refreshing.

Client Suitability: Live talent
Available Time Units: 15 minutes, 5 times weekly

Audience Appeal: Entire family
Suggested for: Morning

Client Suitability: Soap, flour, family product

Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WDAN, Danville, Ill.

Letters to My Son

"Letters to My Son" offers a completely novel idea in news reporting. A contemporary history of the times, it is personalized by its unique method of presentation. Edward Schweikardt, columnist, lecturer and radio news analyst, broadcasts the news in the form of a letter to his own son. These letters, available to listeners upon request, are to be read in later years by the children of today's radio audience.

Client Suitability: Live talent
Available Time Units: 15 minutes, once or more weekly

Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: Institutional or family products

Number of Artists: 1
Unit Cost: Available on national or local co-operative basis

Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System

(See Page 8)

Fulton Lewis, Jr.

In this program Fulton Lewis, Jr. comments on national affairs, reporting what happens about him in Washington as if it were a blow by blow account. When Lewis presents the news to his listening audience, he speaks from the field of action, unhampered by the conventions and superfluities of journalistic phraseology. Often spoken of as the commentator who makes news as he reports it, Lewis has many scoops to his credit. His program

is available to Mutual stations on co-operative basis.

Client Suitability: Live talent or E. T.
Available Time Units: 15 minutes, 5 times weekly

Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 1

Unit Cost: Onetime quarter-hour rate per week for 5 times; three-fifths onetime quarter-hour rate per week for 3 times or less

Audition Facilities: Transcriptions
Submitted by: WOL, Washington, D. C.

The Lyons Den

Leonard Lyons, established, nationally syndicated columnist is presented in a novel, graphic formula dealing in advance and inside information on Broadway, Hollywood, Washington and international personalities and events. He meticulously avoids scandal and rumor mongering. Columnist's talk is illustrated with dramatized vignettes and accented with music. It is swift-moving, deadline-fast production featuring humor, drama, glamour, human interest and news of significance, with a substantial assured initial audience. Program lends itself ideally to high-pressure merchandising on the air.

Client Suitability: Live talent
Available Time Units: 15 minutes, twice weekly

Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 7 (plus orchestra of 8)

Audition Facilities: Will pipe live talent
Submitted by: Radio Features of America

Man About Town

"Man About Town" consists of interviews on the war effort and experiences of interesting civilians selected from local

-WILLIAM GERNANT-

Presents

"PROFESSOR QUIZ"

The one—the only—the original.

"COUNTY FAIR"

Reproducing for radio all the fun and thrills of America's most famous institution.

"MEET AMERICA"

A variety show presenting America to Americans.

"LET'S GO TO WORK"

A fascinating and entertaining show—with a proven audience.

"TAXI TALES"

Gripping experiences of New York cabbies.

521 FIFTH AVENUE

NEW YORK CITY

VA 6-1750



centers of activity in Northern California and Southern Oregon. The show builds good will among social and fraternal organizations. Theater tickets are given to each guest.

Presentation: Live talent
Available Time Units: 15 minutes, 3 times weekly

Audience Appeal: Female
Suggested for: Morning
Client Suitability: Home products purchased by women

Number of Artists: 1
Unit Cost: \$15 broadcast
Audition Facilities: Transcriptions
Submitted by: Kiem, Eureka, Cal.

Tom McCarthy, News

Proved by Hooper survey to be Cincinnati's favorite news announcer, Tom McCarthy has recently been acquired by WKRC to present six featured newscasts daily utilizing the complete reportorial services of the Cincinnati Times-Star so that intense coverage of local and regional is included with Associated Press world-wide coverage.

Presentation: Live talent
Available Time Units: 15 minutes, 5 times weekly

Audience Appeal: Entire family
Suggested for: Afternoon or evening
Number of Artists: 1

Audition Facilities: Transcriptions
Submitted by: WKRC, Cincinnati, Ohio

Midday News Roundup

"Midday News Roundup" is a fifteen-minute period of news, daily, Monday through Saturday, from 12:15-12:30 p.m.

It is thoroughly edited and prepared newscast from the radio wire of Associated Press giving all the news of importance and interest in a calm, understandable manner by a newscaster of extensive background and experience. First class announcer is available for commercials, three of which are given during the program.

Presentation: Live talent
Available Time Units: 15 minutes, 6 times weekly

Audience Appeal: Female and male
Suggested for: Afternoon
Client Suitability: Necessity merchandise such as soap, shortening, bread, etc.

Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: WTMA, Charleston, S. C.

Morning News

"Morning News" is a typical quarter-hour news period and has been sponsored for several years by a local finance company.

Presentation: Live talent
Available Time Units: 15 minutes, 5 or 6 times weekly

Audience Appeal: Entire family
Suggested for: Morning (7:30-7:45 a.m.)
Number of Artists: 2 (announcers)
Audition Facilities: Transcriptions
Submitted by: KSOO, Sioux Falls, S. D.

News

WFCI has one of the most extensive news schedules and greatest following for news of any station in the southern New England area.

Presentation: Live talent

Available Time Units: 5 to 15 minutes, 7 times weekly

Audience Appeal: Entire family

Suggested for: Evening

Submitted by: WFCI, Pawtucket, R. I.

News—A.P. and INS

This program is a five minute newscast every hour on the hour. News is supplied by the combined world wide facilities of Associated Press and International News Service. Current great interest in war news and domestic events makes news great audience getter.

Presentation: Live talent
Available Time Units: 5 minutes, 16 times daily

Audience Appeal: Entire family

Number of Artists: 1

Unit Cost: Station time rates

Submitted by: WWRL, Woodside, N. Y.

News at Home

"News at Home" features KTUL's news editor, Glenn Condon, who has a background of war reporting in France during the last war. "News at Home" is the only one of its kind in Oklahoma and is aired daily at 4:00 p.m. featuring news from city, county and state. News is collected by "reporters" in each county, small town and village in KTUL area plus the help of an "exchange desk" with every small newspaper in northeastern Oklahoma.

Presentation: Live talent
Available Time Units: 15 minutes, 6 times weekly

Audience Appeal: Entire family

Suggested for: Morning or afternoon

Number of Artists: 1

Audition Facilities: Transcriptions

Submitted by: KTUL, Tulsa, Okla.

News Here and Abroad

"News Here and Abroad" features Hillman and Lindley, two of the best equipped men in the business. Ernest Lindley, chief of the Washington Bureau of Newsweek, covers the home front; William Hillman, European editor of Collier's, covers the war news abroad. Both combine in doing a brilliant job of analyzing the significance of the news.

Presentation: Live talent
Available Time Units: 15 minutes, 5 times weekly

Audience Appeal: Entire family

Suggested for: Evening

Number of Artists: 2

Audition Facilities: Transcriptions; Blue Network sustaining program

Submitted by: Blue Network
(See Pages 24-25)

News in Review

"News in Review" is an established half-hour news broadcast, direct from the Telenev Theatre, where KYA has a teletype built exclusively for radio. Three competent news announcers handle this program, which acquires a dramatic quality through giving flash headlines followed with the news in detail. Half-hour is packed with up-to-the-minute news, delivered without editorial comment. It has visual as well as auditory audience, for those attending the news-reef see and hear the broadcast.

Presentation: Live talent
Available Time Units: 15 or 30 minutes, 6 times weekly

Audience Appeal: Entire family

Suggested for: Afternoon (5:00-5:30 p.m.)
Number of Artists: 3 (news reporters) commercial announcer

Unit Cost: 13 weeks: 15-minute program \$135 weekly; 30-minute program \$200 weekly

Audition Facilities: Transcriptions
Submitted by: KYA, San Francisco, Cal.

News of the World

"News of the World" is a five minute newscast, but it immediately precedes KRIC's top ranking string band, a that plays western, hillbilly and pop music. KRIC has news on the hour every hour, which means unusual publicity each newscast. This program is built Associated Press news and is presented from KRIC's Radio News Bureau.

Presentation: Live talent
Available Time Units: 5 minutes, 6 times weekly

Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Beer, tobacco, clothing, etc.

Number of Artists: 1

Audition Facilities: Transcriptions

Submitted by: KRIC, Beaumont, Texas

News-on-the-Hour

This show is an up-to-the-minute minute newscast every hour on the hour 20 hours a day, 7 days a week. Press Association and Transradio Press Service are used. Audience surveys are available.

Presentation: Live talent
Available Time Units: 5 minutes daily

Audience Appeal: Entire family

Suggested for: Every hour on the hour

Audition Facilities: Transcriptions

Submitted by: WIND, Chicago, Ill.

News Roundup

"News Roundup," featuring Chumley and giving a complete roundup of Associated Press news, replaces "aco Star Reporter," which has run more than two years at 7:30-7:45 a.m. week day morning, Monday through day on KRBC. This period has become almost an institution, having a very large audience both in the city and rural sections.

Presentation: Live talent
Available Time Units: 15 minutes, 5 times weekly

Audience Appeal: Entire family

Suggested for: Morning

Client Suitability: General appeal program

Number of Artists: 1

Unit Cost: Standard card rate

Audition Facilities: Transcriptions

Submitted by: KRBC, Abilene, Texas

Noontime News

"Noontime News" consists of ten minutes of late United Press News. Program has been aired for two years consistently and for the last year and a half has featured the same announcer. At present it is sponsored by local bank, but will be available for national sponsorship.

Presentation: Live talent
Available Time Units: 10 minutes 7 times weekly

Audience Appeal: Entire family

Suggested for: Afternoon (12:30)

Number of Artists: 1

Unit Cost: \$120 per month

Audition Facilities: Transcriptions

Submitted by: WMSL, Decatur, Ala.

NEWLY EXPANDED

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FREDERICK BROS. MUSIC CORP.**

HERBERT GORDON, RADIO DIRECTOR

NOW SERVICING THESE ACCOUNTS (AMONG OTHERS)

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| BLACKJACK GUM | CLOVE GUM |
| DENTYNE | BEAMANS PEPSIN GUM |
| KELLOGG'S 40% BRAN FLAKES | ANTI-PHLOGISTINE |
| QUALITY BAKERS | DAWSON'S ALE |
| CASE CLOTHES | SEN SEN |

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FREDERICK BROS. MUSIC CORPORATION

L. A. FREDERICK, PRESIDENT

NEW YORK: RKO BLDG., CIR 16-2380 CHICAGO: 75 E. WACKER DRIVE, STATE 0003

On the Spot

"On the Spot" is a transcription of brief highlights from recorded special events, war-effort and public service programs and speeches by prominent persons, woven together in newsreel style narration and music. Original recordings are obtained from several sources: local and domestic radio stations; off-the-air library; and government and civic agencies. It affords an instant round-up of outstanding events for persons unable to listen at actual time of the original airing.

Presentation: Live talent or E. T.
Available Time Units: 15 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Evening (early)
Audition Facilities: Transcriptions
Submitted by: WGY, Schenectady, N. Y.

People Make the News

"People Make the News" consists of news features written in sparkling dramatic style and current news variety.

Presentation: Live talent
Available Time Units: 15 minutes, 3 times weekly

Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 2
Unit Cost: \$300, local; \$600, network
Audition Facilities: Transcriptions
Submitted by: Joseph W. Lewis, Jr.

President's News Conference

"President's News Conference" is the medium that delivers a full account of the president's press conferences within the hour of the actual meeting. The importance of these conferences to the public is enhanced by the background information Lewis, Jr., long a popular Washington correspondent and commentator, has recently voted Congress' favorite newsman. Lewis knows Washington personalities and politics, and is ideally suited to report and interpret what goes on at these historic gatherings.

Presentation: Live talent
Available Time Units: 5 minutes, 2 times weekly

Audience Appeal: Entire family
Suggested for: Morning (Fri. 11:30 a.m., SAT) or afternoon (Tues. 5 p.m., SAT)

Client Suitability: Mass marketed products
Number of Artists: 1

Available for: national or local cooperative sponsorship
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System and WOL, Washington, D. C.

Mer Randall Views the News

This program dynamic newscaster, Mer Randall, brings the heart of the news to the air.

Presentation: Live talent
Available Time Units: 15 minutes, 7 times weekly

Audience Appeal: Entire family
Suggested for: Morning
Number of Artists: 1
Unit Cost: \$25.00

Submitted by: KFJZ, Fort Worth, Texas

Religious News Reporter

"Religious News Reporter" presents up-to-the-minute news of Protestant, Catholic and Jewish faiths. Editorial comment on interpretation of items of a controversial nature is carefully avoided. News

is gathered by several hundred correspondents and is written by the staff of the producer, which includes an editor for each religious denomination.

Presentation: Live talent
Available Time Units: 15 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening

Client Suitability: Banks, insurance companies, institutional and goodwill advertising

Number of Artists: 1
Unit Cost: \$100 up
Submitted by: Religious News Service

Waverley Root

Waverley Root was for thirteen years foreign correspondent in Paris, London, Rome and other European cities for the Chicago Tribune, United Press, Time Magazine and MBS in Paris. He is one of the most quoted radio correspondents in the metropolitan press, and is constantly being booked for lectures in the metropolitan area.

Presentation: Live talent or E. T.
Available Time Units: 15 minutes, 6 times weekly

Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 1

Audition Facilities: Transcriptions
Submitted by: WINS, New York City, N. Y. (See Page 26)

Talk of the Town

"Talk of the Town" presents news of local interest that rarely gets much attention in the daily newspapers, such as, picnics, dances, meetings, church affairs, amateur sports, etc. Items for the program are submitted by listeners. Programs can feature merchandising that consists of follow-ups on the organizations that submit the news bits. A play for the foreign groups can be made through this show.

Presentation: Live talent
Available Time Units: 15 minutes, 5 times weekly

Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Beers and other beverages

Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WCLE, Cleveland, Ohio

Thinking Out Loud

"Thinking Out Loud" brings Fannie Hurst, the famous novelist, to the air. In brilliant, strong terms she gives her comments on happenings in the world today. Few women are so well known as Fannie Hurst, and the millions who have read her great books will find her colorful, thoughtful commentary equally interesting.

Presentation: Live talent
Available Time Units: 15 minutes, 5 times weekly

Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 1

Audition Facilities: Transcriptions
Submitted by: Blue Network (See Pages 24-25)

This Is Our War

"This Is Our War" is an informative broadcast planned and produced in cooperation with the local Defense Council, telling listeners what to do, when and how to do it; what Mr. and Mrs. Tampa can do to aid war effort. It includes a series of interviews with prominent local people, performances of outstanding local artists, and dramatic presentation of war problems encountered by "average citizen." This program is produced jointly by both local stations, WDAE and WFLA

and is broadcast simultaneously over both.

Presentation: Live talent
Available Time Units: 15 minutes, once weekly

Audience Appeal: Female and male
Suggested for: Evening (early)
Client Suitability: Household product

Number of Artists: 4 (minimum) to 6 (maximum)

Audition Facilities: Transcriptions
Submitted by: WFLA, Tampa, Fla.

Today's Headlines

In "Today's Headlines" a resume of the leading news stories of each particular day is presented as late as possible on the day's schedule. General idea is to give listeners, particularly those who work all day, a chance to get all of the day's news on one program. The material used on this broadcast is very concentrated to permit as much news as possible in 15 minutes.

Presentation: Live talent
Available Time Units: 15 minutes, 6 times weekly

Audience Appeal: Entire family
Suggested for: Afternoon (late)

Client Suitability: Adult appeal product
Number of Artists: 1

Submitted by: KGNF, North Platte, Nebr.

Today's War Commentary

"Today's War Commentary" is an up-to-the-minute analysis of the day's war developments, their implications and relation to general war trends, written by Richard Montgomery, head of the United Press radio war news desk. The scripts incorporate the latest information, direct from overseas cables on the day of broadcast. Developments that make the headlines are brought into focus against the background of the personalities involved; as well as the historical and geographic setting of the scenes of action.

Presentation: Live talent
Available Time Units: 5 minutes, 7 days weekly

Audience Appeal: Entire family
Suggested for: Afternoon or evening

Client Suitability: Gas and oil, banks and loan companies, insurance, retail stores

Number of Artists: 1
Submitted by: United Press (See Page 92)

Town Crier

"Town Crier," now in its third year, announces club meetings, lost and found articles, civic events, labor and union meetings, school affairs, missing persons, need for blood donors in addition to OGD, USO, Red Cross and other wartime activities. It appeals to the curious, to all interested in the social and civic life. From the sponsor's standpoint, the program offers direct contact with local organizations as well as thousands of individuals, insofar as there can be follow-ups regarding time of broadcast, etc.

Presentation: Live talent
Available Time Units: 10 minutes, 5 times weekly

Audience Appeal: Entire family
Suggested for: Afternoon (5:05-5:15)

Client Suitability: Department stores, furniture stores, jewelry, cigar stores, etc.

Number of Artists: 1
Unit Cost: \$18.00 per broadcast; \$90.00 per week—5 broadcasts

Audition Facilities: Transcriptions
Submitted by: WTOL, Toledo, Ohio

Transradio News

"WAGM Transradio News" is a quarter-hour of up-to-the-minute news, hot off the wire. In the present-day crisis, pro-

radio production

WOLF

Associates, Inc.

in all its phases

EDWARD WOLF

General Manager

RKO BLDG.

RADIO CITY, N. Y.

CIRCLE 7-4885

gram has an infinite appeal to every member of the family.
Presentation: Live talent
Available Time Units: 15 minutes daily
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 1
Submitted by: WAGM, Presque Isle, Maine

Views on the News

An established Sunday afternoon feature, "Views on the News" is an informal, authoritative discussion of current news happenings by WLW's staff of news commentators: Gregor Ziemer, European observer; Carroll D. Alcott, Far Eastern expert; William Hessler, foreign editor of the Cincinnati Enquirer, and newscaster Jay Sims, as moderator. Foreign correspondents and other qualified persons are featured frequently as guest observers. Series has been originated weekly to a special NBC Midwestern network since March 15, under the sponsorship of an oil company. It is now available for sponsorship.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Afternoon (Sunday)

Number of Artists: 4 plus guest observers
Audition Facilities: Transcriptions
Submitted by: WLW, Cincinnati, Ohio

Washington Cavalcade

"Washington Cavalcade" presents the latest news from the nation's capital by "Bill" Wells, reporter and editor of Wells Feature Syndicate.

Presentation: Live talent
Available Time Units: 15 minutes, daily or weekly

Audience Appeal: Female and male
Suggested for: Evening
Client Suitability: Food product such as tea or coffee

Number of Artists: 1
Submitted by: Wells Feature Syndicate

Weekly War Journal

"Weekly War Journal" is a weekly report and review of the war with Blue Network staff commentators Hiett, Tomlinson, Cuff and Beatty from New York, Baukhage from Washington, St. John from London, and Agronsky from Australia. War news and the home front are covered expertly and completely. Series is an accurate, authoritative and interesting news symposium.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly

NEWS

Wythe Williams, Commentator

Wythe Williams, famous for scoring a "beat" on nearly every broadcast, has already done an excellent selling job for three large advertisers. His big mail pull double-checks his popularity with listeners. His background consists of 28 years experience as foreign correspondent, during which time he was an intimate of such leaders as Clemenceau, Briand, Lloyd George. His new book "Secret Sources" reveals his method of obtaining inside information from the news centers of the world.

Presentation: Live talent
Available Time Units: 15 minutes, 1 to 3 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Mass marketed products
Number of Artists: 1
Unit Cost: Available for national or local co-operative sponsorship
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System (See Page 8)

Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 7 or 8
Audition Facilities: Transcriptions; Blue Network sustaining program
Submitted by: Blue Network (See Pages 24-25)

WFDF Now Brings You the News

"WFDF Now Brings You the News" is aired six times daily, morning, afternoon and evening. International News Service supplies world-wide and Michigan coverage. City and surrounding territory news is covered by WFDF News Bureau headed by Jack Lewin, an experienced former newspaper man. Survey is available as to listener following.

Presentation: Live talent
Available Time Units: 10 minutes, 7 times weekly
Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening
Number of Artists: 2
Unit Cost: Rate card time
Submitted by: WFDF, Flint, Mich.

1942 ★ ★ COMEDY ★ ★ 1943

The Answer Man

"The Answer Man" is a daily collection of odd facts presented for one man broadcasting. This material recently re-edited has a sense of humor but doesn't deviate from facts. It is over nine years old, which is a "good" testing period. Extra bonus material to go in this show is being released weekly in the form of "war answers," which will make it even more topical than it has been.

Presentation: Live talent
Available Time Units: 5 minutes, 6 times weekly

Audience Appeal: Entire family
Suggested for: Morning; afternoon; evening

Client Suitability: Banks, loan companies, laundries, etc.

Number of Artists: 1
Unit Cost: Royalty is based upon station coverage

Audition Facilities: Sample scripts
Submitted by: The Script Library (See Page 63)

Bats in the Belfry

"Bats in the Belfry" discards the high-priced emcee and the conventional gags and format. It is a funny, fast-moving show that relies on good lines and performance for its humor; an original kind of program, designed for a large audience and easy listening.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 5 to 6, and orchestra
Audition Facilities: Transcriptions; Blue Network sustaining program
Submitted by: Blue Network (See Pages 24-25)

Bringing Up Father

"Bringing Up Father" based on the famous comic strip is presented in a half hour form with a complete story each week. This program, tested over the air last summer, proved to be one of the greatest laugh getting comedy dramas in the history of radio. The laughs per half hour ran from 60 to 125, and resulted entirely from script situations as played by a competent cast.

Presentation: Live talent or E. T.
Available Time Units: 30 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Evening

Number of Artists: 8 to 10 per program
Audition Facilities: Transcriptions
Submitted by: Henry Souvaine, Inc., in association with King Features Syndicate

Daily Chuckles

"Daily Chuckles" is a program designed to provide relief from war news and the heavier entertainment. Sparklingly written, it gives radio listeners a chance to relax and laugh at the humorous, the unusual and the odd happenings of the day. Material for the script is comprised of the best light news stories contributed each day by U.P.'s world-wide staff of correspondents.

Presentation: Live talent
Available Time Units: 5 minutes, 6 days weekly

Audience Appeal: Entire family
Suggested for: Morning

Client Suitability: Beverages, loan companies, confectioners, retail stores
Number of Artists: 1
Submitted by: United Press (See Page 92)

Dress Rehearsal

"Dress Rehearsal" is the story of the Swackley and Tuttle Advertising Agency, which is constantly in the throes of preparing and presenting an audition for "the big chance." The two characters, "Swackley" and "Tuttle" are gently daff, supplying lots of comedy, and slyly satirizing radio and advertising. Each show consists of the rehearsal for the audition. Due to the fact that each one is presented for a new "client," each broadcast differs materially, offering variety in comedy and music.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 10 to 12 (average), plus orchestra.

Audition Facilities: Transcriptions
Submitted by: WHO, Des Moines, Iowa

Ethel And Albert

"Ethel and Albert" Arbuckle, and their adopted twins, is a typical American family, and in this show they air for us usual problems which, after they're all over, make the whole family laugh. For example, the day Albert came home and found that Ethel and the girls had taken his car apart, practicing their Motor Corps lessons. It has unusual appeal for the whole family, and Ethel and Albert have actually become decided personalities in the whole community.

Presentation: Live talent
Available Time Units: 15 minutes, 5 times weekly

Audience Appeal: Entire family
Suggested for: Evening (early)

Client Suitability: Food, soaps, household products, etc.

Number of Artists: 2
Submitted by: WTBO, Cumberland, Md.

The Ironic Reporter

"The Ironic Reporter" presents the lighter, brighter side of the news, daily turned by a brilliant mind into the amusing, heartening channels of the Narrator is more than a jester par excellence, a twentieth century phenomenon who treads lightly and harshly on the mushrooming news developments of the day, here and abroad, but always without offense.

Presentation: E. T.
Available Time Units: 10 to 15 minutes, thrice weekly

Audience Appeal: Female; male
Suggested for: Evening

Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WFIL, Philadelphia, Pa. (See Page 42)

It Pays to Be Ignorant

Tom Howard and George Shelton bring this comedy show with a quiz format as a framework. Questions are used mainly as a means to get into comedy routine, or parodies of other types radio shows.

Presentation: Live talent
Available in Time Units: 30 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 5 (minimum) to 8
Audition Facilities: Transcriptions
Submitted by: WOR, New York, N. Y.

It's Sheldon

is program Herb Sheldon has a new type of humor program consisting of 15 minutes of conversational, informal, chit-chat, interspersed with popular recordings, incidental entertainment and guests.

Production: Live talent; E. T.
Available Time Units: 15 minutes, 3 and 5 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 1 and guest
Audition Facilities: Transcriptions
Submitted by: WINS, New York, N. Y. (See Page 26)

Arvin' With Jarvis

"Arvin' With Jarvis" is a program of common sense, combining the technique of the Louisville slapstick and pie-throwing, dressed in modern style. Programs taken Philadelphia radio audience by storm and is written, produced and acted by Jarvis (staff announcer). There are light gags; routine material to our times. Commercials can be changed (if desired) or can be done by Tremendous listening audience already been built up combining both new and old. Program may be sold to sponsor, or participating.

Production: Live talent; E. T.
Available Time Units: 15 minutes, twice weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WIP, Philadelphia, Pa. (See Page 37)

The Johnson Family

by Scribner, called "Radio's Great One-Man Show," plays all 22 characters of "The Johnson Family." He writes and produces the program. The story depicts the humor and simplicity of the "Southern Dorky." Scribner's homespun personality and the flexibility of his script make the show adaptable to almost any product or service. The popular show has been consistently broadcast since 1935.

Production: Live talent
Available Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon; evening
Suitability: Food, drugs, clothing, time products
Number of Artists: 1
Cost: Available for local cooperative national sponsorship
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System (See Page 8)

Kornzapoppin'

A variety idea is based on the foundation of Joe Miller humor handled by lyrics "in the backroom" plus a five-minute musical combination. Characteristic dramatizations and departmental ground out a well produced Saturday afternoon half-hour of relief from reality. Tempo is fast, the meter staggered, the method completely insane. Show a good college audience.
Production: Live talent
Available Time Units: 30 minutes, 3 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Number of Artists: 15

COMEDY

Unit Cost: \$45.00 per program, plus production charge of \$10.00 per program
Audition Facilities: Transcriptions
Submitted by: WKZO, Kalamazoo, Mich.

Meet the Deadline (We Foreign Correspondents)

In "Meet the Deadline" "Lucky and George," two foreign correspondents cover news of the world. The listening audience send their ideas each week to them for forthcoming productions, and receive prizes from a "foreign correspondents club." "Lucky and George" are always finding themselves in tight spots resulting in a comedy full of laughter and adventure.

Production: Live talent; E. T.
Available Time Units: 15 and 30 minutes, once to five times weekly
Audience Appeal: Entire family
Suggested for: Morning; afternoon; evening
Client Suitability: Food, soap, lotion, etc.
Number of Artists: 2 to 6
Unit Cost: E. T. (15 min., 5 times wky), \$1,000.00; E. T. (30 min.), \$500.00
Audition Facilities: Transcriptions
Submitted by: John Beverly's Hollywood Radio Playhouse Corp.

Miniature Minstrels

"Miniature Minstrels" is a one-man dialect show with three regular characters—Snoball, Si Newton and Schmalzenhofer. Other characters appear on show as "guest artists." Comic quiz, patter, mystery serial separated by transcribed novelty music is used. Commercials are handled as part of show by various characters.

Production: Live talent; E. T.
Available Time Units: 15 minutes, twice weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 1
Unit Cost: \$15.00
Audition Facilities: Transcriptions
Submitted by: WFVA, Fredericksburg, Va.

Popeye the Sailor

"Popeye the Sailor" is the most widely syndicated comedy character in the world, and is as well known to the motion picture audience as practically any animated cartoon ever released. It has also been air tested and proven itself to have an equally large radio following. The merchandising facilities surrounding the program are limitless.

Production: Live talent
Available Time Units: 15 and 30 minutes, 1 to 3 times weekly
Audience Appeal: Entire family
Suggested for: Morning; afternoon; evening
Number of Artists: 6 to 8
Audition Facilities: Will pipe live talent
Submitted by: Henry Souvaine, Inc., in association with King Features Syndicate

Snuffy Smith

"Snuffy Smith" is a comic strip character created by Billy De Beck, syndicated by King Features and appears in approximately 150 newspapers with an approximate total circulation of about 10,000,000. It is a half hour comedy drama with a setting of an Army Training Camp. As a character "Snuffy" has caught the imagination of the American public and although "Snuffy Smith" is always humorously out of step with life, "Snuffy Smith" as a radio program is very definitely in step with the times.

Production: Live talent
Available Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 6 to 8
Audition Facilities: Will pipe live talent
Submitted by: Henry Souvaine, Inc., in association with King Features Syndicate

Stooge Club

"Stooge Club" is based on a club idea in which the so-called radio stooges organize to compete with comedians for a program sponsor of their own. Scene of the show is in the club's headquarters and approach is robust comedy.

Production: Live talent
Available Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 10
Audition Facilities: Transcriptions
Submitted by: Herman Bernie, Inc.

The Timid Soul

"The Timid Soul" is a humorous series based on H. T. Webster's famous cartoon character, "Caspar Milquetoast." Full of chuckles as Caspar faces life's daily problems in his own peculiar way, it is a proven success on sustaining.

Production: Live Talent
Available Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 7 to 10
Audition Facilities: Transcriptions
Submitted by: John Curtiss, New York

Yankee Doodle Minstrels (Pick & Pat)

"Yankee Doodle Minstrels" featuring "Pick & Pat" is a timely show for current offering. Pick and Pat are known to millions of listeners who have heard them for years: on "Maxwell House Show Boat" as "Molasses 'n' January"; as "Pick and Pat" for Dill's Best. With comedy shows at a premium, here is one show that does not come under the heading of an experiment.

Production: Live talent.
Available Time Units: 30 minutes, once weekly.
Audience Appeal: Entire family.
Suggested for: Evening.
Number of Artists: 20 (approximately).
Audition Facilities: Will pipe live talent.
Submitted by: Wolf Associates. (See Page 71)

READ ABOUT THESE GUARANTEED KASPER-GORDON TRANSCRIBED PROGRAMS IN THIS ISSUE!

"SONGS OF CHEER AND COMFORT"

Starring Richard Maxwell
Page 82

"ONE I'LL NEVER FORGET"

Starring Jack Stevens
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"FUN WITH MUSIC"

Starring Sigmund Spaeth
The Tune Detective
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"TWILIGHT TALES"

Starring Elinor Gene
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"KNOW YOUR FURS"

Featuring Walter Horvath
Page 86

"THE ENEMY WITHIN"

Expose of Nazi Fifth Column
Page 19

"IMPERIAL LEADER"

Life Story of Winston Churchill
Page 23

"VICTORY NURSEY RHYMES"

30 Transcribed Spots
Page 67

"UNCLE JIMMY"

Starring William Farnum
Page 27

"LITTLE BY LITTLE HOUSE"

For Furniture or Real Estate
Page 23

"ENGLAND EXPECTS"

Life Story of Lord Nelson
Page 19

"SANTA'S MAGIC CHRISTMAS TREE"

A Tested Holiday Promotion

"ADVENTURES IN CHRISTMAS TREE GROVE"

Another Tested Christmas Series
Page 74

Distributed Exclusively by

KASPER-GORDON,
Incorporated

140 Boylston Street
Boston, Mass.

One of the Country's Largest Program Producers



Adventures in Christmastree Grove

"Adventures in Christmastree Grove" is perhaps the most successful Christmas toy program and promotion in the entire history of retailing. Almost 200 department stores have used this series successfully, and it is perennially good. Up in Santa's factory, Santa makes a "Magic Whistle" which Santa Junior blows and brings a wooden soldier and a mechanical doll to life. Santa, Mrs. Claus, Dolly, Woody and Bullo the Clown load Santa's plane and set out for the sponsor's store, where a duplicate of Christmastree Grove has been constructed in the toy department. (Only Christmas trees are necessary for this display.) Two villains, Pete and Lobo, try to steal the whistle. Then begins a series of unusual adventures in which hundreds of favorite story book characters take part. An all-star Hollywood cast is featured in the series. And a complete merchandising campaign accompanies the programs which have sold millions of dollars worth of toys.

Presentation: E. T.
Available Time Units: 15 minutes, 3 to 5 times weekly (15 episodes)
Audience Appeal: Juvenile
Suggested for: Afternoon
Client Suitability: Department store toy department
Number of Artists: 8 to 15
Unit Cost: Based upon market, station
Audition Facilities: Transcriptions
Submitted by: Kasper Gordon, Inc.
(See Page 73)

Adventures of Frank Farrell

"Adventures of Frank Farrell" is a fast moving juvenile adventure serial program woven into a universally interesting background of school athletics and sports.

Presentation: E. T.
Available Time Units: 15 minutes, 3 to 5 times weekly (78 episodes)
Audience Appeal: Juvenile
Suggested for: Afternoon (late); evening (early)
Client Suitability: Highly-competitive, low cost products
Number of Artists: 5 to 9
Unit Cost: Rates by markets, based on population and station power
Audition Facilities: Transcriptions
Submitted By: Russell C. Comer Radio Productions

The Adventures of Pinocchio

In this series the amazing adventures of the famous wooden puppet are dramatized from the equally famous book "Pinocchio."

Presentation: E. T.
Available Time Units: 15 minutes, 3 to 5 times weekly
Audience Appeal: Juvenile
Suggested for: Afternoon; evening
Number of Artists: 19
Audition Facilities: Transcriptions
Submitted By: Edward Sloman Productions

The Adventures of Skull John

"The Adventures of Skull John" is a juvenile dramatic serial, employing one of the most successful formats for a child's story ever developed, the pirate and the Treasure Island approach to adventure. Skull John is the Robinhood of the seas

who uses his talents to rid the seas of piracy. There is buried treasure, a Foo Chow idol and all the other highly imaginative, exciting elements pleasing to boys and girls. For merchandising, pictures of the characters and a synopsis of the story in book form can be offered at low unit cost.

Presentation: Live talent or E. T.
Available Appeal: Juvenile
Suggested for: Afternoon; evening
Client Suitability: Children's appeal product or service
Number of Artists: 2
Unit Cost: 60 per cent of the one-time national rate
Audition Facilities: Transcriptions
Submitted By: WFBR, Baltimore, Md.
(See Page 91)

Adventures with Admiral Byrd

"Adventures with Admiral Byrd" is a dramatic series based on history-making events in the thrilling career of the world's foremost explorer, with Admiral Byrd himself heading the cast. These are tales of adventure, combining excitement, thrills, and humor, and the audience is ready-made because of Admiral Byrd's tremendous popularity. Newspaper cuts, press releases, and posters are furnished gratis, and merchandising tie-ins are available. Audition disc is furnished on deposit of \$3.00, refunded upon return of disc.

Presentation: E. T.
Available Time Units: 15 minutes, 1, 2 or 3 times weekly
Audience Appeal: Juvenile; entire family
Suggested for: Morning; afternoon; evening
Client Suitability: Furriers, financial institutions, department stores, laundries, dairies, bakeries, etc.
Number of Artists: 6 to 8
Unit Cost: Based on population of city
Audition Facilities: Transcriptions
Submitted by: Harry S. Goodman

The Air Adventures of Jimmie Allen

"Air Adventures of Jimmie Allen" is generally conceded one of America's best known juvenile adventure serial shows. Authentic aviation action and data in advance of even today's developments, plus universal interest in aviation, make "Jimmie Allen" a "best bet." Story takes a seventeen-year-old airport-messenger through flying school, through sensational and thrilling adventures, victorious conflicts with crooks, spectacular air races, secret missions, with a realism rarely equaled. Proven merchandising plans are available. Over 20 million "Flying Club" membership pins have been issued by bakeries, dairies, food products, oil companies and retail sponsors.

Presentation: E. T.
Available Time Units: 15 minutes, 5 times weekly (650 episodes)
Audience Appeal: Juvenile
Suggested for: Afternoon (late); evening (early)
Client Suitability: Low cost, highly-competitive products
Number of Artists: 6 to 10
Unit Cost: Rates by markets, based on population and station power
Audition Facilities: Transcriptions
Submitted By: Russell C. Comer Radio Productions

The Batman

"The Batman" is a radio adaptation of the cartoon strip of the same name. It will be released as a serial motion picture in October. Merchandising facilities include free space in 14 Superman publications.

Presentation: Live talent; E. T.
Available Time Units: 30 minutes, 3 times weekly
Audience Appeal: Entire family
Suggested for: Evening (5 to 8 p.m.)
Number of Artists: 8 to 9
Audition Facilities: Transcriptions
Submitted by: Superman, Inc.

Captain Danger

"Captain Danger" is an adventure story, with the setting in the southwest Pacific. Danny and Diana Dangerfield go aboard their uncle's 4-masted schooner, the Mandoloon, and are to cruise about the many islands of this locale for purposes of education and to acquaint them with their own plantations which they have just inherited. They meet trouble and adventure with pirates and sea-raiders. Story is very timely in view of the present conditions.

Presentation: E. T.
Available Time Units: 15 minutes, 3 or 5 times weekly
Audience Appeal: Juvenile
Suggested for: Afternoon (late); evening (early)
Client Suitability: Dairy, bakery, department or specialty store
Number of Artists: 4 (average)
Unit Cost: 25 per cent of the per-day station rate as published; \$2.50 minimum charge
Audition Facilities: Transcriptions
Submitted By: Bennett-Downie Associates Incorporated

Captain Jack

"Captain Jack" is a circus story; in the early episodes a fire destroys the outfit. Owner of show sends Capt. Jack, the Animal King, to collect animals for a new show. Jack takes his nephew and three other people with him. Show tells of adventures in Jungles and at sea. This show meets with the approval of any P.T.A.

Presentation: Live talent or E. T.
Available Time Units: 15 minutes, 5 times weekly
Audience Appeal: Juvenile; male
Suggested for: Afternoon
Number of Artists: 4 to 6
Unit Cost: \$250 per episode
Audition Facilities: Transcriptions
Submitted By: William M. Ellsworth

Captain Tim Healy's Stamp Club

"Captain Tim Healy's Stamp Club," long a proven juvenile hit on the networks and big stations, features the renowned former Australian army officer with his exciting tales from far-off lands. Captain Tim tells the story behind the stamp; an exciting series of stories in themselves, series is a special hit with those thousands who collect stamps as a hobby.

Presentation: Live talent.
Available Time Units: 15 minutes, 5 times weekly
Audience Appeal: Juvenile
Suggested for: Afternoon (late)
Client Suitability: Breakfast cereal, bread
Number of Artists: 1

Audition Facilities: Transcriptions; pipe live talent
Submitted By: WHN, New York, N. Y.

Children's Radio Theatre

Musical and dramatic series with settings made to order. "Children's Radio Theatre" consists of dramatizations of famous fairy tales with an all-around, dramatically-trained cast. Several members of the show have made network appearances, while still others have been under network contracts. Audition transcripts are available, so prospective sponsors might better judge this high type of usual child entertainment. WAJR maintains a special children's department under the direction of Hortense Pease.

Presentation: Live talent
Available Time Units: 30 to 60 minutes, once weekly (Saturday morning)
Audience Appeal: Juvenile
Suggested for: Morning Saturdays, 10:00-11:00
Client Suitability: Food, low cost item
Number of Artists: 4 to 10
Unit Cost: Rate card plus \$25.00 fee and cost of writing script
Audition Facilities: Will pipe live talent
Submitted By: WAJR, Winston-Salem, N.C.

The Count of Monte Cristo

Alexandre Dumas' famous masterpiece is dramatized for radio in serial form in this series. 130 quarter-hour episodes are completely transcribed are available for immediate broadcast. Large cast including many Hollywood name actors and film piece orchestra. Series has been broadcast in several small cities with excellent results. The book is required reading in schools throughout the country and the program has been endorsed by Parents Teachers Associations and local public libraries.

Presentation: E. T.
Available Time Units: 15 minutes, 3 times weekly
Audience Appeal: Juvenile
Suggested for: Afternoon
Client Suitability: Bakers, food products, shoes, apparel
Number of Artists: 28
Audition Facilities: Transcriptions
Submitted by: Charles Michelson Radio Transcriptions

Court of Honor

"Court of Honor" features a "Commando" corps of local children who sell War Stamps and Bonds. They are as privates, and progress through regular ranks (corporals, sergeants, etc.) their sales mount. Red, white and blue arm bands are furnished as a means of identification. Program is strictly a local appeal show, suitable for national account sponsorship interested in a patriotic, institutional, big audience program.

Broadcast is over WGR.
Presentation: Live talent
Available Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: National account; institutional copy only
Number of Artists: 4 (announcers plus musicians, guests and "Commandos")
Audition Facilities: Transcriptions
Submitted by: WGR, Buffalo, N. Y.



Adventures in Christmastree Grove

"Adventures In Christmastree Grove" is perhaps the most successful Christmas toy program and promotion in the entire history of retailing. Almost 200 department stores have used this series successfully, and it is perennially good. Up in Santa's factory, Santa makes a 'Magic Whistle' which Santa Junior blows and brings a wooden soldier and a mechanical doll to life. Santa, Mrs. Claus, Dolly, Woody and Buffo the Clown load Santa's plane and set out for the sponsor's store, where a duplicate of Christmastree Grove has been constructed in the toy department. (Only Christmas trees are necessary for this display.) Two villains, Pete and Lobo, try to steal the whistle. Then begins a series of unusual adventures in which hundreds of favorite story book characters take part. An all-star Hollywood cast is featured in the series. And a complete merchandising campaign accompanies the programs which have sold millions of dollars worth of toys.

Presentation: E. T.
Available Time Units: 15 minutes, 3 to 5 times weekly (15 episodes)
Audience Appeal: Juvenile
Suggested for: Afternoon
Client Suitability: Department store toy department
Number of Artists: 8 to 15
Unit Cost: Based upon market, station
Audition Facilities: Transcriptions
Submitted by: Kasper-Gordon, Inc.
(See Page 73)

Adventures of Frank Farrell

"Adventures of Frank Farrell" is a fast moving juvenile adventure serial program, woven into a universally interesting background of school athletics and sports.

Presentation: E. T.
Available Time Units: 15 minutes, 3 to 5 times weekly (78 episodes).
Audience Appeal: Juvenile
Suggested for: Afternoon (late); evening (early)
Client Suitability: Highly-competitive, low cost products
Number of Artists: 5 to 9
Unit Cost: Rates by markets, based on population and station power
Audition Facilities: Transcriptions
Submitted By: Russell C. Comer Radio Productions

The Adventures of Pinocchio

In this series the amazing adventures of the famous wooden puppet are dramatized from the equally famous book "Pinocchio."

Presentation: E. T.
Available Time Units: 15 minutes, 3 to 5 times weekly
Audience Appeal: Juvenile
Suggested for: Afternoon; evening
Number of Artists: 19
Audition Facilities: Transcriptions
Submitted By: Edward Sloman Productions

The Adventures of Skull John

"The Adventures of Skull John" is a juvenile dramatic serial, employing one of the most successful formats for a child's story ever developed, the pirate and the Treasure Island approach to adventure. Skull John is the Robinhood of the seas

who uses his talents to rid the seas of piracy. There is buried treasure, a Foo Chow idol and all the other highly imaginative, exciting elements pleasing to boys and girls. For merchandising, pictures of the characters and a synopsis of the story in book form can be offered at low unit cost.

Presentation: Live talent or E. T.
Available Appeal: Juvenile
Suggested for: Afternoon; evening
Client Suitability: Children's appeal product or service
Number of Artists: 2
Unit Cost: 60 per cent of the one-time national rate
Audition Facilities: Transcriptions
Submitted By: WFBR, Baltimore, Md.
(See Page 91)

Adventures with Admiral Byrd

"Adventures with Admiral Byrd" is a dramatic series based on history-making events in the thrilling career of the world's foremost explorer, with Admiral Byrd himself heading the cast. These are tales of adventure, combining excitement, thrills, and humor, and the audience is ready-made because of Admiral Byrd's tremendous popularity. Newspaper cuts, press releases, and posters are furnished gratis, and merchandising tie-ins are available. Audition disc is furnished on deposit of \$3.00, refunded upon return of disc.

Presentation: E. T.
Available Time Units: 15 minutes, 1, 2 or 3 times weekly
Audience Appeal: Juvenile; entire family
Suggested for: Morning; afternoon; evening
Client Suitability: Furriers, financial institutions, department stores, laundries, dairies, bakeries, etc.
Number of Artists: 6 to 8
Unit Cost: Based on population of city
Audition Facilities: Transcriptions
Submitted by: Harry S. Goodman

The Air Adventures of Jimmie Allen

"Air Adventures of Jimmie Allen" is generally conceded one of America's best known juvenile adventure serial shows. Authentic aviation action and data in advance of even today's developments, plus universal interest in aviation, make "Jimmie Allen" a "best bet." Story takes a seventeen-year-old airport-messenger through flying school, through sensational and thrilling adventures, victorious conflicts with crooks, spectacular air races, secret missions, with a realism rarely equalled. Proven merchandising plans are available. Over 20 million "Flying Club" membership pins have been issued by bakeries, dairies, food products, oil companies and retail sponsors.

Presentation: E. T.
Available Time Units: 15 minutes, 5 times weekly (650 episodes)
Audience Appeal: Juvenile
Suggested for: Afternoon (late); evening (early)
Client Suitability: Low cost, highly-competitive products
Number of Artists: 6 to 10
Unit Cost: Rates by markets, based on population and station power
Audition Facilities: Transcriptions
Submitted By: Russell C. Comer Radio Productions

The Batman

"The Batman" is a radio adaptation of the cartoon strip of the same name. It will be released as a serial motion picture in October. Merchandising facilities include free space in 14 Superman publications.

Presentation: Live talent; E. T.
Available Time Units: 30 minutes, 3 times weekly
Audience Appeal: Entire family
Suggested for: Evening (5 to 8 p.m.)
Number of Artists: 8 to 9
Audition Facilities: Transcriptions
Submitted by: Superman, Inc.

Captain Danger

"Captain Danger" is an adventure story, with the setting in the southwest Pacific. Danny and Diana Dangerfield go aboard their uncle's 4-masted schooner, the Mandaloon, and are to cruise about the many islands of this locale for purposes of education and to acquaint them with their own plantations which they have just inherited. They meet trouble and adventure with pirates and sea-raiders. Story is very timely in view of the present conditions.

Presentation: E. T.
Available Time Units: 15 minutes, 3 or 5 times weekly
Audience Appeal: Juvenile
Suggested for: Afternoon (late); evening (early)
Client Suitability: Dairy, bakery, department or specialty store
Number of Artists: 4 (average)
Unit Cost: 25 per cent of the per-day station rate as published; \$2.50 minimum charge
Audition Facilities: Transcriptions
Submitted By: Bennett-Downie Associates Incorporated

Captain Jack

"Captain Jack" is a circus story; in the early episodes a fire destroys the outfit. Owner of show sends Capt. Jack, the Animal King, to collect animals for a new show. Jack takes his nephew and three other people with him. Show tells of adventures in Jungles and at sea. This show meets with the approval of any P.T.A.

Presentation: Live talent or E. T.
Available Time Units: 15 minutes, 5 times weekly
Audience Appeal: Juvenile; male
Suggested for: Afternoon
Number of Artists: 4 to 6
Unit Cost: \$250 per episode
Audition Facilities: Transcriptions
Submitted By: William M. Ellsworth

Captain Tim Healy's Stamp Club

"Captain Tim Healy's Stamp Club," long a proven juvenile hit on the networks and big stations, features the renowned former Australian army officer with his exciting tales from far-off lands. Captain Tim tells the story behind the stamp; an exciting series of stories in themselves, series is a special hit with those thousands who collect stamps as a hobby.

Presentation: Live talent.
Available Time Units: 15 minutes, 5 times weekly
Audience Appeal: Juvenile
Suggested for: Afternoon (late)
Client Suitability: Breakfast cereal, bread
Number of Artists: 1

Audition Facilities: Transcriptions; pipe live talent
Submitted By: WHN, New York, N. Y.

Children's Radio Theatre

Musical and dramatic series with options made to order. "Children's Radio Theatre" consists of dramatizations of famous fairy tales with an all-child, dramatically-trained cast. Several members of the show have made network appearances, while still others have been offered network contracts. Audition transcripts are available, so prospective sponsors might better judge this high type, unusual kid entertainment. WAIR maintains a special children's department under the direction of Hortense Pease.

Presentation: Live talent
Available Time Units: 30 to 60 minutes, once weekly (Saturday morning)
Audience Appeal: Juvenile
Suggested for: Morning Saturdays, 10:00-11:00
Client Suitability: Food, low cost "kid" item
Number of Artists: 4 to 10
Unit Cost: Rate card plus \$25.00 talent fee and cost of writing script and production
Audition Facilities: Will pipe live talent
Submitted By: WAIR, Winston-Salem, N. C.

The Count of Monte Cristo

Alexandre Dumas' famous masterpiece is dramatized for radio in serial form in this series. 130 quarter-hour episodes are completely transcribed are available for immediate broadcast. Large cast includes many Hollywood name actors and fifteen piece orchestra. Series has been broadcast in several small cities with excellent results. The book is required reading in schools throughout the country and the program has been endorsed by Parent Teachers Associations and local public libraries.

Presentation: E. T.
Available Time Units: 15 minutes, 3 to 5 times weekly
Audience Appeal: Juvenile
Suggested for: Afternoon
Client Suitability: Bakers, food products, shoes, apparel
Number of Artists: 28
Audition Facilities: Transcriptions
Submitted by: Charles Michelson Radio Transcriptions

Court of Honor

"Court of Honor" features a "Commando" corps of local children who must sell War Stamps and Bonds. They start as privates, and progress through regular ranks (corporals, sergeants, etc.) as their sales mount. Red, white and blue arm bands are furnished as a means of identification. Program is strictly a local appeal show, suitable for national account sponsorship interested in a purely institutional, big audience program. Broadcast is over WGR.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: National account for institutional copy only
Number of Artists: 4 (announcers plus 14 musicians, guests and "Commandos")
Audition Facilities: Transcriptions
Submitted by: WGR, Buffalo, N. Y.

First Offender Club

"First Offender Crime Prevention Club" is destined to help the youth of today avoid their first criminal offense and become healthy, happy, desirable citizens. Membership numbers better than 45,000 in four stations in New England. Presentation: Live talent

Available Time Units: 30 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: Food products
Number of Artists: 6 to 10
Auction Facilities: Transcriptions
Submitted by: Herman Bernie, Inc.

Pop Harrigan, America's Ace of the Airways

This series is a five-a-week adventure based on a comic strip feature of the same name. It is prepared with the cooperation of the U. S. Army Air Corps and features a young American who joins the army air force, goes through combat training and into active combat. It is made with current war news and variety.

Presentation: Live talent
Available Time Units: 15 minutes, 5 times weekly

Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Foods, etc.
Number of Artists: 7
Auction Facilities: Transcriptions
Submitted by: Superman, Inc.

Kiddies' Club

"Kiddies' Club" originates from the route of a local theater and offers great juvenile merchandising possibilities including giveaways, screen trailers, lobby displays, contests and prizes. Theater supplies a full show for club membership and pays part of the prize cost.

Presentation: Live talent
Available Time Units: 15 or 30 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Luxuries, foods, kitchen products

Number of Artists: 2
Unit Cost: Rate card time
Auction Facilities: Transcriptions
Submitted by: KIEM, Eureka, Calif.

Komic Klub Parade

"Komic Klub Parade" brings to life favorite comic page personalities as they appear daily in local paper. Program is conducted by "Aunt Peggy" and between strips, novelty transcribed music is played. Program appeals to children who are not old enough to read or those who enjoy having the "funnies" read to them.

Presentation: Live talent or E. T.
Available Time Units: 15 minutes, 6 times weekly

Audience Appeal: Juvenile
Suggested for: Afternoon
Client Suitability: Dairy, bakery, juvenile product

Number of Artists: 1
Unit Cost: \$33.00 per program (time and talent)
Auction Facilities: Transcriptions
Submitted by: WKST, New Castle, Pa.

Little Blue Playhouse

"Little Blue Playhouse" is a children's theater of the air, featuring 8 to 18-year olds. The plays are adult in concept and performance. Each program features as guest artist a well-known child personality on radio, stage or screen. Series is a great program for juveniles and provides first-rate listening for adults.

Presentation: Live talent

Available Time Units: 30 minutes, once weekly

Audience Appeal: Juvenile
Suggested for: Evening
Number of Artists: 10 to 12
Auction Facilities: Transcriptions; Blue Network sustaining program
Submitted by: Blue Network Co.
(See Pages 24-25)

Lucky Penny

"Lucky Penny" combines dramatizations with a "club" idea. Many merchandising stunts have been carefully worked out. Program appeals to children and is endorsed by older folks.

Presentation: Live talent
Available Time Units: 15 minutes, once weekly

Audience Appeal: Juvenile
Suggested for: Morning (week-end); afternoon (late)
Client Suitability: Candy, soap product, cereal, milk product
Number of Artists: 6 to 8
Submitted by: Ann Barbinel, Productions

Magic Island

"Magic Island" tells the story of an artificial island located in the southern Pacific Ocean, whose inhabitants, all scientists, have found a baby lost at sea. Island may be submerged and moved on ocean floor; submarines anchor fifty feet under water and are boarded through air locks; magnetic fogs, noiseless paint, transparent steel, magnetic paint, homing pigeons, Euclidian rocket planes, are a few devices used to stir the listeners' imagination.

Presentation: E. T.
Available Time Units: 15 minutes (130 episodes)

Audience Appeal: Juvenile
Suggested for: Evening
Client Suitability: Juvenile shoes, soft drinks, bakeries, ice cream, dairies
Number of Artists: 8
Unit Cost: Based on population and station power
Auction Facilities: Transcriptions
Submitted by: Radio Producers of Hollywood

Mandrake the Magician

"Mandrake the Magician" deals with the exciting adventures of Mandrake, his giant servant Lothar, and the Princess Narda. This great King Features adventure strip reached first place of all juvenile programs on WOR in its first thirteen weeks on the air. The merchandising facilities available with the program are practically unlimited.

Presentation: Live talent; E. T.
Available Time Units: 15 minutes, 3 times weekly

Audience Appeal: Juvenile; entire family
Suggested for: Afternoon; evening
Number of Artists: 6 to 8
Auction Facilities: Transcriptions
Submitted by: Henry Souvaine, Inc., in association with King Features Syndicate

March of Youth

"March of Youth" is a program unique in its originality in that it employs 75 artists (excluding Dolf Martin, musical director) none over 16 years of age. Their talents range in variety from vocals to dramatics; from taps to xylophone; from emcee's to "heavies." This is not the usual "amateur hour" but a finished production incorporating an established theme, orchestral and choral numbers, dramatic sketch and novelty selections. Feature is designed to attract a live audience and its best setting is in a local theater during a Saturday morning period.

Presentation: Live talent
Audience Appeal: Entire family

JUVENILE

Suggested for: Morning (Saturday)
Client Suitability: Consumer products
Number of Artists: 75
Submitted by: WEEI, Boston, Mass.

Rainbow House

Recently voted the nation's outstanding children's program by the Women's National Radio Committee "Rainbow House" is good entertainment for the entire family. Since 1934, the show has been directed by Bob Emery who has built up a casting list of 150 young artists, professionals or students in professional schools. Program consists of dramatic skits, choral and solo arrangements of popular and serious music, patriotic interludes and expertly handled interviews.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly

Audience Appeal: Juvenile
Suggested for: Morning (Saturday)
Client Suitability: Food products
Number of Artists: Varies
Unit Cost: \$450 with choir; \$300 without choir

Auction Facilities: Transcriptions
Submitted by: Mutual Broadcasting System

(See Page 8)

Range Busters

"Range Busters" presents real western entertainment featuring David Sharp, John King and Max Terhune in a bang-up series of episodes that have made this cowboy trio famous in six thousand motion picture theaters and to an audience of eager juveniles, scattered over the 48 states. Fan mail and Monogram exploitation have already done a swell job and a sponsor would cash in on build-up. Show is a splendid merchandising feature for 15 or 25c products of national distribution.

Presentation: Live talent or E. T.
Available Time Units: 15 or 30 minutes, 1 to 5 times weekly

Audience Appeal: Juvenile
Suggested for: Afternoon or evening (early)

Client Suitability: Low priced commodity
Number of Artists: 5 to 8
Unit Cost: Approximately \$2,000 but depends on nature of show.

Auction Facilities: Transcriptions; will pipe live talent
Submitted by: Paul Cruger Radio Productions

Red Lantern

Yolande Langworthy, whose "Arabesque" is still remembered as one of the most popular dramatic shows of its time, has written this series titled "Red Lantern" for an all-juvenile cast. Programs are topical with a thrill per minute. Since children are available and their time should be occupied, their use on the air is a plus. Simple mimeographed give-a-ways are available.

Presentation: Live talent
Available Time Units: 15 minutes, twice weekly; 30 minutes, once weekly

Audience Appeal: Juvenile
Suggested for: Afternoon
Client Suitability: Any product where child approval is important

Number of Artists: 6 (average)
Unit Cost: \$2.00 per fifteen minute broadcast up, according primary and secondary areas of stations

Auction Facilities: Sample scripts
Submitted by: The Script Library
(See Page 63)

Red Ryder

"Red Ryder" is the cowboy hero of comic strip, fiction and movie fame who has already produced impressive ratings and sales results for a West Coast bakery. This Western adventure story is syndicated in 637 newspapers with a circulation of over thirteen million from coast to coast, and five million Red Ryder books have been published to date. In the radio series Robert Armbruster's 25-piece orchestra provides the musical background for the whirlwind adventures of Red Ryder and his Indian pal, Little Beaver. It offers complete merchandising campaign.

Presentation: Live talent
Available Time Units: 15 minutes, 3 times weekly

Audience Appeal: Juvenile
Suggested for: Evening
Client Suitability: Food products
Number of Artists: 8 to 10
Unit Cost: Per week, \$2750 for first 26 weeks; \$3300 for second 26; \$3500 thereafter

Auction Facilities: Transcriptions
Submitted by: Mutual Broadcasting System

(See Page 8)

Robinson Crusoe Junior

"Robinson Crusoe Junior" features famous juvenile movie stars. It is a program for kids from 6 to 60. Five youngsters from 7 to 14 years of age are cast in these plays for juveniles performed by juveniles. A search for buried treasure on Adventure Island is the idea from which the episodes are developed.

Presentation: E. T.
Available Time Units: 15 minutes, 2 or 3 times weekly (39 episodes)

Audience Appeal: Juvenile and female
Suggested for: Afternoon
Client Suitability: Department stores, dairies, bakeries, etc.

Number of Artists: 10
Unit Cost: \$10.00 per episode
Auction Facilities: Transcriptions
Submitted by: Transcribed Radio Shows

The Scrapes of Scrappy

"The Scrapes of Scrappy" permits the diary of a dummy whose inimitable scrapes take him into all the mischief so dear to the hearts of children (and grownups too). "Scrappy," his real live girl-friend, "Suzie," and the toy band that plays any music you think of because of its magic "thinking cap" provide interest-sustaining suspense at almost every spot on the globe. Series was aired approximately two years on a popular midwest testing station and is a juvenile dramatic series that will sell any children's volume product such as health foods, gum, candy, etc., whether by direct or indirect approach.

Presentation: Live talent or E. T.
Available Time Units: 15 minutes, 3 to 5 times weekly

Audience Appeal: Juvenile
Suggested for: Afternoon (late) or evening (early)

Number of Artists: 6 (minimum) to 10
Auction Facilities: Transcriptions; will pipe live talent
Submitted by: Video and Sound Enterprises

The Sea Hound

"The Sea Hound" is a dramatic series based on the exciting adventures of one Captain Silver and his associates, KuKai,



Adventures in Christmastree Grove

"Adventures In Christmastree Grove" is perhaps the most successful Christmas toy program and promotion in the entire history of retailing. Almost 200 department stores have used this series successfully, and it is perennially good. Up in Santa's factory, Santa makes a "Magic Whistle" which Santa Junior blows and brings a wooden soldier and a mechanical doll to life. Santa, Mrs. Claus, Dolly, Woody and Buffalo the Clown load Santa's plane and set out for the sponsor's store, where a duplicate of Christmastree Grove has been constructed in the toy department. (Only Christmas trees are necessary for this display.) Two villains, Pete and Lobo, try to steal the whistle. Then begins a series of unusual adventures in which hundreds of favorite story book characters take part. An all-star Hollywood cast is featured in the series. And a complete merchandising campaign accompanies the programs which have sold millions of dollars worth of toys.

Presentation: E. T.
Available Time Units: 15 minutes, 3 to 5 times weekly (15 episodes)
Audience Appeal: Juvenile
Suggested for: Afternoon
Client Suitability: Department store toy department
Number of Artists: 8 to 15
Unit Cost: Based upon market, station
Audition Facilities: Transcriptions
Submitted by: Kasper-Gordon, Inc.
(See Page 73)

Adventures of Frank Farrell

"Adventures of Frank Farrell" is a fast moving juvenile adventure serial program, woven into a universally interesting background of school athletics and sports.

Presentation: E. T.
Available Time Units: 15 minutes, 3 to 5 times weekly (78 episodes).
Audience Appeal: Juvenile
Suggested for: Afternoon (late); evening (early)
Client Suitability: Highly-competitive, low cost products
Number of Artists: 5 to 9
Unit Cost: Rates by markets, based on population and station power
Audition Facilities: Transcriptions
Submitted by: Russell C. Comer Radio Productions

The Adventures of Pinocchio

In this series the amazing adventures of the famous wooden puppet are dramatized from the equally famous book "Pinocchio."

Presentation: E. T.
Available Time Units: 15 minutes, 3 to 5 times weekly
Audience Appeal: Juvenile
Suggested for: Afternoon; evening
Number of Artists: 19
Audition Facilities: Transcriptions
Submitted by: Edward Sloman Productions

The Adventures of Skull John

"The Adventures of Skull John" is a juvenile dramatic serial, employing one of the most successful formats for a child's story ever developed, the pirate and the Treasure Island approach to adventure. Skull John is the Robinhood of the seas

who uses his talents to rid the seas of piracy. There is buried treasure, a Foo Chow idol and all the other highly imaginative, exciting elements pleasing to boys and girls. For merchandising, pictures of the characters and a synopsis of the story in book form can be offered at low unit cost.

Presentation: Live talent or E. T.
Available Appeal: Juvenile
Suggested for: Afternoon; evening
Client Suitability: Children's appeal product or service
Number of Artists: 2
Unit Cost: 60 per cent of the one-time national rate
Audition Facilities: Transcriptions
Submitted By: WFBR, Baltimore, Md.
(See Page 91)

Adventures with Admiral Byrd

"Adventures with Admiral Byrd" is a dramatic series based on history-making events in the thrilling career of the world's foremost explorer, with Admiral Byrd himself heading the cast. These are tales of adventure, combining excitement, thrills, and humor, and the audience is ready-made because of Admiral Byrd's tremendous popularity. Newspaper cuts, press releases, and posters are furnished gratis, and merchandising tie-ins are available. Audition disc is furnished on deposit of \$3.00, refunded upon return of disc.

Presentation: E. T.
Available Time Units: 15 minutes, 1, 2 or 3 times weekly
Audience Appeal: Juvenile; entire family
Suggested for: Morning; afternoon; evening
Client Suitability: Furriers, financial institutions, department stores, laundries, dairies, bakeries, etc.
Number of Artists: 6 to 8
Unit Cost: Based on population of city
Audition Facilities: Transcriptions
Submitted by: Harry S. Goodman

The Air Adventures of Jimmie Allen

"Air Adventures of Jimmie Allen" is generally conceded one of America's best known juvenile adventure serial shows. Authentic aviation action and data in advance of even today's developments, plus universal interest in aviation, make "Jimmie Allen" a "best bet." Story takes a seventeen-year-old airport-messenger through flying school, through sensational and thrilling adventures, victorious conflicts with crooks, spectacular air races, secret missions, with a realism rarely equalled. Proven merchandising plans are available. Over 20 million "Flying Club" membership pins have been issued by bakeries, dairies, food products, oil companies and retail sponsors.

Presentation: E. T.
Available Time Units: 15 minutes, 5 times weekly (650 episodes)
Audience Appeal: Juvenile
Suggested for: Afternoon (late); evening (early)
Client Suitability: Low cost, highly-competitive products
Number of Artists: 6 to 10
Unit Cost: Rates by markets, based on population and station power
Audition Facilities: Transcriptions
Submitted By: Russell C. Comer Radio Productions

The Batman

"The Batman" is a radio adaptation of the cartoon strip of the same name. It will be released as a serial motion picture in October. Merchandising facilities include free space in 14 Superman publications.

Presentation: Live talent; E. T.
Available Time Units: 30 minutes, 3 times weekly
Audience Appeal: Entire family
Suggested for: Evening (5 to 8 p.m.)
Number of Artists: 8 to 9
Audition Facilities: Transcriptions
Submitted by: Superman, Inc.

Captain Danger

"Captain Danger" is an adventure story, with the setting in the southwest Pacific. Danny and Diana Dangerfield go aboard their uncle's 4-masted schooner, the Mandaloon, and are to cruise about the many islands of this locale for purposes of education and to acquaint them with their own plantations which they have just inherited. They meet trouble and adventure with pirates and sea-raiders. Story is very timely in view of the present conditions.

Presentation: E. T.
Available Time Units: 15 minutes, 3 or 5 times weekly
Audience Appeal: Juvenile
Suggested for: Afternoon (late); evening (early)
Client Suitability: Dairy, bakery, department or specialty store
Number of Artists: 4 (average)
Unit Cost: 25 per cent of the per-day station rate as published; \$2.50 minimum charge
Audition Facilities: Transcriptions
Submitted By: Bennett-Downie Associates Incorporated

Captain Jack

"Captain Jack" is a circus story; in the early episodes a fire destroys the outfit. Owner of show sends Capt. Jack, the Animal King, to collect animals for a new show. Jack takes his nephew and three other people with him. Show tells of adventures in Jungles and at sea. This show meets with the approval of any P.T.A.

Presentation: Live talent or E. T.
Available Time Units: 15 minutes, 5 times weekly
Audience Appeal: Juvenile; male
Suggested for: Afternoon
Number of Artists: 4 to 6
Unit Cost: \$250 per episode
Audition Facilities: Transcriptions
Submitted By: William M. Ellsworth

Captain Tim Healy's Stamp Club

"Captain Tim Healy's Stamp Club," long a proven juvenile hit on the networks and big stations, features the renowned former Australian army officer with his exciting tales from far-off lands. Captain Tim tells the story behind the stamp; an exciting series of stories in themselves, series is a special hit with those thousands who collect stamps as a hobby.

Presentation: Live talent.
Available Time Units: 15 minutes, 5 times weekly
Audience Appeal: Juvenile
Suggested for: Afternoon (late)
Client Suitability: Breakfast cereal, bread
Number of Artists: 1

Audition Facilities: Transcriptions; pipe live talent
Submitted By: WHN, New York, N. Y.

Children's Radio Theatre

Musical and dramatic series with operettas made to order. "Children's Radio Theatre" consists of dramatizations of famous fairy tales with an all-child, dramatically-trained cast. Several members of the show have made network appearances, while still others have been offered network contracts. Audition transcriptions are available, so prospective sponsors might better judge this high type, unusual kid entertainment. WAIR maintains a special children's department under the direction of Hortense Pease.

Presentation: Live talent
Available Time Units: 30 to 60 minutes once weekly (Saturday morning)
Audience Appeal: Juvenile
Suggested for: Morning Saturdays, 10:00-11:00
Client Suitability: Food, low cost "kid item"
Number of Artists: 4 to 10
Unit Cost: Rate card plus \$25.00 talent fee and cost of writing script and production
Audition Facilities: Will pipe live talent
Submitted By: WAIR, Winston-Salem, N. C.

The Count of Monte Cristo

Alexandre Dumas' famous masterpiece is dramatized for radio in serial form in this series. 130 quarter-hour episodes are completely transcribed and available for immediate broadcast. Large cast includes many Hollywood name actors and fifteen-piece orchestra. Series has been broadcast in several small cities with excellent results. The book is required reading in schools throughout the country and the program has been endorsed by Parent Teachers Associations and local public libraries.

Presentation: E. T.
Available Time Units: 15 minutes, 3 to 5 times weekly
Audience Appeal: Juvenile
Suggested for: Afternoon
Client Suitability: Bakers, food products, shoes, apparel
Number of Artists: 28
Audition Facilities: Transcriptions
Submitted by: Charles Michelson Radio Transcriptions

Court of Honor

"Court of Honor" features a "Commando" corps of local children who must sell War Stamps and Bonds. They start as privates, and progress through regular ranks (corporals, sergeants, etc.) as their sales mount. Red, white and blue arm bands are furnished as a means of identification. Program is strictly a local appeal show, suitable for national account sponsorship interested in a purely institutional, big audience program. Broadcast is over WGR.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: National account for institutional copy only
Number of Artists: 4 (announcers plus 14 musicians, guests and "Commandos")
Audition Facilities: Transcriptions
Submitted by: WGR, Buffalo, N. Y.

JUVENILE

Red Ryder

"Red Ryder" is the cowboy hero of comic strip, fiction and movie fame who has already produced impressive ratings and sales results for a West Coast bakery. This Western adventure story is syndicated in 637 newspapers with a circulation of over thirteen million from coast to coast, and five million Red Ryder books have been published to date. In the radio series Robert Armbruster's 25-piece orchestra provides the musical background for the whirlwind adventures of Red Ryder and his Indian pal, Little Beaver. It offers complete merchandising campaign.

Presentation: Live talent
Available Time Units: 15 minutes, 3 times weekly
Audience Appeal: Juvenile
Suggested for: Evening
Client Suitability: Food products
Number of Artists: 8 to 10
Unit Cost: Per week, \$2750 for first 26 weeks; \$3300 for second 26; \$3500 thereafter
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System
(See Page 8)

Robinson Crusoe Junior

"Robinson Crusoe Junior" features famous juvenile movie stars. It is a program for kids from 6 to 60. Five youngsters from 7 to 14 years of age are cast in these plays for juveniles performed by juveniles. A search for buried treasure on Adventure Island is the idea from which the episodes are developed.

Presentation: E. T.
Available Time Units: 15 minutes, 2 or 3 times weekly (39 episodes)
Audience Appeal: Juvenile and female
Suggested for: Afternoon
Client Suitability: Department stores, dairies, bakeries, etc.
Number of Artists: 10
Unit Cost: \$10.00 per episode
Audition Facilities: Transcriptions
Submitted by: Transcribed Radio Shows

The Scrapes of Scrappy

"The Scrapes of Scrappy" permits the diary of a dummy whose inimitable scrapes take him into all the mischief so dear to the hearts of children (and grownups too). "Scrappy," his real live girl-friend, "Suzie," and the toy band that plays any music you think of because of its magic "thinking cap" provide interest-sustaining suspense at almost every spot on the globe. Series was aired approximately two years on a popular midwest testing station and is a juvenile dramatic series that will sell any children's volume product such as health foods, gum, candy, etc., whether by direct or indirect approach.

Presentation: Live talent or E. T.
Available Time Units: 15 minutes, 3 to 5 times weekly
Audience Appeal: Juvenile
Suggested for: Afternoon (late) or evening (early)
Number of Artists: 6 (minimum) to 10
Audition Facilities: Transcriptions; will pipe live talent
Submitted by: Video and Sound Enterprises

The Sea Hound

"The Sea Hound" is a dramatic series based on the exciting adventures of one Captain Silver and his associates, KuKai,

Available Time Units: 30 minutes, once weekly

Audience Appeal: Juvenile
Suggested for: Evening
Number of Artists: 10 to 12
Audition Facilities: Transcriptions; Blue Network sustaining program
Submitted by: Blue Network Co.
(See Pages 24-25)

Lucky Penny

"Lucky Penny" combines dramatizations with a "club" idea. Many merchandising stunts have been carefully worked out. Program appeals to children and is endorsed by older folks.

Presentation: Live talent
Available Time Units: 15 minutes, once weekly
Audience Appeal: Juvenile
Suggested for: Morning (week-end); afternoon (late)
Client Suitability: Candy, soap product, cereal, milk product
Number of Artists: 6 to 8
Submitted by: Ann Barbinel, Productions

Magic Island

"Magic Island" tells the story of an artificial island located in the southern Pacific Ocean, whose inhabitants, all scientists, have found a baby lost at sea. Island may be submerged and moved on ocean floor; submarines anchor fifty feet under water and are boarded through air locks; magnetic fogs, noiseless paint, transparent steel, magnetic paint, homing pigeons, Euclidian rocket planes, are a few devices used to stir the listeners' imagination.

Presentation: E. T.
Available Time Units: 15 minutes (130 episodes)
Audience Appeal: Juvenile
Suggested for: Evening
Client Suitability: Juvenile shoes, soft drinks, bakeries, ice cream, dairies
Number of Artists: 8
Unit Cost: Based on population and station power
Audition Facilities: Transcriptions
Submitted by: Radio Producers of Hollywood

Mandrake the Magician

"Mandrake the Magician" deals with the exciting adventures of Mandrake, his giant servant Lothar, and the Princess Narda. This great King Features adventure strip reached first place of all juvenile programs on WOR in its first thirteen weeks on the air. The merchandising facilities available with the program are practically unlimited.

Presentation: Live talent; E. T.
Available Time Units: 15 minutes, 3 times weekly
Audience Appeal: Juvenile; entire family
Suggested for: Afternoon; evening
Number of Artists: 6 to 8
Audition Facilities: Transcriptions
Submitted by: Henry Souvaine, Inc., in association with King Features Syndicate

March of Youth

"March of Youth" is a program unique in its originality in that it employs 75 artists (excluding Dolf Martin, musical director) none over 16 years of age. Their talents range in variety from vocals to dramatics; from taps to xylophone; from emcee's to "heavies." This is not the usual "amateur hour" but a finished production incorporating an established theme, orchestral and choral numbers, dramatic sketch and novelty selections. Feature is designed to attract a live audience and its best setting is in a local theater during a Saturday morning period.

Presentation: Live talent
Audience Appeal: Entire family

Suggested for: Morning (Saturday)
Client Suitability: Consumer products
Number of Artists: 75
Submitted by: WEEI, Boston, Mass.

Rainbow House

Recently voted the nation's outstanding children's program by the Women's National Radio Committee "Rainbow House" is good entertainment for the entire family. Since 1934, the show has been directed by Bob Emery who has built up a casting list of 150 young artists, professionals or students in professional schools. Program consists of dramatic skits, choral and solo arrangements of popular and serious music, patriotic interludes and expertly handled interviews.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly
Audience Appeal: Juvenile
Suggested for: Morning (Saturday)
Client Suitability: Food products
Number of Artists: Varies
Unit Cost: \$450 with choir; \$300 without choir
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System
(See Page 8)

Range Busters

"Range Busters" presents real western entertainment featuring David Sharp, John King and Max Terhune in a bang-up series of episodes that have made this cowboy trio famous in six thousand motion picture theaters and to an audience of eager juveniles, scattered over the 48 states. Fan mail and Monogram exploitation have already done a swell job and a sponsor would cash in on build-up. Show is a splendid merchandising feature for 15 or 25c products of national distribution.

Presentation: Live talent or E. T.
Available Time Units: 15 or 30 minutes, 1 to 5 times weekly
Audience Appeal: Juvenile
Suggested for: Afternoon or evening (early)

Client Suitability: Low priced commodity
Number of Artists: 5 to 8
Unit Cost: Approximately \$2,000 but depends on nature of show.
Audition Facilities: Transcriptions; will pipe live talent
Submitted by: Paul Cruger Radio Productions

Red Lantern

Yolande Langworthy, whose "Arabesque" is still remembered as one of the most popular dramatic shows of its time, has written this series titled "Red Lantern" for an all-juvenile cast. Programs are topical with a thrill per minute. Since children are available and their time should be occupied, their use on the air is a plus. Simple mimeographed give-a-ways are available.

Presentation: Live talent
Available Time Units: 15 minutes, twice weekly; 30 minutes, once weekly
Audience Appeal: Juvenile
Suggested for: Afternoon
Client Suitability: Any product where child approval is important
Number of Artists: 6 (average)
Unit Cost: \$2.00 per fifteen minute broadcast up, according primary and secondary areas of stations
Audition Facilities: Sample scripts
Submitted by: The Script Library
(See Page 63)

First Offender Club

"First Offender Crime Prevention Club" is designed to help the youth of today avoid their first criminal offense and become healthy, happy, desirable citizens. Membership numbers better than 45,000 in four stations in New England.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: Food products
Number of Artists: 6 to 10
Audition Facilities: Transcriptions
Submitted by: Herman Bernie, Inc.

Ho Harrigan, America's Ace of the Airways

This series is a five-a-week adventure based on a comic strip feature of the same name. It is prepared with the cooperation of the U. S. Army Air Corps and features a young American who joins the army air force, goes through training and into active combat. It is made with current war news and is very timely.

Presentation: Live talent
Available Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Foods, etc.
Number of Artists: 7
Audition Facilities: Transcriptions
Submitted by: Superman, Inc.

Kiddies' Club

"Kiddies' Club" originates from the stage of a local theater and offers great merchandising possibilities including giveaways, screen trailers, lobby displays, contests and prizes. Theater handles a full show for club membership and pays part of the prize cost.

Presentation: Live talent
Available Time Units: 15 or 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Luxuries, foods, kitchen products
Number of Artists: 2
Unit Cost: Rate card time
Audition Facilities: Transcriptions
Submitted by: KIEM, Eureka, Calif.

Komic Klub Parade

"Komic Klub Parade" brings to life famous comic page personalities as they appear daily in local paper. Program is produced by "Aunt Peggy" and between sketches, novelty transcribed music is played. Program appeals to children who are not old enough to read or those who enjoy watching the "funnies" read to them.

Presentation: Live talent or E. T.
Available Time Units: 15 minutes, 6 times weekly
Audience Appeal: Juvenile
Suggested for: Afternoon
Client Suitability: Dairy, bakery, juvenile product
Number of Artists: 1
Unit Cost: \$33.00 per program (time and talent)
Audition Facilities: Transcriptions
Submitted by: WKST, New Castle, Pa.

Little Blue Playhouse

"Little Blue Playhouse" is a children's theater of the air, featuring 8 to 18-year olds. The plays are adult in concept and performance. Each program features as guest artist a well-known child personality on radio, stage or screen. Series is a great program for juveniles and provides first-class listening for adults.

Presentation: Live talent

Jerry (a lad of thirteen) and Fletcha (his dog). Fascinating background lends an unusual touch to the exploits of Captain Silver and his loyal companions. The show has color, interesting plot, carry-over characters and is written by a man with proven ability for this type of writing.

Presentation: Live talent
Available Time Units: 15 minutes, 5 times weekly

Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Food account
Number of Artists: 6 (approximately)
Audition Facilities: Transcriptions
Submitted by: General Amusement Corp.

Sky Rangers

"Sky Rangers" presents a thrilling series of adventures with pursuit planes, bombers, courageous and daring pilots, and armed forces guarding U. S. borders. It is purely imaginative but a wholesome story dramatization illustrating the value of fair play and justice and is written by Fred Burr for juveniles from 10 to 16. It is suggested that a Junior Aviation Club be organized in connection with broadcasts. Hooks are possible. Merchandising would be for beverages, candy, gum, etc.

Presentation: Live talent or E. T.
Available Time Units: 15 minutes, 5 times weekly

Audience Appeal: Juvenile
Suggested for: Afternoon (late)
Client Suitability: Low-priced product
Number of Artists: 5 (usually)
Unit Cost: \$1.800
Audition Facilities: Transcriptions
Submitted by: Paul Cruger Radio Productions

Sonny Tabor, The Arizona Ranger

This program is a juvenile western thriller serial in five-minute episodes at very low cost suitable for local sponsorship. "Sonny Tabor" is a famous character from "Wild West Weekly" magazine having nation-wide circulation (350,000 weekly). Merchandising campaign consists of tie-in with magazine whereby free radio page publicity is devoted to radio advertiser. Program has been tested in Miami by Blue Moon Cheese over WQAM also Double Cola on WGAC, Augusta, Georgia.

Presentation: E. T.
Available Time Units: 5 minutes, 3 to 5 times weekly

Audience Appeal: Juvenile
Suggested for: Afternoon or evening
Client Suitability: Bakers, apparel, low price luxury items (candy, gum, soft drinks, etc.)

Number of Artists: 6
Audition Facilities: Transcriptions
Submitted by: Charles Michelson Radio Transcriptions

Starmakers

"Starmakers" is a half-hour live broadcast each Saturday morning. Program is broadcast direct from a local theater. First half of feature consists of community singing by children, varying from 1,000 to 2,000; second half of program is amateur entertainment by children previously selected. Show has been feature of WROL for three years. Previous sponsorship record will be sent on request. Both pipe organ and piano accompaniment is used.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly

Audience Appeal: Juvenile

Suggested for: Morning (9:30-10:00 Saturday)

Client Suitability: Foods, cereals, soft drinks, bread, etc.

Number of Artists: M. C., organist, pianist, director (4) plus varying number of amateur entertainers

Audition Facilities: Transcriptions

Submitted by: WROL, Knoxville, Tenn.

Story Lady

"Story Lady" presents well known children's stories told in most engaging manner by a young "mother." It is a Wicker type of presentation, although not quite so dramatic. Series has been presented locally under auspices of Spokane Public Library for the past four months with enormously favorable response.

Presentation: Live talent or E. T.
Available Time Units: 10 minutes, 5 times weekly

Audience Appeal: Juvenile
Suggested for: Afternoon (5:35 p.m.)
Client Suitability: Product with child appeal

Number of Artists: 1
Submitted by: KFIO, Spokane, Wash.

Streamlined Fairy Tales

"Streamlined Fairy Tales" are modern versions of the favorite fables, with a "Walt Disney cartoon" flavor. They retain their fundamental appeal, while the refreshing new slant fills them with humor. With the Koraltites speaking in chorus and creating all sound effects vocally. "Streamlined Fairy Tales" mean stories to "kiddies" and sophistication to "kidults." Merchandising includes cooperation from Women's Clubs and Parent-Teacher Associations. Audition disc is furnished on deposit of \$3.00, refunded upon return of disc.

Presentation: Live talent
Available Time Units: 15 minutes, 1, 2 or 3 times weekly

Audience Appeal: Juvenile and entire family

Suggested for: Morning, afternoon (5 to 6 p.m.) or evening (early)
Client Suitability: Bakeries, dairies, department stores

Number of Artists: 6
Unit Cost: Based on population
Audition Facilities: Transcriptions
Submitted by: Harry S. Goodman

Superman

"Superman," defender of the helpless and sworn enemy of evil, is the modern Hercules from another planet who transforms himself at will into Clark Kent, a reporter. Character is one of the leading features in the three biggest comic magazines, appearing in 285 newspapers and has been made into a Technicolor short appearing in 10,000 theaters. Ratings and sales records for a score of sponsors prove that popularity of "Superman" extends into radio as well. Numerous merchandising angles are available.

Presentation: Live talent (after Aug. 31); E. T. (until Aug. 31)

Available Time Units: 15 minutes, 5 times weekly

Audience Appeal: Juvenile
Suggested for: Afternoon
Client Suitability: Food, department stores

Unit Cost: Available on a national or local basis
Submitted by: Mutual Broadcasting System

(See Page 8)

This Is Magic

"This Is Magic" is a dramatic series of adventure and mystery, in which famous tricks of magic are exposed. In addition, each episode features a trick for

JUVENILE

becoming a magician at home. Illustrated mats with full directions for these tricks for everybody are furnished gratis, and the low printing cost permits widespread distribution through the retail outlet or with the product. Newspaper mats and suggested ads are also supplied. Audition disc is furnished on deposit of \$3.00, refunded upon return of disc.

Presentation: E. T.
Available Time Units: 15 minutes, 1, 2 or 3 times weekly

Audience Appeal: Juvenile; entire family
Suggested for: Evening
Client Suitability: Clothing stores, breweries, soft drinks, bakeries, etc.

Number of Artists: 6 to 8
Unit Cost: Based on population
Audition Facilities: Transcriptions
Submitted by: Harry S. Goodman

Twilight Tales

"Twilight Tales" stars talented Elinor Gene, who tells stories by Hans Christian Anderson and Jacob Grimm in a new and different style and has been sponsored in Southern California since December, 1939, by Knudsen Creamery Company of California, twice weekly, with amazing success. Scripts have been endorsed by the PTA and Los Angeles County Board of Education, and are used in classrooms by teachers by special arrangement. Many of the Hans Anderson stories are translated from the original Danish. 52 quarter-hour episodes are now ready, with 52 more to follow. Plenty of merchandising tie-ups are possible. Teaser spot announcements are supplied, together with publicity stories, ad mats, and other material for promoting series.

Presentation: E. T.
Available Time Units: 15 minutes, 1, 2, 3, 5 times weekly

Audience Appeal: Juvenile
Suggested for: Afternoon
Client Suitability: Dairy, bakery, department store, food products, etc.

Number of Artists: 2
Unit Cost: Based on population of city, power and rates of station
Audition Facilities: Transcriptions
Submitted by: Kasper-Gordon, Inc. (See Page 73)

Uncle Bob's Stamp Club

"Uncle Bob" conducts a stamp club of the air, giving information on stamp collecting, stories about stamps, etc. Stamp collecting outfits and collections of stamps are offered members at cost. Program has approximately 1,000 members at present.

Presentation: Live talent
Available Time Units: 5 minutes, 5 times weekly

Audience Appeal: Juvenile
Suggested for: Afternoon (late) or evening (early)

Client Suitability: Milk, ice cream, candy, bread, gum, etc.

Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WTRY, Troy, N. Y.

Uncle Schnozzle Program with Jimmy Durante

"Uncle Schnozzle" features comedian, Jimmy Durante, who plays uncle in an amusing and heart-warming manner to the children of America. Discussion of current events in which children figure as well as stories, historical and fictional, are written into the script.

Presentation: Live talent
Available Time Units: 15 minutes, 2 to 3 times weekly

Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening

Client Suitability: Food products.
Number of Artists: 4
Audition Facilities: Transcriptions
Submitted by: Herman Bernie, Inc.

Young Americans

"Young Americans" dramatizes American historical events, past and current as experienced by youth-contemporary of the period. Normal, natural reaction of youth to the great men and stirring events of their times parallels the attitude of boys and girls to current happenings. Program makes youth of today participants in building the nation's history by placing them at the scene through their prototypes. Show is a humanized realistic action-drama combining adventure, thrills and patriotism.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly

Audience Appeal: Juvenile
Suggested for: Evening (early)
Number of Artists: 10 (minimum) to 15 plus music

Audition Facilities: Will pipe live talent
Submitted by: Radio Features of America

The Wizard and the Witch of Quiz

The setting for this show is the Wizard and Witch's Hollow where a cauldron boils and bubbles up questions for boys of one local school versus girls of another local school to answer. Questions sent in by child listeners, if used, receive \$1.00 in War Savings Stamps. Prize for winning boy or girl on the program is also \$1.00 in War Savings Stamps. The Wizard and the Witch are both from local high school.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly

Audience Appeal: Juvenile
Client Suitability: Candy, milk, breakfast foods

Number of Artists: 2
Audition Facilities: Will pipe live talent
Submitted by: WIBX, Utica, N. Y.

Youth Presents The Classics

Stories of famous classics such as "Ivanhoe," "David Copperfield," "A Tale of Two Cities," "Pride and Prejudice," "Treasure Island" and "House of Seven Gables," and others are dramatized in six or seven weekly half-hour episodes in "Youth Presents the Classics." Short story classics are presented in one-episode form. Boys and girls of high-schools take part.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Evening (early)

Number of Artists: Varies (25 on call list)
Audition Facilities: Transcriptions; will pipe live talent
Submitted by: WIBX, Utica, N. Y.

FOREIGN LANGUAGE RADIO

— — —
wartime control

By Joseph Lang and Arthur Simon

of the Foreign Language Wartime
Control Committee

A SACRED trust and responsibility in our nation's efforts to win the war has been placed on the radio stations broadcasting foreign language programs.

That all of these 160 stations fully realize the vital importance and necessity of their role on the home front, has been eloquently demonstrated in the impressive unanimous and expeditious acceptance of the voluntary code of wartime practices drawn up by the executive committee of the Foreign Language Radio Wartime Control.

Domestic foreign language programs are a vital force in interpreting American and United Nations' aims and in influencing Americanism among some 14,000,000 in the United States, who understand their own languages better than they do English.

The Foreign Language Wartime Code provides for continued alerts in advance approval of all scripts, monitoring of programs, fingerprinting of personnel, special attention to "block time sales" shows all the assumption by each station of responsibility for program material and the loyalty of its employees. The stations also have agreed under the code to continue to co-operate wholeheartedly with interested public and private agencies, and particularly with pro-democratic groups, in the selection of programs.

The executive committee of the Foreign Language Wartime Control is established headquarters in Washington, D. C., and is working closely with the Office of Facts and Figures and the War Information Board in carrying out the code and the preparation of anti-Axis and pro-democratic transcribed programs. The Control committee has obtained the assistance of the Radio Directors Guild and the Writers War Board in New York, both of which will contribute the services of their members in building and producing government-approved shows in foreign languages.

Two stations in New York, WHOM and WOV, have undertaken a joint project for the entire Italian language field, producing two series of programs in this tongue, the first based on the Douglas Miller book, "You Can't Do Business With Hitler," and the second a dramatic show, "Inside Italy."

Live talent from both stations are contacting the programs for the Metropolitan New York area, and through Lee Falk, chief of foreign language radio of the Office of Facts and Figures, the dramas are being transcribed

and distributed throughout the country for broadcast over all stations transmitting Italian shows.

and distributed throughout the country for broadcast over all stations transmitting Italian shows.

Meanwhile, the Control executive committee and Mr. Falk are planning and arranging for the presentation of additional vigorous programs in others of the 29 languages broadcast in the United States. Another operation in the foreign language wartime program structure is the translation and transcribing of 15-minute condensed productions of Government network shows such as "This Is Your Enemy."

Chairman James Lawrence Fly of the Federal Communications Commission, in a letter to Arthur Simon, Control Chairman, praised the committee for having crystallized plans rapidly and undertaken the work without delay.

He said that the committee could confidently expect the hearty co-operation of all interested agencies of the Government.

"I believe the groundwork has been well laid for genuine and effective co-operation," wrote Chairman Fly.

The officers of the Language Wartime Control, besides Mr. Simon, who is general manager of WPEN, Philadelphia, are J. F. Hopkins, WJBK, Detroit, vice-chairman; Joseph Lang, WHOM, Jersey City, treasurer and chairman of public relations, and Griffith B. Thompson, WBYN, Brooklyn, secretary.

The committee membership is representative of the country at large and various divisions of foreign language broadcasting. It should be remembered that they and the other operators of the 160-odd stations in the language field are American business men broadcasting American radio programs in foreign languages to the vast polyglot peoples who help make up the great nation we are fighting to preserve. It is estimated that of the 14,000,000 foreign-born and first-generation Americans who are the listening audience of these sta-

tions, some 3,000,000 neither speak nor understand English.

To bring these people official information and a clear understanding of the war effort, and further, to prevent them from turning to the short-wave propaganda of the enemy, the Foreign Language Radio Wartime Control has encouraged several stations in foreign language territory to return foreign language programs to the air, which they had discontinued after the declaration of war.

When Elmer Davis was appointed by President Roosevelt the director of the Office of War Information, Mr. Simon, acting for the Control, immediately telegraphed him, pledging the co-operation and facilities of the stations broadcasting foreign language programs. And the Control executive committee is meeting with Mr. Davis to arrange for even further extension of specialized program service in multi-lingual transmissions to the millions of foreign languages listeners in the tongues they understand best.

A survey is being taken by the Control to determine the individual contribution of the foreign language stations to our win-the-war cause since Pearl Harbor. America's foreign language stations, besides giving many of their personnel to the armed forces, have already volunteered millions of dollars in time and program value, it is calculated. Stations are now forwarding to the Control headquarters in Washington, the compilation of their war-effort service records, and it is believed that the grand total of these statistics will be impressive to the Government and the entire radio industry.

The members of the Control executive committee, in addition to the officers previously mentioned, are Arnold Hartley, WGES, Chicago; Harry Henshel, WOV, New York; William Reilly, KOY, Phoenix, Ariz.; Merwyn Dobyns, KGER, Long Beach, Calif.; William Welch, WSAR, Fall River, Mass.; David Baylor WGAR, Cleveland.

The "Voluntary Code of Wartime Practices for the American Broadcasters Presenting Programs in Foreign Languages," follows in full:

Whereas the foreign language broadcasters of America have a unique opportunity and responsibility to make this channel of communication a positive force in the Victory Program of the United States of America and the United Nations; and

Whereas to achieve this goal it is recommended that the following voluntary code of wartime practices for American Broadcasters Presenting Programs in Foreign Languages be adopted;

1. The broadcaster will faithfully observe the spirit and letter of the Code of Wartime Practices for American Broadcasters issued by the Office of Censorship. (See page 17)

2. The broadcaster will continue to assume complete responsibility for the selection, content and presentation of all foreign language programs.

3. The broadcaster will carefully monitor and check all foreign language programs. A complete script will be obtained and approved in advance, and any deviation from the script will result in the program being cut and appropriate action taken. He will also give particular attention to remote broadcasts.

4. The broadcaster will examine carefully the background of all persons connected in any way with the preparation or presentation of foreign language programs. A questionnaire shall be filled in by all such personnel. All such personnel shall be fingerprinted. One original and copy of the questionnaire, fingerprints, and other pertinent information shall be forwarded to the Foreign Language Radio Wartime Control Committee for transmission to appropriate Government agencies.

5. No person will be employed whose record indicates he may not faithfully co-operate with the war effort.

6. Any broadcaster discharging an employee for failure or refusal to abide by this Code shall immediately notify the Committee.

7. The broadcaster will co-operate wholeheartedly with interested public and private agencies, and particularly with pro-democratic groups, in the selection of program material.

8. The broadcaster pledges adherence to the letter and spirit of the Code and will report violations thereof to the Committee as well as to the appropriate authorities.

9. The broadcaster will give particular attention to those programs known as "Block Time Sales."

10. All foreign language programs will continue to contribute to the war effort.

Therefore, I pledge that Station _____ will abide by the Voluntary Code of Wartime Practices for American Broadcasters Presenting Programs in Foreign Languages.

AMERICA'S LEADING FOREIGN LANGUAGE STATION

ACCORDING TO CONSERVATIVE ESTIMATES THERE ARE
APPROXIMATELY:

- 2,000,000 persons of Jewish Extraction
- 1,250,000 persons of Italian Extraction
- 600,000 persons of German Extraction
- 550,000 persons of Polish Extraction
- 375,000 persons of Spanish Extraction

in the WHOM Primary Service Area



*The languages are different
but the thoughts are the same*

There is but one single thought in the receptive minds of the fervent listening audience of WHOM regardless of the language. They have come to know how precious is freedom, how deeply important are the ideals of this mighty democracy. Their helping shoulder is bent to the wheel. They are indeed proud to be AMERICANS.

1480 Kilocycles

Full Time Operation

WHOM

Joseph Lang, Gen. Mgr.

Tel.: PLaza 3-4204

29 West 57th Street, New York City

FOREIGN

Las Aventuras De Charlie Chan

"Las Aventuras de Charlie Chan" is a serial of adaptations in the Spanish and Portuguese languages, and taken from the famous English version. These programs are a magnet for popularity, especially with stations in Central and South America. They are one of the finest detective thrillers on the market. Presentation: Live talent or E. T. Available Time Units: 15 minutes, 1 to 6 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Number of Artists: 4 to 5
Audition Facilities: Transcriptions. Sample scripts
Submitted by: Broadcasting Program Service

Las Aventuras De Dexter Randolph

"Las Aventuras de Dexter Randolph" is a serial of adaptations in the Spanish and Portuguese languages. The English version is well-known to all, for it carries a great universal appeal. It is a one-man show, and, thus, suitable for presentation on the smallest of stations. Presentation: Live talent
Available Time Units: 15 minutes, 1 to 6 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Number of Artists: 1
Audition Facilities: Sample scripts
Submitted by: Broadcasting Program Service

Aussa El Arabe

"Aussa El Arabe" is a Spanish script which tells the story of a modern Lawrence of Arabia fighting for his country on the hot African sands. It relates a story that could be taking place today and is as thrilling as the actual happenings in this world struggle. Presentation: Live talent
Available Time Units: 15 minutes, (26 episodes)
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Number of Artists: 3 (average)
Submitted by: Radioteca Intercontinental Publishers' Service, Inc.

Builders of America

"Builders of America" is a one-half hour show aired on Sunday, 5:30-6 p.m., and depicting a dramatized story of outstanding Poles who have contributed to building up of America. Patriotic angle draws large and loyal audience. Show is very capably cast under direction of a well-known Polish stage director. Presentation: Live talent
Available Time Units: 30 minutes, Sunday
Audience Appeal: Entire family
Suggested for: Afternoon
Number of Artists: 4 to 7
Submitted by: WHOM, Jersey City-New York

(See Page 78)

Echoes of Erin

"Echoes of Erin" is a variety program presenting outstanding Irish talent: Jack Feeney, Irish tenor; Valerie Gibney, soprano; Jerry McAllister, baritone; Terry Long of "Irish Echo" as master of ceremonies—as well as Irish records. Presentation: Live talent or E. T. Available Time Units: 15 minutes, 3 times weekly

Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: Household product (after war for travel agency)
Number of Artists: 4
Unit Cost: \$400 week
Audition Facilities: Transcriptions
Submitted by: Terry Long

El Vagabundo Cuenta

"El Vagabundo Cuenta" is a one-man show for the Latin American listener consisting of fifteen minutes of story telling. All types of stories, ranging from the supernatural to dramatic, to adventure and taking place in all the corners of the world, from Africa to Alaska, are used. Scripts are in Spanish. Presentation: Live talent
Available Time Units: 15 minutes, 6 times weekly

Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening
Number of Artists: 1 (narrator)
Submitted by: Radioteca Intercontinental Publishers' Service, Inc.

Italian Love Songs

"Italian Love Songs" consists of 15 minutes nightly of the most beautiful and romantic love songs by the outstanding Italian crooner, Michel Zito, who has terrific name and following in Italian theater. Program has feminine appeal. Presentation: Live talent
Available Time Units: 15 minutes, 6 nights weekly

Audience Appeal: Female
Suggested for: Evening
Number of Artists: 1
Submitted by: WHOM, Jersey City-New York

(See Page 78)

The Jewish Amateur Hour

"The Jewish Amateur Hour" is a variety show in Yiddish and English using amateur talent selected through auditions. Various merchandising tie-ups are available. Commercials can be made indirectly and show offers natural opportunity for testimonials.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Food or household product

Number of Artists: 4 plus amateur talent
Audition Facilities: Will pipe live talent
Submitted by: WBYN, New York, N. Y.
(See Page 65)

The Jewish Pure Food Hour

This feature caters to a woman's audience and is a morning program which includes recipes, household hints, interviews with celebrities in all walks of life and soloist. Program features "The House-Friend," an advisor on family problems; Dr. Salem Baranoff, food dietician, who analyzes and endorses food products advertised, and "Aunt Malka," known on the American and Jewish stage as Malka Kornstein. It's a 30-minute program presented in an informal manner; entertaining and educational. Presentation: Live talent
Available Time Units: Participation: 30 minutes, 3 times weekly
Audience Appeal: Entire family
Suggested for: Morning

LANGUAGE

Suitability: Food and vitamin products
Number of Artists: 6
Production Facilities: Transcriptions; Will pipe live talent
Submitted by: WHOM, Jersey City-Newark
(See Page 78)

Levin Analyzes the News

The program is a daily feature (except Sunday) and has been on the air continuously for the past three years, 10:30-11 a.m. Levin is regarded as the foremost Jewish news commentator and has an analytical mind; unbiased and candid; he is American in every respect and enjoys a large listening audience. He speaks French, German, Russian, Polish, Jewish, English and Hebrew and is a foreign correspondent for Yiddish language papers.

Presentation: Live talent; E.T.
Available Time Units: 15 minutes, 3 or 6 times weekly
Audience Appeal: Female; Male
Suggested for: Morning
Suitability: Cigarettes, insurance, chain stores, drug product
Number of Artists: 1 and announcer
Production Facilities: Transcriptions; Will pipe live talent
Submitted by: WHOM, Jersey City-Newark
(See Page 78)

News Commentary by Alberto Cianca (Italian)

News Commentary by Alberto Cianca "Early morning news conducted by a well known Italian anti-Fascist exile in the U. S. From 1921 to 1925 he was manager and editor of the most famous and last anti-Fascist paper printed in Italy, "Il Lavoro" of Rome. Cianca had to flee to the U. S. at the beginning of 1926 where he continued anti-Fascist propaganda until 1934. He is now president of the New York section of the Mazzini Society. His analysis is considered the most authoritative commentary conducted in the Italian language in the U. S.

Presentation: Live talent
Available Time Units: 15 minutes, 6 times weekly
Audience Appeal: Male
Suggested for: Morning
Suitability: Tobacco
Number of Artists: 1
Production Facilities: Transcriptions; will pipe live talent
Submitted by: WOV, New York, N. Y.
(See Page 56)

The Old Clock

"The Old Clock" is a half-hour show made up of dramatized last minute news. The people are in cast. It is written and directed by Carl Sobolewski, outstanding personality in the Polish theater.

Presentation: Live talent
Available Time Units: 15 or 30 minutes, 8 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Number of Artists: 6 or more
Submitted by: WHOM, Jersey City-Newark
(See Page 78)

Our Lives

"Our Lives" consists of dramatized answers to personal problems received in letters. Problems and answers are acted

out by a dramatic company of five persons or more. Each actor is a star in their particular field. Series is directed by Giulio Amanti, one of the best-known Italian actors and writers in the country.
Presentation: Live talent
Available Time Units: 15 minutes, 6 nights weekly

Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 5 or more
Submitted by: WHOM, Jersey City-Newark
(See Page 78)

Pasquale C.O.D.

"Pasquale C.O.D." is a humorous grocery store sketch. The grocery store is the "neighborhood women's club" and many human and humorous situations arise in the neighborhood. Over 200 different people and every different dialect of Italy has been used on the programs. Cast of 5 to 8 people are on each 15-minute show which just recently celebrated its 500th episode on the air and has played to capacity audiences in theaters in Greater New York and Philadelphia.

Presentation: Live talent
Available Time Units: 15 minutes, 6 nights weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Food
Number of Artists: 5 to 8
Submitted by: WHOM, Jersey City-Newark
(See Page 78)

Pittsburgh Star Italian Hour

"Pittsburgh Star Italian Hour" is a foreign language participation program. Each commercial is followed by a musical selection. Advertisers usually furnish transcribed spots and suggest type of music to be played. Live talent is also available.

Presentation: Live talent or E. T.
Available Time Units: 1, 5, 15, 30 minutes, 6 days weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Production Facilities: Transcriptions
Submitted by: Antonio Certo

Polish American Victory Club

This program consists of news, music, patter and interviews. Money is given away daily via telephone calls in answer to questions regarding sponsors' products. Jobber and distribution cooperation is available.

Presentation: Live talent; E.T.
Available Time Units: 1 or 5 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Food, drug or any branded product
Number of Artists: Emcee and interchangeable talent
Submitted by: WHOM, Jersey City-Newark
(See Page 78)

Polish Early Birds

"Polish Early Birds" is a participating program, continuously on the air for 12 years, 7:00-8:30 a.m. daily, except Sundays, over WGES, Chicago. It is broadcast in the Polish language and 75 per cent of it has been sponsored by the same accounts for the past 12 years. The pro-

5000 WATTS

1280 KC

WOV ... FOR VICTORY

WOV BROADCASTS in an ENEMY TONGUE ... TO TRUE AMERICANS

More than two million* Americans of Italian origin live in WOV's listening area. These loyal and patriotic American citizens are inseparably united in our common cause. Their response to our country's all-out efforts to beat the Axis has been magnificent. They have joined the armed forces of this... their country. Many of them have already made the supreme sacrifice. They have been the first to expose those in their midst who were disloyal. They have bought millions of dollars worth of War Bonds.

WOV is their voice. WOV is proud of the part it has played in moulding their opinions... in helping them learn the principles of Americanism... in unmasking the foulness of dictatorships.

WOV BROADCASTS IN ITALIAN TO A VAST BUYING MARKET

From 7:30 A.M. until 6 P.M., six days a week (Mondays through Saturdays) WOV broadcasts to these millions of Italian-speaking people in the language in which they can best be reached. These prosperous merchants and industrious wage earners have a greater buying power than ever before. Sons and daughters, some never before employed, are now adding tremendously to the family income.

WOV MONOPOLIZES 56.9% OF THIS FRUITFUL MARKET

A current survey proves that 56.9% of this audience listens to WOV. No other radio station, to our knowledge, monopolizes so great a portion of so great a market. WOV can bring your message to this vast buying audience at a lower cost (at our present low rates) than any other advertising medium.

A representative from WOV, with authentic facts and figures, would be very glad to prove this conclusion.

* A survey prepared by Walter P. Burn and Associates showed that the Italian language population in WOV's primary and secondary listening area is 2,103,737

WOV ... FOR VICTORY
730 Fifth Avenue, New York
Circle 5-7979

gram consists of time signals, public service announcements, news flashes, imported musical recordings and commercials.

Presentation: Live talent or E. T.
Available Time Units: Up to 15 minutes, 6 times weekly

Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Food, soap, household drug items, milk and cheese

Number of Artists: 3 (English announcer and 2 Polish announcers)

Unit Cost: Rate card
Audition Facilities: Transcriptions; will pipe live talent
Submitted by: Radio Results

Polish Evening Bells

This is a one-hour program on the air without interruption every Monday at 5:00-6:00 p.m., over WGES, Chicago. Program consists of weekly review of the news, dramatic sketch, and musical recordings.

Presentation: Live talent or E. T.
Available Time Units: 15-minute programs only, once weekly

Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Cigarettes, soap, medicine, beer, cosmetics, and institutional

Number of Artists: 9
Unit Cost: Rate card plus talent
Audition Facilities: Transcriptions; will pipe live talent
Submitted by: Radio Results

Polish Varieties

"Polish Varieties" consists of news periods, 10 minutes daily Monday to Saturday as gathered from United Press items and translated by expert newsmen. Programs also present news items from Polish Information Center about conditions

existing in Occupied Poland.
Presentation: Live talent
Available Time Units: 10 minutes, 6 times weekly

Audience Appeal: Entire family
Suggested for: Afternoon
Number of Artists: 2
Unit Cost: \$125.00 per week
Audition Facilities: Transcriptions
Submitted by: Polish Broadcasting Bureau

Puede Ser Detective?

"Puede Ser Detective" is an audience participation crime quiz specially prepared for Latin American listeners. It is written in Spanish.

Presentation: Live talent
Available Time Units: 15 minutes, 6 times weekly

Audience Appeal: Entire family
Suggested for: Morning; afternoon; evening

Number of Artists: 1 (announcer)
Submitted by: Radioteca Intercontinental Publishers' Service Inc.

Questions in the Air

"Questions in the Air" is a quiz program conducted in English and in Yiddish—utilizing two masters of ceremonies—who question contestants in both English and Yiddish. Questions for the program are submitted by listeners who receive a sample of the product if their question is used. The successful contestants receive cash prizes and all contestants are given a sample of the product. Various merchandising tie-ups are available, through quiz books which are sent out for a label from the product.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Evening

FOREIGN LANGUAGE

Client Suitability: Food or household product

Number of Artists: 2
Audition Facilities: Will pipe live talent
Submitted by: WBYN, New York, N. Y. (See Page 65)

WBYN Studio Party

"WBYN Studio Party" is in variety type comedy show conducted in Yiddish featuring as the locale the WBYN Times Square Studios wherein an imaginary party is in progress. The program features a well known comedian of the Jewish stage, a master of ceremonies, a male and female vocalist—an orchestra—and guests.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 10
Audition Facilities: Will pipe live talent
Submitted by: WBYN, New York, N. Y. (See Page 65)

Uncle Sam Speaks (Italian)

"Uncle Sam Speaks" is a dramatization of material obtained from various government agencies, giving the Italo-American communities a clear picture of how they can aid the war effort. The principal character is "Uncle Sam" who answers questions of his mythical nephews and nieces played by well known Italian language artists. The dramatization insures a high entertainment value for the program.

Presentation: Live talent
Available Time Units: 15 minutes, 3 times weekly

Audience Appeal: Entire family
Suggested for: Afternoon
Number of Artists: 2 to 5
Audition Facilities: Transcriptions; will pipe live talent
Submitted by: WOV, New York, N. Y. (See Pages 56-79)

Women's Division of the Mazzini Society Program

This is a series of 6 different programs each heard once a week. The program include: news and comments specially prepared for an audience of American women of Italian descent; the importance of women in the war effort outlining many ways in which Italian American women can participate in the war effort; civilian preparedness and women in Civilian Defense; beauty advice in wartime and its influence on public morals; democratic re-education of Italian-Americans with special stress on the values of the Democratic way of life as opposed to totalitarian enslavement; medical progress covering nutrition and similar topics.

Presentation: Live talent
Available Time Units: 15 minutes, 1-5 times weekly

Audience Appeal: Entire family
Suggested for: Afternoon
Number of Artists: 1
Audition Facilities: Transcriptions; will pipe live talent
Submitted by: WOV, New York, N. Y. (See Pages 56-79)

MUSICAL

Doug Arthur's Danceland

"Doug Arthur's Danceland" is a record program from 10:15 to 12:00 noon daily, Monday through Saturday. It features dance records and ad-lib commercials by Doug Arthur, Philadelphia's "sellingist" announcer, a title bestowed on him by the advertising agencies. Merchandising facilities include newspaper, car card, billboard and news picture advertising. Any type of merchandising stunts can be arranged.

Presentation: Live talent or E. T.
Available Time Units: 15 minutes, 6 times weekly

Audience Appeal: Female; entire family
Suggested for: Morning
Number of Artists: 1
Submitted by: WIBG, Philadelphia, Pa. (See Page 62)

California Melodies

"California Melodies" has been known as the "cradle of the stars" ever since it skyrocketed Bing Crosby to fame. Dave Rose, top Hollywood arranger-conductor, creates some of the country's sweetest swing harmony on this half-hour with his 15-piece orchestra. Maxine Gray, well-known band vocalist, is the soloist. By virtue of unusual arrangements and big names, this show has continuously maintained a position a step ahead of other musical shows.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Family, mass-marketed products
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System (See Page 8)

Carolina in the Morning

"Carolina in the Morning" is a rapidly paced half-hour live talent show, featuring the "Four Tarheels," an extremely popular rhythm group throughout the Carolinas. The instrumentation on this program includes piano, guitar, bass-doubling on second guitar—and drums—doubling on vibraphone. The show features popular music, old and new, and allows excellent flexibility in blending music and transcribed and live announcements. It is scheduled 8:30-9:00 a.m. Mondays through Fridays at a time when a variety of listeners are available, particularly the housewife.

Presentation: Live talent
Available Time Units: Announcement participations

Audience Appeal: Entire family
Suggested for: Morning, 8:30-9:00 a.m. (Monday through Friday)

Client Suitability: Breakfast cereals, soaps and general household commodities

Number of Artists: 4
Unit Cost: Rate card rates 100 words and one-minute announcements.

Audition Facilities: Transcriptions; will pipe live talent
Submitted by: WBT, Charlotte, N. C.

Chuckwagon Get-together

"Chuck Wagon Get-Together" features Texas Jim Robertson and his songs, and recordings from the "Texas Rangers" library. Cowboy songs and chatter make for an all-time favorite among programs.
Presentation: Live talent; E. T.
Available Time Units: 15 minutes, 5 times weekly

Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 2
Audition Facilities: WJZ sustaining program
Submitted by: WJZ, New York, N. Y.

Cincinnati Calling

"Cincinnati Calling" is a musical show featuring Bobby B. Baker and his orchestra with Sylvia Rhodes, Pat Burke and Franklyn Stewart as vocalists. Show

opens with girl telephone operator connecting emcee Rex Davis with listening audience. All narration by Davis is in form of telephone conversation, informal and breezy. Audience surveys show program tops in listener appeal and merchandising opportunities are unlimited.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Evening (early)
Client Suitability: National account with products for the home
Number of Artists: 10 to 11
Unit Cost: \$250
Audition Facilities: Transcriptions
Submitted by: WCKY, Cincinnati, Ohio

Come On America Sing With Me

This program, employing a singing mistress and master of ceremonies, plus a small orchestra unit and choral group, draws upon a studio audience for its participants. The winners of various musical contests will be determined by studio reaction. Its nature is flexible enough to employ name guest stars. Its message of unification of the American people by means of song, is a most important one today. Irene Beasley, noted singing per-

...has created and heads the show.
...ent: Live talent
...Time Units: 15 to 30 minutes,
...weekly (twice on quarter-hour)
...Appeal: Entire family
...for: Afternoon (late); evening
...Artists: 2 (mistress and master
...omies) plus orchestra unit
...ilities: Will pipe live talent
...by: A. & S. Lyons, Inc.

Concert Hall

"Concert Hall" is an innovation in radio because it presents symphonic music to mid-morning listeners (8:30 to 10:00 a.m. Monday through Saturday). It is produced by Kennedy Nelson who has one of the largest libraries of classical music (recordings) in the midwest on this series. Response from listeners has been unusually large; practically all Chicago metropolitan newspapers highlight "Concert Hall" program daily.
Presentation: E. T.
Available Time Units: 60 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Morning
Unit Cost: \$540 per week (time and talent) plus frequency discounts
Submitted by: WJJD, Chicago, Ill.
(See Page 60)

Concert in Miniature

"Concert in Miniature" is a recorded program simulating a concert and features a variety of music except popular. Use of sound effects of audience applause, orchestra tuning, etc., lends reality to the program.
Presentation: Live talent or E. T.
Available Time Units: 30 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon; evening
Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: WITH, Baltimore, Md.

Cosole and Keyboard

Charles Keaton, WAIR musical director, plays electric organ and piano simultaneously to provide a quarter hour of refreshingly different melody. To the best of his knowledge, Keaton originated this type of entertainment in 1938, playing the organ with his right hand and the piano with his left. He is believed to be the only artist using the left hand on the piano, playing both melody and accompaniment with it, and using his right hand at the organ for background effect. Audition transcription will be sent to prospective sponsors.
Presentation: Live talent
Available Time Units: 15 minutes, 3 to 5 times weekly
Audience Appeal: Female
Suggested for: Morning (9:30 a.m.)
Client Suitability: Food, drug, and institutional accounts
Number of Artists: 1
Unit Cost: Rate card plus \$5.00 per program plus talent fee
Audition Facilities: Will pipe live talent
Submitted by: WAIR, Winston-Salem, N. C.

The Cowboy Roundup

"The Cowboy Roundup" is a daily radio show of individual cowboy and hillbilly bands. It is the air more than five years old and has a Hooper survey rating equal to that of the most popular daytime chain programming in the San Antonio area. It is available for sponsorship after July 4 under favorable conditions.
Presentation: E. T.
Available Time Units: 30 minutes, 7 times weekly

Audience Appeal: Entire family
Suggested for: Morning; afternoon; evening
Client Suitability: Beer, food, drug and luxury products
Unit Cost: \$16.50 per day (annual rate)
Audition Facilities: Transcriptions
Submitted by: KONO, San Antonio, Texas

Dear Joe

"Dear Joe" is a musical program featuring the imaginary letters of a soldier and his girl back home. The presentation requires musical accompaniment for a boy and girl who, in addition to singing, read their letters alternately. Each letter fades into a love song that might be suggested by the content of the letter. Locale is national in character usable in any section of the country. Unusual merchandising facilities for low price products or mercantile establishments are available.
Presentation: Live talent
Available Time Units: 30 minutes, 3 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 4 to 6
Unit Cost: \$25.00
Audition Facilities: Transcriptions
Submitted by: WAPI, Birmingham, Ala.

Design for Listening

"Design for Listening" is designed to reach everyone who enjoys any of the finer things in life. It is a program that offers classical music with interesting, quiet, and brief commentary. Its length (one hour) permits performance of longer tone poems and symphonies. Programs are adaptable for spots but preferably for blanket sponsorship.
Presentation: Live talent; E. T.
Available Time Units: 60 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon; evening
Client Suitability: Quality product or company
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WCOP, Boston, Mass.
(See Page 36)

Drifting Vagabonds

"Drifting Vagabonds" is a hill billy group presenting musical selections in a faster tempo than most similar groups. Program does not drag. Repertoire includes popular and patriotic songs as well as regular mountain ballads.
Presentation: Live talent
Available Time Units: 15 minutes, 3 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: General product appeal or tobacco products
Unit Cost: \$30.00
Audition Facilities: Transcriptions
Submitted by: WBML, Macon, Ga.

The First Piano Quartet

"The First Piano Quartet" is designed to give classical music in a popular showmanlike manner, so as to appeal not only to classical music enthusiasts, but to those millions of people who like good music but want it presented to them interestingly and entertainingly and yet artistically.
Presentation: Live talent
Available Time Units: 15 or 30 minutes, once or twice weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Quality product
Number of Artists: 5
Audition Facilities: Transcriptions
Submitted by: Fadiman Associates, Ltd.

MUSICAL

The Five O'Clock Club

"The Five O'Clock Club"; half hour show aired five days weekly, consists of transcribed music by two name bands with a featured artist. "Mystery Melody" is presented in middle of each program with the winners receiving passes to Jamestown and Warren theatres. Winners of previous day's "Mystery Melody" are announced on each program.
Presentation: Live talent; E. T.
Available Time Units: 30 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WJTN, Jamestown, N. Y.

Fun With Music

"Fun With Music" stars Sigmund Spaeth, "The Tune Detective," considered one of the outstanding authorities on music in the country. Author of a score of books which have made music easy to take for the masses, Sigmund Spaeth goes further in this transcribed series of 26 quarter-hour shows, and demonstrates how easy it is to have fun with music, with any kind of instrument. In the series are quartettes, string groups, swing bands, toy instruments, makeshift instruments, soloists, etc. Series has been sponsored in score of cities successfully. Spaeth has written a special booklet (64-pages) to tie up with series.
Presentation: E. T.
Available Time Units: 15 minutes, (26 programs)
Audience Appeal: Entire family
Suggested for: Evening (early)
Unit Cost: Based on station and city
Audition Facilities: Transcriptions
Submitted by: Kasper-Gordon, Inc.
(See Page 73)

Gospel Caroler

"Gospel Caroler" consists of familiar hymns and carols sung by Robert Rissling, baritone. Program offers merchandising facilities to sponsors.
Presentation: Live talent
Available Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Morning
Number of Artists: 2
Unit Cost: \$48.00
Audition Facilities: Transcriptions
Submitted by: WTAG, Worcester, Mass.

Hemisphere Hits

"Hemisphere Hits" consists of "Music of the Americas" from Alaska to Argentina, featuring popular songs of this country as well as those of our "good neighbors," North and South. The show appeals to both young and old and is suitable for production anywhere in the Western Hemisphere. It has a fine rating on KDKA where it has been sponsored, live, three times weekly.
Presentation: Live talent; E. T.
Available Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Client Suitability: Department store, brewery
Number of Artists: 5
Audition Facilities: Transcriptions
Submitted by: George Heid Productions

Ken Houchins, the Yodelin' Drifter

This series consists of 156 programs, available for six, five, or three quarter-hours weekly. Ken Houchins is one of the top cowboy singers in America with fourteen years in radio, selling for national advertisers on WLS, WBBM and King-Trendle. He and his partner, "Stagecoach" Dan Hosmer, formerly with WLS, and now with the Iowa Broadcasting System, provide musical entertainment and a little philosophy. At present, Houchins is a featured artist on WHO, Des Moines.
Presentation: E. T.
Available Time Units: 15 minutes, 6, 5 or 3 times weekly
Audience Appeal: Juvenile; entire family
Suggested for: Morning; evening (supper time)
Client Suitability: Food products, household goods, department stores
Number of Artists: 2 with additional talent introduced two out of five weekly
Audition Facilities: Transcriptions
Submitted by: Sound Control Associates

Hour of Hits

Seventy different Kansas City high school, junior college, and university fraternities and sororities participate in "Hour of Hits" by holding special meetings every other week to discuss and vote on 3 musical selections to be broadcast on the daily full-hour show. Selections are aired as that particular organization's "hit parade." Five different organizations are featured on each full-hour every other week. Thus, 70 different organizations actually participate in the production of the program each 2-week period. A charming University freshman is emcee.
Presentation: Live talent and E. T.
Available Time Units: 60-minutes daily, 7 times weekly
Audience Appeal: Entire family (particularly high school and college age)
Suggested for: Afternoon (late)
Number of Artists: 1 plus 8 to 10-piece orchestra
Submitted by: KCKN, Kansas City, Kan.

Hour of Memories

"Hour of Memories" is a vocal show consisting of very old favorite selections. Music continues throughout the entire program even during the commercials.
Presentation: Live talent
Available Time Units: 15 minutes, 3 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Clothing, beverage
Number of Artists: 5
Unit Cost: \$150 weekly
Audition Facilities: Transcriptions
Submitted by: WISR, Butler, Pa.

House of Dreams

"House of Dreams" is a quiet, restful, and tremendously appealing series. Robert Swan is the reader, augmented by Peter Kent, vocalist, and Irwin Yeo, organist. With the organ is blended violin, steel guitar and vibraharp. In the comfort of

one's own home, soothed by the voice of the organ as it supplies musical setting for favorite bits of verse which never seem pall on one's memory, this series invites the listener to relax and build castles in the air.

Presentation: E. T.

Available Time Units: 15 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Morning; afternoon; evening

Client Suitability: Any type appealing to entire family

Number of Artists: 6

Unit Cost: Dependent upon market

Audition Facilities: Transcriptions

Submitted by: Radio Transcription Company of America, Ltd.

Hymns We Love to Sing

In "Hymns We Love to Sing" a vocalist accompanies himself, playing and singing hymns of all churches. Listeners are asked to send in names of their favorite hymns. Portion of program is devoted to the "Sunshine Club" wherein tribute is paid to shut-in listeners. Letters, cards received are forwarded to shut-in listeners. Two short verses are included on each program and copies of poems sent to listeners upon request.

Presentation: Live talent

Available Time Units: 15 minutes, twice weekly

Audience Appeal: Entire family

Suggested for: Morning

Client Suitability: Food, drug, furniture, etc.

Number of Artists: 1

Audition Facilities: Transcriptions; will pipe live talent

Submitted by: WIBX, Utica, N. Y.

Imperial Singers

"Imperial Singers" present a program of negro spirituals of deep south featuring chorus and solos, hymns and religious chants, with spontaneous rhythmic responses by group accompanying melody and piano background. Emceeing is done by quaint negro preacher, the Rev. Del!

Presentation: Live talent

Available Time Units: 15 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening (early)

Client Suitability: Northern and Western firms selling foods, tinned biscuits, pancakes, etc.

Number of Artists: 6

Unit Cost: \$50.00

Audition Facilities: Transcriptions

Submitted by: WBML, Macon, Ga.

The Junior Musicale

"The Junior Musicale" presents kid vocalists of network calibre. Show was aired on the Mutual net for many weeks to very enthusiastic mail response. It uses two well arranged choruses and stars two soloists. Middle spot consists of "real diary of a real American boy," unedited unrehearsed. Merchandising angles are available.

Presentation: Live talent

Available Time Units: 15 minutes, 2 times weekly

Audience Appeal: Entire family

Suggested for: Evening (5:15 p.m.)

Client Suitability: Foods, household, or similar product with family angle

Number of Artists: 15

Audition Facilities: Transcriptions

Submitted by: KDTH, Dubuque, Iowa

Just a Memory

"Just a Memory" is an ideal year-round show. Music consists of selections which have proved themselves through the years. Each number played is given a brief historical background including year the song was introduced, who wrote it, and how it was received by the public. Appeal of program is to musically minded Americans. Large amount of merchandising available, including pre-announcements and publicity in weekly house organ "Every Week." (Circulation 2,500)

Presentation: E. T.

Available Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Afternoon

Client Suitability: Furniture, clothing and candy

Unit Cost: \$48.00

Audition Facilities: Transcriptions

Submitted by: WSAR, Fall River, Mass.

Lamplighter's Serenade

"Lamplighter's Serenade" is a mood show, starring Howard Price, former network tenor. Price plays the role of the "Lamplighter" singing the songs that become fresh in his memory as he comes to each street corner and turns on the lights. Show is on the air several months. Station's complete merchandising service is available.

Presentation: Live talent

Available Time Units: 15 minutes, daily

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Food, drug products, brewery

Number of Artists: 12 (orchestra of 10 men, leader, vocalist)

Audition Facilities: Transcriptions

Submitted by: WCAE, Pittsburgh, Pa.

Richard Maxwell's Songs of Cheer and Comfort

This program stars Richard Maxwell, with Bill Wirges at the organ in gospel songs and hymns, plus down to earth friendly philosophy of the type that has helped make Richard Maxwell one of the best loved personalities of the air. Richard Maxwell was rated 13th most popular artist in the entire country, in a 40-city poll conducted by N. Y. Daily News. 176 Richard Maxwell Clubs have been formed in 21 States in 2 years. Each program allows for three commercials—opening, middle, closing; series consists of 52 quarter-hour programs available in units of 26.

Presentation: E. T.

Available Time Units: 15 minutes, 1-2-3-5 times weekly

Audience Appeal: Entire family

Suggested for: Morning (Sunday); afternoon (Sunday); evening

Number of Artists: 2

Unit Cost: Based on population of city, rates and power of radio station

Audition Facilities: Transcriptions

Submitted by: Kasper-Gordon, Inc.

(See Page 73)

Meet the Boys in the Band

"Meet the Boys in the Band" has been the biggest publicity getter on KMYR. It is a recorded program that attracts a regular studio audience! Emphasis is on comedy and unusual gags, along with current popular music. Big name band leaders are guests; special days for the various high schools and college groups are a popular feature.

Presentation: Live talent; E. T.

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Available Time Units: 15 minutes, 6 times weekly

Audience Appeal: Juvenile; Entire family
Suggested for: Afternoon (late)

Client Suitability: Beverages, confections, novelties, any commodity appealing to young people

Number of Artists: 2

Submitted by: KMYR, Denver, Colo.

Men and Music

"Men and Music" consists of music-dramas of great composers written so that they may be presented by small casts with recorded versions of the works of the composers. Simple, yet well-told, these plays are ideal recreations for the sponsor who desires to reach the music minded.

Presentation: Live talent

Available Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Afternoon; evening

Number of Artists: 6 (average)

Unit Cost: Royalty starts at \$3.00 and runs to \$25.00 per station depending upon the audience in the primary and secondary areas

Submitted by: The Script Library
(See Page 63)

Moonbeams

"Moonbeams" is a musical program of 10 years' standing. Series features a girls' trio, harp and violin with George Shackley conducting. If sponsor desires, an orchestra can be used stretching the show to 30 minutes.

Presentation: Live talent

Available Time Units: 15 to 30 minutes, 3 to 5 times weekly

Audience Appeal: Entire family

Suggested for: Evening

Number of Artists: 5 to 20

Unit Cost: \$700 to \$1,300 weekly

Audition Facilities: Transcriptions; will pipe live talent

Submitted by: Moonbeams Broadcast Inc.

Motor Patrol

"Motor Patrol" is a nightly airing featuring a swing band, a sweet band and a popular vocalist. It gives latest road information; advice on safe driving; tips to pedestrians and bike riders. It also has a club yell in which all car drivers join in. (It is a V for Victory toot on a horn in the studio.) The show opens with a squad car starting out on the motor patrol and winds up fading in the distance as the show ends. This is the second year of the series.

Presentation: E. T.

Available Time Units: 30 minutes, 5 times weekly

Audience Appeal: Entire family

Suggested for: Evening (9:30-10:00)

Client Suitability: Eateries, motor firms, garages

Number of Artists: 2 (continuity writer and emcee)

Unit Cost: \$30.00

Audition Facilities: Transcriptions

Submitted by: CHAB, Moose Jaw, Sask.

Music a la Mood

"Music a la Mood" consists of one half hour of uninterrupted music. Selections range from popular concert music to the classics of universal appeal. The program has received an unusually large amount of unsolicited mail,—much of it commenting on the restful quality of the music.

Presentation: E. T.

Available Time Units: 15 or 30 minutes, 1, 3, 6, or 7 times weekly

Audience Appeal: Entire family

Suggested for: Morning; afternoon; evening

Client Suitability: Food, soap, toilet articles, etc.

Number of Artists: 1 (announcer only)

Audition Facilities: Transcriptions

Submitted by: WPAT, Paterson, N. J.

(See Page 57)

Music As You Like It

"Music As You Like It" is a one-man musical show with the accent on music but including continuity that is diverting, entertaining, informative and inspirational. Special programs are written for holiday and special seasons, and all shows are of general audience interest. The script are flexible and can be used with the stations' recorded libraries or with live talent. Lists of appropriate musical selections, complete with recording numbers and publishers, are included with each script. These shows are designed so they can be sold commercially to either participating or single sponsors. This service is free to all ASCAP-licensed stations.

Presentation: Live talent; E. T.

Available Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Afternoon; evening

Number of Artists: 1 (narrator—man or woman)

Submitted by: ASCAP

(See Page 14)

Music in Moods

This show is prepared by a complete musical director to give 55 minutes of enjoyable music every afternoon from 4:05 until 5 p.m. Monday, Wednesday and Friday programs consist of popular music with name dance bands. Tuesday and Thursday music is semi-classic with equally prominent concert orchestras. Continuity gives background of selections, composers and artists in a manner designed to please all listeners.

Presentation: Live talent; E. T.

Available Time Units: 15 minutes (or participations) 5 times weekly

Audience Appeal: Entire family

Suggested for: Afternoon

Client Suitability: Client desiring institutional good will

Number of Artists: 1

Audition Facilities: Transcriptions

Submitted by: WTMA, Charleston, S. C.

Music Just for You

See "Music As You Like It."

The Music Makers Club

"The Music Makers Club" consists of one hour and a half of popular recorded music, with Steve Ellis, genial WPAT special events man, as announcer and emcee. Show frequently features interviews with famous band leaders and popular musicians, such as Tommy Dorsey, Kay Kyser, Benny Goodman, etc.

Presentation: Live talent; E. T.

Available Time Units: 5, 10, 15, 30 minutes, 3 to 6 times weekly

Audience Appeal: Entire family

Suggested for: Afternoon

Client Suitability: Clothing, other products selling to college age group

Number of Artists: 1

Audition Facilities: Transcriptions

Submitted by: WPAT, Paterson, N. J.

(See Page 57)

Musical Comedy Review

"Musical Comedy Review" consists of an hour of hit songs from favorite musical comedies. The music is styled by court orchestras, with soloists and vocal ensembles. Program has a well established listening audience.

Presentation: E. T.
Available Time Units: 15 or 30 minutes, 1 to 7 times weekly
Audience Appeal: Female; male
Suggested for: Afternoon; evening
Client Suitability: Product used by adults, particularly women
Number of Artists: 4
Auction Facilities: Transcriptions
Submitted by: WPAT, Paterson, N. J.
(See Page 57)

Mystery Melodies

"Mystery Melodies" five old well-known musical tunes are played and the listener letters or cards with the earliest remark reaching the station the following morning, correctly identifying the tunes, are awarded prizes.

Presentation: Live talent
Available Time Units: 15 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon; evening
Client Suitability: Dress shop, dry goods, dry cleaning, department store, grocer
Number of Artists: 2 or more
Submitted by: KBIZ, Ottumwa, Iowa

Name the Band

"Name the Band" is a proven local favorite. During the four months WSAR has experimented with this audience participation feature 16,000 pieces of mail have been received in response to this program. It consists of a contest in which listeners are asked to guess the orchestras. Only best orchestras playing the best recorded music are used and show is aired on one of best spots on WSAR's prime time schedule. Merchandising includes pre-announcements and publicity in weekly house organ "Every week." (Circulation 2,500).

Presentation: Recorded
Available Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Unit Cost: \$30.00
Submitted by: WSAR, Fall River, Mass.

National Symphony Hour

"National Symphony Hour" is a thoughtfully selected, briefly annotated program of classical recordings, following a set pattern each evening of the week: "All-Request Concert," "Soloist Concert," "Pop Concert," "Symphony Concert," "Modern Concert," and "Variety Concert." Advance listings are mailed free bi-weekly to a growing list of 2,000 listeners. Program is prepared in conjunction with the National Symphony Orchestra Association and is scheduled 9:05-10:00 p.m. Midday through Friday; 2:05-3:00 p.m. Saturdays.

Presentation: E. T.
Available Time Units: 55 minutes, 5 or 6 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Institutional product
Submitted by: WINX, Washington, D. C.

Dick O'Heren

This program presents Dick O'Heren, a three piece unit, piano, clarinet and guitar, playing and singing old and new favorites. O'Heren is one of Cleveland's leading Irish tenors as well as a guitar-

ist and as a merchandising stunt makes personal appearances in stores, playing and singing requested tunes.

Presentation: Live talent
Available Time Units: 15 minutes, 5 times weekly
Audience Appeal: Female
Suggested for: Morning; or afternoon
Client Suitability: Grocery product
Number of Artists: 4
Auction Facilities: Transcriptions
Submitted by: WCLE, Cleveland, O.

Opera Starlets

"Opera Starlets" is a juvenile novelty program which presents famous operatic and musical comedy classics sung in harmony by gifted youngsters from 9 to 12 years. Artists are not amateurs, but professional stars of tomorrow. Programs are far above the average children's program in quality, performance and type of music.

Presentation: Live talent
Available Time Units: 15 or 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Morning; afternoon (Sundays or Saturdays)
Number of Artists: 10 and director
Auction Facilities: Transcriptions; will pipe live talent
Submitted by: Lewis Reid

Pan Americana

"Pan Americana" is an intelligent record music salute to our Latin American neighbors. Handled by Dan Richards, the rumbas, sambas, congas, dansans and tangoes are selected with intelligence and a full knowledge and appreciation of that type of music. The incidental comment and commercials are woven skillfully into the program by Richards. One of the most successful programs of its type, Pan Americana has been a WOV feature for almost a year, is a huge mail getter, and surveys prove that it has a constant, loyal audience.

Presentation: Live talent
Available Time Units: 45 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 1
Submitted by: WOV, New York, N. Y.
(See Pages 56-79)

Parade of Bands

"Parade of Bands" is a musically reproduced show with a national locale used in nearly all sections of the two American continents. It is ideal for the small or non-network station because it affords the effect of a network presentation of nationally famous bands on location. Show combines music with up-to-the-minute news presented by local station at "breaks." Unusual merchandising facilities are available for low-priced products.

Presentation: E. T.; Script
Available Time Units: 30 minutes, 7 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Beer, drug accounts, etc.
Number of Artists: 3 (minimum) to 5
Auction Facilities: Transcriptions; sample script
Submitted by: Video & Sound Enterprises

Peaceful Valley

This program is one of the most popular programs on the WJR schedule. Through careful production it is aimed at no particular class or group but is designed to offer a pleasant restful 30-minutes to

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everyone. Music and choral effects are especially arranged to offer appropriate background to narrator's voice. The featured voices of soprano and tenor together with the staff orchestra and a 16-voice mixed chorus, make "Peaceful Valley" a delightful listening experience.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening (10:30 to 11 p.m.)
Client Suitability: Household products, furniture, etc.
Number of Artists: 34
Unit Cost: Upon request
Auction Facilities: Transcriptions
Submitted by: WJR, Detroit, Mich.
(See Page 39)

Red and Gold Concerts

"Red and Gold Concerts" are programs of light classical and concert music featured at noontime (12:00-12:45) and evenings, 6:30-7:00 p.m. Calculated as luncheon and dinner entertainment, the program has a wide following among Westchester listeners who appreciate the finer things. It represents the highpoint of WFAS' intensive endeavor to live up to the slogan "The Station That's Known for Fine Music." Air-time is effective, in that it is opposite non-musical features on competitive stations. Programs are merchandised through frequent paid ads in Westchester newspapers.

Presentation: Live talent or E. T.
Available Time Units: 15 or 30 minutes, daily
Audience Appeal: Entire family
Suggested for: Afternoon (noon), evening
Client Suitability: Food products, coffee, candy, other quality products
Number of Artists: 1 (announcer)
Auction Facilities: Transcriptions
Submitted by: WFAS, White Plains, N. Y.

Restful Music

"Restful Music" brings fifteen minutes of soothing melody, uninterrupted by oral announcements. Played at twilight by the five outstanding musicians of the WBIG Concert Ensemble, and directed by Margaret Banks, composer and musician, the smoothly flowing music carries listeners away from lurid headlines, commentators, wars and rumors of wars.

Presentation: Live talent
Available Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Department store, insurance company
Number of Artists: 7
Auction Facilities: Will pipe live talent
Submitted by: WBIG, Greensboro, N. C.

Rocky Mountain Cowboy

"Rocky Mountain Cowboy" present a western vocalist, accompanying himself on guitar. Entertainment as well as commercials are sung.

Presentation: Live talent
Available Time Units: 15 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Morning; afternoon; evening
Number of Artists: 1
Unit Cost: \$25.00 weekly
Auction Facilities: Transcriptions
Submitted by: KPOW, Powell, Wyo.

Savoy Opera Guild

This is the only radio presentation of the Gilbert and Sullivan repertoire in the country today. "Savoy Opera Guild" is conceded to be second only to the D'Oyly Carte Company. At present it has its own theater (the Cherry Lane) at which each week's radio performance originates. Presentation: Live talent
Available Time Units: 30 to 60 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Class product
Number of Artists: 20 to 80
Auction Facilities: Transcriptions
Submitted by: WINS, New York City, N. Y.
(See Page 26)

The Tune Detective

Dr. Sigmund Spaeth, the famous "Tune Detective," traces the musical history of a different tune on each program—from its classical or folk-song origin to its current popularity. He personally plays and sings at the piano.
Presentation: E. T.
Available Time Units: 5 minutes, 3 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon; evening
Auction Facilities: Transcriptions
Submitted by: Rockhill Radio Inc.
(See Page 66)

Say It With Music

"Say It With Music" is a unique new all-night recorded show, destined to catch the largest market ever available from midnight to dawn. Except for hourly 3-minute news summaries, the program is all music. Commercial musical jingles dreamed up by Kent and Johnson at no extra cost except for talent and production are available.

Presentation: Live talent; E. T.
Available Time Units: 5 spots, 7 nights weekly
Audience Appeal: Female; male
Suggested for: Morning (early)
Auction Facilities: WJZ sustaining program
Submitted by: WJZ, New York, N. Y.

The Shining Hour

Just as its name implies, "The Shining Hour" is 60-minutes of bright, cheerful music in a vast array of variety that draws listeners of all ages and in all walks of life. It is transcribed and recorded, with very little side comment on the part of the announcer. Music and more music is the main basis of the series.

Presentation: E. T.
Available Time Units: 60 minutes, 7 times weekly
Audience Appeal: Female; male
Suggested for: Afternoon
Client Suitability: Women's items, cosmetics, gum, fashions, etc.
Unit Cost: \$33.00 daily (year rate)
Auction Facilities: Transcriptions
Submitted by: KONO, San Antonio, Texas

Sing for Dough

"Sing for Dough" is a take-off on the community sing, with roving mikes working through the audience and soloists picked at random for singing and gags. There are cash awards for every soloist, and three judges picked from the audience choose the finalist for the Sing-Stake award.

Presentation: Live talent
 Available Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Number of Artists: 3 (approximately)
 Audition Facilities: Transcriptions; Blue Network sustaining program
 Submitted by: General Amusement Corp.

1600 Club

"1600 Club" is a daily Monday through Saturday participation recorded program heard from 2:30-5 p.m. Program has a wide following among popular music lovers and is broken into various categories such as "Memory Lane," "Hawaiian Moments," "Harlem on Parade," etc., so as to appeal to everyone. Membership in "1600 Club" is offered listeners who receive attractive card. Program has excellent audience in metropolitan New York area and is available on participation basis.

Presentation: Live talent; E. T.
 Available Time Units: 1 to 15 minutes, 1 to 6 times weekly
 Audience Appeal: Entire family
 Suggested for: Afternoon
 Numbers of Artists: 1 (plus recordings)
 Submitted by: WWRL, Woodside, N. Y.

Sleepy Hollow Ranch Gang

"Sleepy Hollow Ranch Gang" draws more mail than any other program on WSAN. "Gang" operates a ranch (public park) offering their advertisers valuable merchandising aid.

Presentation: Live talent; E. T.
 Available Time Units: 5-15-30 minutes, 5 times weekly
 Audience Appeal: Entire family
 Suggested for: Morning (11:00-11:45 a.m.)
 Number of Artists: 7
 Audition Facilities: Transcriptions
 Submitted by: WSAN, Allentown, Pa.

Songs of the West (Cactus Mack and the Saddle Tramps)

"Songs of the West" is a cowboy musical transcribed show set as though in the corral and enacted as though in the studio.

Presentation: E. T.
 Available Time Units: 15 minutes (78 episodes)
 Audience Appeal: Entire family
 Suggested for: Afternoon
 Client Suitability: Flour, bakeries, medical, etc.
 Number of Artists: 7
 Unit Cost: Based on population and station power
 Audition Facilities: Transcriptions
 Submitted by: Radio Producers of Hollywood

Sons of the Pioneers

The "Sons of the Pioneers" transcription library contains sufficient number of selections for indefinite sponsorship. Program is high type western and is sold on exclusive basis; that is, station agrees not to use these transcriptions at any other time than on sponsor's program.

Presentation: E. T.
 Available Time Units: 15 minutes, 5 or 6 times weekly
 Audience Appeal: Entire family
 Suggested for: Morning (mid-morning)

Unit Cost: Regular card rates plus small additional transcription charge
 Submitted by: WSFA, Montgomery, Ala.

Southern Rivers

"Southern Rivers" features Evelyn Pittman and her negro choir, outstanding colored choral group in Southwest. Choir sings old-time spirituals, modern songs and old folk songs between narration. Each program deals with specific adventure in the heart of the deep South, told in prose by narrator. Choir songs tie in with adventure. "Southern Rivers" was for forty-three weeks on Red Network of NBC.

Presentation: Live talent
 Available Time Units: 15 or 30 minutes, once or twice weekly
 Audience Appeal: Entire family
 Suggested for: Afternoon (Sunday); evening
 Client Suitability: Coffee, food, general appeal products
 Number of Artists: 25 (voice choir, narrator, writer, producer)
 Unit Cost: \$500.00
 Audition Facilities: Transcriptions
 Submitted by: WKY, Oklahoma City, Okla.

Souvenirs of the Old South

"Souvenirs of the Old South" is a 30 minute program of typically Southern atmosphere music presented by orchestra, chorus and soloists, with superimposed dramatic narration, glorifying the charm, color and romance of the Old South.

Presentation: Live talent; E. T.
 Available Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Institutional product
 Number of Artists: 3 plus E. T.
 Audition Facilities: Transcriptions
 Submitted by: WSAV, Savannah, Ga.

Story Behind the Song

Each program in this series dramatizes the story of how each of the musical masterpieces presented originated. The format of the programs intrigues the interest of the listener in view of the fact that no announcement is made of the subject to be presented. The dramatic story unfolds, culminating in the presentation of the musical selection by a fine vocal ensemble accompanied by organ.

Presentation: E. T.
 Available Time Units: 15 minutes, 1 to 3 times weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Any type appealing to entire family
 Number of Artists: 6 to 8, plus vocal ensemble and organist
 Unit Cost: Dependent upon market
 Audition Facilities: Transcriptions
 Submitted by: Radio Transcription Company of America, Ltd.

Sweet Hour of Prayer

"Sweet Hour of Prayer" is a friendly get-together of the radio audience with organist George Shackley and a gospel singer. Program also includes an inspirational talk.

Presentation: Live talent
 Available Time Units: 15 minutes, 1 to 3 times weekly
 Audience Appeal: Entire family
 Suggested for: Morning; afternoon

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Number of Artists: 2 to 3
 Unit Cost: \$350.00 weekly
 Audition Facilities: Will pipe live talent
 Submitted by: Moonbeams Broadcasts, Inc.

Swing Cowboys

"Swing Cowboys" is a very informal program, building up various "characters" as interpreted by the "Cowboys" themselves. Banter and various skits are interspersed with the hillbilly tunes to make this a top mail-puller on KYOS. On Saturdays a full hour program is set aside for the "Swing Cowboys" who invite outsiders to come in and perform along with them. Of course, all outsiders are auditioned and idea naturally creates a wide local interest.

Presentation: Live talent
 Available Time Units: 30 minutes, 6 times weekly (or 60 minutes, Saturdays)
 Audience Appeal: Entire family
 Suggested for: Afternoon (12:30-1:00)
 Number of Artists: 5
 Unit Cost: \$27.50 daily
 Audition Facilities: Will pipe live talent
 Submitted by: KYOS, Merced, Calif.

1340 Club

The "1340 Club" is a record show emceed by Ace Disc Jockey Dick Tucker who presents in review popular bands and artists mixed up with interviews with visiting band leaders playing the community and skillful ad-lib of commercials. The show is very popular as evidenced by the number of requests received each day for songs on the program and for dedications of birthdays, weddings and anniversaries. The programs are heard daily from 10 a.m. to 12 noon and from 5 to 6 p.m. Complete promotional facilities are available.

Presentation: Live talent; E. T.
 Available Time Units: 15 minutes, 3 or 6 times weekly
 Audience Appeal: Entire family
 Suggested for: Morning; afternoon
 Number of Artists: 1
 Audition Facilities: Transcriptions
 Submitted by: WEIM, Fitchburg, Mass.

Treasure Tunes

In "Treasure Tunes" Daryle Calker, arranger-composer-conductor, and his concert-dance orchestra furnish the setting for "the Hit Parade of Tomorrow and Today," 30-minutes of new songs and music played and sung by top notch talent of Hollywood. Wide appeal is gained by introducing original songs selected by our song jury and voted upon by listeners. Merchandising is present in the fact that the program presents the work of thousands of new songwriters attracted to entertainment especially built for them.

Presentation: Live talent
 Available Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Nationally distributed low-cost product
 Number of Artists: 30
 Unit Cost: \$3,000.00 a week
 Audition Facilities: Transcriptions
 Submitted by: Paul Cruger Radio Productions

The Village Choir

"The Village Choir" consists of a chorus of eight voices, featuring trio, and mixed quartette, with organ and piano accompaniment, presenting semi-classical, religious, and long favorite ballads. Group is under direction of Mrs. R. O. Huntley and has been a feature on WGH for over four years.

Presentation: Live talent
 Available Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Number of Artists: 10
 Unit Cost: \$50.00 per program, talent only, time cost additional
 Audition Facilities: Transcriptions
 Submitted by: WGH, Norfolk, Va.

Vous Et Moi (You and I)

This program consists of novelty singing duets with special arrangements of latest French songs.

Presentation: Live talent
 Available Time Units: 15 minutes, 3 times weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Number of Artists: 3
 Unit Cost: \$20.00
 Audition Facilities: Transcriptions
 Submitted by: CKCV, Quebec, P. Q.

Weaver of Dreams

"Weaver of Dreams" is a "late night" program of exceptionally well written philosophy by the well known author, J. Archer Kiss, with a background of organ music featuring a well known girl trio and tenor. Special musical arrangements are used.

Presentation: Live talent; E. T.
 Available Time Units: 15 minutes, once or twice weekly
 Audience Appeal: Entire family
 Suggested for: Evening (late)
 Client Suitability: Mass appeal product
 Number of Artists: 7 (trio, tenor, organist, narrator, announcer and guest)
 Audition Facilities: Transcriptions; will pipe live talent
 Submitted by: Hal R. Makelim Productions (See Page 30)

Western Echoes

Chuck Tweed's "Western Echoes" presents a four piece vocal and instrumental group doing western tunes. Six months at Village Barn in New York City and appearances on all major networks have grooved outfit into big-time status.

Presentation: Live talent
 Available Time Units: 15 or 30 minutes, 1 to 5 times weekly
 Audience Appeal: Entire family
 Suggested for: Evening (early)
 Client Suitability: Low-priced mass appeal product
 Number of Artists: 5
 Unit Cost: \$50.00 per quarter hour; \$62.00 per half-hour
 Audition Facilities: Transcriptions
 Submitted by: WSRR, Stamford, Conn.

You Shall Have Music
 See: "Music As You Like It."

Baby's Daily News

Format of "Baby's Daily News" is a newspaper devoted exclusively to babies, for and by babies and their mothers, with certain original and interesting features, such as audience-participation, dramatization and a baby's "own column"—Baby Talk. Show provides chatter, instruction, comedy, philosophy and human interest. Program designed primarily to appeal to mothers. Merchandising possibilities are unlimited for sponsor who markets any product suitable for children and young mothers.

Presentation: Live talent
Available Time Units: 15 minutes, 5 times weekly
Audience Appeal: Female
Suggested for: Morning
Number of Artists: 7 (minimum) to 9
Audition Facilities: Will pipe live talent
Submitted by: Radio Features of America

Between the Bookends

"Between the Bookends" is a program of poems, anecdotes, proverbs, sayings and Ted Malone, and organ background. Malone with nine years of network experience has a great following of extremely loyal listeners with a high record of sales under sponsorship. He is poetry editor of Good Housekeeping Magazine and author of several books, still best sellers in their field. Program has a large and count each week indicating great listener appeal.

Presentation: Live talent or E. T.
Available Time Units: 15 minutes, 1 to 5 times weekly
Audience Appeal: Female
Suggested for: Morning or afternoon
Client Suitability: Cosmetics, food, feminine apparel, some proprietary medicines, health aids, etc.
Number of Artists: 2 (with occasional guests)
Audition Facilities: Will pipe live talent
Submitted by: National Concert & Artists Corp.

(See Page 61)

Between Us Girls

Thomson, conductor of "Between Us Girls," is a practical housewife who gives housekeeping information, recipes, points of interest to local women; reports on visits to shows, etc. Mrs. Thomson answers all mail and visits many homes to give housekeeping advice.

Presentation: Live talent
Available Time Units: 15 minutes, 5 times weekly
Audience Appeal: Female
Suggested for: Morning (10 a.m.)
Client Suitability: Food or household consumption product
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WGAC, Augusta, Ga.

Calling All Women

"Calling All Women" is a participating program conducted by Dorothy Burgess, hitting every angle of feminine interest, with particular accent on wartime activities for women. Daily quiz angle awards \$1 War Savings Stamp for best answers. Typically feminine chatter is interspersed with E. T. music.

Presentation: Live talent or E. T.
Available Time Units: 50 and 100 word announcements daily
Audience Appeal: Female

Suggested for: Morning
Client Suitability: Woman appeal
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: KGVO, Missoula, Mont.

Charm Session

"Charm Session" is a new and up-to-date approach to woman's everlasting striving for the attainment of beauty and charm. The sales message ties right in with the script in a natural and unique manner.

Presentation: Live talent or E. T.
Available Time Units: 15 minutes, 3 or more times weekly
Audience Appeal: Female
Suggested for: Morning or afternoon
Client Suitability: Beauty preparation, woman's article (except food)
Number of Artists: 1
Submitted by: Ann Barbinel, Productions

Column of the Air

"Column of the Air", conducted by Irene Bruce, a personable young lady, consists of personal items encompassing society notes, recipes, club and church and all items interesting to women. Program is on the air at 11 a.m. and has excited unusual interest.

Presentation: Live talent
Available Time Units: 15 minutes, Monday through Friday
Audience Appeal: Female
Suggested for: Morning
Number of Artists: 1
Submitted by: WSAZ, Huntington, W. Va.

Designed for Ladies

"Designed for Ladies" is a live talent show with a responsive, large listening audience including men! It does not dwell on the culinary side of a woman's life, but includes comment on news as it looks to women, and a wide range of subjects of interest to women. Music is by Clarence Hoglund, organist and pianist; guest singers are presented twice a week. Shows are produced by Patricia Burns Kidder, program director, and Ben Bezoff, news editor. Show is sold on a participation basis.

Presentation: Live talent
Available Time Units: 30 minutes, 6 times weekly
Audience Appeal: Female and entire family
Suggested for: Morning
Client Suitability: Any commodity or service purchased by women
Number of Artists: 3 with 2 guests weekly
Unit Cost: \$100 monthly (participation)
Audition Facilities: Transcriptions
Submitted by: KMCR, Denver, Colo.

Easy Does It

"Easy Does It" is made up of helpful hints to housewives sent in by WIP listeners. Conducted by "Helpful Henry," who was chosen for his brilliant storehouse of information, and his genial and ingratiating manner, the program acts as a clearing house of ideas to make household work simpler and more efficient. Each hint sent in, and used on the air, is worth a cash award to the sender. The program has been sponsored locally since March, 1940. It has pulled about 200 pieces of mail per week.

Presentation: Live talent or E. T.
Available Time Units: 15 minutes, 3 times weekly
Audience Appeal: Female
Suggested for: Morning or afternoon

Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WIP, Philadelphia, Pa.
 (See Page 37)

Dr. Walter H. Eddy Food Forum

This program is a successor to the late Dr. Shirley Wynne's series and is conducted by Dr. Walter H. Eddy, nutrition expert, assisted by Ella Mason, cooking and home economics authority. Health in relation to food is the basic theme. Features on the participating programs are a question and answer period conducted by mail and before a studio audience; door prizes are given studio attendees. It is aired five days weekly on WHN, New York.

Presentation: Live talent
Available Time Units: Participation announcements
Audience Appeal: Female and entire family
Suggested for: Morning
Client Suitability: Food products
Number of Artists: 3 and an announcer
Submitted by: American Institute of Food Products

Home Life in Europe

"Home Life in Europe" is a series of first-hand accounts of what life is like in the occupied countries, as told by Anne M. Jungmann, recently returned from Europe after spending over a year in France as correspondent for N. Y. Times. She is a former editor of the Ladies Home Journal and knows how to hold the interest of the American housewife with true stories that thrill and impress.

Presentation: Live talent
Available Time Units: 15 minutes, once weekly
Audience Appeal: Female
Suggested for: Morning or afternoon
Client Suitability: Household product
Number of Artists: 1
Audition Facilities: Transcriptions; will pipe live talent
Submitted by: Lewis Reid

The Home Show

"The Home Show" presents hints on general housekeeping, answering mail; short calendar of local social events; chat-chats about clothing; and new slants on preparing food. It is planned to move merchandise for local, state, or national clients and has a good local metropolitan and farm following.

Presentation: Live talent
Available Time Units: 10 minutes, 6-7 times weekly
Audience Appeal: Female
Suggested for: Morning
Client Suitability: Food, soap
Number of Artists: 1 and announcer
Unit Cost: \$1.00 per show
Audition Facilities: Transcriptions
Submitted by: WJMA, Covington, Va.

Housewives' Jackpot

"Housewives' Jackpot" is a money and War Bond award program, sold on participating basis to non-competing firms. Announcer calls housewives' on telephone and asks them to describe certain features of the various products featured on program. If women can do so, they win a jackpot, which pyramids daily. Awards are in War Bonds and Stamps. Consolation awards of \$1 are sent to those who miss. The program is a 30-minute show.

Presentation: Live talent

Available Time Units: Participating, 6 times weekly
Audience Appeal: Female
Suggested for: Morning
Client Suitability: Food products
Number of Artists: 1
Submitted by: WIBG, Philadelphia, Pa.
 (See Page 62)

Alice Hughes

This program presents a fascinating collection of bits of information dear to the heart of every woman: information about fashions, homes, children, entertainment and war work. Everything that crowds into a busy woman's life has a place on this program. Alice Hughes is a young woman who knows New York and knows its people. She is a veteran New York newspaper woman.

Presentation: Live talent or E. T.
Available Time Units: 15 minutes, 6 times weekly
Audience Appeal: Female
Suggested for: Morning, afternoon, or evening
Client Suitability: Smart women's products
Number of Artists: 1 and guests
Audition Facilities: Transcriptions
Submitted by: WINS, New York, N. Y.
 (See Page 26)

In the Woman's World

"In the Woman's World" is a script of featurized news for women consisting of chatty information about trends in styles, about beauty, diet and health. It provides useful, informative tips on household budgets, interior decoration, wise and thrifty marketing. Material for this show is gathered in person by Joan Younger, United Press Women's Editor and has a long record of successful sponsorship in important market areas from coast to coast.

Presentation: Live talent
Available Time Units: 5 minutes, 6 days weekly
Audience Appeal: Female
Suggested for: Morning or afternoon
Client Suitability: Women's shops, department stores, beauty shops, laundries, dry cleaners

Number of Artists: 1
Submitted by: United Press
 (See Page 92)

It's a Woman's World

This is a participating program planned especially to reach the housewife. It consists of transcribed music, news for women, interviews, etc. It is conducted by Kay Vernon, whose background of radio experience in Hollywood and London is tempered with an intimate knowledge and understanding of the interests and problems of local homemakers.

Presentation: Live talent or E. T.
Available Time Units: 120 words (1 minute) announcements, 5 times weekly
Audience Appeal: Female
Suggested for: Morning (10:05-10:30 a.m.)
Client Suitability: Foods, drugs, cosmetics, women's wear
Number of Artists: 1
Unit Cost: \$20.00 per week for five announcements per week
Audition Facilities: Transcriptions
Submitted by: WROL, Knoxville, Tenn.

It Seems to Me

Sara Berner and Verna Felton, two of Hollywood's top character actresses discuss happenings in the world over the back fence. They analyze the news

from here, there and everywhere as it seems to them and to the average woman leaning over the back fence. They settle the affairs of the world without firing a shot.

Presentation: Live talent or E. T.
Available Time Units: 5 to 15 minutes, 3 to 5 times weekly

Audience Appeal: Female
Suggested for: Morning or afternoon
Client Suitability: Product with feminine appeal

Number of Artists: 2
Audition Facilities: Transcriptions; will pipe live talent
Submitted by: Associated Releases

It Takes a Woman

"It Takes a Woman" consists of dramatically told stories of unsung heroines; tales of the average woman. Each program is complete in itself and the series has a phenomenal success record for the past two years during which it ran in four markets.

Presentation: E. T.
Available Time Units: 5 minutes, 3, 5, 6 times weekly (200 programs ready)

Audience Appeal: Female
Suggested for: Morning or afternoon
Client Suitability: Women's product
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: Basch Radio Productions (See Page 68)

Kitchen Quiz

Ed East and Polly and their "Kitchen Quiz" have just completed a highly successful two year sponsorship by White Rose Products. Columbia Pictures has released nationally, "Kitchen Quiz" shorts based on this program. This show has a tremendous audience pull, a recent offer having drawn 4,529 dimes on one day's announcement. During the two years on the air, the show has pulled over 160,000 letters and over 15,000 women have attended these early morning broadcasts.

Presentation: Live talent
Available Time Units: 15 minutes, 5 times weekly

Audience Appeal: Female
Suggested for: Morning or afternoon
Number of Artists: 2
Audition Facilities: Transcriptions; will pipe live talent
Submitted by: National Concert & Artist Corp. (See Page 61)

Know Your Furs

"Know Your Furs" features Walter J. Horvath, authority on the buying and care of furs. The 1941 Edition was used successfully by scores of leading fur merchants from coast to coast. The 1942 Edition is now ready for release and has been brought up to date to conform to wartime conditions in the retail fur field. In the series, Horvath tells about blended muskrat; Persian lamb; importance of buying from a reliable source; style trends for the new season; furs and the war; why the inside of a fur coat is important; comparative durability of various furs; most popular furs of the season; furs for campus wear; the romance of furs; and many other subjects. It is a complete radio campaign for fur merchants, available to one merchant in a city. Each program runs about 3½ minutes, allowing 1½ minutes for sponsor's commercial copy.

Presentation: E. T.
Available Time Units: 5 minutes, 26 episodes

Audience Appeal: Female
Suggested for: Morning, afternoon or evening
Client Suitability: Department store, specialty shop, fur merchant

Number of Artists: 1
Unit Cost: Based on population of city where sponsor is located
Audition Facilities: Transcriptions
Submitted by: Kasper-Gordon, Inc. (See Page 73)

Let's Take a Look in Your Mirror

Stella Unger in "Let's Take a Look in Your Mirror" tells women how to improve their style, their personalities, accentuate their best features. Series is a logical show for any retailer or manufacturer of apparel, cosmetics, home furnishing; any product sold to or through women. A special theme has been prepared which makes possible excellent production on all 156 shows. Maximum commercial time is allowed; publicity aids are furnished.

Presentation: E. T.
Available Time Units: 5 minutes, 3 to 6 times weekly

Audience Appeal: Female
Suggested for: Morning, afternoon or evening

Client Suitability: Department stores, women's wear retail shops, drug stores, beauty parlors, etc.

Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: NBC Radio Recording Division (See Page 10)

Listen to Linkletter

"Listen to Linkletter" presents a famous radio master of ceremonies adlibbing his way through an informal, hilarious half-hour. Art Linkletter has for many years been an outstanding radio personality. In this program he tells anecdotes, personal experiences, bits of interesting information, and conducts informal interviews with guests. Musical recordings are played and are usually interrupted for some genial bit of nonsense. Broadcast from 9:15 to 9:45 p.m. Monday through Friday, the program reaches housewives just before the shopping day starts. Sunday, the show is on 10:30 to 11 a.m.

Presentation: Live talent or E. T.
Available Time Units: Half-hour participation program (Sunday through Friday)

Audience Appeal: Female
Suggested for: Morning (9:15 a.m.)
Client Suitability: Household items, clothing, family items, cosmetics, etc.

Number of Artists: 1 with guests
Unit Cost: \$85 six participations per week
Audition Facilities: Transcriptions
Submitted by: KSFO, San Francisco, Calif.

Living for Victory

"Living for Victory" features KBON home economist in friendly chats with home-makers on buying, cooking, eating, conserving for Victory. Listeners' pet recipes are read on the air; visiting experts are interviewed. Programs offer an ideal promotion tie-up for public utility, food account, grocery or dairy chain.

Presentation: Live talent
Available Time Units 15 minutes, 5 times weekly

Audience Appeal: Female
Suggested for: Morning (Mid morning)
Client Suitability: Public utility or foods

Number of Artists: 2 plus visiting home economists

Audition Facilities: Transcriptions
Submitted by: KBON, Omaha, Nebr.

The Modern Kitchen

"The Modern Kitchen" is a "different" kind of food program, featuring food accounts only and conducted by Mildred Bailey. Right up to the minute suggestions and recipes are presented in an unusual way. Program can have a

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studio audience; products can be displayed; flyers are used on sponsor's trucks throughout the listening area; cards can be used in the stores featuring the products advertised; newspaper column is used in conjunction with the program. Program has a listening audience of men as well as women and receives mail in great quantity.

Presentation: Live talent
Available Time Units: 15 or 30 minutes, 3 or 6 times weekly

Audience Appeal: Female and male
Suggested for: Morning (9 a.m.)
Client Suitability: Food products only

Number of Artists: 2 (Mildred Bailey and announcer)

Unit Cost: \$16 per broadcast
Audition Facilities: Transcriptions
Submitted by: WTAG, Worcester, Mass.

The Morning Visit with Anne Hayes

Program consists of household hints, menu and marketing tips, varied with interviews with visiting personalities with or without home economics background, all currently tied in with defense, conservation and the war effort to give program timely feminine interest. Anne Hayes, KCMO home economics director, has a national reputation as advisor on home problems and food preparation, having served under Herbert Hoover in food conservation work during World War I.

Presentation: Live talent
Available Time Units: 15 minutes, 5 or 6 times weekly.

Audience Appeal: Female
Suggested for: Morning
Client Suitability: Foods and general household products

Number of Artists: 1 and announcer
Audition Facilities: Transcriptions
Submitted by: KCMO, Kansas City, Mo.

Movie Room Cues

"Movie Room Cues" takes and amplifies the tested formula of "Hollywood Room Recipes" in the form of a home furnishing variety show. Room cues and set stills from motion pictures make great give-aways. Tie-up with local motion picture theatres (if a locally sponsored show) as well as national picture tie-ups are available. Program is a productive way to dramatize home-furnishings on the air.

Presentation: Live talent or E. T.
Available Time Units: 5 and 15 minutes, 1, 2 and 3 times weekly

Audience Appeal: Female and male
Suggested for: Morning, afternoon or evening

Client Suitability: Home use product
Number of Artists: 3
Unit Cost: Depends upon format, etc.

Audition Facilities: Transcriptions
Submitted by: Gladys Miller

Patricia's Notebook

This quarter-hour women's feature is conducted daily, Mondays through Fridays at 4:30 p.m. MWT by KDYL's exclusive feminine commentator, Patricia Page. Her 12 years of radio background which includes all types of microphone work and writing plus the fact that this is the only program of its kind in this area, make this an outstanding show. Miss Page intersperses informal talk with guest stars and E. T. music. Her five weekly shows are titled, "The Home-maker's Edition;" "The Charm Show;" "Conservation on the Home Front;" "Pure-

ly Personal," and "The News and View Edition" and are now in their second year.

Presentation: Live talent or E. T.
Available Time Units: Participations
15-minute shows Mondays through Fridays

Audience Appeal: Female
Suggested for: Afternoon

Client Suitability: Woman's item, food, cosmetics, drugs, household needs

Number of Artists: 2 (commentator and announcer)

Unit Cost: Rates for participation or complete sponsorship upon request
Audition Facilities: Transcriptions
Submitted by: KDYL, Salt Lake City, Utah

Allen Prescott, the Wife Saver

"The Wife Saver" is an interesting, formative and instructive program. household hints plus witty, clever and rib-tickling wisecracks. This is Allen Prescott's unique, inexpensive program with a strong appeal for women, a perfect show for advertising a product with multi-appeal. It is a proven program with excellent audience and mail response.

Presentation: Live talent or E. T.
Available Time Units: 15 minutes, 1 to 2 times weekly

Audience Appeal: Female
Suggested for: Morning or afternoon

Client Suitability: Foods, cosmetics and household products

Number of Artists: 3
Audition Facilities: Transcriptions
Submitted by: National Concert & Artist Corp. (See Page 61)

Rosemary and Her Scrap Book

"Rosemary and Her Scrap Book" is a studio program of interest to women especially. Rosemary gives bits about women in the news, taken from Associated Press, household hints, fashion news, beauty suggestions, news of our boys in camp, a recipe which is sent in daily by listeners and closes with a poem, verse or word of wisdom.

Presentation: Live talent
Available Time Units: 30 minutes, 5 times weekly

Audience Appeal: Female
Suggested for: Morning

Client Suitability: Household products
Number of Artists: 1
Unit Cost: \$30 weekly

Audition Facilities: Transcriptions
Submitted by: KPOW, Powell, Wyo.

Sewing School of the Air

"Sewing School of the Air" presents short addresses on sewing, how to sew and how to use the ability to sew in proving wardrobes and homes; discussions on home decoration, and on points that can be used to women's advantage in exemplifying a "sew and save" slogan. Guest speakers, sewing instructresses and home decorators, appear occasionally. Sewing instruction booklets are issued to those who enroll as members of the school.

Presentation: Live talent
Available Time Units: 15 minutes, 3 times weekly

Audience Appeal: Female
Suggested for: Morning

Client Suitability: Patterns, fabrics, sewing machines, etc.

Number of Artists: 1
Unit Cost: Available on request.
Audition Facilities: Will pipe live talent
Submitted by: CHML, Hamilton, Ont.

Home American Homes

"Home American Homes" is a home economics series, featuring Ida Bailey. It deals with the home, problems of diet, economy, and home decorations. Each episode carries complete recipes. Each episode is complete in itself. Program is usable in any section of the country. Strong merchandising features are available.

Presentation: E. T.
Available Time Units: 15 minutes, 2 to 6 times weekly.

Audience Appeal: Female
Suggested for: Morning
Client Suitability: Food products, grocery stores, department stores

Number of Artists: 5 (average per episode)
Unit Cost: Percentage of rate card
Audition Facilities: Transcriptions
Submitted by: Associated Music Publishers, Inc.

This Valley's Women

"This Valley's Women" is aired 10:30-11 a.m. Monday through Saturday and is a clearing house for all women's clubs and organizations. Free meeting information, music, government announcements and local news items of special interest to women are included in the show emceed by Bob Grant.

Presentation: E. T.
Available Time Units: 1, 5 or 15 minutes, 1 to 6 times weekly.

Audience Appeal: Female
Suggested for: Morning (10:30-11:30 a.m.)
Client Suitability: Women's and household products
Audition Facilities: Transcriptions
Submitted by: KPRO, Riverside, Calif.

Time to Chat

"Time to Chat" is a woman's participation program. It is aired daily for a half hour and includes announcements, musical transcriptions, discussions on varied topics, radio chatter, contests, graphology, interviews, quizzing. It is emceed by Helen King, whose background includes contests, graphology, and experience as radio editor and press agent. All are woven into the script.

Presentation: Live talent
Available Time Units: Daily participations of 100 words

Audience Appeal: Female
Suggested for: Afternoon
Client Suitability: Household or woman's products, medicine, milk, insurance

Number of Artists: 1
Unit Cost: \$7.10 per announcement; \$6.44 (52 times); \$5.78 (260 times)

Audition Facilities: Transcriptions
Submitted by: WEBR, Buffalo, N. Y.

Trouble Doctor

"Trouble Doctor" answers are given to letters asking questions on manners, business, civic improvement, love affairs, child behavior, domestic relations, help for poor and sick, careers and financial matters. Letters are read and answered over the air. No names of writers are used. In each show a cooking recipe is given and a short talk on ladies' clothes and styles. The stressing of Americanism is emphasized all during the program.

Presentation: Live talent
Available Time Units: 15 minutes, 2 or 3 times weekly

Audience Appeal: Female
Suggested for: Morning
Client Suitability: Women's appeal product

Number of Artists: 2

Unit Costs: \$100 per show (approximately)

Audition Facilities: Will pipe live talent
Submitted by: William M. Ellsworth

WABC's Woman's Page of the Air

Adelaide Hawley, who also edits M-G-M Newsreel's "Woman's Page," is editor of WABC's "Woman's Page of the Air." She is very well known as an authority on all subjects of interest to women. She regularly presents guests on the program—both men and women—whose work is of interest to the women in the radio audience. The "Breakfast Forum," a once-weekly feature, presents 3 or 4 of the program's regular listeners in a round-table conversation with Adelaide Hawley on subjects of topical interest.

Presentation: Live talent
Available Time Units: 1 minute participations, 6 times weekly

Audience Appeal: Female
Suggested for: Morning (8:45-9 a.m.)
Client Suitability: All commodities purchased by women

Number of Artists: Adelaide Hawley and announcer

Unit Cost: Sold on participating basis only

Audition Facilities: Transcriptions
Submitted by: WABC, New York, N. Y.

WEEL Food Fair

Currently broadcast 10:45-11 a.m. Monday through Saturday, "WEEL Food Fair" is 2½ years old. It is conducted by "Mom Parker" (Heloise Broeg), "Party Lady" (Roberta Green) and "Market Reporter" (Peggy Kiley). Parker gives with recipes; Green with party ideas and decorating news; and Kiley gives the latest prices in the meat and vegetable market. Highlight of the show from a merchandising standpoint is the "market booth" handled by Kiley who appears in the major markets in and around Boston (within a radius of 60 miles) demonstrating and sampling Food Fair advertisers' products in conjunction with the Food Fair Magazine published monthly.

Presentation: Live talent
Available Time Units: 15 minutes, 6 times weekly; participations

Audience Appeal: Female and entire family
Suggested for: Morning

Client Suitability: Consumer food products
Number of Artists: 4

Unit Cost: \$168 for 6 one-minute participations per week
Submitted by: WEEL, Boston, Mass.

Betty Wells Novel Reading Program

This program is a stimulating, educational half-hour capable of taking people out of the hum-drum of life. Betty Wells introduces each new novel with a biographical sketch of the author, and an analysis of the pertinent points of his style. Out of 349 libraries contacted, 87% stated the program created a demand for the novels read. In another survey, 360 persons stated that they had purchased a total of 635 new books because of the readings. Program has a ready-made audience of city and farm women. Complete merchandising facilities are available.

Presentation: Live talent
Available Time Units: 15 minutes, 5 times weekly

Audience Appeal: Female and male
Suggested for: Afternoon (mid-afternoon)
Client Suitability: Feminine wearing apparel, household products

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Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: KSO, Des Moines, Iowa

What's Doing Around Abilene

This is a women's news program, covering social and civic activities in general, in Abilene and surrounding towns and territory. It is produced by Geraldine Wright, native West Texan, who has been speech instructor in two Texas colleges and her own private school. A former newspaper reporter, she has conducted this program two years, until priorities caused cancellation and was sponsored eighteen consecutive months by Wm. Wrigley Jr. Company.

Presentation: Live talent
Available Time Units: 15 minutes, 6 times weekly

Audience Appeal: Female
Suggested for: Morning (8:45 a.m.)
Client Suitability: Foods, women's needs, home needs, candy, gum, etc.

Number of Artists: 1
Unit Cost: Rate card plus 20%

Audition Facilities: Transcriptions
Submitted by: KRBC, Abilene, Texas

What's Doing Around Longview

"What's Doing Around Longview" presents intimate information about people in East Texas including birthdays, human interest stories, etc. It was last sponsored by Wrigley chewing gum.

Presentation: Live talent
Available Time Units: 15 minutes, 5 times weekly

Audience Appeal: Female
Suggested for: Morning
Number of Artists: 2

Unit Cost: Rate card plus \$5 talent costs per program
Submitted by: KPRO, Longview, Texas

Woman's Side of the News

"Woman's Side of the News" has been created for women listeners who remain at home and need to be gently prodded to do their part in the war effort. Program consists of a daily "Woman in the News" department relating outstanding deeds accomplished by members of the alleged "fairer sex." Program also presents the latest news relative to the women, W.A.A.C. or other pertinent news. It's entirely keyed to the important part women are taking in today's war picture.

Presentation: Live talent
Available Time Units: 5 minutes, 5 times weekly

Audience Appeal: Female
Suggested for: Morning (9:30 a.m.)
Number of Artists: 1

Unit Cost: \$9.85 per program (5 times weekly)
Submitted by: KYOS, Merced, Calif.

The Woman's World

"The Woman's World" is a breezy, conversational daily quarter hour, prepared from British United Press feature copy, announced by women. It is usually broken down into three parts with light concert music (transcribed) interspersed. Subject matter deals with what women are doing in support of the war effort—tips for conservation; and a short period devoted to Hollywood gossip.

Presentation: Live talent or E. T.
Available Time Units: 15 minutes, 5 times weekly

Audience Appeal: Female

Suggested for: Morning (mid-morning) or afternoon

Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: CFRN, Edmonton, Alberta

Women in the News

Rita McCoy, musician, writer and lecturer, conducts "Women in the News," an interesting feature with a strong appeal for a feminine audience.

Presentation: Live talent
Available Time Units: 15 minutes, once weekly

Audience Appeal: Female
Suggested for: Evening
Client Suitability: Women's product

Audition Facilities: Will pipe live talent
Submitted by: WMRP, Lewistown, Pa.

Women in the News

"Women in the News" is a fifteen minute program dedicated to the interests of women in general. This is a daily feature done by one of Gainesville's most popular young women, who is on the staff of WRUF. The items of interest given in a very clever manner draw a splendid response from the fairer sex and would be ideal for sponsorship that desires to reach the feminine audience.

Presentation: Live talent or E. T.
Available Time Units: 15 minutes, 6 times weekly

Audience Appeal: Female
Suggested for: Morning

Client Suitability: Housewife appeal
Number of Artists: 1
Unit Cost: Rate card

Audition Facilities: Transcriptions; will pipe live talent
Submitted by: WRUF, Gainesville, Fla.

Women in the News

"Women in the News" is an inspirational news feature about women and for women. It turns the day's spotlight on women whose activities are shaping and influencing current events. Each script gives warmth and color to women whose names are in the headlines—gives the radio audience a behind-the-scenes story of the factors that led to fame and success.

Presentation: Live talent
Available Time Units: 5 minutes, 6 times weekly

Audience Appeal: Female
Suggested for: Morning or afternoon

Client Suitability: Department stores, dress and beauty shops, cosmetics, fur storage, household appliances

Number of Artists: 1
Submitted by: United Press
(See Page 92)

Women's Club of the Air

This program is a three hour morning participating show on KGGM since 1936 and is aired from 8 to 11 daily except Sunday. It presents musical entertainment with prize awards daily to registered members if they answer by telephone on the calling of their name. Membership list offers valuable merchandising opportunity.

Presentation: E. T.
Available Time Units: Announcements or 15 minutes, as desired

Audience Appeal: Female
Suggested for: Morning

Client Suitability: Housewife appeal
Number of Artists: 2 (master of ceremonies and club secretary)

Unit Cost: Rate card
Audition Facilities: Transcriptions
Submitted by: KGGM, Albuquerque, N. M.

**American Sports-O-Rama**

"American Sports-O-Rama" covers the entire field of sports in review, forecasts, dramatizations, personalities, etc., and features a nationally eminent authority on sports as host-commentator; a staff of nationally celebrated special events sports announcers, on a rotating basis; individual sports headliners, as program guests. Actionful, informative and entertaining, this show combines all the elements to attract the fans and followers of all lines of American sport.

Presentation: Live talent

Available Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Number of Artists: 3 stars; 6 to 8 actors; plus orchestra

Audition Facilities: Will pipe live talent

Submitted by: Radio Features of America

Baseball Preview

This program is put on 15 minutes prior to the Boston baseball games, and is designed to capitalize on the large audience built by these games. The program is conducted by a highly popular sports man, Ed Tacey, who relates inside stories regarding the players who will take part in the game to follow, as well as information about the local team, etc. This program runs daily excepting Sunday, immediately preceding the baseball game on the Yankee Network.

Presentation: Live talent

Available Time Units: 15 minutes, 6 times weekly

Audience Appeal: Male

Suggested for: Afternoon

Client Suitability: Beer, cigars, men's clothing

Number of Artists: 1

Audition Facilities: Transcriptions

Submitted by: WBRK, Pittsfield, Mass.

Detroit Lions Pro Football Games

Producer of this program has exclusive rights to all home and away games of the Detroit Lions (twelve in all), including one service game (Army). Season of 1942—September 26 thru December 6 is available for sponsorship. Last year these game broadcasts consistently showed high listener ratings.

Presentation: Live talent

Available Time Units: Entire game

Audience Appeal: Entire family

Suggested for: Afternoon; evening

Number of Artists: 2 (announcer and assistant)

Submitted by: King-Trendle Broadcasting Corp.—WXYZ, Detroit, Mich.
(See Page 55)

Dugout Dope

This is a 10 or 15 minute broadcast, depending on the date, carrying the KRIC microphone into Beaumont Exporter dug-out at the baseball stadium, interviewing managers and players of Beaumont and visiting team. With Beaumont baseball team on top of Texas League, this spot broadcast carries a real punch. Broadcast is handled by station's sports man, who also announces out-of-town ball games play-by-play.

Presentation: Live talent

Available Time Units: 10 or 15 minutes
3 (average) times weekly. (This program is on only when club plays in Beaumont)

Audience Appeal: Entire family

Suggested for: Afternoon

Client Suitability: Any except alcoholic beverages

Number of Artists: 1

Audition Facilities: Transcriptions

Submitted by: KRIC, Beaumont, Texas

Dick Dunkel Football Forecast

"Dick Dunkel's Football Forecast," because of its accuracy and Dunkel's unique method of rating teams, is the only show of its kind available to sponsors. Last year it brought over 1,250,000 customers into Atlantic Refinery stations (gasoline) on the Eastern seaboard for the weekly Dunkel forecasts and many smaller units (one station) produced as high as 5,000 requests at the sponsor's place of business weekly. Window streamers, advance throwaways, publicity, and the Dunkel Forecast sheet itself make this sport show prove itself.

Presentation: Live talent

Available Time Units: 15 minutes, 2 or 3 times weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Male-interest product, beer, clothes, cigarettes, etc.

Number of Artists: 1

Unit Cost: Depends upon population in service area

Audition Facilities: Sample script and promotional material

Submitted by: Radio Events, Inc.

(See Page 63)

Headlines and Bi-lines from the World of Sports

This program is a daily sports resume including, of course, all the important games of the day (in the various seasons); interviews with big league ball players, coaches and managers whenever obtainable. Canton is the hotbed of the nation for scholastic sports. Naturally the local high schools are given preference over all others in the matter of time for resumes, etc., of live sporting events.

Presentation: Live talent

Available Time Units: 15 minutes, 6 times weekly

Audience Appeal: Entire family

Suggested for: Evening (dinner time)

Client Suitability: Foods, clothing, drugs

Number of Artists: 1

Audition Facilities: Transcriptions

Submitted by: WHBC, Canton, Ohio

Inside Stories of Sports

"Inside Stories of Sports" presents Dan Parker, famous newspaper sports columnist, telling a dramatized story based on actual happenings in the world of sports, and interviewing personally a famous guest from the sports world.

Presentation: Live talent

Available Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Beer, cigarettes

Submitted by: Rockhill Radio, Inc.

(See Page 66)

James J. Johnston—Wise Guy

"James J. Johnston, Wise Guy" is the life story of Jimmy Johnston in dramatized form. On each program, Johnston has a guest sit in with them, and they reminisce. As they start unfolding a story, the program fades into an actual re-enactment of the true events. Guest stars will consist of people prominent in sports and public life, such as Jimmy Walker, Jack Miley, Bob Pastor, James Farley and others.

Presentation: Live talent; E. T.

Available Time Units: 15 or 30 minutes, once or twice weekly

Audience Appeal: Juvenile; male

Suggested for: Evening

Number of Artists: 6 (minimum) to 15

Audition Facilities: Transcriptions; will pipe live talent

Submitted by: Kermit-Raymond Radio Productions

(See Page 40)

Musical Scoreboard

"Musical Scoreboard" is a musical sports program featuring the popular music of the day interspersed with sports scores from local and national sporting events. Of course, during the baseball season more emphasis is given to the national pastime, while golf, football, tennis, bowling, badminton, handball, skeet shooting, track, basketball, soft ball, and others get their proper mention. Locale is both national and local with special emphasis on local sports. Merchandising facilities are available, especially for low priced products.

Presentation: Live talent; E. T.

Available Time Units: 30 minutes, 7 times weekly

Audience Appeal: Entire family

Suggested for: Evening (early or late)

Client Suitability: Bottle drinks, beer sporting goods, etc.

Number of Artists: 2

Audition Facilities: Transcriptions

Submitted by: WAPI, Birmingham, Ala.

News Reel of Sports

"News Reel of Sports" consist of airing of race track results from all over the country via Armstrong Publications as well as ten-minute periods devoted to other sports results.

Presentation: Live talent

Available Time Units: Participation

Audience Appeal: Male

Suggested for: Morning; afternoon; evening

Client Suitability: Male-appeal products

Number of Artists: 2

Submitted by: WBYN, New York, N. Y.

(See Page 65)

One for the Book

Featured on Sam Balter's famous coast-to-coast 15-minute daily network program "The Inside of Sports" was his unique 5-minute column "It Happens Once in a Lifetime." Closely paralleling that appeal, "One for the Book," written and spoken by Sam Balter, delivers a series of exciting, dramatic, human-interest stories behind the scenes in the realm of sports. Series presents a network voice with a network name to make a network show. It is available via transcriptions for local sponsorship.

Presentation: E. T.

Available Time Units: 5 minutes, 3, 5, 6 times weekly

Audience Appeal: Male

Suggested for: Evening

Client Suitability: Masculine appeal product

Number of Artists: 1

Unit Cost: Based on population

Audition Facilities: Transcriptions

Submitted by: Frederic W. Ziv, Inc.

(See Page 28)

One I'll Never Forget

Jack Stevens, sponsored by Phillip Bayuk Cigars over a 74-Station network in "The Inside of Sports," is starred this new series of 5-minute transcribed programs available in units of 78 episodes. Format is similar to Stevens' highly successful and interesting feature stories subtitled "Once in a Lifetime"; each story is different from any used on the network show. Stories sparkle with wit and humor and drama, as told Jack personally by celebrities in the world of sports. 260 transcribed programs are planned. Each episode runs about 3½ minutes, permitting about 1½ minutes of sponsor's commercial copy. "One I'll Never Forget" is available for local or regional sponsorship, or for national selling; only one sponsor in a city, on an exclusive basis.

Presentation: E. T.

Available Time Units: 5 minutes, 3, 4, 5, 6 times weekly

Audience Appeal: Male; entire family

Suggested for: Evening

Client Suitability: Product in masculine field

Number of Artists: 1 (Jack Stevens)

Unit Cost: Based on population of city power and rates of station used

Audition Facilities: Transcriptions

Submitted by: Kasper-Gordon, Inc.

(See Page 73)

Roll Call of Sports

"Roll Call of Sports" features one of America's outstanding sports commentators and consists of eye-opening sports yarns plus interesting sports questions and answers.

Presentation: E. T.

Available Time Units: 5 minutes, 3 times weekly (39 episodes)

Audience Appeal: Male

Suggested for: Evening

Client Suitability: Men's store, soft drinks department stores

Number of Artists: 2

Unit Cost: \$5.00 per program

Audition Facilities: Transcriptions

Submitted by: Transcribed Radio Shows

Saam Stuff

"Saam Stuff" is a 15-minute sports talk by Byrum Saam, sportscaster, who for the past few years has been play-by-play man at the Philadelphia baseball parks and football games

Presentation: Live talent

Available Time Units: 15 minutes, 6 times weekly

Audience Appeal: Male

Suggested for: Evening

Client Suitability: Men's clothing, shaving products, cigars, cigarettes, wines of beers

Number of Artists: 2

Submitted by: WIBG, Philadelphia

(See Page 62)

SPORTS

Speaking of Sports

"Speaking of Sports" consists of intimate stories of current sports events and personalities. Scripts are written on the day of the broadcast and carry the impact of up-to-the-minute sports news, enlivened with colorful and dramatic background material. They are written with a touch of humor and the authentic flavor that wins and holds sports fans.

Presentation: Live talent
Available Time Units: 5 minutes, 6 days weekly
Audience Appeal: Male
Suggested for: Afternoon; evening
Client Suitability: Beverages, tobacco, men's wear, sporting goods
Number of Artists: 1
Submitted by: United Press
(See Page 92)

Sports

"Sports," conducted by Ty Port, features American and National League baseball scores and news of the sporting world—national, state, local—gathered through United Press and by Port.

Presentation: Live talent
Available Time Units: 15 minutes, 6 days weekly
Suggested for: Morning; afternoon (late); evening
Client Suitability: Beer
Auction Facilities: Transcriptions; will pipe live talent
Submitted by: Lewistown Broadcasting Company

The Sports Edition

"The Sports Edition" is a general sports show in which race track results are read; feature races are dramatized; other sporting events results such as baseball, etc., are reported. In addition popular music via records and transcriptions is presented.

Presentation: Live talent or E. T.; both
Available Time Units: Spot or 30 minutes
Audience Appeal: Entire family
Suggested for: Afternoon (2:00-5:30)
Unit Cost: \$262.00 per half-hour program; \$90.00 per daily spot on weekly basis
Auction Facilities: Transcriptions
Submitted by: WIND, Chicago, Ill.

Sportcasts

"Sportcasts" is an established feature of WSAY for years. It is conducted by Ed Chamberlain, sportscaster and director of athletics at Benjamin Franklin High School, who is also a director at caps, a well-known college athlete, a newspaper writer and an official at college football, baseball, basketball and athletic games. Chamberlain announces blow by blow prize fights and is one of the best-known and most popular sports authorities in Western and Central New York. He has extensive contacts with colleges, schools, and sports world.

Presentation: Live talent
Available Time Units: 15 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Evening (6:15-6:30 p.m.)
Client Suitability: General appeal product
Number of Artists: 1
Auction Facilities: Transcriptions; will pipe live talent
Submitted by: WSAY, Rochester, N. Y.

Sport of Kings

"Sport of Kings" features the dean of American sportscasters, Clem McCarthy,

and his vivid trackside running accounts of the horseraces at all the Chicago Tracks. Each race is available for sponsorship which includes one race and mutuels; other track results; baseball scores and other sport notes. Popular recorded music and interviews with "names" are introduced by Eddie Chase, patron saint of the local rug-cutters.

Presentation: Live talent; E. T.
Available Time Units: 30 minutes, 6 times weekly
Audience Appeal: Female, male
Suggested for: Afternoon (2 to 6 p.m.)
Client Suitability: Low priced luxury product for local market
Number of Artists: 2 (minimum) to 3
Unit Cost: \$250.00
Auction Facilities: Transcriptions
Submitted by: WAIT, Chicago, Ill.

Sporting Parade

Sports Announcer Hal Tunis entails a "human interest" element into his "Sporting Parade" program. It is on the air with a proven listening audience of 50,000 each evening at 7:00 p.m. During summer months there is a potential audience of two million.

Presentation: Live talent
Available Time Units: 15 minutes, 6 times weekly
Audience Appeal: Juvenile; male
Suggested for: Evening
Client Suitability: Beer
Number of Artists: 1
Unit Cost: \$15
Auction Facilities: Will pipe live talent
Submitted by: WFPG, Atlantic City, N. J.

The Sporting View

"The Sporting View" presents little-known facts about the great men of sports; resumes of the day's athletic activity; previews of and forecasts concerning coming events. Tricks of the trade, so to speak, are explained. Show is done by a former University of Alabama athlete.

Presentation: Live talent
Available Time Units: 5 minutes, 6 times weekly
Audience Appeal: Male
Suggested for: Evening
Client Suitability: Male appeal product
Number of Artists: 1
Auction Facilities: Transcriptions
Submitted by: WHK, Cleveland, Ohio

Sports Page of the Air

"Sports Page of the Air" is an up-to-the-minute sports news program with sports notables, emphasis on sports events of local import, and stories of local boys who made good nationally. Sportscaster Jack McDonald, who was a baseball player in his University of California days and a semi-pro later, has a lively sustained interest in all sports, which makes him a commentator of note. Program has been on KYA continuously since 1927; and was sponsored for 5 years by the same men's outfitting company. Program has valuable proven audience.

Presentation: Live talent
Available Time Units: 15 minutes, 6 times weekly
Audience Appeal: Entire family

Suggested for: Evening
Client Suitability: Product with male appeal
Number of Artists: 1 plus announcer
Unit Cost: \$250 weekly
Auction Facilities: Transcriptions
Submitted by: KYA, San Francisco, Calif.

The Sports Trail

"The Sports Trail" is broadcast by WFCL Monday through Saturday at 6:30 p.m. and is written and broadcast by George Sutherland, a radio veteran of 18 years who since 1928 has been writing and broadcasting sports. Program has been on the air continuously since 1928, starting at WHK, Cleveland; WXYZ, Detroit; WBEN, Buffalo; WKRC, Cincinnati, and now at WFCL. Sutherland has during this 12-year period broadcast major league baseball, play by play; National League hockey; football, boxing, etc.

Presentation: Live talent
Available Time Units: 15 minutes daily
Audience Appeal: Entire family
Suggested for: Evening (6:30 to 6:45 p.m.)
Number of Artists: 1
Unit Cost: Station time plus talent
Auction Facilities: Transcriptions; will pipe live talent
Submitted by: WFCL, Pawtucket, R. I.

Stars and Strikes of Sports by Pat Barnes

"Stars and Strikes of Sports" is a fast-moving report on daily activities of sports with a short quiz in center of program. Questions are sent in by audience and tossed at Pat Barnes by an announcer. Awards are based on questions accepted and on ability of Barnes to answer. Program finishes with a quick resume of sport highlights. It is especially adaptable during the baseball season to carry league scores but at other times will carry all types of sports.

Presentation: Live talent; E. T.
Available Time Units: 10 or 15 minutes, 5 to 7 times weekly
Audience Appeal: Entire family
Suggested for: Evening (late)
Client Suitability: Beer, soft drinks, sports wear, sports goods, chewing gum, package confections and diversified
Number of Artists: 2 with occasional guest
Auction Facilities: Transcriptions; will pipe live talent
Submitted by: National Concert & Artists Corp.
(See Page 61)

Stars of Tomorrow

This sports program is a quarter-hour shot dealing with rookies in the business of athletics. Their early background is discussed fully, and one incident in their careers is dramatized. Although many stars of the future may be discussed in one program, only one is actually interviewed. Each participant on the show is given a small silver medal engraved with the sponsor's name and the station call letters.

Presentation: Live talent
Available Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening

Client Suitability: Male or juvenile type of product
Number of Artists: 1
Auction Facilities: Will pipe live talent
Submitted by: CHML, Hamilton, Ont.

Strictly Sports with Bob Steele

In this series Bob Steele reports the day's sporting news so that everybody lends an interested ear be he sports fan or not. Bob, 31, a former boxer, mixes a little baseball with his left jabs and right crosses. When it comes to boxing, Bob Steele comes into his own. He knows many of the world's boxing stars and other colorful characters intimately and interviews them when they come to Hartford. A clear, strong voice booms out all the other sports stories, too: polo, golf, racing, track, football. A generous sprinkling of wit and humor adds to the listening qualities of "Strictly Sports."

Presentation: Live talent
Available Time Units: 15 minutes, 7 times weekly
Suggested for: Evening (6 to 7 p.m.)
Client Suitability: Products purchased by men (cigars, cigarette, etc.)
Number of Artists: 1
Auction Facilities: Transcriptions
Submitted by: WTIC, Hartford, Conn.
(See Page 67)

Touchdown Tips

"Touchdown Tips" presents the nationally known sports commentator, Sam Hayes, forecasting winners and scores of some 30-odd games from coast to coast during each fast-moving broadcast. Feature includes an amusing "Gridiron Grin" and other interesting highlights and is an exceptional men's appeal show in its third season. It has been successfully sponsored by men's apparel manufacturers and retailers, bottlers, brewers, automobile accessories and service, etc., and is released weekly during football season.

Presentation: E. T.
Available Time Units: 15 minutes, once weekly
Audience Appeal: Male
Suggested for: Afternoon; evening
Client Suitability: Clothing, beer, soft drinks, sporting goods, etc.
Number of Artists: 2 (Hayes and announcer)
Auction Facilities: Transcriptions
Submitted by: NBC Radio Recording Division
(See Page 10)

University of Michigan Football Games

These broadcasts include all home and away games of the University of Michigan for the 1942 season (ten in all). Seven games are at Ann Arbor and three away, plus two service games.

Presentation: Live talent
Available Time Units: Entire game
Audience Appeal: Entire family
Suggested for: Afternoon; evening
Number of Artists: 2 (announcer and assistant)
Submitted by: King-Trendle Broadcasting Corp.—WXYZ, Detroit, Mich.
(See Page 55)

"SHOWS OF TOMORROW" PRODUCERS

American Institute of Food Products 75 West Street, New York, N. Y.	John Curtis RKO Building, New York, N. Y.	Moonbeams Broadcasts, Inc. 1440 Broadway, New York, N. Y.	Harry H. Richards Productions 5907 Carlton Way, Hollywood, Calif.
American Radio Syndicate 1 East 44th Street, New York, N. Y.	Fadiman Associates, Ltd. 1501 Broadway, New York, N. Y.	Mutual Broadcasting System 1440 Broadway, New York, N. Y.	Rockhill Radio, Inc. 18 East 50th Street, New York, N. Y.
American Society of Composers, Authors & Publishers 30 Rockefeller Plaza, New York, N. Y.	General Amusement Corp. 1270 Sixth Avenue, New York, N. Y.	National Concert & Artists Corp. 711 Fifth Avenue, New York, N. Y.	Saltimieras Radio Advertisers 6912 South Western Avenue, Chicago, Ill.
Associated Music Publishers, Inc. 25 West 45th Street, New York, N. Y.	William Gernannt 521 Fifth Avenue, New York, N. Y.	National Radio Advertising Agency 4005 Mary Ellen Avenue, North Hollywood, Calif.	Bernard L. Schubert, Inc. 501 Madison Avenue, New York, N. Y.
Associated Releases P. O. Box 1213, Hollywood, Calif.	Grace Gibson Hollywood Blvd. at Cosmo, Hollywood, Calif.	NBC Radio-Recording Division 30 Rockefeller Plaza, New York, N. Y.	The Script Library 535 Fifth Avenue, New York, N. Y.
Ann Barblnel Productions 150 Riverside Drive, New York, N. Y.	Harry S. Goodman 19 East 53rd Street, New York, N. Y.	Lilian Okun, Inc. 15 Central Park, West, New York, N. Y.	Edward Sloman Productions 8782 Sunset Blvd., Hollywood, Calif.
Basch Radio Productions 17 East 45th Street, New York, N. Y.	George Heid Productions Century Building, Pittsburgh, Pa.	Polish Broadcasting Bureau 754 Fillmore Avenue, Buffalo, N. Y.	Sound Control Associates 412 Ninth Street, Des Moines, Ia.
Batchelor Enterprises, Inc. 30 Rockefeller Plaza, New York, N. Y.	Ed. J. Holden 5855 Hollywood Blvd., Hollywood, Calif.	Playwright Producers 57 West 12th Street, New York, N. Y.	Henry Souvaine, Inc. 30 Rockefeller Plaza, New York, N. Y.
Baudry-Harwood Radio Productions 1434 St. Catherine St., West, Montreal, P. Q.	Hollywood Radio Playhouse Corp. 1441 N. McCadden Place, Hollywood, Calif.	Ralph L. Power 407 I. N. Van Nuys Bldg., Los Angeles, Calif.	Superman, Inc. 480 Lexington Ave., New York, N. Y.
Bennett-Downie Associates, Inc. 6677 Maryland Drive, Los Angeles, Calif.	Kasper Gordon, Inc. 140 Boylston Street, Boston, Mass.	Radio Events, Inc. 535 Fifth Avenue, New York, N. Y.	Transcribed Radio Shows 2 West 47th Street, New York, N. Y.
Herman Bernie, Inc. 1270 Sixth Avenue, New York, N. Y.	Kermit Raymond Radio Productions 745 Fifth Avenue, New York, N. Y.	Radio Features of America 37 West 46th Street, New York, N. Y.	Transtudio Corp. 473 Virginia Street, Buffalo, N. Y.
Walter Biddick Company 568 Chamber of Commerce Bldg., Los Angeles, Calif.	Joseph W. Lewis, Jr. 119-40 Union Turnpike, Kew Gardens, L. I.	Radio-Field 19 West 44th Street, New York, N. Y.	United Broadcasting Co. 201 N. Wells Street, Chicago, Ill.
G. C. Bird & Associates 1754 North Gramercy Place, Hollywood, Calif.	Mort & Lester Lewis 10 East 85th Street, New York, N. Y.	Radio Producers of Hollywood 930 N. Western Ave., Hollywood, Calif.	United Press 220 East 42nd Street, New York, N. Y.
Blue Network Co. 30 Rockefeller Plaza, New York, N. Y.	Terry Long 260 East 161st Street, New York, N. Y.	Radio Results 8641 Escanaba Ave., Chicago, Ill.	Universal Radio Productions 737 North Michigan Ave., Chicago, Ill.
Broadcasting Program Service 45 West 45th Street, New York, N. Y.	A. & S. Lyons, Inc. 515 Madison Avenue, New York, N. Y.	Radioteca Intercontinental Publishers' Service, Inc. 9 Rockefeller Plaza, New York, N. Y.	Video & Sound Enterprises P. O. Box 517, Omaha, Nebr.
Carl Byoir & Associates, Inc. 10 East 40th Street, New York, N. Y.	Hal R. Makelim Productions 360 North Michigan Ave., Chicago, Ill.	Radio Transcription Company of America, Ltd. Hollywood Blvd. at Cosmo, Hollywood, Calif.	Wells Feature Syndicate P. O. Box 1709, Main Office, Washington, D. C.
Antonio Certo 904 Webster Avenue, Pittsburgh, Pa.	Fred C. Mertens & Associates 3923 West Sixth Street, Hollywood, Calif.	Lewis Reid 48 West 48th Street, New York, N. Y.	Roger White Radio Productions 29 West 57th Street, New York, N. Y.
Russell C. Comer Radio Productions 101 West 11th Street, Kansas City, Mo.	Charles Michelson Radio Transcriptions 67 West 44th Street, New York, N. Y.	Religious News Service 381 Fourth Avenue, New York, N. Y.	Harry Wurtzel Agency 8979 Sunset Blvd., Hollywood, Calif.
Paul Cruger Radio Productions 5800 Carlton Way, Hollywood, Calif.	Gladys Miller 535 Fifth Avenue, New York, N. Y.		Frederic W. Ziv, Inc. 2436 Reading Road, Cincinnati, Ohio



WFBR cuts Penman inquiry cost from 40% to 27%

Sure, Baltimore's got a lot of money to spend! But some people know how to find ways to sell more at a lower cost . . . even in a boom town! One of the ways is WFBR . . . the radio station that Baltimore listens to. Write to WFBR, Baltimore, for rates or see John Blair & Company, National Representatives, New York, Chicago, Detroit, St. Louis, San Francisco, Los Angeles.

ADVERTISING AGENTS
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MERCHANDISING
COUNSELORS

TELEPHONE FRANKLIN 6067-6068

April 29, 1942

United Advertising Companies
INC.
TWO-HUNDRED-FIVE NORTH MICHIGAN AVENUE
Chicago, Illinois

Mr. Charles Dilcher
John Blair Company
520 N. Michigan Avenue
Chicago, Illinois

You will be interested in knowing that to date we have received total sales amounting to \$1177.69 from W F B R, at an advertising cost of \$324 for the campaign. This constitutes an advertising expenditure of approximately 27%.

Yours very truly,
UNITED ADVERTISING COMPANIES, Inc.

N. J. McMahon
N. J. McMahon





shows that sell
**UNITED PRESS
RADIO NEWS
FEATURES**
ASK ANY U. P. STATION
ABOUT THEM

How to make more money in 5 minutes

PEAKING OF SPORTS

WE COVER THE BATTLEFRONTS

How to make more money in 5 minutes

Woman's World

How to make more money in 5 minutes

How to make more money in 5 minutes

How to make more money in 5 minutes

DAILY CHUCKLES

How to make more money in 5 minutes

BUSINESS REVIEW

How to make more money in 15 minutes

HIGHLIGHTS OF THE WEEK'S NEWS

How to make more money in 5 minutes

Women in the News

How to make more money in 5 minutes

WAR COMMENTARY

How to make more money in 5 minutes

ON THE FARM FRONT



1942 ADDITIONAL LISTINGS 1943

American Forum of the Air

This widely-publicized program consists of a series of lively debates on current issues in which outstanding men and women of the nation participate. Cabinet members, industrial leaders, publishers and other leading figures discuss topics chosen for their timeliness and interest to laymen. The Forum has a distinguished record of public recognition and immeasurable good will value at all times. Transcripts of the discussions are in demand, providing a natural merchandising tie-in for a sponsor.

Presentation: Live talent
Available Time Units: 45 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Institutional
Number of Artists: 1 (Theodore Granik, moderator; plus participants)
Unit Cost: \$2500

Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System

Around the Town

"Around the Town" consists of local entertainment gossip and sidelights. Presented by a man who writes a local "backstage" column, the show tells of the coming and going of band personalities, performers, business leaders entering visiting executives, and offers a commercial tie-in with restaurants, hotels and dance nightspots.

Presentation: Live talent
Available Time Units: 5 to 15 minutes, 2 to 6 times weekly

Audience Appeal: Female; male
Suggested for: Evening
Client Suitability: Beverages (mixers), clothing, accessories, records, etc.
Number of Artists: 1
Submitted by: WTAG, Worcester, Mass.

Frank Buck's Animal Adventures

In this program Frank Buck relates many of the thrilling experiences of his 25 years of wild animal hunting; he has almost unending source of amazing stories of animal life; many of the incidents have never before been presented on radio, motion picture or lecture audiences. The tremendous popularity of Frank Buck, coupled with his intimate knowledge of the Far East makes this an outstanding opportunity for a sponsor who is looking for a proven attraction with a tremendous audience value.

Presentation: Live talent; E. T.
Available Time Units: 15 or 30 minutes, as much as five times weekly

Audience Appeal: Entire family
Suggested for: Afternoon; evening
Number of Artists: 1 plus cast
Audition Facilities: Will pipe live talent
Submitted by: National Concert & Artists Corp., New York, N. Y.

Business Builders

"Business Builders" consists of five-minute commercial dramatizations produced for specialized businesses. Included are: optical, ice cream, bread, furniture, laundry, dry cleaning, insurance, savings and loan, clothing, jewelry, and autos, soft drinks, etc.

Presentation: E. T.
Available Time Units: 5 minutes (1100 episodes)

Audience Appeal: Entire family
Suggested for: Morning; afternoon; evening
Number of Artists: 6
Audition Facilities: Transcriptions
Submitted by: Transcribed Radio Shows

Diary Without Dates

"Diary Without Dates" is a Broadway-Hollywood gossip program with a slightly different twist, using a Hollywood and radio actress.

Presentation: Live talent or E. T.
Available Time Units: 5 or 15 minutes (optional times weekly)

Audience Appeal: Female; male
Suggested for: Afternoon; evening
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: Radio-Field

Down Reverie Road

"Down Reverie Road" is a poetry and organ show using contributions, originals and stock material. Program has fine afternoon appeal and is informal, restful, slightly philosophical.

Presentation: Live talent
Available Time Units: 15 minutes, 5 times weekly

Audience Appeal: Female
Suggested for: Afternoon
Client Suitability: Greeting cards, cosmetics, female appeal
Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: KDFH, Dubuque, Iowa

Everybody's Gardener

"Everybody's Gardener" is conducted by well known local authority on floriculture and horticulture. Material devotes 50 per cent to general garden topics and 50 per cent to answering specific questions sent in by listeners. With assistance of staff announcer "Everybody's Gardener" carries on in informal, chatty manner. Interviews with representatives of local garden clubs are frequently featured. Program started in February '42, and recently in two-week period pulled 1,000 plus requests on seed offer.

Presentation: Live talent
Available Time Units: 15 minutes, 3 to 5 times weekly. (Currently, Mon.-Wed.-Fri.)

Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Department store, seed company, commercial fertilizer
Number of Artists: 2 ("Everybody's Gardener" and staff announcer)
Unit Cost: 100-word participations, three times weekly; \$45.00 per week in 13-week units
Audition Facilities: Transcriptions
Submitted by: KFPY, Spokane, Wash.

Getting the Most out of Life Today

"Getting the Most Out of Life Today" is an inspirational series of penetrating talks by Dr. William L. Stidger, author, lecturer, teacher of art of preaching, Boston University. It is arranged for five minutes with organ theme, or a full fifteen minutes when combined with hymns by John Seagle, baritone of the "Church in the Wildwood" program. It is pro-

duced with realization of contribution to spiritual rearmament and needs of America today. Maximum allowance is made for commercials. Publicity aids are furnished.

Presentation: E. T.
Available Time Units: 5 to 15 minutes, 3 times weekly

Audience Appeal: Female; male
Suggested for: Morning; afternoon; evening

Client Suitability: Mortuaries, household products, food, insurance, etc.
Number of Artists: 1 (five minute program); 2 (fifteen minute program)

Audition Facilities: Transcriptions
Submitted by: NBC Radio Recording Div.

Hollywood Air Mail

"Hollywood Air Mail" is a film news program in the form of a personal letter from a different Hollywood star each day, addressed specifically to WGY listeners and recounting the correspondents' experiences during a typical day on the lot or attending a movie party or premiere. An impressive list of famous personalities, who will be heard from during the series, is available for publicity and billing purposes.

Presentation: Live talent
Available Time Units: 5 to 15 minutes, 1 to 6 times weekly

Audience Appeal: Female
Suggested for: Morning; afternoon
Client Suitability: Low-cost item (cosmetic or dentifrice)
Number of Artists: 1 (announcer)
Audition Facilities: Transcriptions
Submitted by: WGY, Schenectady, N. Y.

How Did You Meet

"How Did You Meet" consists of dramatizations of letters sent in by radio audiences telling how they met their husbands, wives, and sweethearts. Contest awards for three best letters are selected. Program has tie-up with the "How Did You Meet" department in True Story Magazine, and is a feature of many newspapers.

Presentation: Live talent; E. T.
Available Time Units: 15 or 30 minutes, once or twice weekly

Audience Appeal: Entire family
Suggested for: Morning; evening
Client Suitability: Soap, cosmetics, food
Number of Artists: 7 and orchestra
Submitted by: Bernard L. Schubert, Inc.

How's Business

"How's Business" is a program composed of all types of questions sent in by listeners pertaining to changes in business and conditions which are answered by Franklyn Hobbs, economic advisor to the Business Foundation, Fellow of the Royal Economic Society, etc. He is probably the best informed person in his field. Top questions receive war bonds and stamps.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly

Audience appeal: Entire family
Suggested for: Evening
Client Suitability: Institutional
Number of Artists: 4 to 10
Audition Facilities: Transcriptions; will pipe live talent
Submitted by: Hal R. Makelim Productions

In Movieland

This is a program about Hollywood, written by men whose daily news beat is the movie capital. Material is gathered at first hand and comprises close-up personality sketches of the men and women whose names are box-office. It is packed with colorful, human-interest stories on every phase of movie making.

Presentation: Live talent
Available Time Units: 5 minutes, 6 days weekly

Audience Appeal: Female; entire family
Suggested for: Morning; afternoon
Client Suitability: Theaters and theater chains, women's shops, retail stores, laundries, dry cleaners
Number of Artists: 1
Submitted by: United Press

Just Lee Everett

"Just Lee Everett" is a homey show in which Lee Everett presents prose, poems and other bits of philosophy in a Southern colloquial style. These bits vary from day to day in comedy, pathos, human interest. With an organ background, the show is good merchandising, built for the "lady at home."

Presentation: Live talent; E. T.
Available Time Units: 15 minutes, 5 times weekly

Audience Appeal: Entire family
Suggested for: Morning (9:15 to 9:30)
Client Suitability: Low to medium priced home necessity (soap, etc.)
Number of Artists: 2
Unit Cost: \$116.50 weekly (on basis of 13 weeks)
Audition Facilities: Transcriptions
Submitted by: WINX, Washington, D. C.

Just People

"In 'Just People' an emcee picks two people per program, chosen from every walk of life—prominent athletes, business men, housewives, career women, and so on, and discusses with them their own personal experiences in life. At the conclusion of each interview, each participant is asked a question having to do with the contestant's own activities. Correct answer brings cash award; incorrect answer, a sample of sponsor's product. Show is based on the belief that there is no one whose experiences in life do not make interesting listening.

Presentation: Live talent
Available Time Units: 15 minutes, twice weekly

Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 1 (emcee)
Audition Facilities: Will pipe live talent
Submitted by: CHML, Hamilton, Ontario

Keep 'Em Living

"Keep 'Em Living" is presented in cooperation with the Army and Navy Blood Donor Project of the American Red Cross. Special guests and dignitaries are interviewed and the public is invited to call the studio at the time of the broadcast and make an appointment to donate blood.

Presentation: Live talent; E. T.
Available Time Units: 15 minutes, 6 times weekly

Audience Appeal: Entire family
Suggested for: Evening (early)
Client Suitability: Institutional
Number of Artists: 1
Submitted by: WITH, Baltimore, Md.

Let's Go to Work

"Let's Go To Work" gets job contracts for earnest sincere people seeking employment. It was sponsored very successfully several years ago. Due to the great change that is taking place in employment because of war industry, "Let's Go To Work" today is needed more than ever to help place people in their proper niche. Great merchandising possibilities are available due to the tremendous good will created. It had excellent Crossley during sponsored period.

Presentation: E. T.
Available Time Units: 30 minutes, once or twice weekly

Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 3 (plus participants)
Audition Facilities: Transcriptions
Submitted by: William Gernannt

Metropolitan Diary

"Metropolitan Diary," presented by Gilbert Condit is a "friendly chat" show, in tune with the times and done in a philosophical vein. Condit is a world traveller, with a keen wit and a good appreciation of human interest values. Show includes letters from men in armed forces; prizes are sent to person sending in letters.

Presentation: Live talent
Available Time Units: 10 or 15 minutes, 3 or 6 times weekly

Audience Appeal: Female; male (middle age or over)

Suggested for: Afternoon; evening
Client Suitability: Public utilities; special services or equipment companies

Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: WPAT, Paterson, N. J.

Neighbors

"Neighbors" is a friendly visit with philosophy, humor and poetry in an easy, likeable manner with Blanchard McKee. McKee is the originator, author and conductor of "Neighbors" which has been on the air without interruption since 1938.

Presentation: Live talent; E. T.
Available Time Units: 15 minutes, 5 to 7 times weekly

Audience Appeal: Entire family
Suggested for: Morning; evening
Client Suitability: Family appeal product
Number of Artists: 1 and organist
Unit Cost: \$50.00

Audition Facilities: Transcriptions
Submitted by: KFJZ, Fort Worth, Texas

News of Hollywood and Broadway

"News of Hollywood and Broadway" is the up-to-the-minute happenings of stage and screen presented by an interesting commentator. Program offers merchandising facilities to sponsor.

Presentation: Live talent
Available Time Units: 15 minutes, 3 or 6 times weekly

Audience Appeal: Entire family
Suggested for: Afternoon
Number of Artists: 1

Unit Cost: \$46.00
Audition Facilities: Transcriptions
Submitted by: WTAG, Worcester, Mass.

Nobody's Children

Probably the most publicized sustaining show on the air, "Nobody's Children" is designed to awaken the public to the need for finding homes for orphaned children. Broadcast directly from the Los Angeles Children's Home Finding Society, the program presents the stories of the youngsters in their own

words. A guest star appears on each show, and each is a top Hollywood name. Simple, sincere handling tempers the strongly emotional angle.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly

Audience Appeal: Female; male
Suggested for: Afternoon (Sunday); evening (Sunday)

Number of Artists: 2 (plus children and guest star)

Unit Cost: Available for national or local co-operative sale

Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System

Old Family Almanac

This ten-year-old program, now being presented in its "WAR EDITION," is a one man script presentation and a typical "Almanac." From its "hypothetical horoscope" to its daily war fact and thought for the day, it pulls 100 per cent in five minutes to half an hour. Script Library research alone takes over 80 hours weekly. Daily giveaways of the "H. H." and facts about people who share your birthday are naturals.

Presentation: Live talent
Available Time Units: 5-15-30 minutes, 6 times weekly.

Audience Appeal: Female; male
Suggested for: Morning (early)

Client Suitability: Participating show: department store, patent medicine, etc.

Number of Artists: 1
Unit Cost: Royalty based upon your primary service area

Audition Facilities: Sample scripts
Submitted by: The Script Library

On the Farm Front

"On the Farm Front" is a program of down-to-earth featurized news of farming and farmers. Material for this script is gathered in Washington and in the farm states by a special staff of agricultural reporters and is written in Washington by the U.P. farm editor. It reports farm events in the farmer's own language; was described by radio farm editors at their St. Louis conference as "the most useful and best written" farm feature program script available.

Presentation: Live talent
Available Time Units: 5 minutes, 7 days weekly

Audience Appeal: Rural family
Suggested for: Morning

Client Suitability: Feed stores, farm implements, hardware stores, hatcheries, farm organizations

Number of Artists: 1
Submitted by: United Press

Radio Contract

"Radio Contract" presents a bridge game over the air. By purchasing, e.g., a deck of cards for \$1, contestant receives a form on which is shown four bridge hands. In the space provided, contestant enters his forecast of how hands should be played. One week later, four experts play the hands on the air. The contestants who forecast the play of the experts receive war bond prizes.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly

Audience Appeal: Female; male
Suggested for: Evening

Client Suitability: Playing cards
Number of Artists: Not more than 8
Submitted by: Joseph W. Lewis, Jr.

ADDITIONAL LISTINGS

Radio Mart

"Radio Mart" is a free service to listeners by which they are enabled to sell discarded articles in their attics and basements.

Presentation: Live talent
Available Time Units: 15 minutes, 6 times weekly

Audience Appeal: Entire family
Suggested for: Evening

Client Suitability: Beverage
Number of Artists: 2
Unit Cost: \$200 weekly

Audition Facilities: Transcriptions
Submitted by: WISR, Butler, Pa.

Show Business on the Air

"Show Business On The Air" features columnist Preston Rittenhouse in a breezy, clear outline of Hollywood, criticism of local pictures, and all around music of featured hit orchestras.

Presentation: Live talent
Available Time Units: 15 minutes, 6 times weekly

Audience Appeal: Female
Suggested for: Afternoon (late)

Client Suitability: Women-appeal product
Submitted by: WMRP, Lewistown, Pa.

Audition Facilities: Will pipe live talent

Swop Nite

"Swop Nite" is a brand new radio idea, based on the universal American love for swopping, which is growing even more popular because of priorities. Swoppers give their swops over the air, and tell about themselves. A bright, entertaining show based on a practical service idea, it is a natural for these times, appealing to the whole family.

Presentation: Live talent
Available Time Units: 30 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Evening

Number of Artists: 1 (emcee) plus orchestra and participants

Audition Facilities: Transcriptions; Blue Network sustaining program
Submitted by: John Curtiss

This Business of Farming

"This Business of Farming" is conducted by E. W. Jorgenson, erstwhile newspaper editor and farmer with considerable experience. Program features general farming news; science news of interest to farmers; industrial news affecting farmers; personal experiences; telegraphic market information; material garnered from county agents, extension editors, state colleges, U. S. Experimental Stations, private laboratories, personal contact, Breeder Associations, daily herd improvement groups, etc.

Presentation: Live talent
Available Time Units: 15 minutes, 6 times weekly (currently, Mon. thru Sat., 7:30 a.m.)

Audience Appeal: Entire family
Suggested for: Morning

Client Suitability: Farm equipment, stock foods and remedies, food products

Number of Artists: 2 (farm editor and announcer)

Unit Cost: 100-word participations. 6 times weekly, \$50 per week; 3 times weekly, \$30.00 per week in 13 week units.

Audition Facilities: Transcriptions
Submitted by: KFPY, Spokane, Wash.

Twilight Reveries

"Twilight Reveries" is an organ-poetry program. Poetry is read over the theme music as an opening, with commercial announcement following. This same procedure is followed at the end. Music appropriate to the poetry, which is read informally, but with feeling.

Presentation: Live talent; E. T.
Available Time Units: 15 minutes, twice weekly

Audience Appeal: Female; male
Suggested for: Evening (7:15 p.m.)
Number of Artists: 1

Unit Cost: \$15.00
Audition Facilities: Transcriptions
Submitted by: WFVA, Fredericksburg, Va.

Winning Health for Victory

"Winning Health For Victory" gives helpful answers to queries on nutrition, diet, exercise and everything to do with keeping fit. Program is conducted by Frank Kimball, author of "How To Eat Better And Look It," assisted by "Annie," his assistant, who asks the questions out of a mail bag.

Presentation: Live talent; E. T.
Available Time Units: 10 or 15 minutes, 3 or 5 times weekly

Audience Appeal: Entire family
Suggested for: Morning

Number of Artists: 2
Audition Facilities: Transcriptions; will pipe live talent

Submitted by: Roger White Radio Productions

Words About Words

In "Words About Words" several station members group around the mike to discuss words appearing in the news or questions about words submitted by listeners. Series was started as a feature to keep announcers on their toes; phone calls during the program were responsible for making it a listener participation show.

Presentation: Live talent
Available Time Units: 15 minutes, 2, 3 or 5 times weekly

Audience Appeal: Female; entire family
Suggested for: Evening

Client Suitability: Appeal to high school ages
Number of Artists: 3

Submitted by: WTBO, Cumberland, Md.

Your Dutch Uncle Talks

Entire script for "Your Dutch Uncle" is both written and broadcast by Ralph Hinman, manager of the Business Protective Ass'n., Wichita Chamber of Commerce. Purpose of the program is to expose illegal and grafting business practices being conducted both locally and nationally. Hinman describes the faulty businesses—giving his listeners the advantage of others' mistakes. His style is friendly but authentic, and humor is injected into the program through the use of clever illustrations.

Presentation: Live talent; E. T.
Available Time Units: 10 or 15 minutes, once weekly

Audience Appeal: Female; male
Suggested for: Evening

Client Suitability: Institutional, food, automotive, soap
Number of Artists: 1

Unit Cost: \$5.00
Audition Facilities: Transcriptions
Submitted by: KFH, Wichita, Kansas

Part.-Ad Agency Biz Held At CBC Probe

(Continued from Page 1)

considerable business from the... he said. Bushnell added that he thought casting was not yet recognized as essential wartime service. "It is impossible to continue with casting on the same scale as the past if employees continue to be listed largely for administrative purposes," the program supervisor said. He explained he had no objection to CBC employees enlisting in active service but he could see no advantage in their leaving broadcasting to take positions in offices of agencies which might be filled by people not already doing work for the war value.

Public Demand Paramount
Bushnell said CBC programs are needed as far as possible to meet public demand. "We are not trying to give the public what we think they should have. Within the bounds of good taste, we are prepared to do the public balanced programs of the type they want."

Bushnell said the CBC management was better than that of the old commission but he personally resented divided authority between general manager, Major Gladstone Murray, and the assistant general manager, Dr. A. Frigon. The commission, he added, had worked "moderately well" largely because of the cooperation of the two officials to make it work. But it is bound to break down sooner or later, he said, particularly during such days as these which demand prompt, decisive action. The commission that an executive committee of the CBC board of governors should reorganize the corporation was "appalling" and would destroy the basis of the corporation, he added. (N. L. Manson, head of the Odeon Motion Picture chain and CBC vice-president, previously told the commission that the word "manage" in an order-in-council setting up the executive committee was in error and there was no intention of the commission to "manage" the CBC affairs.)

Opposed Lambert Employment
Under questioning by M. J. Coldwell, C.C.F. party leader, Bushnell said he had opposed the employment of Lambert on a permanent basis of R. S. Lambert, presently employed on a temporary basis in educational broadcasting. He said Lambert, in his opinion,

WAR-PROGRAM IDEAS

Relief Programs

In connection with the Atlanta and Fulton County drive for the United War Work Fund between July 7 and 17, WSB, Atlanta, is presenting a series of special half-hour programs designed to acquaint listeners with the urgent need for contributions by telling, in dramatic form, the story of "how your dollars help humanity." Scripted by Beth Barnes, the series is called "United We Fight—United We Give." Four United Nations relief programs are scheduled.



"America On Wheels"

"America On Wheels" is a new fifteen-minute weekly program sponsored by the Denver local of the Teamsters and Truck Drivers' Union over KFEL. The program, written by Mary Chase and is presided over by Walter Sherer, union official, is designed to represent a union meeting and opens with the usual gavel-pounding and calling of the members to order. Minutes of the last meeting are then read. The remainder of the program is then turned over to interviews and discussions of problems union members are facing. Recent program urged all truck drivers to look around for scrap rubber.

R. L. Linkroum, Of WJSV, Will Join Navy As Ensign

Washington, D. C. — Richard L. Linkroum, program director of WJSV of this city has been commissioned as an ensign in the U. S. Naval Reserve and reports for active duty at the Navy's training school located at Dartmouth College on July 15. He is the nineteenth of the station's personnel to join the armed forces. No successor has been named as yet.

was not qualified to supervise educational work. Much had been accomplished by other members of the staff before Mr. Lambert became associated with the staff and since, Bushnell declared.

During resumption of the proceeding following a short recess, Bushnell told the special committee that there had been a marked increase in appreciation of good music in recent years, a development directly attributable to radio. The changed attitude, he said, was reflected in increased sales of recordings and larger attendance at concerts.

The House of Commons special committee has announced that it will present an interim report to Parliament, possibly today or Wednesday.

Latin American Records

"Let's Be Neighbors" is a new musical program which made its debut on WINS, New York, this week. Program is a transcribed quarter-hour airing presenting the music of the other America's and combining the talents of outstanding Latin American artists with the unique and authentic interpretations of popular music of South and Central American countries. All of the musical selections used on the program were transcribed in Mexico City.



"Front Line Tunes"

WMCA, New York, has a series of programs entitled "Front Line Tunes," written by Wally Gould and featuring patriotic music of America with appropriate commentary. Recently officials of the Federal Shipbuilding Drydock at Kearney, New Jersey, requested Gould to present the program from its shipyards as an aid in stimulating greater effort in turning out ships. Gould did his first "Front Line Tunes" from the shipyards on July 4. Lying between New York and Newark the Kearney shipyards are among the largest and best known in America.

"Money Bags" Continues Tour Of Army Camps

Hammond, Ind. — "Money Bags Quiz," which is sponsored by the Curtiss Candy Company over WHIP, will give its 31st entertainment for service camps and centers, July 8, when it plays at the National Catholic USO in Highwood, Ill. Candy sponsor has been presenting the program among the armed forces since December, and in that time has, in addition, distributed over \$1,000 as prizes to the service men participating in the contest. Show was staged at Chanutte Field, Rantoul, Ill., Friday evening, with a cast consisting of Mark Love and Margery Mayer, both of the Chicago Civic Opera Company; Harold Stokes and his orchestra, and Shari Morning.

Future touring schedule of the program consists of July 15 at the U. S. Coast Guard Training Station, Battle Creek, Mich.; July 22 at the Summer Recreation Center of the Chicago Commission on National Defense in Lincoln Park; July 29 at Fort Sheridan, and August 4, the United States Naval Reserve Armory in Chicago.

Continuity for the quiz is prepared by Helen Hardin of WHIP. Comedy script used by Shari Morning is written by Mary O'Carroll, former script writer for Honeyboy and Sassafraz Minstrels.

"Stepmother" Show Folding

Chicago — The CBS "Stepmother" program, daytime serial starring Charlotte Manson, is scheduled to go off the air this week-end.

June Sales Up 65%; WOR Upswing Holds

(Continued from Page 1)

other things, to keeping close watch on trade papers for new products and going into new fields for business. Despite cancellations that were the rule just after war was declared, due to uncertainty over the future, many of these same accounts have returned to resume their broadcast time.

Contracts Listed

New contracts at the station the past weeks include:

Serutan sponsoring Pierre J. Huss on Sunday evenings from 7:45-8 p.m. Huss is a famous foreign correspondent, former head of the Berlin Bureau of INS. He was the first and last reporter to interview Hitler. His news analysis program is designed to give listeners an insight into the nature of the enemy we are fighting. Several minutes of each broadcast will be devoted to questions sent in by the listeners. Raymond Spector is the agency; (began July 5).

Peter Paul, Inc., makers of candy and chewing gum sponsoring Alois Havrilla, newscaster, in "Transradio News" periods Monday, Wednesday, and Friday from 12:30-12:45. Fifty-two week contract as of July 6. Platt-Forbes is the agency. This program is in addition to Havrilla's "Associated Press News" heard over WOR from 7-7:15 p.m., Tuesday, Thursday and Saturday, sponsored by the Mohawk Bedding Company for Slumber Rest Mattresses. Newsreel Theaters, Inc., sponsoring Arthur Van Horn's new Associated Press News periods heard Mondays through Fridays from 5:45-5:50 p.m. This is the first time Newsreels have used radio as a medium. Sponsorship is for 52 weeks, and started on July 2. Only two days a week is used. Thursdays and Fridays; the broadcasts are to be known as "Newsreel News." Other three days are available for local sponsorship.

Marlin Renews

Marlin Firearms Company for their razor blades, participating in Connie Desmond's broadcasts preceding the baseball games. Began July 4. Craven & Hedrick is the agency. New York Tunnel Authority for Queens-Manhattan Midtown Tunnel, one-minute spot announcements at approximately 6:28 p.m. on Thursday. Grey Advertising is the agency.

Among the renewals are: Ward Baking Co. (two programs), R. B. Davis Sales Co. (Cocomalt), and Kraft Cheese Company.

1	9	4	2
17	18	19	20
21	22	23	
25	26	27	28
29	30		

July 7

Arlene Harris	Lucille Husting
Erwin Lilienthal	David Ross
Paul Schenker	Verne Smith
Pauline Swanson	Everett West

REEVES

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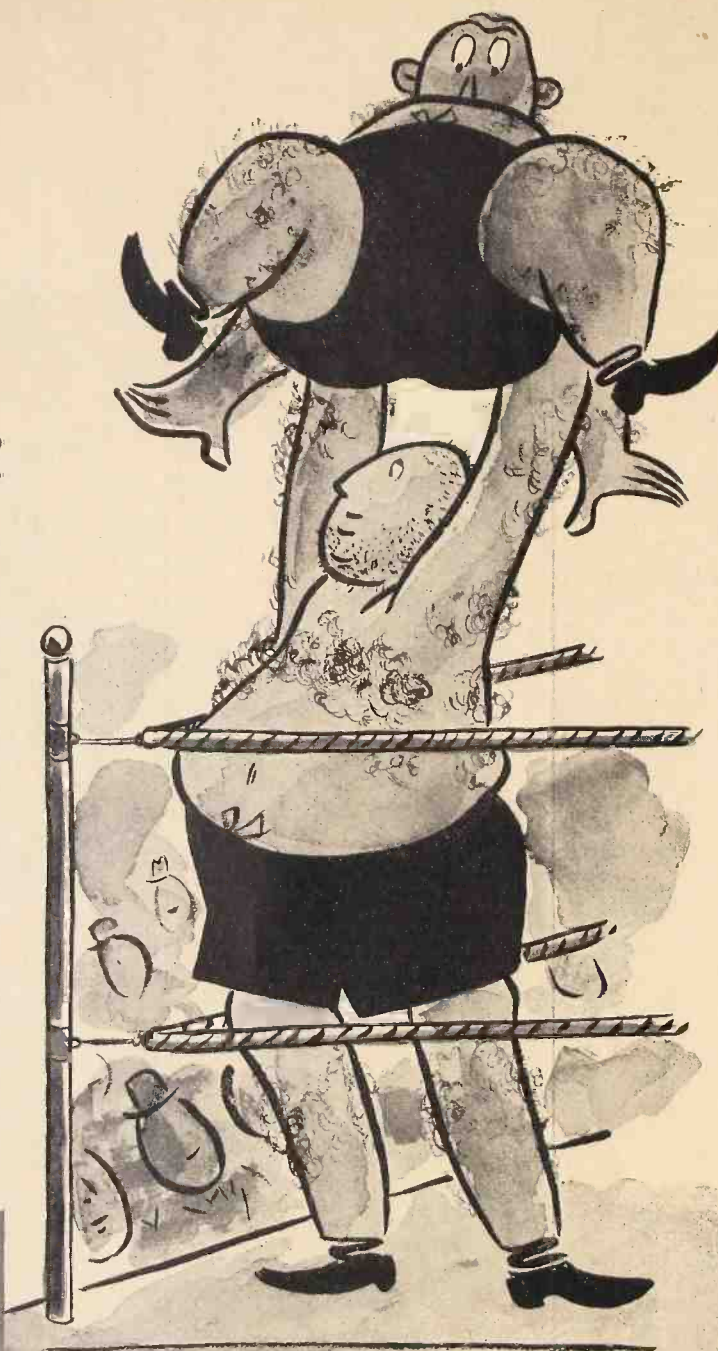
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OVER METROPOLITAN NEW YORK

Never, sir, shall YOU be tossed around!

YOUR GOOD TIME is considered as precious by Don Lee as it is by you. We know that when you choose a particular time you have a damned good reason, and we can guarantee that on the Don Lee Network you will never be shoved aside by coast to coast commitments. A long list of network advertisers who picked a particular time on Don Lee and who have broadcast continuously *at that time* for years, make this a matter of record. And when you consider that 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station, no wonder nearly twice as many Pacific Coast accounts use Don Lee's Guaranteed Time than use the other three networks combined.

Mutual
DON LEE

Thomas S. Lee, President
Lewis Allen Weiss, Vice-Pres.-Gen. Mgr.
5515 Melrose Avenue, Hollywood, California



More Gas For Radio Men

Hope-McGee Maintain 2 Top-Show Ratings

First and second places were retained by Bob Hope and Fibber McGee respectively in the C. E. Cooper national ratings released for the 30th. Hope maintained his first place spot with a rating of 29.5, a rise of one point over the previous month, while McGee remained in the same spot with a rating of 26.9, a rise of three points. Balance of the top 15 programs listed revealed a general switching in order, with no newcomer entering the select circle. General increases were noted all through the list except among the

(Continued on Page 2)
Buy War Savings Bonds and Stamps

Sannyvale Packing Buys Time On Coast Network

Galen Drake, conductor of informal program chats to housewives, will go to a network of nine Western CBS stations in a series sponsored by the Sannyvale Packing Company of San Francisco effective this week. The programs, to be heard Mondays, Wednesdays and Fridays, from 10:45-11:00 a.m., were arranged through

(Continued on Page 2)
Buy War Savings Bonds and Stamps

Rum & Maple Tob. Account Extend Spot Anns. Pacts

Extension of a campaign started five months ago has been announced by the Raymond Spector Co. for its Rum & Maple Tobacco account. Campaign, which employs a short-term contract with no definite time period, consists of one-minute live announcements offering samples of the spon-

Milestone

Youngstown—Don Gardner, sportscaster on WKBN, last week reached a milestone in his career that possibly is a record. He completed ten straight years of sports broadcasting over the same station—without missing a single session. Event was celebrated by a special program featuring Lawson Little, former national and professional golf champ.

Who'd A Think It?
Washington—A former radio announcer commands the detail of soldiers guarding the eight Nazi saboteur-spies now going on trial before a military commission. He is Lieut. John L. Meakin, formerly of "Meakin Speaking," an all-request program of recorded music on WINX. He also assisted Walter Compton on the WOL "Double or Nothing" program.

'Frisco Outlets-AFM Negotiating Contracts

San Francisco — Negotiations between the musicians' union and KFRC (Mutual affiliate) and KQW (CBS's outlet in San Jose) have reached the difficult spots, though all parties appear confident that compromises will be reached before talks reach the loggerhead stage. Union is asking for approximately ten per cent salary increases.

Terms have already been accepted by KGO (Blue) and KPO (Red). KNX, Los Angeles affiliate of CBS, has not yet begun renewal negotiations on contract which expires the end of August.

(Continued on Page 2)
Buy War Savings Bonds and Stamps

Regina Schuebel Resigns Post With Biow Agency

Regina Schuebel, for more than eleven years associated with the Biow Co., Inc., as director of radio, buying both talent and time, indi-

(Continued on Page 2)

'Canteen' Showing Sold on CBS In Deal Involving \$260,000

Queens Midtown Tunnel Sets One-Minute Anns.

Queens Midtown Tunnel has contracted with five local stations in New York City for daily one-minute spot announcements. Campaign, which was placed by the Grey Advertising Agency, is on a staggered basis, with individual contracts running for varied lengths of time,

(Continued on Page 2)

Technicians And Operators Of Stations May Apply For Extra Gasoline Under New Ration System

OWI 'Language' Disks Set For Production

With a meeting called tomorrow to make final decisions on production, the Foreign Language Wartime Control Committee is in the process of completing work on the first of its transcription series which is to be distributed through the Office of War Information to approximately 30 stations throughout the United States.

Casting for this first series, which

(Continued on Page 2)
Buy War Savings Bonds and Stamps

Nine CBS Clients Take Full Network Facilities

Bringing to seven the number of sponsors and to nine the number of programs taking advantage of the new CBS 15 per cent discount rate for use of full network coverage, the Armstrong Cork Company's "Theater

(Continued on Page 2)
Buy War Savings Bonds and Stamps

New Thesaurus Policy In Presenting Scripts

Flexible continuities, usable as they stand for sustaining programs, or quickly adaptable for commercial broadcasts by the elimination of cer-

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Station operators and technicians may apply for extra gasoline rations under the preferred mileage provisions of the new rationing system which will go into effect in the Eastern states this month, it was revealed yesterday by the Broadcasters Victory Council.

Following representations made on behalf of the industry, Ted Taylor, executive secretary of the BVC, has been informed by Joel Dean, Office of Price Administration fuel ration-

(Continued on Page 2)
Buy War Savings Bonds and Stamps

Navy Training Course Inaugurated By WFIL

Philadelphia—WFIL on July 21, will formally open its "School for Navy Applicants," a pre-enlistment training course in code work which will turn over to the Navy Recruiting service technically trained personnel. Plan was conceived by Roger W. Clipp, station's general manager who worked out the details with Lieut.

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

Two Programs Bowing In On Mutual Web Next Week

"Murder Clinic" a whodunit series produced in the WOR studios, will debut on Mutual's line Tuesday, July 14, 9:30-10 p.m., to dramatize works of famous detectives of fiction. The

(Continued on Page 2)

Reliable

Montreal—Major Gladstone Murray, general manager of the Canadian Broadcasting Corporation was listening to a shortwave Italian broadcast the other day and was startled to hear himself listed as among those 'captured' in Alexandria. Major Murray et al are more than convinced there's something unreliable about those broadcasts.



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JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL

(Tuesday, July 7)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	116 3/8	115 1/2	115 1/2	- 1 1/8
Gen. Electric	26 3/4	26 1/2	26 1/2	- 1/4
RCA Common	3 1/8	3 1/8	3 1/8	0
RCA First Prd.	53	53	53	+ 1/4
Stewart-Warner	6	6	6	0
Westinghouse	69 3/4	69 1/2	69 1/2	- 1/4
Zenith Radio	14	14	14	+ 1/4

NEW YORK CURB EXCHANGE

	%	%	%
Nat. Union Radio	0	0	0

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	1 3/4	2
WCAO (Baltimore)	14	17
WJR (Detroit)	19	21

Queens Midtown Tunnel Sets One-Minute Anns.

(Continued from Page 1) periods having been set on WMCA, WHN, WINS and WOR; WNEW has been tentatively scheduled and agency is awaiting time availabilities.

Reggie Schuebel Resigns Post With Biow Agency

(Continued from Page 1) cated yesterday that her decision to resign from the company is now definite, and that she will leave over the week-end for a month's vacation before making future plans. Resignation had been pending for the past week.

Sell Lomax At Races

Stan Lomax, WOR's sportscaster, has been sold again for five-minute programs from the Westbury Race Track for the Old County Trotting Association. Association used Lomax and WOR for the first time last season. Programs will be aired Mondays through Fridays, 5:55-6 p.m., and will consist of feature stories about trotting, its personalities and history. M. H. Hackett, Inc., handles the account.

Nine CBS Clients Take Full Network Facilities

(Continued from Page 1) of Today," and Camel Cigarettes' "Vaughn Monroe's Orchestra" will start broadcasting over the complete station list Saturday, July 18, and Monday, July 20, respectively.

First to avail itself of the new network rate was Lever Bros., for its new Swan Soap program, "Tommy Riggs and Betty Lou," which started its series yesterday.

Others subsequently contracting for the entire station list were General Motors for its "Cheers from the Camps," which already was on the full network; the "Camel Caravan," starting July 10; Philip Morris & Co.'s "Playhouse" and "Crime Doctor" which go on all outlets July 17 and July 19; Chesterfield's "Glenn Miller's Orchestra" starting July 15, and Coca Cola's "Pause That Refreshes," July 19.

Agencies for the two additions are BBD&O for "Theater of Today," and Wm. Esty & Co. for "Vaughn Monroe's Orchestra."

New Thesaurus Policy In Presenting Scripts

(Continued from Page 1) tain portions of the script, have been announced as a new Thesaurus production policy by Reginald Thomas, NBC Radio Recording Division program manager.

In the original writing of the script, provision is made for portions which can be eliminated to make place for the inclusion of commercial copy without destroying the balance of the program. Accurate timing is indicated on these portions, to enable local producers to write or edit their own commercials to fit.

Three such spots are included in each quarter and half-hour program. The Thesaurus continuity for a full hour transcribed program has seven places in which commercial material may be substituted for sustaining.

Sunnyvale Packing Buys Time On Coast Network

(Continued from Page 1) Lord & Thomas' San Francisco office. Originating at KNX, Los Angeles, the broadcasts will be heard over that station, together with KOY, Phoenix; KTUC, Tucson; KARM, Fresno; KOIN, Portland; KROY, Sacramento; KQW, San Francisco; KIRO, Seattle and KFPY, Spokane.

Noyes Spot Coordinator For NBC Western Division

Appointment of Norman Noyes of NBC's Hollywood office to the post of National Spot Sales Coordinator for the Western Division has just been announced. His new position places him in direct charge of spot sales activities in that division, with the exception of the San Francisco area and the states of Washington and Oregon, in which such sales will be directed by Thomas Ray, Jr., of the NBC San Francisco offices.

Two Programs Bowing In On Mutual Web Next Week

(Continued from Page 1) series will open with E. C. Bentley's, "The Ordinary Hairpins." Adaptations will be written by John A. Bassett; selection of stories will be handled by Miss Lee Wright, editor of Simon and Schuster's "Inner Sanctum Mysteries"; Robert Shayon will direct the series.

"Penny Wise," which has been running for almost a year on WGRC, Louisville, is scheduled to open on Mutual Monday, July 13, as a daily at 10:15 a.m. Mrs. Charlotte Nelson Faulkner, who will conduct the program will emphasize wartime economy in home management.

"Nothing Series," another new WOR number which has not yet reached network status, will get underway locally Sunday, July 12, 9:30-10 p.m., featuring Caswell Adams, sports writer on the "Herald Tribune," as emcee, and George Mathews, as comic. Included also will be music by Steve Schultz and songstress Frances Mercer.

'Canteen' Show Sold On 43 CBS Stations

(Continued from Page 1) be on the air between 9:30 and 10 p.m. Plans call for guest stars who will be paid separate and apart from the money going to the Canteen. Whether or not there will be a permanent emcee, and who he or she will be have yet to be determined. Sponsor's copy will be prepared, for the most part, as institutional, though any selling that is to be done will be for Mazola. Helen Menken, legit and radio actress who has been active in Canteen management, was reported a driving force in consummating this deal through the C. L. Miller agency.

Rum & Maple Tob. Account Extend Spot Anns. Pacts

(Continued from Page 1) sor's product and is being conducted currently in 20 markets on approximately 45 stations.

Length of contract is based on sample quotas set in the individual markets, according to the agency. Partial list of current stations being used is as follows: WLW, WLS, WOR, WJZ, WOV, WORL, WPEN, KHJ, KFRC, KJBS, WJBK, and WCCO.

Carl P. McCassey

Chicago—Funeral services were held here yesterday for Carl P. McCassey, Blue Network salesman who died Saturday in St. Luke's Hospital following a long illness. Prior to joining the Blue, McCassey was associated for five years with WFCL.

Party For Georgia Gray

Cincinnati—Members of the press, advertising agency representatives and radio personalities will be entertained today at a cocktail party in honor of Georgia Gray, new director of women's features for WKRC.

COMING and GOING

PHILLIPS CARLIN, vice-president of the Blue Network in charge of programs, has returned from his vacation.

KAY KYSER and his program troupe go tonight to Indianapolis, where tomorrow they will air their bond-selling program from their "bond wagon" in front of the studios of WFDM.

G. W. "JOHNNY" JOHNSTON, Blue Network director of news and special events, off today on a quick business trip to Washington.

BILL STERN has left town on his annual vacation. Two commentators will substitute for him on the "Sports Newsreel of the Air." H. V. Kaltenborn will take the Colgate program on Saturday while Lyle Van will pinch-hit on the sustainers.

BILL LYNN, the "Mac" of the "Tillie the Toiler," program, leaving the cast for St. Louis where he has a role in the production of "Wildflower."

ROGER W. CLIPP, general manager of WFIL here from Philadelphia for conferences at the offices of the Blue Network.

AL ROBINSON, NBC's night supervisor of announcers, has joined the network group currently on vacation.

ROBERT E. BAUSMAN, business manager of WISH, Indianapolis, is in New York for a few days on station and network business.

TONI GILMAN, actress on a number of Chicago programs, leaving for Hollywood, where she has been given a four-year contract.

Hope-McGee Maintain Two Top-Show Ratings

(Continued from Page 1) two leaders and the last two shows on the list.

The following is a list of the first evening programs from the June 30th report with their current ratings: Bob Hope, 29.5; Fibber McGee, 26.9; Radio Theater, 21.8; The Aldrich Family, 21.4; Charlie McCarthy, 20.6; Walter Winchell, 20.0; Mr. District Attorney, 17.3; Fannie Brice-Frank Morgan, 17.1; Kay Kyser, 16.5; Eddi Cantor, 16.3; Music Hall, 15.6; Rudy Vallee, 15.4; Take It or Leave It, 15.0; Fred Allen, 13.8; Bandwagon, 12.5.

Tommy Dorsey who replaced Red Skelton for the summer, topped the list of programs measured by a partial rather than full national interviewing coverage with a rating of 20.9, a loss of 9.2 points over last month's report.

OWI "Language" Disks All Set For Production

(Continued from Page 1) consists of radio adaptations of Douglas Miller's "You Can't Do Business With Hitler" translated into Italian will continue today, while a representative of the Radio Director's Guild will meet with Joseph Lane, General Manager of WHOM, another member of the committee, and Arthur H. Ashley, advertising executive, to determine methods of actual program direction.

Three of the scripts have already been translated and recording by Muzak for OWI will start Friday.

Navy Training Course Inaugurated By WFIL

(Continued from Page 1)

K. Emmons, of the Navy, in charge recruiting in Philadelphia area. It is expected that a considerable number of technical men will be made available for the Navy in the course which differs from other courses at students in the school will already have one foot in the service. Before starting the course they must pass the regulation physical examination at the Navy Recruiting office and the enlistment is completed when they have attained a speed in code work of 20 to 25 words a minute. The graduates are given preferential consideration by the Navy for a V-3 rating which carries about double the pay of an ordinary seaman.

Value to Navy Cited

Opening of the school, it is believed, marks the first time a radio station has made a concrete contribution to recruiting and according to Clipp the course will not only line up prospects for enlistment but will give the Navy both time and money by placing in the service personnel who are trained for radio and code work. Although the school will not officially open until July 21, preliminary classes were started Monday.

Official opening will be the occasion for brief ceremonies and a broadcast at 7:45 p.m. in which Admiral A. E. Watson, Commandant of the Fourth Naval District, Governor James, Mayor Bernard Samuel, Commander Joseph Tinney, Public Relations Officer of the Fourth Naval District, Lt. Commander Samuel W. Townsend, Communications Officer of the Fourth Naval District, and Lt. Commander T. H. Aldum, Flight Selection Officer of the Fourth Naval District and other dignitaries will participate. They will be interviewed by Samuel R. Rosenbaum, WFIL president.

Special quarters have been set up at WFIL in the Widener Building, home of the station, to house the school. Sending and receiving equipment, typewriters and other classroom material have been assembled at the station staff which will manage the school assisted by Navy men.

Littlejohn an Instructor

Louis Littlejohn, engineering supervisor of the station, will have charge of the code instruction with William C. Galleher, WFIL's educational director, handling applications and enrollment. Classes will be conducted Monday through Friday evenings from 7 p.m. to 10 p.m.

Navy officials will watch closely the progress of the Code School with a view to extending the effort in cooperation with other radio stations throughout the country.

THOMAS J. VALENTINO, Inc.
MAJOR SOUND EFFECT RECORDS
 Offering the Largest and Latest Selection of Sound Effects "All New Recordings"
 SEND FOR CATALOG
 1600 BROADWAY NEW YORK, N. Y.

WARTIME PROMOTION

Window "News" Display

"NBC Reporters to the Nation," a new window display representation of NBC's worldwide news service to American listeners, went on view July 4 at Saks-Fifth Avenue, swank New York department store. It is scheduled to remain through July 10 before going on tour.

The display, appealing to current wartime interest in maps, centers on a large scale model of the RCA Building. Flanking it to the right is a world map, mounting red flasher buttons to mark every NBC station. To the right is a cut-out map of the United States, headed "Home Towns of NBC Foreign Correspondents." Above and below are portraits of NBC's staff correspondents. Connecting ribbons link the foreign posts of the men, through Radio City, with the respective home towns of the NBC correspondents.

NBC statistics for the period show that 79 separate commercial broadcasts gave 39 hours and 18 minutes of air time to promotion of the war effort.

In addition, NBC contributed 291 spot announcements and 1,668 such announcements were made during commercial time, for a total of 1,959 network announcements during the period of Dec. 7-June 1.

These figures do not include those of station WEAJ, key NBC New York station. A scroll, "Go Ahead, NBC," commemorates the historic report of Bert Silen and Don Bell on the December 9 bombing of Manila while Jap planes were still blasting the Philippine capital.



War Worker Banners

WPAT, Paterson, N. J., in conjunction with the Mayor's office, is distributing banners bearing the words: "Quiet please...war worker!" A large "V" for victory is inscribed at the top. Banners are hung conspicuously outside homes of war industry workers.

Form New Radio Concern To Manufacture Parts

Formation of the Telicon Corp. under a Delaware charter was revealed here yesterday. The company, headed by Solomon Sagall, founder and former managing director of Scophony Co. of Great Britain, for the present will manufacture parts for radio transmitters and receivers for defense purposes, concentrating on piezo electric crystals. Sagall said he was uncertain at the moment about the company's later plans, asserting that Telicon currently was committed to the business of helping to win the war.

In a statement filed with the secretary of state in Albany the company listed a total of 3,500 corporate shares, consisting of 2,500 preferred of \$100 par value and 1,000 common of no stated value. The firm has opened New York offices on East 40th St.

"Buy at Home" Campaign

With the cooperation of the Chamber of Commerce and leading local merchants, WCBI, Columbus, Ohio, began a "Buy At Home" campaign July 1. The idea promotes the buying of local goods and produce whenever possible, the trading with local firms to save on transportation and the use of the resulting savings for purchase of war bonds and stamps. More than a dozen merchants signed up to cooperate in the campaign on the first day it was announced. Station will broadcast a special one-hour program each day at 3 o'clock when all the cooperating firms will be acknowledged. Announcements by all cooperating sponsors will be made during the week, calling attention to their service, location of business, and products for sale locally.

The campaign also has the endorsement of the county war bond and stamp sales committee, headed by J. O. Slaughter. The campaign will continue for at least two months.



WGAR's Employee Paper

A special semi-monthly newspaper for its employees in service is being issued by WGAR, Cleveland. It is mimeographed on a special form and is written in breezy, informal style. Men in the service are invited to use it as a means of communicating with their colleagues in different camps and bases. Each issue carries a special photograph of some member of the WGAR staff caught in an off-guard pose.

The first issue, recently published, contained a special message from John F. Patt, vice-president and general manager of WGAR, who said, "We all miss you and until that happy day when this war business is finished and you will be coming back to join us again, we will try to keep as close to you as we can through this news letter."

New KONO Department To Handle War Work

San Antonio—Staff additions and changes at KONO of this city include the creation of a new department to handle governmental and civic Public Relations work for the duration, headed by Bill Laurie, former program director of the station. Fred Hammond, main news announcer for the station, doubled his duties by adding on the program directors job. In the commercial department June Broe, formerly with a local advertising agency, has taken over the major part of all commercial copy writing as well as complete handling of several accounts. Stanley Cox, formerly with KABC and Harry Campbell, formerly with KTSA, have both joined the KONO ranks in recent months. The station is operated as Mission Broadcasting Co.

Radio Men Get Break In New Gas Rationing

(Continued from Page 1)

ing chief, that station technicians who use their cars to carry equipment that cannot reasonably be transported by busses and street cars should apply for preferred mileage gasoline rations (books) under provisions of 1394.506, Paragraph L. Radio station operators who travel long distances to reach stations should apply for preferred mileage under Paragraph K.

470 Miles Monthly Required

It is pointed out, however, that the preferred mileage books will be issued only to operators in the above categories who must drive more than 470 miles a month. Others should apply for the "B" ration book.

Paragraph L, under which technicians may apply, grants preferred rations to "engineers, architects, technicians, supervisors, repair and maintenance men or other workers (but not including salesmen) to enable them to render service or to transport materials and equipment necessary for construction, repair, installation or maintenance work (other than the repair and maintenance of portable household appliances); or for rendering indispensable services of a specialized nature to agricultural, extractive or industrial establishments."

Paragraph "L" applying to station operators reads as follows: "By a worker (including an executive, technician or office worker, but not including salesmen) or by an employer, employer's representative or representative of a labor organization in travel to, from, within or between the establishment or facilities listed below, for purposes necessary to the operation or functioning of such establishments or facilities or to the maintenance of peaceful industrial relations therein:

Facilities Listed

"Establishments or facilities of common carriers or of other carriers performing services essential to the community or to the war effort: plants engaged in the production or distribution of heat, light, power, gas, steam or water, or of irrigation, drainage, flood control, or sanitation systems, or of telephone, telegraph, radio, or other communications systems."



Los Angeles

By JAC WILLEN

DR. RALPH L. POWER'S hobby is collecting miniature kangaroos. He has more than 150 of them, ranging in size from inch-long ones made in glass to plush ones a foot or so high.

The Merry Macs have been signed to appear on the "Kraft Music Hall" program beginning July 9 and through to September 24.

Nelson Eddy, star of the CBS "New Old Gold Show," records his number for the program at home on his "wonder machine," as he calls it. The scheme was worked out by Eddy and his teacher, Dr. Edward Lippe, about five years ago when home recording was just beginning to make a name for itself. Eddy sings the song into the machine and listens to it as it is played back. In this way he is able to correct any mistakes in pronunciation or interpretation.

Broadcasting of a transcription of a recent "Big Town" show resulted in the "reunion" of Edward G. Robinson, star of the CBS Thursday night program, and John Weymouth, an English sailor he had known during World War No. 1. While serving in the U. S. Navy, the Rinso star became friendly with Weymouth while at Cherbourg. Later, the Englishman was reported missing in action and Robinson had never heard from him until the other day. Weymouth now is in the Australian Navy.

"Handful of Stars," the "lost music" introduced on the Meredith Willson-John Nesbitt half-hour last Tuesday, was the first of series of buried compositions that Willson will present each week.

Untimely loss of John Barrymore to the Rudy Vallee program caused it to sag only three-tenths of a point in the latest audience survey (Crossley) ratings, in a season when drops hit all programs.

Ceremonies for the formal opening of an exhibition of Contemporary Chilean Art, from the Pasadena Arts Institute, were carried to the Pacific Coast and by shortwave to South America, by KPAS, in Pasadena, in an exclusive broadcast at 9:30 on Tuesday evening, June 30.

Addresses were given by Dr. Millikan, president of the California Institute of Technology; Lawrence Hall, president of Pasadena Arts Institute; Manuel Hubner, Consul General of Chile; Jose Perotti, noted sculptor and painter of Chile, and Senora Rios, wife of the president of Chile.

Stork News

Cincinnati—James M. Patt, sales promotion director of WKRC, is the father of a daughter, born early yesterday morning to Mrs. Patt at Christ Hospital. The baby, which is Patt's first, weighed six pounds, three ounces at birth. She will be named Susan. Mother and daughter doing excellently.

A 7-pound 11-ounce boy, Jonathan Ruff, was born to the Harold Ruff family of Topeka, Kansas, June 30. Father, Harold Ruff, is transmitter engineer for station WIBW, Topeka.



Personal Postcards To:—

• • • **DON STAUFFER:** Before you joined R&R another agency exec. went to his employer and asked whether he should accept the R&R spot. Employer said nix—string along with him and he'll do alright. We just heard that this agency man will be out in three months—if not sooner! . . .

GLENN MILLER: Jimmy Dorsey will take over your Saturday afternoon period on MBS starting July 18th and do an hour show plugging Navy Relief from various spots on his tour—instead of USO which you touted! . . .

EARL OXFORD: You and Julie Oshins should change a word in the Irving Berlin song and shout "The Army's Made A Star Out of Me!" Your air performance chanting "Stage Door Canteen" was greater than your vocalizing in the theater! . . . **JACK DEMPSEY:** Caswell Adams, the sportswriter who was one of the experts on your air show, will head a half-hour variety show on MBSunday nites with Frances Mercer, et al. By the way, we understand that Dick Stabile and his bride, Gracie Barrie, will be renewed at your restaurant until after Labor Day—with Shep Fields slated to follow 'em into the spot! . . . **HARRY SALTER:** Your musical framework on Phil Lord's "Counter Spy" series, is the season's outstanding contribution in its field! . . . **EDDIE CANTOR:** Dinah Shore will sing duets with Rudy Vallee for two weeks, substituting for Joan Davis. . . . **RALPH WONDERS:** Mose Gumble goes west the 20th for a three-week business tour trip. . . .

SGT. HAL KANTER: Just heard that Pete Toyer, formerly with MCA is stationed at Lowry Field. Give him our best. . . . **WINSTON CHURCHILL:** When the new Commandos' series takes to the air, Brewster Morgan will produce. . . . **SID STROTZ:** When "March of Time" switches to NBC Thursday it starts a new idea "Men Who Make The News" . . . **GABRIEL HEATTER:** H. V. Kallenborn substitutes for Bill Stern on "Sports Newsreel" when the latter vacations this month. . . . **FRANK MULLEN:** "The Engineer At War" is the title of the new OCD series starting July 16th at 6:30 via NBC with the first broadcast dealing with blackouts! . . . **COL. DAVID SARNOFF:** 2nd Lt. Joe Thompson of the War Dept. Radio Branch, and formerly of NBC is now a first looey, having been promoted over the week-end.

• • • **LIEUT. S. N. SEIGEL:** Your request to this desk for those "Treasury Star Parade" recordings to be piped over the p.a. system of the Brooklyn Navy Yard has been attended to, sir. We've arranged for Walter Craig of WMCA to forward the recordings directly to you after they've been aired! . . . **SAM COSLOW:** Just heard that your former picture producing partner, Jack Votion, has reported to the Army and the third Lum & Abner picture will be completed by his assistant. . . . **LKA CHASE:** Your Saturday session with those screen writers was truly a high spot of NBC's afternoon air series. . . . **JOE RINES:** We didn't feel that there was enough musical background behind the gal's warbling of "I'll Remember You" . . . **IKE BECKER:** Best of luck in the new setup. . . . **BILL GERNANNT:** We like "County Fair" and feel that it should make a great air series. . . . **QUIZ KIDS:** You'll soon start airing from Hollywood. . . . **LIEUT. COMDR. WALTER WINCHELL:** Here is a classic sea story which should receive wider circulation. A few weeks ago the radio program "Can You Top This?" received a joke written by a sailor aboard a vessel in the Atlantic. He submitted a joke to the program—which he heard while aboard ship. He added that he hoped they would accept the joke and that if he earned any money for sending it in, please contribute the check to the Red Cross—because he was on the high seas and didn't know where else to get his mail. Weeks later the program directors used the joke and sent the check to the Red Cross as directed by the seaman. They also wrote a letter to the sailor, in care of the Seamen's Institute, telling him that his joke was aired on such and such a date; that his request was fulfilled—the check was sent to the Red Cross. The other day word was received from the Seamen's Institute stating that the sailor was killed in action—the week before!

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

WBBM performing a real public service with their mimeograph "War Directory" which is mailed each person who writes in to "Today, War and You." It's the first comprehensive listing of government agencies in the Chicago area with details concerning the functions of each branch of the service.

Bert Wilson, Paul Whiteman club leader, had twenty-five new guests last week-end to listen to the broadcast of the Whiteman, Gershwin concert over WMAQ. He characterized the radio show as musical picture of the Paul Whiteman of old and hopes "P. W." gets back in the symphonic jazz field.

Woody Herman listed the old hometown-Milwaukee the other night as played to 5,000 dancers.

Sunday radio section of the "Chicago Sun" is the most comprehensive in the Chicago area with plenty of local and topical stories. Wauhullau Hay, radio editor, is credited with developing the section.

Jane Benson, assistant radio editor Milwaukee "Journal," resigned recently to be married to a Chicago lawyer.

Two topflight radio bands are originating commercial shows in Chicago this week. Glenn Miller does his Chesterfield stint from here and Kay Kyser will broadcast from the Civic Theatre, Chicago, today.

WMAQ joins the NBC network 58 outlets carrying the "Grand Ole Opry," radio variety show originating in Nashville, on July 11th.

Robert Schradermeier is new member of WIND's engineering staff. Gary. Bob is following in the footsteps of his dad, Michael Schradermeier who is also a WIND engineer.

John Carey, WIND sales manager is on a two-weeks vacation at Eagle River in northern Wisconsin.

Bob Locke, former associate editor of Down Beat, now doing a byline review on bands and entertainers for the "Chicago Sun." Bob Hall from Kansas City and knows his music.

Gay Claridge and his orchestra now heard over WIND from Paradise ballroom. Claridge is the second Hal Kemp styled band to get local airing within the week. Art Jarrett and his orchestra, former organization of the late Hal Kemp, are heard on WGN Mutual from the Blackhawk restaurant.

Lucille Whittall, secretary of Ralph Atlass, president of WJJD, back from a vacation at Bas Lake, Ind.

Phil Harris and orchestra playing for a street dance the other noon in the interest of War Bond and Stamp sales.

RAY WINTERS ANNOUNCER

5 Years With Paramount Newsreel
2 1/2 Years With Manufacturers Trust Co.

LA 4-1200

GUEST-ING

MIY DURANTE, on "Post Time," tomorrow (NBC Red, 8:30 p.m.).

PHILLIPS, columnist of the "Sun," on "Information Friday" (NBC Red, 8:30 p.m.).

THUR O. SHAD, curator of the Huntington Library, and JAN DUGGAN, comedienne and ARTHUR SCHWARTZ, poet, on "A Luncheon Date With a Case," Saturday (NBC Red, 8:30 p.m.).

FORAN, of the U. S. Treasury Department, on Dave Elman's "Hobby" Saturday (WABC-CBS, 8:30 p.m.).

ENLAY KANTOR, author of "Annie," on "Of Men and Women" Saturday (WABC-CBS, 2:05 p.m.).

AT ROBERTS, soprano; ROBERT FIELD, tenor, and SUE RYAN, pianist, on the St. Louis Municipal Opera program, Sunday (WABC-CBS, 8:30 p.m.).

W. A. BECK, professor of medicine at Meharry Medical College, Nashville, Tenn., on "Wings Over Jordan," Sunday (WABC-CBS, 8:30 p.m.).

AN FARRELL, soprano, on the program of the Columbia Broadcasting Symphony, Sunday (WABC-CBS, 8:30 p.m.).

ONA STOSKA, soprano, on the "Mill Hour," Sunday (WABC-CBS, 8:30 p.m.).

TA HAYWORTH and FRED ASTAIRE, in selections from the film, "Ever Were Lovelier," by Jerome Kern, on the Coca-Cola program, Sunday (WABC-CBS, 4:30 p.m.).

WV War-Bond Rally

Means of Italian origin in New York will rally by radio as well as in person tonight to further sale of War Bonds and Stamps when WOV's program pick up addresses by Brigadier General, Lieutenant Governor Charles A. Polettig, Senator Charles McMead and Honorable Ferdinand Pecora in a broadcast from the main Center from 9:30-11 p.m. Listeners can be heard on the program by Salvatore Baccaloni, Lucia Corigliano and the Folklore Chorus.

Producing Huss Show

Harke, formerly with Lennen Radio agency, has been appointed by Henry Souvaine, Inc., producer-director of the new Pierre program commentator programs over WOR, 7:45-8 p.m. Harke is also producing, currently, the "Woman of Courage" show for the Bates agency.

PROGRAM REVIEWS

"Star Spangled Vaudeville—1942"

On behalf of the baking industry, Fleischmann's Bakers' Yeast (Standard Brands Inc.) is promoting the consumption of bread as a cornerstone of wartime diet by sponsoring for the summer a vaudeville series emceed by Walter O'Keefe, and featuring Raymond Paige's orchestra, Sunday evenings 8-8:30 p.m., on the NBC Red where formerly Standard Brands sold Chase and Sanborn coffee while Charlie McCarthy flirted with the female guests. Other than O'Keefe and Paige, show lineup will change weekly, with a policy of name performers prevailing.

For the initial airing, acts and excerpts from the new Irving Berlin army show, "This Is the Army," made up the bill. The fanfare at the introduction, designed, undoubtedly to impress with a roster of names associated with reviewing Broadway hits, became a queer combination of confusion and emptiness, for after the erstwhile Burns Mantle, of the New York "Daily News," and Dorothy Kilgallen, of the New York "Journal-American," spoke their little pieces, one could not help reacting with a shrug of the shoulder in a so-what manner. Impression was that Walter Winchell would be on in person, too, but that was another example of some fast talking which ended up disappointing the listener. There's not much entertainment or persuasion in someone else's reading from Winchell.

Much of the visual attraction which is reported for the Berlin musical was lost in the broadcast, or it may have been that the broadcast represented a not too wise selection from the show. This is in no way a reflection of the Broadway production itself, which has been accorded superlative raves. The radio version was spotty, lacking in continuity. Individual presentations, however, bore out the commendations of the Broadway reviewers. Much praise should be directed toward Earl Oxford and "I Left My Heart at the Stage Door Canteen", Ezra Stone, Julie Oshins, Bob Hanley and the others who appeared at the mike, including, of course, Irving Berlin in his own "Oh How I Hate to Get Up in the Morning," and the precious lyrics of "This Is the Army, Mr. Jones" and "The Army Made a Man Out of Me."

O'Keefe's chores called for a few gags here and there. Considering the circumstances of the setup which cannot be classified as one of the proposed vaudeville productions in the strict sense, he was more than satisfactory. As the program assumes its more orthodox form, he will probably

"The Texaco Star Theater Summer Show"

Down to half its winter time, the summer Texaco Star Theater debuted Sunday, July 5, over WABC-CBS, during the second half of its former hour (9:30-10:00 p.m.). The hot weather replacement is primarily musical at the hands of Al Goodman's orchestra and Jane Froman's and Bob Hannon's vocals. Jimmy Wallington is announcer-emcee.

According to production announcements, the program will tap American music, reminiscing a bit, as well as furthering the new hit tunes. Orchestrationally, the piece de resistance was Goodman's demonstration of different orchestral styles associated with name band leaders.

During the first show in this summer series, Goodman imitated Xavier Cugat, Guy Lombardo, Andre Kostelanetz, and Tommy Dorsey in fair manner, failing to include the zest and finer shades of authenticity, if the tribute were to be sincere and literal, rather than satirical, as the listener was led to believe. Suffering most were the styles attributed to Lombardo and Kostelanetz. All through its performance, the orchestra lumbered, coming closest to redemption assisting the vocalists, and in the finale, a military medley which included "Anchors Aweigh," the Army Air Corps song, "Caissons Go Rolling Along," and the "Marine Hymn." Earlier, there were selections from "Showboat."

Jane Froman's slurring, gasping for breath and jerky emphasis were all too prominent in her singing on the premiere show. She suddenly developed an affectation which spoiled her rendition of "Sleepy Lagoon." At other times she gave out with a labored rush which hardly seemed musical. Hannon's singing and the choral offerings were pleasing, but the program as a whole fell short of expectations for the array of talent.

Wallington maintained his attractive gusto and pace, while the sponsor continued incorporating the patriotic service angle in the periods allotted to commercials.

get into the swing of his job, and round out a nice niche for himself. This, together with name attractions which are booked for the show in the near future, should make the program a leader among summer radio attractions.

Ben Grauer gave complete due to the excellently written war theme commercial to add to the show's merits. It was a service text first, and commercial copy second. Account is in the hands of Arthur Kudner, Inc.

McBride Adds Sponsor

Frederick F. Lowenfels & Son is a new sponsor of Mary Margaret McBride's program on WEA, New York. Product is Hotel Bar Butter. Participating sponsors now number six.

Lasker Opens Office Here

Boston—George Lasker, general manager of WORL of this city, has established offices at 501 Madison Ave., New York City. He expects to be in New York three days a week, commuting from Boston.

AGENCIES

MILWAUKEE ADVERTISING CLUB elected officers for the 1942-1943 term at its final meeting of the season last week. Newly-elected officers are: Einar Gaustad, advertising manager of Holsum Products Co., president; Robert K. F. Drew, advertising manager of the "Milwaukee Journal," vice-president; Robert A. Brown, advertising manager of the First Wisconsin National Bank, secretary; Gus A. Trester, advertising manager of the Milwaukee Gas Light Co., treasurer. Elected to the board of governors were Harold J. Bensemann, Frank H. Bercker, Les Hafmeister, Guy Hamilton and A. W. Seiler.

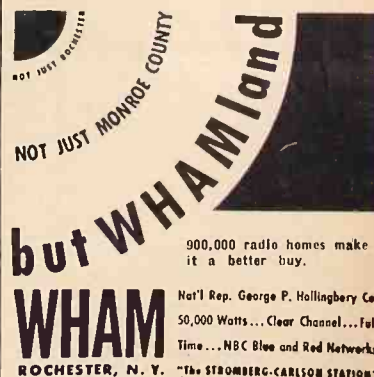
STERLING PRODUCTS, INC., a Delaware drug corporation in business here since 1925 and incorporated since 1932, has been accused by Sterling Products Corp., New York, of doing business illegally in this state. The latter company produces drugs and surgical supplies. It is alleged that the Delaware corporation never has been licensed by Albany to operate in New York.

GENERAL MOTORS CORPORATION again has taken first place for advertising expenditures in the four major publicity media, according to "Expenditures of National Advertisers in Newspapers, Magazines, Farm Journals and Chain Radio," issued last week by the ANPA. After G.M., in the following order, were: Procter & Gamble, General Foods, Lever Brothers, Colgate-Palmolive-Peet, R. J. Reynolds Tobacco Co., Chrysler Corp., Liggett & Myers Tobacco, Sterling Products and Ford Motor Co.

ADVERTISING DISTRIBUTORS OF AMERICA will hold its annual meeting July 17-19 in the Hotel Statler, Cleveland.

GORDON B. BROWN, formerly of J. Walter Thompson Company, has joined Compton Advertising, Inc.

MAXON, INC., now is handling the entire account of Ford Motor Co. They are planning a seven-times-weekly newscast to be aired over 107 stations of the Blue Network, starting July 14.



NOT JUST MONROE COUNTY
but WHAMland
900,000 radio homes make it a better buy.
Nat'l Rep. George P. Hollingsby Co.
50,000 Watts... Clear Channel... Full Time... NBC Blue and Red Networks
ROCHESTER, N. Y. THE STROMBERG-CARLSON STATION



Coast-to-Coast



A NEW navy program, "Hats Off to the United States Navy," made its debut July 3 on WWL, New Orleans, and is scheduled every Friday at 4:30 p.m. While the program gives hometown news on the navy, it also salutes a hero of the week and presents special navy appeals, as well as nautical music. Martin Burke writes the program. "Elmer's Jamboree," quiz program, Sunday evenings on WWL, has taken to the road. The show has been broadcast for soldiers at LaGarde General Hospital on the New Orleans lakefront, at the USO Club in New Orleans, at the Algiers naval station, and Keesler Field, Miss.

During the entire day of June 29 all radio duties at CHML, Hamilton, Ont., were carried out by men of the Canadian active army. Demonstrating their versatility, soldiers and members of the CWAC performed all the station chores. Complete control of CHML by the army was arranged as a part of the Dominion-wide Army Week.

A new farm program launched on WCCO, Minneapolis, titled "The Farmer Talks With Larry Haeg," aims to bring to farmers, problems of the moment discussed by fellow farmers and agricultural authorities. Current topics are transportation pooling, rubber scrap, gasoline rationing, farm insurance, etc. Educational director and producer of the series, Max Karl, announced that the WCCO mobile unit will be used extensively in the transporting of Haeg and the recording equipment to farms in outlying districts to interview dirt farmers.

KFDM, Beaumont, Texas, will present a series of 28 programs saluting the United Nations. Written by Bob Neal of KFDM's staff, "A Salute to the United Nations" will be broadcast every Tuesday evening at 6:30 p.m. The shows consist of narration and music of special significance to each nation involved.

A. A. Prescott has joined the commercial staff of WSAZ, Huntington, W. Va. He was formerly with a Jackson, Mississippi, newspaper.

1 9 4 2													
BIRTHDAYS													
17	18	19	20	21	22	23	24	25	26	27	28	29	30

July 8

John Brewster Fritz Clark
 Sydel Foebes Percy A. Grainger
 Nelson M. "Nels" Griggs
 Gertrude Niesen Bill Thompson
 Charles Spencer Tigner

Walt Davison has been upped to sales management of KGO, San Francisco Blue Network station. Joining the sales staff is Byron Nelson, with ad agencies for the past 10 years. A new KGO father is James "Gil" Paltridge, sales promotion chief. Back at KGO from vacation treks to Seattle are Jesse Babin, secretary to manager William Ryan, and Florence Larsen, of production staff.

Musette Publishers announced that the first series of "The Jack and Jill Singers" records will be made this week at the Harry Smith Recording Studios. This series, which consists of modern arrangements of popular nursery rhymes, was designed expressly for the entertainment of young children during air raids. Molly Donaldson, free-lance organist, made all the arrangements for the "Jack and Jill" records and eight-year-old Ted Donaldson, radio actor, is the master of ceremonies.

Speeches at the second session of the Vidovdan Congress of the United Serbs of America, held in Detroit's Institute of Arts (July 5), were broadcast to the large Serbian population of the area over WJBK, Detroit. Harold B. Hoskins, of the Department of State; Allen Cranston, Chief of the Foreign Language Division of the Office of War Information; Sava Kasanovich, Serbian Minister of the Royal Yugoslavian Government in Exile; Franz Snoja, Slovenian Minister of the same government; Ivan Subasich, Croatian Governor; Louis Adamic, writer, and Leo Krzycki, President of the All-Slav Congress, spoke.

Staff additions at WFBM, Indianapolis, include the following: Robert Mann, formerly of WJHP, Jacksonville, Fla., as announcer; Jack Duvall, legit actor, in the continuity department; and Barry Stuart, tenor, as vocalist for the show, "Rhythm and Song."

Officials of the Emerson Electric Company, of the Curtiss Wright and other large St. Louis defense plants have requested KMOX, St. Louis, to make transcriptions of its CBS dramatization, "Nature of the Enemy" for play back to the workers of each plant, over the public address systems.

WHN had made arrangements with the British Broadcasting Corporation for the rebroadcast of British programs, the first of which will be "Meet John Londoner." Series will debut today, 9:45-10 p.m., with BBC saluting WHN and its FM outlet, W63NY.

KSL, Salt Lake City, announced the appointment last week of John Alexander to the regular announcing staff. For three and a half years he had been program director for KFBB, Great Falls, Montana. He was also with KGNF, North Platte, Nebraska.

Foster May, news and special events editor of WOW, Omaha, resigned, effective July 1, to enter politics. He will seek a nonnomination for United States Senator in the Democratic primaries August 11. Ray Clark, staff announcer, has been elevated to the position of chief newscaster and will also carry on with May's "Noonday Forum" program, which is sponsored by Paxton and Gallagher for Butter-Nut Coffee. Eric Mattson, WOW tenor, is now in Memphis, Tennessee, for a three weeks' engagement with the Memphis Open Air Theater. He will sing leading roles in "Sweethearts," "Irene," "Madam Sherry" and "The Red Mill." Bill Warner, formerly of KTRI, Sioux City, has joined the announcing staff of WOW.

A real "Devildog Edition" of the news is a daily item on KJBS, San Francisco, with Sergeant Bill Stremmel of the Marine Corps, stationed in Frisco, handling the microphone. In addition to news, Sgt. Stremmel manages to intersperse a few choice tidbits on exploits of the "devildogs," and some hints on recruiting. He's a College of Pacific grad, an ex-footballer from Vallejo.

Changes in the engineering staff, WAYS, Charlotte, include the addition of George H. Winston, a recent graduate of the engineering school of Biltmore College, and E. H. Goodman who just received his first class radio telephone operator's license at Norfolk. S. W. Hicks has left to join WSJS, Winston-Salem, N. C. WAYS joined the ranks of stations with feminine announcers by adding Joyce Creighton to the announcing staff. Bill Smith, former commercial manager of WAYS, has been appointed assistant manager. Harold Dale, formerly of WGTC, Greenville, N. C. is now affiliated with WAYS.

Bill Campbell, relief announcer for summer work at WIP, Philadelphia, replaced Walt Newton who left for a post at WKN, Chicago the end of June. Eddie Roeker, singer, is back to WIP. Roeker started with the station more than ten years ago.

Don Kneass, chief announcer at KGW-KEX, Portland, Oregon, has taken on new duties as special assistant to the stations' new editor, Virgil Smith, according to managing director Arden X. Pangborn. Kneass edits four quarter-hour newscasts daily, and broadcasts five, under the title "Kneass With the News."

Alice Joyce Hensroth, accordionist, became a new member of the WIBW, Topeka, talent staff recently. This is her first radio role. Still in her teens, she has one more year of high school before she will be graduated.

Pete Roberts, of WIBG, Glenside, Pa., is writing an "Announcer's Manual of Foreign Words."

Three members of Phil Spitt all-girl orchestra on the "Hour of Charm" on NBC Sunday nights are new laurels this week by making appearances as guest soloists with Cleveland Symphony Orchestra. They are Evelyn, violinist and cornet mistress of the group, and Vivie Maxine, vocalists. "Hour of Charm" group will begin a tour of Army Navy bases throughout the midwest within the next few weeks.

WJSV begins on Saturday, July 8, its ninth consecutive year of "Labor News Review" series. Albert N. Dennis without having missed any of the regular weekly broadcasts. With 417 consecutive weeks on the air, the program is to have the distinction of being the oldest of its kind. Both WJSV and the commentator have received honors on previous anniversaries, and this time the station is being presented with an engraved silver plaque. Formal presentation will be made by John Locher, president of the Washington Central Labor Union, on behalf of Washington labor.

Bea Wain (Manhattan Merry Round, Sundays, 9-9:30 p.m., Red) on Friday evening, July 10, will be guest singer at the graduate dinner for new second lieutenants at the Officers Training School, Fort Monmouth, N. J. The dinner will be held at Sea Girt Inn, Sea Girt, N. J. Bea was the only female to attend a similar dinner at the previous graduating class.

An address in Russian by a Czechoslovakian on an American radio station is scheduled on WHOM at 11 a.m. today. Emanuel Pollack, director of the Russian hour over station, will interview Karel Hynek, Consul General for the Czech government in exile, both addressing audience in Russian in an appeal for wartime unity.

Earl McCarron, program director at CKCW, Moncton, New Brunswick, Canada, was a recent winner of a Canada-wide songwriting contest conducted by "Blended Rhythm" program, sponsored by Bucking cigarettes. Tune, "Lament of Wind and the Rain," will be published by Southern Music Company of New York.

Don Miller-Betty Todd Added To CBS Person

Newest additions to the New York headquarters staff of CBS include Don Miller, formerly with the Seelye Howe-Bowen agency, as an account executive in the Radio Sales Division and Betty Todd, graduate of Wake Forest University, as an assistant director in the Production Department. In addition to his agency radio work, Miller has been associated with "Esquire" and "Cosmopolitan."

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

L. 20, NO. 7

NEW YORK, N. Y., THURSDAY, JULY 9, 1942

TEN CENTS

Current OWI Priorities

War Effort On Blue Was 73 Hours In June

More than three full days and parts of actual broadcast time were distributed by Blue Network programs to the war effort during June, according to a report just completed. With a final total of 73 hours and 15 minutes arrived at, it was calculated that 67 hours and 30 minutes represented sustaining time donated, while the remaining six hours and 15 minutes accounted for sponsored time. These figures do not take into account the fact that a large proportion

(Continued on Page 2)

FCC Executes BWC Ban On Cl. 3 Experimentals

Washington Bureau, *RADIO DAILY*
Washington — FCC has announced hereafter and until further notice, it will grant no applications or authorizations involving the use of materials to construct or change the transmitting facilities of any Class 3 experimental stations. This is in accord with a recommendation made June 12 by the Board of War Communications.

The Commission also has adopted

(Continued on Page 2)

Radio Publicist Union Receiving CIO Charter

Official presentation of a charter to the United Office and Professional Workers of America (CIO) by its president, Lewis Merrill, will be made tonight to the Screen Publicists Guild which will become Local 114 of the UOPWA. SPG was recently given jurisdiction over publicity

(Continued on Page 2)

Casting De Luxe

Wheeling, W. Va.—Long arm of radio reached out and pulled in the law, when George Skinner, producer of "The Ohio Valley at Work" on WWVA was confronted with the problem of casting the parts of county judge, prosecutor, clerk of courts and court deputy. Skinner simply hailed into the studios, the men who serve in those capacities in Ohio County.

Not Hay

San Antonio—Medical Supplies Division of the Texas Civilian Defense was \$1,106.92 richer after a check in that amount was turned over to them by George W. Johnson, general manager of KTSA, this city. Check represented net receipts from the recent appearance in the auditorium of Cecil Brown of CBS under the KTSA auspices.

NAB Advising Trade Of Treasury 'Package'

NAB, through President Neville Miller, is advising the trade of the new advertising package being sent out by the Treasury Department containing the principal promotional material upon which the Treasury is basing its current drive for the universal adoption of the voluntary payroll deduction plan. The Advertising Council, which has been designated

(Continued on Page 3)

CBS Augments Personnel In Research-Promotion

CBS Research and Sales Promotion staffs have been augmented by the addition of three new members, Betty Marks, Edward W. Side and Dr. Gerhard D. Wiebe, it was announced yesterday by Dr. Frank Stanton, Director of Research and Acting Director of Sales Promotion.

Miss Marks, formerly continuity

(Continued on Page 2)

Spot Biz Continues Strong— Good Demand For ET Series

Femme "Events" Director Takes Over KQW Duties

San Francisco—Marie Houlahan, for ten years CBS publicity director here, has taken on the added duties of special events director for KQW, the network's local outlet. Her first chore was observance of China's fifth anniversary of war with Japan, for which she arranged a broadcast fea-

(Continued on Page 2)

"Radio War Guide" Informs Stations Of Relative Rankings And Ideas Apart From Web Allocations

Web Planning Group Meets On War Co-Op

Third conference of the year will be held today by the NBC Planning and Advisory Committee to promote cooperation of the network and affiliates in aiding the war effort. Gathering is scheduled to hold forth at Radio City, with President Niles Trammell heading the list of network

(Continued on Page 6)

Second Ward Campaign Starts On WABC Monday

Returning to WABC for its second campaign on that station, the Ward Baking Company will begin its sponsorship of Adelaide Hawley's "Woman's Page of the Air" Monday, July 13. The programs will be heard every Monday, Wednesday and Fri-

(Continued on Page 2)

Blue Carrying Nelson From Detroit Meeting

Speaking at the annual meeting of the Automotive Council for War Production in Detroit, Donald M. Nelson, head of the War Production Board will address listeners over the

(Continued on Page 2)

Newly issued "Radio War Guide" by the Office of War Information supplies another very comprehensive breakdown of national and regional program and announcement priorities, listed in chart form for ready reference. Listed, are more than 30 specific subjects dealing with the war effort which Government departments and agencies are distributing to stations in announcement, transcription and script form. These items are apart from the network program allocations.

Pointing out that though the rela-

(Continued on Page 3)

Coast Sales Manager Sees Big Fall Season

Washington Bureau, *RADIO DAILY*
Los Angeles—With summer sales already "far surpassing normal expectations," Wilbur Eickelberg, sales manager of the Don Lee network predicts a powerful fall season for radio sales on the West Coast and generally in every section of the U. S. New

(Continued on Page 6)

New Treasury Theme Song Being Offered To Outlets

New theme song for the Treasury Department War Savings Program entitled "A Dime Out Of Every Dollar" is being released to all radio stations in the country within the next few days. The song, written by

(Continued on Page 2)

Swing Stuff

Glenside, Penn.—Fred Wieting dubbed as commentator one day last week on WIBG's "Anything But Swing." Apologizing for his lack of knowledge of the classics, Wieting then discoursed on them in language of a modern jive artist, telling why certain of the old masters' music was or was not hep, in the groove, etc. Show broke fan mail records.

RADIO DAILY



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

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FINANCIAL
(Wednesday, July 8)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	115	114 1/2	115	- 1/2
CBS A	11 1/2	11 1/2	11 1/2	- 1/8
Gen. Electric	26 3/4	26 3/4	26 1/2	- 1/8
RCA Common	3 1/4	3 1/4	3 1/4	- 1/8
RCA First Pfd.	53 1/4	53 1/4	53 1/4	+ 1/8
Stewart-Warner	6 1/2	6 1/2	6 1/2	- 1/8
Westinghouse	70 1/2	70	70 1/2	- 1/8
Zenith Radio	14	14	14	- 1/8

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	1 7/8	2 1/8
Stromberg-Carlson	5 3/8	6 3/8
WCAO (Baltimore)	15	19
WJR (Detroit)	19	

War Effort On Blue Was 73 Hours In June

(Continued from Page 1)
tion of the Blue programs are tied in in one way or another in furthering the United Nations' cause. As an example of time contributions of the network's managed and operated stations, WJZ was cited as having totalled 28 hours and 49 minutes on local broadcasts in addition to the network programs carried.

Femme "Events" Director Takes Over KQW Duties

(Continued from Page 1)
turing Dr. Margaret Chung, famed Chinatown figure; Chinese newspaper editor Charles Leong; and the St. Mary's Chinese Catholic Center Chorus of 20 voices, with Ernie Gill's studio orchestra.

3 Ravinia Concerts on CBS
Three Ravinia Festival concerts performed by the Chicago Symphony Orchestra will be broadcast over the CBS network. Scheduled for today, July 16 and 23, from 9:30-10 p.m., George Szell, noted Czech musician, will conduct the first two performances, with Eugene Ormandy directing the third.

New Treasury Theme Song Being Offered To Outlets

(Continued from Page 1)
Leo Robin and Ralph Rainger, was introduced for the first time on the Bing Crosby KMH program June 18. The number immediately won the praise of Treasury Department officials, and arrangements were made for the recordings to be made. The double-faced record will feature the song sung by Bing Crosby with Al Newman's orchestra on one side, and the same song sung by Dinah Shore on the reverse. Lyrics are in keeping with the present Treasury drive for 10% of earned income to be invested in War Bonds and Stamps.

FCC Executes BWC Ban On Cl. 3 Experimentals

(Continued from Page 1)
the policy of not authorizing the use of materials to construct or change transmitting facilities of any aeronautical, emergency and miscellaneous class stations unless this would serve an essential military need or a vital public need which cannot otherwise be met. As a matter of policy no new licenses for amateur stations have been granted since shortly after the war began.

Radio Publicist Union Receiving CIO Charter

(Continued from Page 1)
people employed in radio by Merrill. In addition to the formal affiliation of the SPG with its parent union, officers will be elected at the meeting to be held at the Hotel Piccadilly. Previous to its affiliation with the UOPWA, the SPG operated as an independent bargaining group in the motion picture industry.

Blue Carrying Nelson From Detroit Meeting

(Continued from Page 1)
Blue Network Friday, July 10, 10:10-10:15 p.m., EWT. The meeting, held in the grand ballroom of the Book-Cadillac Hotel is the first since passenger car production ceased, and will be attended by top executives of the industry.

War Bond Show On WINX; Sponsor Delivers Stamps

Washington Bureau, RADIO DAILY
Washington—Seven Saturday afternoon War Bond-selling programs broadcast by WINX in a cooperative venture with the Blue Light Taxicab Co., already have resulted in the sale of \$18,000 in War Bonds, it was announced yesterday by Sam Lauder, program director for the station. The programs are being continued. During the presentation of "Varieties for Victory," as the show is known, listeners are invited to telephone orders for War Stamps or Bonds to the station. At that point the taxicab company takes over, underwriting and delivering the stamps.

Spot Biz Holding Up—Good Demand For ETs

(Continued from Page 1)
reports a particularly active week which includes six new contracts and three renewals of syndicated programs. This business includes: Contract for transcribed "Five Minute Mysteries" series, for broadcast over WSAI, Cincinnati, and WCCO, Minneapolis, under sponsorship of the Consolidated Cigar Co. The agreement covers 63 broadcast programs, each a complete mystery unraveled in about four minutes, over the two big stations. Erwin, Wasey & Co., Chicago, is the sponsor's agency. Hudepohl Brewing Company will sponsor 65 recorded programs in the "Carson Robison and His Buckaroos" series over WCKY, Cincinnati. Sam Cuff's recorded "The Face of the War" commentaries will be broadcast commercially over KLZ, Denver, with the Denver National Bank as sponsor, under terms of another new contract. The same series has been renewed by WFDF, Flint, Mich., for its client, the Flint Baking Company. Broadcasts over the Michigan station are scheduled to begin in September. KFI, Los Angeles, has placed a contract for 65 programs in the "Betty and Bob" serial with the NBC Radio-Recording Division, and KTBC, Austin, Texas, has contracted for the "Let's Take A Look In Your Mirror" series.

WAPO, Chattanooga, and WBEN, Buffalo, have both renewed NBC's transcribed "Getting the Most Out of Life Today" for 39 broadcasts.

CBS Augments Personnel In Research-Promotion

(Continued from Page 1)
head of WINS and once a research assistant in the New York County District Attorney's office, joins the Program Promotion Division. Side, who assumes duties as production manager of the Sales Promotion Department, comes from the Blaker Advertising Agency, Inc., where he was also production manager. Prior to his joining the Program Analysis Division of the Research Department, Dr. Wiebe served with the Evaluation of School Broadcasts project of Ohio State University.

Bond Show On WPAT

A one-hour air show on WPAT, Paterson, N. J., will open a new war bond drive in the neighboring city of Passaic, N. J., today. A group of theatrical celebrities, headed by Conrad Nagel, will be heard on the show, which will be aired from noon until one o'clock with Steve Ellis, WPAT announcer, as emcee.

Spots For Autry Rodeo

Chicago—The Gene Autry Rodeo, soon to play an engagement here, is contracting for a heavy series of spot announcements on local stations. Schwimmer & Scott is handling the business. On WJJD alone, there are 160 announcements scheduled over a two-week period. The rodeo will play a week at Soldier Field, opening July 23.

COMING and GOING

HELEN HIETT, Blue Network commentator on one of her regular trips to Washington, D. C. She will broadcast from the Capital today and tomorrow.

G. G. WHITE, commercial manager of WFMD, Frederick, here from Maryland for conference with the local representatives of the station.

ARDEN X. PANGBORN, station manager, KEF, Portland, Ore., is in town on station network business.

CHARLES E. DENNY, general manager, WERC, Erie, returns today to his Pennsylvania headquarters following a few days spent in New York.

TED HUSING, emcee of the CBS "Cheer from the Camps" program, leaving Camp Robison, Ark., and heading for Fort Riley, Kansas from which point the next stanza will be broadcast.

S. BERNARD BERK, president and station manager of WAKR, Akron, in town for a visit on station and network business. He is accompanied by MRS. BERK.

A. E. JOSCELYN, general manager of WFLA, Charlotte, back at his desk after having spent two weeks here, a goodly portion of the time in conference at CBS.

HARRY L. STONE, station manager of WWSM, Nashville, has arrived from Tennessee for visit with the New York station reps.

ARTHUR TRACY, now in Atlantic City, plans to remain there until the end of the month.

LLOYD GEORGE VENARD of Edward Penick & Company, Inc., is back on the job after spending a few weeks at the shore.

FRANK FOREST, tenor soloist on the "Double or Nothing" program, is in Hollywood. His voice will be piped into the show tomorrow from the studios of KHJ in the film capital.

Second Ward Campaign Starts On WABC Monday

(Continued from Page 1)
day, 8:45-9 a.m., EWT. The last year's series presented Arthur Godfrey's early morning program. This campaign, which was placed through J. Walter Thompson, is on behalf of "Ward's" and "Tip Top" bread and cake.

Greek Diplomat On CBS

Andre Michalopoulos, Greek Minister of Information who recently arrived in the United States, speaks over CBS on the subject of conditions in Greece under the Nazis on Thursday, July 16, from 10:30-10:45 p.m. The diplomat arrived in this country on the Clipper. The title of his CBS talk is "Greece, in the Hands of the Nazis."

Stork News

James Gilbert Paltridge, Jr., seven and three-quarter pound son, of J. C. Paltridge, sales promotion manager of KGO, San Francisco, was born June 28.

YOUR SALES TARGET . . .

in Central Ohio
Richest Market
WRITE OR VISIT
DIRECT FOR
STATION DATA

OVI Ranks Priorities Of Current Subjects

(Continued from Page 1)

rankings have been determined through OWI meetings with information departments of various government agencies, the "guide" stresses that they are temporary in nature. Under "General Program Ideas," the "Radio War Guide" lists six suggested themes for local stations contributing time to the cause. They are: "The Issues," "The Enemy," "The United Nations and Peoples," "Work in Production," "Sacrifice" and "The Fighting Forces." A second section deals with problems of inflation and what radio stations can do to help stop it.

Rankings Listed

Suggested as proportional allotment of program units available for messages, the rankings are listed as follows: AA—Rush material, about 50 percent of the program units. A—Material of major importance, about 30 percent of the program units. B—Supplementary material, no more than 20 percent of the program units. C—To be used when other material has been adequately presented. Specific subjects follow:

A (National) (1) Recruiting for Naval Services: Navy, Marines, Merchant Marine, Coast Guard. (2) Recruiting for Army. (3) Production of war information (WPB). (4) Price control (WPB-OPA). (5) Sale of War Bonds and Stamps (Treasury). B (Regional) (1) Grain Storage (Department of Agriculture). Areas: Corn Belt, West Coast, Great Plains. (2) Automobile and truck pooling (WPB and Department of Agriculture). (3) Gasoline rationing (WPB-OPA). (4) Labor recruitment and training for war industries (State and local offices of the U.S.E.S.). (5) Need for nurses (Federal Security Agency). (6) Civilian enrollment for voluntary service (OCD). (7) Recruiting of shipyard workers (Maritime Commission and State and local offices of the U.S.E.S.).

Regional Categories

(Regional) (1) Bureau of Reclamation (Department of the Interior). Areas: West of Denver. (2) Farm labor shortage (Department of Agriculture). Areas: To be indicated by State and local offices of the U.S.E.S. (3) Increased supplies of farm products vital to war (Department of Agriculture). Areas: All farm regions.

(National) (1) Salvage of rub-

WARTIME PROMOTION

Summer Tour

Summer schedule that will include nine performances in local parks has been arranged by the "Minute Men" on the "Musical Clock Revue" aired on WFBL, Syracuse, N. Y. The program, which is three years old and is aired on a CBS hookup once weekly in the mornings, has been making personal appearance tours throughout the station's coverage area. The park appearances will present the group with an augmented orchestra of 15 pieces. Besides an extensive and varied musical program of popular and semi-classical numbers, members of the organization will entertain with acts and sketches. Special lighting effects and a sound system to assure listening by an estimated audience of 10,000 have been designed for the nine appearances.



Ersatz Luncheon

Novel way of bringing home to Los Angeles newspaper men a true picture of the food situation in wartime Germany is disclosed by a recent announcement by Harry W. Flannery to the effect that he plans to entertain the Los Angeles members of the writing fraternity with a German ersatz luncheon. Flannery, former Berlin correspondent of the

ber, scrap, metal, rags (WPB-OPA). (2) National nutrition drive (Federal Security Agency). (3) First aid information (OCD). (4) Child welfare in wartime (Department of Labor). (5) Information on the other American republics. (Office of the Coordinator of Inter-American Affairs).

B (Regional) (1) Bonneville power program (Department of the Interior). Areas: Oregon, Washington, Idaho. (2) Forest fire prevention (Department of Agriculture and National Park Service). Areas: Rocky Mountains, West Coast and Appalachian region. Victory food specials (Department of Agriculture). Areas: To be indicated by Department of Agriculture direct to stations concerned.

Conservation Prominent

C (National) (1) Conserve electric power (WPB-OPA). (2) Conservation of household equipment—refrigerators, stoves, etc. (OCD and Department of Agriculture). (3) WPA concerts (Federal Works Agency). (4) Civil service war jobs (Civil Service Commission).

C (Regional) (1) Mine safety (Department of the Interior). Areas: Appalachian—coal; Rocky Mountains—metals. (2) Grazing service (Department of the Interior). Areas: Utah, Colorado, Wyoming, Nevada, Idaho.

KVOD To 5,000 Watts

Denver, Colo.—KVOD of this city is now operating on its new power of 5,000 watts full-time. Increase was from 1,000 watts and was made beginning the first of July.

Columbia Broadcasting System, now a news analyst for the Columbia Pacific Network, broadcasts five times a week for Brown and Williamson Tobacco Company, and Bekins Van and Storage Company, Monday through Friday from 5:30 to 5:45 p.m. PWT. Flannery plans a typical present-day German luncheon, but, of course, will have a full-fledged American buffet meal held in reserve. During the luncheon he will give a special showing of motion pictures taken inside Germany, and during the invasion of Crete. These were taken by him with an 8 mm. camera and include some amazing shots of prison camps, interior Germany, wrecked Nazi planes after the Crete invasion, and straight scenic material from countries through which he passed on his way back to the United States.



Rubber Barter

With the cooperation of C. O. Hoover, chairman of the local rubber salvage committee, with local dime stores and KFAB-KFOR, Lincoln, Nebraska, manager Joe Schnitzen put on a successful "rubber matinee" Friday morning. Kids gained admittance in exchange for a piece of scrap rubber, and the stretchy stuff mounted up.

NAB Advising Trade Of Treasury 'Package'

(Continued from Page 1)

advisory unit to the Treasury on promotional and advertising effort, was largely responsible for the preparation to the material and copy.

Miller also states however, that the NAB is an integral part of the Advertising Council, "and the great war effort which it represents for all factions of the advertising business."

Letter from the NAB prexy further states:

"This Treasury package will reveal to you what advertising skills can accomplish in interpreting Government problems. The copy is powerful and should not only greatly increase the success of the payroll deduction plan, but should bring to the advertising business a very real distinction for a job well done. The work is deeply appreciated by the Treasury and Secretary Morgenthau and the staff of the Treasury have been generous in their praise of the results.

"Broadcasters are proud of the part they have taken in the Treasury's programs in the past and the Treasury officials gratefully have acknowledged the service rendered by the radio industry. I believe you will find this Treasury material of interest and will agree with me in assuring the Treasury that it can count on the continued cooperation of all broadcasters."

More Top Flight COMMENTATORS

than any Boston Station



- ★ 8:00 a.m.—Mobilgas News Service
- ★ 1:00 p.m.—Yankee Network News Service
- ★ 6:00 p.m.—Yankee Network News Service
- ★ 11:00 p.m.—Mobilgas News Service
- ★ Exclusive play-by-play Major League games — Jim Britt

WNAC

Key Station of The Yankee Network

Member of the Mutual Broadcasting System

EDWARD PETRY & CO. Inc., Exclusive National Representatives

THIS LITTLE BUDGET WENT TO THE

920 CLUB

WORL BOSTON, MASS.

Los Angeles

By JAC WILLEN

STERLING TRACY, producer of the new "United We Sing" program, broadcast over the Columbia Pacific Network each Thursday at 9:00-9:30 p.m., reveals the fact that the old-fashioned song, "Onward Christian Soldiers" holds the record for requests made by the radio audience.

Instead of the usual "season-end-party" for members of his "Big Town" company, Edward G. Robinson this year adopted the plan of distributing war bonds to members of the troupe.

Augmenting its already many fine musical programs, the Blue network launches a weekly presentation of "Henderson's Music" this afternoon, 2:00-2:30 p.m., over the Pacific Coast network from Hollywood Radio City.

Bob Crosby took over the Kraft Music Hall chores of Brother Bing and proved himself the fine performer he really is.

The Southern California University of Syracuse Alumni were unanimous in their choice of orchestra for the annual summer dinner dance next month. To a man they voted for the Fibber McGee orchestra directed by Billy Mills—their vice-president.

The Standard Symphony series heard over the Mutual Don Lee net will incorporate the Hollywood Bowl series as part of its format and air the concerts through from July 16 to September 3.

The Al Pearce aftershow at the last broadcast of the season, July 2, was something that will give his many fans something to hang-over the summer with and still come up smiling in the fall.

KHJ Don Lee Program Director Van Newkirk, knee-deep in letters from soldiers' parents and sweethearts. They want to know when their boys will be helioing them on "Australian News" broadcasts.

Harry W. Flannery, CBS commentator and war correspondent, admits he may be anticipating things a bit, but this week he is copyrighting the title of a book he hopes to write one of these days—"Assignment to Tokyo"—and is registering the title with the Hays' office in Hollywood. His current book is "Assignment to Berlin," based on his recent experiences in the German capital.

Harold L. Adamson, well known songwriter, seen on Vine Street for the first time in many months, having just returned from a prolonged New York stay.

Dick Joy's plans for breaking into motion pictures as an actor have gone into the discard. The KNX-CBS announcer-newscaster, had hoped to re-arrange his crowded working schedule in order to play a role in "Gentleman Jim Corbett" at Warner Bros. studio, but additional assignments balked the plan.

McGillvra Adds CKTB

CKTB, St. Catherines, Ont., has appointed Joseph Hershey McGillvra as exclusive representative in the United States. Station is a member of the CBC secondary network and operates on 1000 watts full time on 1550 kc.



Slug: Overmatter!

● ● ● We noticed that a Broadway columnist yesterday took a bow on reporting the "scoop" that Earl Godwin will be the Ford newscaster. There's three unused coupons in our sugar ration book that will be given to that columnist if he can prove he reported the item before June 15th—or on that date—when it appeared in this space... "Sister Constance" steps to the mike tomorrow nite as one of the star attractions of the new Camel series. Connee Boswell's appearance on any show is news—because while the nation has turned from one style of singer to another in a decade of radio broadcasting, Connee has held tight to her position of mistress of song-styling. Her records are tops and will be found in any collector's cabinet. Her warbling with Crosby set a precedent for the current jive and double-talk vocals. Now she returns to radio for the first time in six months—after a successful personal appearance tour. We hope they let Connee give out with her individual style of talk—which is amusing though at times confusing. All the best to Miss Boswell on her return tomorrow nite. May she enjoy a long run—because we enjoy listening to her... By the way, we just heard that the theme song of the series will be "Smoke Gets In Your Eyes."

● ● ● Speaking of ciggies, we just came across a note made some time ago that the copywriters at the ad agencies are doing "fifth column" work indirectly against the ciggie industry... Every now and then you'll read some article which advises you not to smoke cigarettes because you'll get this, that or the other sickness due to the nicotine content of a ciggie—or some other content!... Well, what do the copywriters do but merely reaffirm that bugaboo by stressing "our cigarette contains less... than any other brand!" "expert medical opinion on this cigarette is that you're less apt to cough your head off with this brand than any other" while another firm will claim "..... is the authority for saying he couldn't go thru the day without smoking..... because it steadies him!" Confirming that a cigarette is a dope?... Chesterfields, we still maintain has the best campaign—"They Satisfy"—that's all, brother. If you have to smoke, it seems to say, you'll be satisfied with this ciggie... Nothing said that this ciggie will kill you in less time than any other brand or other nonsense which various articles have been saying for years!

● ● ● "The Goldbergs" is a type of program that sponsors dream about. After fourteen years of broadcasting commercially, recent surveys show that this perennial of daytime script stories still ranks at the top in listeners' interest, with Gertrude Berg still writing the script, casting the show, playing the lead, plus directing. For a program of this kind to sustain the interest of so great a listening public over so long a period of time is in itself a wonderful tribute to Gertrude's ability as a writer and as a judge of human behavior. The innumerable problems she has been creating and solving over the years are just dramatic echoes of millions of other family relationships, and undoubtedly her programs have been greatly instrumental in bringing increased understanding and tolerance into the average American home... Recently Justice Juvenal Marchesio of the Family and Children's Domestic Relations Court of New York made this statement:..."In view of the fact that this war will produce an increase in delinquency, I propose to institute a crusade to prevent such an increase by the use of a medium that has not been employed to the fullest as a sociological remedy. I refer to radio... I shall recommend that probation officers of my court include such programs as the 'Goldbergs' in their programs of child rehabilitation. I specify the 'Goldbergs' because it exemplifies a real family with problems that are everyday. These are the same problems that are presented to me for solution in my court."

— Remember Pearl Harbor —

Chicago

By FRANK BURKE

BILL DOUDNA, radio editor of the "Wisconsin State Journal," Madison, and Mrs. Doudna in town for a vacation visit with Bill Ray, NBC publicity director.

Alec Robb, National Broadcasting Company executive from Hollywood in Chicago renewing old acquaintances with the NBC crowd in the Merchandise mart. Alec formerly headed the NBC Artists Bureau here.

Caesar Petrillo, WBBM music director, and Jack Fulton, the singer, have collaborated on a new tune "United Nations March," which will be published shortly.

Pat Purcell, formerly of MCA, has joined the Gene Autry staff and will handle promotion of Autry's rodeo at Soldiers Field.

As a part of the exploitation of Dr. Gerhard Schacher, WIND commentator, Al Hollander, public relations director, sent out autographed copies of Schacher's new book, "He Wants to Sleep in the Kremlin," to the press. Dr. Schacher's popularity as a new analyst here has created a lot of interest in the promotion and sale of the book. Kroch's book store on Michigan avenue has turned over a whole window to exploitation of the book and Dr. Schacher as a WIND news analyst.

"Bluejacket Hop," the popular sailor's dancing party staged each Saturday at 10 a.m., on the Blue Network from the Chicago studios, has thrown open its doors to members of all branches of the armed forces. Servicemen are invited to bring their girls and dance in the studios. Unattache soldiers, sailors or marines find dancing partners in volunteers among girl radio artists. Michael Roy is emcee, the Blue Network orchestra furnishes the music for dancing and the Escort and Betty oblige with novelty tunes. Ted Toll, who knows his bands and dance music as a former editor of "Down Beat," writes and produces the show.

Hugh Studebaker who was a concert soloist before he became a radio actor, turned back the calendar during a recent "Bachelor's Children" broadcast when he sang "Love's Old Sweet Song" in the role of Dr. Bob Graham.

Give Lorraine Hall, WBBM's women's commentator, four gold stars for patriotic service. Lorraine is official "Mother of Marines," a public relations volunteer for Howard Servicemen's Center, active in Navy Mothers and yesterday started promotion of an Air Corps dance.

Kearney To NCAC

Jack Kearney, night club and band booking agent, has resigned from Music Corporation of America to head the night club-band division of the National Concert and Artist Corporation, according to an announcement from Dan Tuthill, NCAC vice-president. Before affiliation with MCA, Kearney had managed Court Basie, Jan Savitt, Hudson-DeLang and Teddy Powell.

QUEST-ING

MA LEE, of the inquiry and service of the International Committee in Geneva, on the "Thus Live" program, tomorrow (WJZ-Blue net, 9:45 a.m.).

PINZA, basso, and DR. ROBERT HARRIS, of the Massachusetts Institute of Technology, on "Listen Here," tomorrow (WJZ-Blue net, 9 p.m.).

N LADD, featured in "This or Hire," on "Stars Over Hollywood" Saturday (WABC-CBS, 12:30 p.m.).

KINE DAVIS, magazine writer; SAM F. SEELEY, of the Manpower Commission; DR. MAEL M. DAVIS, of the Rosenwald Foundation, and DR. THOMAS G. LDRICK, chief of Medical Civil Defense for Brooklyn, on the "e's Platform" program, Saturday (WABC-CBS, 7 p.m.).

CHARLES C. COLBY of the University of Chicago, adviser to the Government on shipping; WILLIAM H. BAKER, Dean of the School of Business at the University, and LEO BERNE, executive secretary of the Research Institute of America, on "The Crisis in Shipping," Sunday (University of Chicago Round Table, Sunday (NBC Red, 1:30 p.m.).

MOR FITELBERG, European conductor, on "Radio City Music Hall Air," Sunday (WJZ-Blue Net, 12:30 p.m.).

ACE MOORE, on the Great Series of "The Telephone" Monday (NBC Red, 9 p.m.).

GIO OSMENA, vice-president of the Philippine Commonwealth Foundation, on "Spotlight on Manila" Monday (WABC-CBS, 4:30 p.m.).

TNT CARLO SFORZA, leading anti-Fascist in America, discussing the career of Count Ciano, on "The Nature of the Party" series, Tuesday (WABC-CBS, 8:30 p.m.).

Amendment Proposed to Communication Sect.

Washington Bureau, RADIO DAILY Washington—A proposal to amend Section 606 of the Communications Act of 1934 to provide for the war-

WHO'S WHO IN RADIO WILBUR EICKELBERG

THE sales job of the Mutual-Don Lee Broadcasting System is well in hand, thanks to dynamic and colorful Wilbur Eickelberg, the ex-lieutenant of U. S. Marines whose career stems from Chicago, as have so many of the nation's top sales executives. Impeccable dress, gallant manners and a genuine laugh welling from an understanding sense of humor, are character marks of the metropolitan Eickelberg who left his fellow cave dwellers in San Francisco and went south over three years ago, advancing from management of Don Lee's KFRC in the Golden Gate City to general sales manager of the regional network, with headquarters in Hollywood.

At first he shunned the gentle tribes who tilled their ground and breathed the good fresh air of the Southern California's rolling meadows. Then the deep, powerful urge of mankind to dig in the earth with his hands and feet began to assail him and now Eickelberg is the best petunia raiser among the radio crowd in all Los Angeles County. Seedlings, perennials, fertilizers and the assorted kinds of garden bug flit are gems in his vocabulary. Indeed, many a big friendly account has decided to buy Don Lee time while garden gossiping on Wib's patio in West Los Angeles. And most big national account executives are his friends for he has been selling things since he was born in Oak Park, Illinois, March 14, 1897.

The son of Henry John Eickelberg, who managed the carpet department of Marshall Field's in Chicago for so many years, Wilbur in April 1917 joined up with 6th Marines as a private. His unit saw fierce action at Meuse Argonne, St. Mihiel, Belleau Wood, Soissons, Chateau-Thierry and other historic salients. After two years in France he was mustered out of service at Quantico on the Potomac as a first lieutenant. Returning to Chicago he joined the "Collier's" magazine staff as a space salesman. Then in succession came moves to Hearst, "American Legion" magazine, James R. Quirk and Macfadden, finally going to the Pacific Coast in 1930 for the Hearst Los Angeles "Examiner," with every move advancing him steadily.

Subsequently he became interested in radio and opened his own radio station representative business with offices in Los Angeles and San Francisco. His outstanding work in this new field quickly won the interest of Edward Pety & Company, radio station representatives and Eickelberg moved to the New York staff where he remained a year and a half. In 1937 Lewis Allen Weiss, vice-president and general manager of the Don Lee Broadcasting System heard of Eickelberg's spectacular business success and when the two dynamic personalities met, their spontaneously was fused a business and personal friendship that has been strong and durable as the Don Lee web expanded to become the nation's largest regional network. From New York then Eickelberg returned to San Francisco where he managed the Don Lee network's big KFRC until two years ago when he was promoted to general sales manager of the far-flung hookup that extends from Alaska to Mexico and from the Sierra Nevadas to Hawaii.

Sandy hair, pleasant gray eyes, five feet seven inches in stature are the Bertillon classifications of lively, witty and resourceful Wilbur Eickelberg who bounces all over the Don Lee network's studio in Hollywood. He lives in Brentwood, suburb of Los Angeles, with his wife, the former Sibyl Leonard. Mrs. Eickelberg, an accomplished professional ballerina, toured the country several seasons with her own distinguished company and enjoyed many highly successful Broadway engagements. But she has forsaken the stage and devotes her time to presiding as hostess in one of the most gracious homes in California.



Dynamic and colorful.

time waiver or modification of provisions now interfering with the war effort has been submitted to Congress by the Board of War Communications, it was revealed at offices of FCC here yesterday.

None of the proposed changes in the BWC bill would affect standard broadcast operations. Largely affected would be ship radio transmissions, while a requested relaxation of Section 318, would make it possible for Latin-Americans and other friendly aliens learning to fly in this country to operate transmitting apparatus.

Terminal Renews Steel

Terminal Barber Shops, through Maxon, Inc., have renewed Johannes Steel, news commentator, for a second thirteen-week period starting August 3 on WMCA, New York. Steel is aired three times weekly.

CHAB Switches Frequency

Ottawa, Ont.—CHAB, Moose Jaw, Sask., has been authorized by the Canadian Department of Transport to switch its frequency from 1220 kc. to 800 kc. Change does not affect its power, which remains at 1,000 watts.

AGENCIES

B. B. GEYER, president of Geyer, Cornell & Newell, has been named chairman of the War Chest Campaign for Greenwich, Conn. Another agency man active in civic affairs in Greenwich is Fletcher D. Richards, president of Campbell-Ewald Co. of New York, who is president of the local War Chest and Council.

KOLYNOS COMPANY, for Koly-nos Tooth Paste, is planning a large advertising and promotion campaign to start next month. Blackett-Sample-Hummert handles the account.

PHIL STEWART, veteran announcer and producer, has been appointed radio director for Roche, Williams & Cunyngham of Chicago, where he is also account executive of the Holland Furnace Co.

J. WALTER THOMPSON CO. has been named agency for the Mentholatum Co., according to an announcement by A. A. Reiff, Jr., advertising manager of the company. Appointment is effective September 1, 1942.

JOSEPH JACOBS JEWISH MARKET ORGANIZATION has been appointed as merchandising and advertising counsel in the Jewish field for Grocery Store Products Co. Plans for a radio program are now being formulated to start early in September.

UNITED STATES PLAYING CARD CO. begins a new campaign next week stressing the value of their product as a recreational media in wartime. Present campaign, which will run in national magazines, does not include radio.

R. T. O'CONNELL CO. has been named to handle the advertising of the Nacto Cleaner Corp., manufacturer of several spot remover products.

SEASONED EXECUTIVE

... widely known in the industry. Now employed, seeks position as general or commercial manager, or as station or network representative. Ten-year record of accomplishment includes every phase of the industry, from program planning through announcing and production. Complete knowledge of the mechanics of broadcasting and all related dramatic and musical problems. College trained, draft exempt. If you have an opening, talk it over with this man. He can do a real job for you. Opportunity paramount. Will locate anywhere. Address Box 550, RADIO DAILY, 1501 B'way, N.Y.C.

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

Coast Sales Manager Sees Big Fall Season

(Continued from Page 1)

business, indicative of the trend, is cited by Eickelberg who also points out that KHJ alone is devoting three hours daily to government morale-building programs.

Among the reports from Eickelberg's office is the purchase by the Ben Hur Products of the Fulton Lewis, Jr., commentary from Washington, D. C., three times weekly, and the Boake Carter news report, twice weekly. Starting July 13, Ben Hur Products will be identified each Monday, Wednesday and Friday at 4:00-4:15 p.m., PWT with the Fulton Lewis, Jr., release, and on July 14 the Tuesday-Thursday Boake Carter broadcast schedule will get under way for the sponsor. KGB and KHJ are included in the contract, through Barton A. Stebbins.

Programs Tabulated

Tabulations of more KHJ-Don Lee sales are:

John B. Hughes News for Studebaker Pacific Corp., renewal, 9:30-9:45 p.m., PWT, Tuesdays, Thursdays, through August, to Don Lee and KOY, KEUB, KLO, KOVO. Through Roche-Williams & Cunningham. Note: Present plans call for the addition of Saturday evening starting in September.

Fulton Lewis, Jr. for Nesbitt Fruit Products, 4:00-4:15 p.m., PWT, Monday, Wednesday, Friday, 13 weeks, starts July 8 to stations of the Don Lee net KXO, KHSI, KDB, KWIL, KAST, KORE, KGA, KOL, KALE, KIT, KXRO. Through Kelso & Company. Same sponsor, same program, same length of time, except Tuesday and Thursday to KHJ.

"News With Doyle" for Healthaids, Inc. 6:15-6:30 p.m., PWT, Monday and Wednesday, starts July 6 to KFRC, KGB, KHJ through Raymond Specator Agency.

"Evening Symphony" 52 Weeks

"Evening Symphony" for Longine Wittnauer, 10:30-11:00 p.m., PWT, Monday through Friday, starting September 1st, 52 weeks for KHJ, KGB, KFRC, KMO, KOL, KGA, through Arthur Rosenberg.

Paul Schubert for Benson & Hedges Tobacco Co., commentary on Naval Affairs, 10:00-10:15 p.m., PWT, Monday through Friday, starts August 17, 13 weeks through Maxon, Inc. for KHJ, KFRC, via Mutual.

"Lone Ranger" renewal for Intertate Baking Corp., for Weber Bread, 7:30-8:00 p.m., PWT, Monday, Wednesday, Friday; 156 broadcasts for one year starting August 31st to KHJ, KGB, KDB, KFXM, KPMC, KVEC, KVOE, KXO through Dan B. Miner. One minute spot anns. include two national and two local accounts.

"Contented" Stars As Guests

Chicago—Three members of the NBC "Contented" program have been announced as guest artists for the Grant Park Free Concert here next Sunday. They are: Josephine Antoinette, soprano; Percy Faith, conductor, and Vincent Pelletier, who will be announcer.

PROGRAM REVIEWS

"Columbia Workshop"

Friday night's Columbia Workshop drama (WABC-CBS 10:30-11 p.m., EWT), entitled "Tag 1184463" was among the best patriotic offerings of the week-end. Story centered about "Joe American" from the Corn Belt who left his young wife to fight for the colors in World War I. There was nothing very spectacular about Joe's life, but death marked him for a special place in the sun. Joe's identification tag was lost somewhere in No Man's Land; they sent Joe home on a battleship. He rested peacefully for many years under a large tomb until the drums of war aroused him once again.

Joe's message was his eloquent epiphany which ended "An American Soldier Known But To God." James Monks played the leading role magnificently. Drawing fully upon his talents, Monks managed simultaneously to characterize a man and indicate an ideal. He was ably supported by Joan Allison. The script was written by David Levy and directed by Howard Barnes.

"Mischa the Magnificent"

A half hour of Mischa Auer does not work out too well, judging by the first in a new CBS series of sustainers from Hollywood, Sundays 9-9:30 p.m. This is meant to be a comedy program, and the script had a few ticklers spotted at random, but for the whole the program was only fair. Auer's style and manner wear out long before the half hour has expired even though there were musical interludes.

For comedy, the Auer script divided into two pitches. First he was holding a press conference, all because he was an author having just completed his memoirs. This wound up in a gag about his having a peculiar slant, and therefore, was accused of being a Jap, which was really going out to left field.

The second bit centered around his story of "How Mischa broke the bank at Monte Carlo." Its possibilities never materialized.

The program would gain if the musical portions were extended, so that Auer's comedy might be condensed to half its present allotment. Tightening up, then, would give his bits the necessary punch.

Gen. Elec. President On Blue Web Tomorrow

The "Men, Machines and Victory" broadcast tomorrow, will bring to Blue Network microphones, Charles E. Wilson, president of the General Electric Company. Wilson is a member of the executive committee of the War Production Fund to Conserve Manpower, which presents the accident prevention series which is now being broadcast in cooperation with the network.

"The Private Life of Josephine Tuttle"

Where Jack Benny had built up a Sunday evening audience and a rating of 24.8 as of May 30, and where NBC's "Victory Parade" had such a grandiose beginning, Lever Bros. are now trying to sell Rinso and Swan soap via the anti-sneeze and baby gurgle approaches, respectively. Judging by the ratio of commercials to story script, the sponsor is selling the cold, blunt way, and not presenting his story indirectly via his sure hit production.

The program is a serial wherein Edna Mae Oliver plays the title role of an elderly small town (Meritville) character whose well intentioned interference with the affairs of others frequently leads to complications. It is a simple, upright offer, Americana in character, and appears to be intentionally light.

Exasperating, however, is the too frequent appearance of the commercial within and surrounding the play-lette. Trying hard to weave the sales talk into the story proper, script opened with the maid making reference to the product. Subtle as an avalanche. Twice within the story proper again, the characters have to bring up the subject which fitted into the scheme of things as if it did not belong. Of course there was the commercial windup. All this plugging, so far, had been for Rinso. Then, as if to give the sponsor another for good measure, and just when the listener had been convinced the whole thing was over, someone dragged in a commercial for Swan soap on the last bubble of a baby's gurgle.

For the most part Miss Oliver seemed quite capable of carrying the comedy burden, given the material with which to work. Her clipped speech was a bit difficult to understand at the start of the program because she rushed off with things. As the character began to develop, however, she found her stride and delivered more comprehensively during the latter part of the program.

Show premiered last Sunday, 7-7:30 p.m., EWT, on the Red network, with origin in Hollywood, and Harlow Wilcox, announcing. Author credits are listed for Marty Gosch and Howard Harris. Ruthrauff & Ryan handles this Lever Bros. account.

Cross To Mutual Press Replacing Bert Schwartz

Christopher Cross will join the press department of the Mutual Broadcasting System, Monday, July 13, to replace Bert Schwartz, who went to the WJZ, New York, press department as magazine and feature editor. Cross was formerly general manager of Timely Service, a retail merchandising and publicity service, and director of advertising and publicity of Trimfit Hosiery Mills.

Web Planning Group Meets On War Co-

(Continued from Page 1)

officials. Seven chairmen of regional committees are to meet with executives of NBC in the planning sessions.

Two of the principal questions to be discussed will concern the timing of radio's participation in the war's prosecution, and methods of meeting increasingly acute shortages of men and materials in the face of an increasingly heavy war job according to William S. Hedges, president in charge of stations.

The network's war policy is complete mobilization of men and facilities for the use of the government and its people.

Regional chairmen meeting the NBC network representatives will be: Harry Stone, WSM, Nashville, Tenn.; Paul W. Morency, WHartford; James D. Shouse, WCincinnati, Ohio; Stanley Hubbs, KSTP, St. Paul, Minn.; O. L. Taylor, KGNC, Amarillo, Tex.; Ed York, KGHL, Billings, Mont., and A. X. Pangborn, KGW, Portland, O.

Niles Trammell, NBC president, will head the network's representation. Others will be Frank E. Mullen, vice-president and general manager; William S. Hedges, vice-president in charge of stations; A. L. Ashby, president and general counsel; F. Russell, vice-president in charge of NBC's Washington office; O. B. Benson, vice-president and chief engineer; Roy C. Witmer, vice-president in charge of sales; Clarence Melton, national program manager; Sheel Hickox, Jr., manager of station relations, and Charles Brown, sales motion manager.

Tomorrow's meeting of the Planning and Advisory Committee follows the series of regional conferences recently completed and earlier organizational meetings held

To the Colors!

HAL LEYSHON, head of Halshon & Associates public relations firm and formerly vice-president general manager of WIOD, M. Fla., has been commissioned captain in the Army Air Corps.

MAX HUTTO and BOB CALLAN both staff members of NBC in Hollywood have been inducted into armed forces. Hutto has joined glider pilot unit and Callan is a member of the Army Signal Corps.

ALAN CHARLES, announce WIBG, Philadelphia, has joined United States Army, reporting week.

JIMMIE WHITAKER and WARD SCOTT, announcers at WVWheeling, W. Va., have been inducted into the U.S. Army. The latter has been ordered to report to a California flight training field as a flying instructor in the Army Air Corps.

The Radio Daily 'Shows Of Tomorrow' Issue Certainly Is a Great Job!"

LORD & THOMAS
Advertising

247 PARK AVENUE, NEW YORK

July 7th, 1942

Mr. Marvin Kirsch
Radio Daily
1501 Broadway
New York City

Dear Marvin:

Just received RADIO DAILY'S 1942
SHOWS OF TOMORROW issue and it certainly is
a great job.

It might interest you to know that I have
been using the 1941 edition right through the past
twelve months, and feel certain that the current
copy will get the same thorough usage.

Keep up the good work, and kindest
personal regards,

Sincerely,

John Hymes
LORD & THOMAS

JH:h





Coast-to-Coast



ED WILSON, master of ceremonies of the Shady Valley Folks, on KWK, St. Louis, received letters from twenty-seven states in answer to his appeal that his listeners help him to encourage a prisoner in the Missouri State Penitentiary at Jefferson City ... Aurelia Kirschner, new to radio, has joined the staff of KWK as secretary to Robert Sampson, national sales manager.

Phil Brito, who sang with Al Donahue's orchestra before starting his NBC programs originating in WLW, Cincinnati, is planning a special welcome for his former employer when the group plays its forthcoming engagement at Castle Farms in that city. Among other things, Brito, who was with the band for three years prior to his current series, will present Donahue on one of his programs during the week of July 25th.

Oakland, Cal., merchants, cooperating in the nationwide Retailers for Victory campaign to sell more War Bonds and Stamps in July, began their drive with KROW's "Block Party" program. This sustaining feature, regularly used as a station promotional program for community good will, was especially adapted for the broadcast, and included personal appearances of store executives, clerks and Treasury Department officials. Other Oakland retailers sponsoring KROW programs will follow through in a similar fashion with their broadcasts during the month.

William E. Webb, NBC's chief of institutional promotion, returned to his desk this week after a month's sick leave. Webb had an operation June 1 at Roosevelt Hospital. ... Announcer Lyle Van is pinchhitting for Bill Stern on the daily sports show while the NBC Director of Sports enjoys a two-week reprieve.

Eleven-year-old Skippy Homeier, heard as Teddy on CBS' "Bright Horizon," resumes his regular appearances on "My Daughter Betty" on WHN, July 19. Skippy is also heard frequently on such network programs as "Columbia Workshop" and "Lincoln Highway."

George F. Putnam's Monday, Wednesday and Friday 6:15 p.m. EWT news reports over WEA-F-NBC have been renewed for 13 weeks by Borden Company for Reid's Ice Cream. Putnam's current contract does not expire until August. Pedlar & Ryan is the agency.

Bessie Beattie will devote her programs on WOR next week to the promotion of "New York Week," and will start off Monday, July 13 by presenting Mayor LaGuardia. Throughout the week she will present other government and civic leaders. Broadcasts are from 11:15 a.m. to 12 noon, daily, Monday through Friday.

Recent additions to the staff of WSB, Atlanta, include Beth Barnes, University of Alabama graduate, in the script and program department; Louie Ennis, guitarist and entertainer, in the WSB Barn Dance crew; and Bill Sturgess, newcomer to the clerical staff.

Gilbert Simon, promotion manager of WKBN, Youngstown, Ohio, this week took over the directorship of the station's Publicity Department. Publicity and promotion at WKBN will be coordinated under Simon.

Three staff members of WCAE, Pittsburgh, are now taking student flying lessons at the nearby Butler Airport. They are Clif Daniel, program director; Bill Schroeder, sales chief, and Tom Tomb, salesman.

Alan Keyes, formerly of W49D, Detroit, is the latest addition to the announcing staff of the "920 Club" program of WORL, Boston. He will assume some of the announcing duties of George Michael, now stationed at Camp Pickett, Va. Michael returned recently while on furlough to marry Miss Mildred Ham.

With Tallulah Bankhead as guest star, WPAT, Paterson, N. J., has launched a new summer series of Monday broadcasts, 8:10-8:30 p.m., EWT, presenting interviews with stage and screen stars scheduled to appear at the Maplewood (N. J.) Theatre during the summer season. Vivienne Segal and Georgie Tapps, stars of the musical show "Pal Joey," will be interviewed July 13. Others, on later programs include Elisabeth Bergner, Gloria Swanson, Ethel Barrymore, C. Aubrey Smith and Mady Christians. The broadcasts are based on a design built for a similar series last summer.

Beecher Gold, Jr., of New Haven, Conn., has been added to the staff of WDRC, Hartford, as a control room operator.

Perry Martin, baritone on WJZ, will open tonight at the Essex House Casino, singing and accompanying himself.

John Nesbitt's "Passing Parade," which had its radio start on KPO, San Francisco, soon after Nesbitt left St. Mary's College, is back on the KPO schedule in transcribed form. ... David Gilmore of KPO's announcing staff has begun a new semi-weekly news-philosophy series.

In promoting its product on KSD and KMOX, St. Louis, Alpen Brau Beer is currently presenting Hildegarde, recently featured at the Savoy-Plaza in New York, as the sixteenth star in its series. Others who have appeared on the program include Gertrude Niesen, Connee Boswell and Lou Holtz. The artists are presented through a tie-up with the Chase Hotel into which they are booked.

The appointment of Ken Niles as a CBS staff producer has been announced by Hal Hudson, program manager of the Columbia Pacific network. Niles' first assignment is "Hollywood Showcase" starring Mary Astor as mistress-of-ceremonies.

Ira Blue and Fred Briggs of KQW, San Jose, devoted their entire "Let's Listen" program, a weekly half hour, to a salute to China for that nation's valiant fight against Japan.

A complete schedule of broadcasts was aired over KSO-KRNT covering the one-day (July 1) Des Moines Victory Bond Drive program which netted \$700,000. Dale Morgan, special events announcer, handled all the air programs which included a description of the parade; a special "white-out" broadcast with Governor Wilson, Henry Frankel, state chairman of the Retailers' Victory committee and Vernon Clark, state chairman of the War Bond - Stamp campaign; interviews from the lobby of the Des Moines Theater where "Mrs. Miniver" was shown; and the auction conducted by Dave Elman who handles a similar Victory Auction each Saturday night in the CBS studios following his "Hobby Lobby" show. The "white-out" broadcast was fed to all the Iowa radio stations. The Des Moines press gave complete coverage of the event with 1,183 lines for the KRNT-Dave Elman portion alone.

Farmers, factory workers and others who must get to bed unusually early, are now having made available to them over WBT, Charlotte, the news summaries of prominent commentators who ordinarily go on later in the evening. Recordings are made of such news men as William L. Shirer and Quincy Howe and are rebroadcast at 6:15 the next morning.

WDRC, Hartford, has inaugurated a special new sports show, entitled, "Sports Slants," in the nightly 6:05-6:15 spot to meet the increasing demand of the great influx of war workers into the Greater Hartford area. WDRC has another sports period at

11:05 to meet the demand for information from war workers off duty at that time.

Though leaving its current element at the Essex House in York this week, Sammy Kaye's orchestra will continue its regular "Sunday Serenade" broadcasts on a tour which will include the in Buffalo, Akron, Youngstown,burgh and Philadelphia. The program of July 12 from Buffalo will be catered to soldiers stationed at Ch. Field, Ill.

As his latest program assignment Larry Elliott, free-lance announcer has been engaged to make special patriotic appeals on the CBS "Moments In History." This augurs an already high weekly station output which includes transcription "You Can't Do Business With Him" and the "Treasury Star Parade" to more than 700 stations. He is heard on Bob Hawk's "How Doin'?", "American Melody Hour," "Waltz Time" and "Woman's Page the Air."

The 150th Bastille Day, commemorating the storming of the Bastille 1792, will be celebrated on the "F. Hour" over WBNX, 4-4:30 p.m., 1 day, July 14. A special sesquicentennial program has been arranged which will be celebrated on the "F. Hour." The playing of the "Marseillaise," now scheduled only on occasion of Bastille Day, and the singing of Dominique Bonnaut's "War Dog" will be highlights.

Three new members added to staff of WSB, Atlanta, this week Bill Lyle, new bass singer with Swanee River Boys quartet; Peterson of Memphis, new member of the Barn Dance crew, and Brown, of the Merchandising and motion department. Elmo Israel, former WSB staff member now in Army, has been given temporary leave from Fort McPherson to handle radio promotion and program connection with Atlanta's U. S. War Work Fund drive, July 7-17.

KSFO Appoint Weed & Co. For Additional Territory

Weed & Co. has been named representative for KSFO, San Francisco for southern California. Firm previously represented the station nationally with the exception of Los Angeles area but, effective July 1, will act as representative for station throughout the United States. In connection with the addition of the Los Angeles area, H. J. ... has resigned his position as K sales manager to assume management of the west coast office of Weed & Co. Morton Sidley of the K sales staff replaces Tyler as manager of the station.

1 9 4 2
BIRTHDAYS
 17 18 19 20 21 22 23
 24 25 26 27 28 29 30

July 9
 Martha Boswell
 Walter "Buck" Dice
 Bryan Field
 H. V. Kaltenborn
 Ted Lloyd Al Sommerfield
 Ted Steele Ralph Wilk

Direct-Air Bond Sales

News Head Asks Clearer War Details

Charlottesville, Va.—Matthew Gordon for more intelligent and effective news editor of CBS yesterday urged co-operation among the information services of the United Nations so "we can smash Hitler back to the propaganda front."

Gordon spoke at the annual Institute of Public Affairs, held on the campus of the University of Virginia. He was the chief speaker in an afternoon session devoted to "Strategies of Political and Moral Warfare," taking as his topic "News As a Weapon."

That also is the title of his

(Continued on Page 3)

American Pop Corn Co. Plans Wider Campaign

Cincinnati—Acting on the premise that sugar rationing is cutting into the candy-making, officials of the American Pop Corn Co. are planning a firm's most ambitious advertising campaign for both dealer and consumer.

Current advertising will be increased in all media, with radio included, although sales for Jolly Time brand of pop corn

(Continued on Page 2)

American Tob. Renews "Info. Please" On NBC

"Information Please," has been renewed by Lucky Strikes for the usual five weeks, over the NBC network.

The tentative date of the renewal is August 14. "Information Please," broadcast coast-to-coast over 107 stations is being transmitted over NBC's

(Continued on Page 2)

Toscanini Studies

Arturo Toscanini, who has been studying the score of the Shostakovich Seventh Symphony which the composer wrote during the siege of Leningrad, has called the work "inspired." He will conduct his first performance in America on July 19 over NBC. The symphony was flown to this country on a microfilm reel, then enlarged photographically to sheet size.

Blue's Honor Roll

In tribute to the men of the Blue Network who have enlisted in the armed services since the organization became a separate unit in January, Mark Woods, president of the network, yesterday unveiled an honor roll bearing their names. Already listing 30 men, the roll is posted in an illuminated frame at the entrance to the general offices in Radio City.

Two-Day Radio Clinic By Colorado College

Denver—The second annual Colorado Western State College Radio Clinic came to a close in Gunnison, Colorado, Wednesday night with a promise that radio would play an important role in the education of Colorado students as well as teachers in the future. The radio clinic, which was inaugurated last summer at the

(Continued on Page 6)

Defers U. S. Request For Canada Stations

Ottawa—Prime Minister Mackenzie King has tabled in the House of Commons an authority permitting establishment and operation by United States authorities of radio stations in Canada. Washington asked for this facility because of developments in the northwest.

Under the Radio Act of 1938 licenses

(Continued on Page 5)

Biow Agency Sets Assignments Of Executive Radio Personnel

American Women At War In New Shortwave Series

Women war-workers, in England will get the lowdown on America's women at war in a new transatlantic series entitled "One Woman to Another," by Marjorie Brook, of the NBC International Division, over the company's shortwave network, beginning today. The first shortwave series ex-

(Continued on Page 2)

U. S. Treasury To Appoint Broadcasters As Sales Agents; Will Ship Bonds On Consignment Basis

Service Men Average Over 10 Per Station

As a fair cross-section of how radio personnel in various parts of the country has responded to the call to the colors, NBC is completing a full station outlet canvass of the number of employees entering the armed forces since the attack on Pearl Harbor, Dec. 7. With 27 network stations still to be heard from last night, many in major cities, the total

(Continued on Page 6)

Mutual Adding Moseley To List Of Commentators

Continuing its drive to garner a lead among networks for commentators, Mutual yesterday added Sydney Moseley, British-accented commentator of WMCA, and upped Paul Schubert to a network status, to bring its total of prognosticators and

(Continued on Page 2)

Esso Expands UP News In Latin Amer. Countries

Esso Reporter for the fifth time in the past year, has contracted with United Press for extension of its program of Latin American news-

(Continued on Page 2)

Treasury Department has decided to sell war bonds directly over the air and last night sent wires to all stations apprising of the plan to appoint them Sales Agents of the Treasury Dept. Broadcasters will make appeals to their listeners and inform the audience that purchases may be made from the station. Further details are now being worked out by the Treasury Dept.

Wires were sent out by Vincent F. Callahan, Chief of the Radio and Press of the War Bond and Stamp Section, advising individual outlets

(Continued on Page 3)

Atlantic Coast Web In Formal Start Tue.

The Atlantic Coast Network, after two weeks of experimentation, will start operation, for public consumption, Tuesday, July 14, from 8-8:15 p.m. with a series of news broadcasts which will alternate Vernon Bartlett, Chicago "Sun's" correspondent in London, and Frederick Kuh of the

(Continued on Page 2)

BVC Advises Support Of "Records" Campaign

Washington Bureau, RADIO DAILY, Washington—Broadcasters Victory Council is advising broadcasters to support the campaign being conducted by "Records for Our Fighting

(Continued on Page 2)

Decorate Radio Man

Montreal—W. E. S. Briggs, formerly assistant program director of CBC in the Maritime Provinces and now acting Lieutenant Commander in the Canadian Navy, has been awarded the Distinguished Service Cross by King George VI in Buckingham Palace, London. Briggs displayed outstanding seamanship in saving a disabled but fully loaded tanker.



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JOHN W. ALICOATE : : : Publisher

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

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

FINANCIAL

(Thursday, July 9)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	116 3/4	116	116 1/2	+ 3/4
CBS A	12	11 1/2	12	+ 1/4
Gen. Electric	27 3/4	26 1/2	27 3/4	+ 3/4
Philco	8 3/4	8 1/4	8 3/4	+ 1/4
RCA Common	3 1/4	3 1/8	3 1/4	+ 1/4
RCA First Pfd.	53 1/2	53 1/2	53 1/2	+ 1/4
Stewart-Warner	6 3/4	6 1/4	6 3/4	+ 1/4
Westinghouse	72 3/4	71	71 3/4	+ 3/4
Zenith Radio	14 1/4	14 1/4	14 3/4	+ 1/2

	Bid	Asked
Farnsworth Tel. & Rad.	1 7/8	2 1/8
Stromberg-Carlson	5 3/8	6 3/8
WCAD (Baltimore)	15	18
WJR (Detroit)	19 1/2	

BVC Advises Support Of "Records" Campaign

(Continued from Page 1)
Men, Inc." Approached by several of the stations active in the records drive, the BVC stated "We're all for it," and pointed out that the drive is officially recognized by the President's Committee of War Relief Agencies.

"Records for Our Fighting Men, Inc." is collecting old and unwanted phonograph records which are then reclaimed by manufacturers for the scarce materials they contain. The money thus obtained is applied to the purchase, at factory cost, of new records for the Army and Navy establishments.

The American Legion, the American Legion Auxiliary, the Girl Scouts and other voluntary organizations are cooperating with the radio stations in the campaign.

American Tob. Renews "Info. Please" On NBC

(Continued from Page 1)
international shortwave network. The quiz program will continue to be heard Fridays, at 8:30 p.m., EWT. The agency is Lord & Thomas.

Mutual Adding Moseley To List Of Commentators

(Continued from Page 1)
news interpreters to sixteen, giving MBS a lead on both CBS and the Blue, which have about ten a-piece. NBC has about seven. Figures cover commentators originating within the domestic boundaries of the country. More than half of Mutual's lineup is sponsored under its co-op sponsorship plan.

Moseley will start on Mutual July 20, for a five-a-week, 11-11:15 a.m., keeping his post at WMCA also. Schubert goes coast to coast August 17. Hughes, already well established on the hook-up, may go five-a-week if deal being negotiated with the sponsor jells.

Gabbing battery for Mutual, as of the present, now includes Fulton Lewis, Jr., John B. Hughes, Boake Carter, Raymond G. Swing, Gabriel Heater, Sigfried Wagner, B. S. Bercovici, Arthur Hale, Walter Compton, Cedric Foster, Wythe Williams, Cal Tinney, Richard Eaton, and Merritt Ruddock. Swing, however, is signed with another network effective in the fall.

Esso Expands UP News In Latin Amer. Countries

(Continued from Page 1)
casts. Since the inauguration a year ago of the series which then was broadcast only in Argentine, Brazil, Chile and Uruguay, the Latin American edition of the Esso Reporter has expanded to take in 15 South and Central American countries on 30 stations.

New extension effective July 15, will place the program on three additional outlets in Brazil and will expand the schedule in that country from six to seven days weekly. Existing skeds of four newscasts each week-day will be continued in the other 14 countries. McCann-Erickson is the agency handling this Standard Oil account.

American Women At War In New Shortwave Series

(Continued from Page 1)
ressly for the women of Britain, "One Woman to Another" will be heard over NBC stations WRCA and WNBI, and Westinghouse's WBOS every Friday from 11:15-11:30 a.m., (EWT.). The programs will include news about American women's war organizations, factory work, rations and lighter talk about the world of fashion.

Toronto-born Miss Brook was associated with the "Ladies Home Journal" before joining the editorial staff of the NBC International Division in her present capacity.

Wedding Bells

Wedding bells have rung for Bill Davis, sportscaster of KDRO, Sedalia, Mo., and Irene Vaughan, both of that city. Davis wrote scripts for several St. Louis stations before joining the KDRO staff.

Biow Exec Personnel Get Radio Assignments

(Continued from Page 1)
was involved. Post approximates that left vacant with the recent resignation of Reggie Scheubel. MacKenzie was successively director of the budget, space buyer and in charge of media, which would also include the buying of time.

Radio set-up is divided into two parts, one being production and the other radio management and station relations. Vic Knight who joined the agency a short time ago will head production, having charge of all shows, studios, publicity and kindred details. He will have full power in the hiring of all talent, and will be more or less teamed with Bernard Prockter who will have charge of station relations, contracts, etc., and be charged with holding the respective budgets down to allocated sums. Prockter will be concerned with talent only in so far as keeping it within the budget.

Although not particularly mentioned in Biow's memo, it is definitely understood that Charles Martin continues as writer and director of the Philip Morris "Playhouse" on CBS Friday night. Jack Johnstone, continues as director of "Crime Doctor" on CBS and "Johnny Presents" on NBC, both of which shows are authored by Max Marcin.

Both Biow and Knight leave today for Hollywood to survey the situation and make a decision as to whether the agency clients will best be served by having some or all of the shows originate on the Coast.

Atlantic Coast Web In Formal Start Tuesday

(Continued from Page 1)
United Press. Likely that Bartlett will be on the opener, though up to press time that was not certain. Network has scheduled another news broadcast, direct from London via the BBC, for a daily, Monday through Saturday presentation at 10:45 p.m. Derrick Prentiss, BBC commentator, will be on tap for that.

In the remainder of the time, network will continue testing its equipment, experimenting, further, with its own produced sustaining programs which may later be offered the ten affiliates thus far lined up. Indicated that for the time being no other affiliates will be sought.

American Pop Corn Co. Plans Wider Campaign

(Continued from Page 1)
are reported way ahead of last year and still rising. Buchanan-Thomas Advertising Co. of Omaha handles the account.

Howard Joins Blue Net

Engaged largely to concentrate on presentations for the sales staff, Francis Howard, formerly executive vice-president and space buyer of Kremer & Howard, Inc., Memphis advertising agency, has been appointed to the Blue Network's sales promotion department.

COMING and GOING

FRED FLETCHER, general manager of WOL, Raleigh, here from North Carolina for conference with the local representatives of the station.

HAL WILSON has arrived in Portland, Ore. to take over his new duties as general manager of KXL in that city.

DEUEL RICHARDSON, assistant manager WABY, Albany, is on a two-weeks vacation Marblehead, Mass. He is accompanied by RICHARDSON.

EDWARD HOFFMAN, president and general manager of WMIN, St. Paul-Minneapolis, is on the early part of this week in Chicago on business.

DICK GEORGE, personal manager of Bob A. and his orchestra, will leave Monday on business trip that will take him to Boston and other New England cities.

FRED ALLEN, who has undergone a medical check-up at the Mayo Clinic, is in St. Paul from which point he will return to New York. He is accompanied by his wife, PORTIA HOFFA.

MILTON BIOW and VIC KNIGHT of the Blue Network leave today for Hollywood on business.

ROBERT LAMB, previously a guide at the University of Chicago, has left for New Orleans, where he has accepted a position as announcer WDSU.

BRUFF W. OLIN, JR., general manager WKIP, Poughkeepsie, came down to the city yesterday for a short visit on station business.

LES LIEBER, of Davis-Lieber, has left the city for a month in Mexico.

BILL FENDER, English announcer on WHA, has returned from a vacation spent in the South.

FIBBER McCGEE and MOLLY, and their wife DON QUINN, will interrupt their vacations to return to New York Sunday to contribute to the war-effort share to the "Victory Parade" program on NBC.

Stork News

Washington—Mr. and Mrs. T. David have announced the arrival of a son, Toby Joseph, July 3 at Doern Hospital. Toby is the "Doctor" David of WMAL's clock show duo, "Toby and Kibitzers."

Lawrence James Martin, eight months old, a half pound son of Don Mar, Radio City News Bureau Manager KGO and the Blue Network, San Francisco, was born June 25.

DETROIT AREA COVERAGE at 800 K.C. 5000 WATTS (Day and Night) Mutual Broadcasting System

News Head Asks Clearer War Details

(Continued from Page 1)
 book, which Alfred Knopf, Inc., New York City publishers, will issue in the Autumn.
 Harold D. Lasswell, Director of War Communications Research, Library of Congress, followed the CBS executive with a talk on "The Communications Front," after which a panel of three experts discussed both sides. The panel consisted of Edward Doob, chief, Analysis Section, Office of the Co-ordinator of Inter-American Affairs; Peter H. Odeh, Consultant to the Secretary of War, and A. H. Feller, of the Office of War Information.

Cites Case of Libya
 Addressing the confusion which existed among British information organizations in the handling of news from Libya before Tobruk fell, Gordon pointed out that communiques from the Western Desert gave a distorted picture, and that as a consequence, the shock to the British public of Rommel's subsequent advance became greater.

The various British information organizations, for the services and their arms, have not been co-ordinated," Gordon said. "There has not been common sense co-operation between the British and our agencies for information. In fact, the United Nations have been anything but united on this point.

The issuance of information, in the words of Edward R. Murrow, chief of CBS's European staff, must be as precise as the making of a machine tool.

"People Entitled to the Truth"
 The people of our country are entitled to know as much of that truth as possible and without confusion," Gordon stressed that "the distribution of information is a complex and important part of the war effort." He said that an important step had been taken in the United States with the appointment of Elmer Davis as Director of War Information.

If he (Davis) gets the proper cooperation from all other arms," the CBS official added, "the character of information in this country is going to improve very greatly. And this is its very nature would act to improve the character of information, in the concept of news, throughout the United Nations."

News as Instrument of War
 However, Gordon pointed out, the responsibility devolves upon the editors of all our news media, radio, newspapers and all other form of news dissemination.

Throughout our country there should be greater awareness and understanding of the uses of news as an instrument of war. It is indeed a powerful arm. Just as we fight the enemy in the military theater, and political and economic means, we must fight him in the news battle. There should be no Achilles Heel as we drive for victory."

Hitler, Gordon said, has boasted

PROMOTION

WABC Show-Ratings

WABC selected three of its programs which reveal upped ratings for the May-June "Continuing Measurement of New York Radio Listening," and promoted them via a personalized sales letter over the signature of Arthur Hull Hayes, general manager.

Using the approach that the advertiser is now at work on summer and fall radio plans, letter offers "The Missus Goes A-Shopping" with a 3.1 rating and the bait that 1,000 housewives come to the studio each week to participate in the show; "Woman's Page of the Air" with a 3.3 rating and the assurance that this program led all other New York women's commentator shows in the March-April Hooper report at a cost of \$1.04 per thousand families actually reached; and "World News Today" with a 4.7 rating in the New York area, and the inducement that the advertiser can broadcast a commercial of 30 seconds at the opening, one and one-half minutes at the close, for only time costs plus announcer's fee. Added there are no talent charges. Letter is abundantly sprinkled with exclamation marks.

WFBR Mailing Card

Heavy cardboard mailing card is being sent out by WFBR, Baltimore, to publicize Martha Ross Temple, who conducts a "Nutrition Class of the Air" program on the station. Card, measuring five by nine inches, carries a face-picture of the home economist; copy briefly gives a success story and rate card rates for 75-word announcements.

'Melody Hour' Renewed By Sterling Products

Sterling Products, Inc., has announced the renewal of its weekly CBS program, "American Melody Hour," and the sponsorship of two daytime serials, "Second Husband" and "Amanda of Honeymoon Hill," on CBS. The renewal is effective Tuesday, July 28, while both daytime serials start Monday, August 3. Blackett-Sample-Hummert handles Sterling Products, Inc., accounts.

WSTP Takes AP News

F. F. Patterson, business manager of WSTP, Salisbury, N. C., announces an increase in the station's news facilities through the acquisition of the A P radio news wire of Press Association.

time and again of the success of his propaganda. The time has come, the CBS official said, to destroy the effectiveness of Hitler's news and propaganda arm.

"This is a Total War in which all arms are interdependent. Let us fight as efficiently on the news front as we will on the military. To do otherwise would hinder the entire effort."

KFBI Market Data

Enclosed in a standard manila folder for convenient filing and ready reference, KFBI, Wichita, has mailed out 16 loose pages of information on the station, its primary and secondary areas and its market. In the sheet on market conditions is emphasized the growth of the city from a population of 200 in 1870 to an estimated 245,000 next year, and the increasing boom due to the fact that \$5,000,000,000 in war contracts have been awarded Wichita firms.

Numbered consecutively, the pages include copy, maps, tables and photographic reproductions dealing with the following subjects: KFBI coverage; market conditions; listening area, Blue Network; programming; mail response; program advertising; newspaper relations; audience relations; public service; merchandising; national advertisers, and local advertisers.

Personalizing Promotion

While many stations may send out pictures to fans, WEBR, Buffalo, believes in "personalizing" everything. Currently the station gives pictures of Lone Ranger to all kiddies listening; the picture, furnished by General Mills, is inscribed "To My Pal, from The Lone Ranger." By the time Helen King, the handwriting expert of the station, finishes doctoring each picture, the children requesting same have their own name inscribed, in what is apparently the same handwriting. As a result, WEBR is able to give "personally inscribed" pix to the children requesting them.

Schedule Ickes CBS Talk Honoring 'France' Forever

Secretary of the Interior Harold L. Ickes speaks over CBS under the auspices of France Forever, in connection with the celebration of Bastille Day, Tuesday, July 14, from 10:30-10:45 p.m. Secretary Ickes' talk is to be made before a gathering of friends of France in Manhattan Center, New York City.

Concert To Aid Russian Relief

A double-barreled barrage against the Axis and a twofold assist to the United Nations will be represented in the Western Hemisphere premiere of Dmitri Shostakovich's Seventh Symphony which has been dedicated by NBC as a further contribution to Russian War Relief. The hour-and-a-half-long work will be presented by the NBC Symphony Orchestra, under the baton of Arturo Toscanini, Sunday, July 19, at 4:15 p.m.

O'Brien Replaces Dennis

Chicago—Dale O'Brien has joined the publicity department of WGN, replacing Bruce Dennis, who was recently commissioned in the U. S. Navy.

Direct Bond Selling Planned For Stations

(Continued from Page 1)

of the plan. Networks were not included. Understood that Secretary Morgenthau is of the opinion that radio can do a still better job of bond selling, inasmuch as it has done well selling everything else, and is enthusiastic about the idea of selling bonds directly to the audience instead of making an appeal toward that end.

Bonds will be shipped to all stations on consignment and it is presumed that the outlets will arrange to receive money either by mail or personal applications at the studios, offices or specially set up quarters or booths.

Callahan has just returned from a combination vacation and business trip to the coast of several weeks and it is believed he talked to many broadcasters before offering the new plan to the Treasury Dept.

Fort Bragg Men Feted By WBIG, Greensboro

The Radio Section of the Public Relations Department, Fort Bragg, North Carolina, was entertained by Major Edney Ridge of WBIG, on July 4 and 5 in Greensboro. The section, headed by Sergeant Peter Witt, included P.F.C. Milton Scharfman, M.C. of "Fort Bragg On The March," one of the outstanding military shows of the nation originated every Wednesday by WBIG for the Victory Network, composed of North Carolina and South Carolina stations; Private Carl F. Vollner, continuity writer, formerly with Young & Rubicam; Egbert, comedian of the show, who in real life is Jake Blostien, and Sol Parker, composer of a number of song hits. The section produced a special show over WBIG for 5,000 soldiers and their sweethearts at a big street dance. Private Sol Parker, accompanied by WBIG's Concert Ensemble, sang his own composition, "This Love Of Mine." Warrant Officer Bergulent, bandleader for the 194th Field Artillery band, produced the music for this special show. A testimonial dinner will be given within a couple of weeks at the O'Henry Hotel in Greensboro for Sergeant Witt for the fine work he has been doing on the program.

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

Los Angeles

By JAC WILLEN

SIDNEY STROTZ, NBC-Hollywood vice-president in charge of Western Division, and Henry Maas, sales traffic manager, proved their zeal for the local rubber drive by personally loading the 680 pounds of rubber collected through the studio's drive, on to the Richfield Oil Company's truck for delivery to the proper authorities. Present at the "turning-over" of the rubber were John Wald, Richfield Reporter of the air, and George Miller of the Richfield Oil Company.

Best story along the row for a long time concerns a certain young man whose father was listed as his draft exemption. . . . You guessed it. . . . Papa has just enlisted in the Armed Forces.

Soon at hand will be Lew Lauria's "The Coast-To-Coast Hoke-up," a book of comic verse on radio shows and the makers thereof that should find an appreciative "chuckle" from members of the industry.

Mary Lou Harrington of Carleton E. Morse's "One Man's Family" has been signed for an important role in "Never Been Kissed," Universal picture starring Gloria Jean. Leon Lance set the deal.

Joan Davis vacations from the Rudy Vallee program for three weeks beginning today, returning for the July 30 broadcast. No replacement has been picked for the period, but Groucho Marx may remain on during her absence.

Universal Microphone Co., Inglewood, has given all employees on all shifts a policy covering life, accidental death and accidents. The service also includes specified nursing activities with periodical health inspection at its own first aid stations.

Jennings Pierce, Western Division Station Relations Manager, NBC, now on tour of Rocky Mountain and Pacific Northwest stations of NBC-Western Division, recalls that radio today is a far cry from the first Northern California station, General Electric's EGO, for which he was singing announcer some years back.

Headed by a star-studded cast which included film stars Mary Martin, Dick Powell, and Lieut. Burgess Meredith of the Army Air Forces, the second edition of the West Coast Army Air Forces, coast-to-coast program, "Soldiers With Wings," was heard from the Santa Ana studios of the WCAAFIC, on Wednesday. Starting with July 25th, a new time and day for the broadcast will be from 5:00-5:30 p.m., Saturdays. Already scheduled for appearances on the July 25th program are Paulette Goddard, Bob Hope and Jerry Colonna.

Herth Remote Sustainer

New series originating in Jack Dempsey's Restaurant in New York City and presented by Milt Herth, will start on the Blue Network Tuesday, 6:30-6:45 p.m., EWT, and will continue regularly Tuesdays through Thursdays. The program will be built around Herth at the organ, supported by his three musicians and George Armbruster as announcer.



The Sounding-Off Board!

● ● ● C. L. Menser, NBC's national program head, issued a statement to a group of "government" personnel recently when they came asking for various concessions on the air. "Stop grinding your own axes and go out and fight the Axis!" . . . That statement sums up in full the present situation between government and radio today. . . . We did some research and learned the following facts: Did you know that a half dozen important heads of government radio bureaus have insisted that their names be included on programs? (The fact that a station or network is turning over its complete facilities and in most cases paying for the expense of producing the programs for the government agency, some head has the crust to phone an official after a script had been approved, to insist that his name be added to the personnel responsible for the show! Mind you, the man is employed and is on the government payroll to do a certain job. Yet he insists on getting billing via the airlines! To one such request, an official said if this government person wishes credit, he'll insist that the page boys who usher the people into the studio get similar billing. The bureau head desisted with the request.) Why did the man want billing? . . . Well, in nine instances out of ten you'll find that the employee for Uncle Sam has been a complete failure in private industry and got refuge on the government payroll. Now, with the flag wrapped around 'em, they hope to promote their own interests during this emergency in order that they may further their careers after the war! . . . Did you know that at a recent meeting of advertising officials one man got up (from an agency) and stated that the advertising copy used by a particular government department for the air was atrocious—that this agency exec. would turn over his firm's copywriters to rehash and revamp this radio appeal? Two other important agency men made the same offer on a voluntary basis. Great, said the chairman of the meeting. At this point one other gent got up and said "Did you know that the commercial copy you all condemn, is written and prepared by an advertising agency NOW and that this agency is getting something like \$75,000 annually to do this job?"

● ● ● Hell broke loose at this point. . . . Another agency exec. got up to declare himself for his firm, which has been doing some government work gratis. . . . His firm ended up by getting \$75,000 yearly also! . . . Nice goings, eh, kid? . . . Instead of drafting successful people from the industry, many agencies ended up with has-beens galore. . . . Oh, yes, there are a number of important and successful people who have gone to work for Uncle Sam—but they are so few and far between that the result finds underlings running the show because the Big Guy isn't an octopus, able to have his hand in every deal. . . . Now when the government tries to get an important and capable exec. down to Washington, the man's afraid to get mixed up with the crowd there now; afraid he'll strangle himself with red tape and failures. . . . He can't shove the entire crowd there now into the Potomac—so he's straddled with guys who don't know the score; guys he's fired for many reasons in private industry, who are now sitting around running the show with very fancy titles! . . . An exec. would be a sucker to stick his neck out now and get into the mess there. . . . It's hoped by many that Elmer Davis, as soon as he sinks his feet behind a desk, will ferret out the people there on rainchecks and boot 'em out! . . . Why must meetings be held with large groups of representatives, each one entitled to speak up—so as to get on the record? . . . Why not have five guys run the show; an exec. from every network and a representative who knows the problems of the independent stations. . . . In this way, the burden of conceiving ideas and campaigns would fall on the shoulders of a small group of men, who are now held responsible for most of the entertainment and propaganda on the airlines!

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

VERNE HANSEN, WGN announcer leaves this week to take up new duties at WJSV, Washington, D. C. June Baker of the WGN staff, is giving Hansen a farewell program during today's broadcast.

A preview of fall and winter season of operettas will be given on WGN-Mutual from 8-9 p.m., CW July 18th, with a broadcast of "The Vagabond King," with Marion Clay and Thomas L. Thomas in the leading roles. Premiere of another operetta, "Trapper Call," is slated for August 1st. Kenneth W. MacGregor will produce and Henry Weber will conduct the orchestra.

First commercial broadcast of "Me Your Navy" from the Great Lakes Naval Training Station under sponsorship of Hall Brothers, Inc., Kansas City, over 93 stations of the Blue Network is set for 9-9:30 p.m., CW Friday, August 21st.

Muriel Bremner, NBC actress, joined the growing list of radio wives this week when James Bremner, Jr., her husband, reported duty with the U. S. Navy as a lieutenant.

When Glenn Miller plays "Jers Bounce" on his Chesterfield broadcast he is playing the most popular tune among the sailors at the Great Lakes Naval Training Station.

Sailor John Kmetek, whose \$1,000 accordion went down on the U.S. Lexington in the Coral Sea battle, now is playing a brand new squeeze box on Columbia's Navy show, "The First Line," thanks to Jim Kane, CF publicist, and the Chicago "Times" Kmetek, a North Chicago boy, disclosed the loss of his accordion recently. It was then that the car-paign to provide him with a new one started.

Evans Fur Co., through State Advertising Agency, has renewed its Norman Ross and music program broadcast Mondays through Saturdays from 8:45-9 a.m., CWT, over WMAQ, for another 52-week period effective this week.

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

W PROGRAMS IDEAS

Opportunity Series

WYS, Charlotte, N. C., has initiated a series of programs titled "Open Gate." Conceived, directed, written and produced by Bill...

WLIB Religious Series

Religious series now being aired on WLIB, Brooklyn, is titled "Through Christ Hour" and directed by Rev. Richard L. Rob...

U. S. Request For Canada Stations

(Continued from Page 1) Radio stations may be granted British subjects or companies incorporated in Canada. Criticism of the CBC war pro...

WORDS AND MUSIC

By Sid Weiss

FOUR AND A HALF years ago, a Broadway show loaded with kids was about to fold. One of the youngsters went to the producer and begged him to allow the kids to take the show over on a co-op basis.



THE MORNING MAIL: "Dear Sid," pens our old pal Josef Cherniavsky, from WEEI. "As a gesture of good-will, our staff sends a weekly news release to former members who are now in the service.



CRITIC'S CORNER: Give a listen to Marcia Neil on "Johnny Presents." Then add a look to that and you've got something!...



Remember Pearl Harbor

understanding leadership and coordination, he added, alleging that the CBC had failed to sell the war and democracy to the people of Canada, especially Quebec.

could provide programs of sufficient quality to counteract this propaganda and said he thought interference might be more effective. At the afternoon session of the House of Commons the radio committee tabled an interim report...

GUEST-ING

VIVIAN DELLA CHIESA, soprano, substituting for Margaret Speaks, on "The Voice of Firestone," Monday (NBC Red, 8:30 p.m.).

JAN SMETERLIN, Polish-born pianist, on the "Keyboard Concerts" program, Tuesday (WABC-CBS, 3:30 p.m.).

WALTER DORWIN TEAGUE, industrial designer, on the "Living Art" series, Tuesday (WABC-CBS, 4:30 p.m.).

BENAY VENUTA, featured in "By Jupiter," on "Prescott Presents," this afternoon (WJZ-Blue Network, 3 p.m.).

"THE FOUR BELLES," on Ted Steele's "Studio Club," tomorrow (NBC Red, 8:30 p.m.).

LT. JACK DEMPSEY, of the U.S. Coast Guard, and WILLIAM PATTEN, eighth of his family to join the U.S. Navy, on "We, the People," Sunday (WABC-CBS, 7:30 p.m.).

ED WYNN, on Dorothy Kilgallen's "Voice of Broadway," Tuesday (WABC-CBS, 6:15 p.m.).

LT. ROBERT OZUK, who flew with the Americans who bombed Japan; WILLIAM S. HENNESY, of the Chicago Chamber of Commerce; George Uidforth, operator of a drawbridge on the Illinois River; COMMANDER FRED SCHNELL, of the Ninth Naval District; HELEN JOHNSON, map maker for Rand-McNally, and EDWIN KAMPWIRTH, traffic director of the Chicago Municipal Airport, on Horace Heidt's "Treasure Chest" program, Tuesday (NBC Red, 8:30 p.m.).

DR. ROY G. ROSS, general secretary of the International Council of Religious Education, and MARY ALICE JONES, director of children's work for the council, on "Children Also Are People," Wednesday (WABC-CBS, 4:30 p.m.).

DR. JOHN T. GEIGER, assistant medical director of the Metropolitan Life Insurance Co., discussing the hazards of first aid, on "Highways to Health," Thursday (WABC-CBS, 4:30 p.m.).

Advertisement for '920 CLUB featuring a pig mascot and text: THIS LITTLE BUDGET WENT TO THE '920 CLUB WORL BOSTON, MASS.

To the Colors!

H. WIEAND BOWMAN has resigned as publicity director of BBD&O to accept a commission as a lieutenant junior grade in the U. S. Navy.

FRANK SHANNON, a member of the WCAU engineering staff, will be commissioned as Captain in the U. S. Army Air Force. He will leave shortly for Salt Lake City, Utah. J. R. TROXEL, also a member of the engineering staff, enlisted in the Army Signal Corps. He is now taking a training course at Fort Monmouth.

GIL STENDER, account executive with Benton & Bowles, Inc., has been commissioned as Lieutenant, Junior Grade, and has left for the Naval Training School at Cornell University.

BOB SEAT, promotion manager at KXOK, St. Louis, has been accepted as a Flying Cadet by the Army Air Corps. Seat is waiting to be called on active duty.

EDWARD J. BURNS, commercial continuity writer at WGN, Newburgh, is at Camp Upton awaiting a "move" order.

MERWYN STARTUP, WIBW operator, was inducted into the U. S. Navy on Monday, June 29.

EDWARD J. BERRY, account executive at WTRY, Troy, N. Y. has resigned from the station to enter the armed forces.

LEE BLOOMGARDEN, of New York, radio script writer for the Columbia, National and Trans-American Broadcasting Companies, is enrolled at one of the Navy's eastern radio schools after having completed his basic Naval training at Newport News Training Station.

JOHN G. ERIXON, announcer WTAR and master of ceremonies on "The Girl Friend" program, has joined the army and is now stationed at Camp Lee, Virginia. JOHN O. BISHOP, WTAR control operator who joined the Army on June 18, is now at Fort Eustis.

ED MAGGDOL, Transradio Press reporter assigned to WOKO, Albany, has enlisted in the U. S. Navy as an apprentice seaman, making the eighth star on WOKO's service flag.

Two-Day Radio Clinic By Colorado College

(Continued from Page 1)

Colorado teachers college, boasted an attendance of over 200 teachers and teacher students who are attending summer courses at the school.

The time was spent in discussions, talks, demonstrations and question and answer sessions, with representatives from the National Broadcasting Company, The Rocky Mountain Radio Council, The Chicago Radio Council, WLS, Chicago, and KOA, Denver, acting as authorities on radio in education. Western State College officials, sensing the need

Radio Men In Armed Forces Average Over 10 Per Outlet

(Continued from Page 1)

reached was 894 men and one woman from NBC and 85 outlets. The woman, possibly the first in radio to enter the WAAC, was reported in from WROL, Knoxville.

The statistics, being obtained in connection with the local broadcasts dedicating service flags simultaneously at NBC network stations Saturday, from 2:30 to 2:45 p.m., EWT, reveal a remarkable showing of spirit in some of the smaller cities, and indicate the deep inroads war has made on some of the station staffs.

226 NBC Men In Service
With 226 NBC New York employees alone having gone to war since Dec. 7, simple, but impressive ceremonies have been planned for the dedication of the flag by General Sandeford Jarman in Rockefeller Plaza in the broadcast over WEA. Participating will be a battalion from the 62nd Anti-Aircraft Regiment, the 62nd Regimental Band, a detachment from the Third Naval District, Chief of Chaplains Captain Thomas B. Thompson of the Third Naval District, Chaplain Earl Jennings of the First Army, General Jarman and William S. Hedges, vice-president in charge of stations. The flag to be dedicated will bear 225 blue stars and two of gold. The gold stars are for Lieutenant Donald Crocker of the Naval Air force, killed in action in the Pacific, and Lieutenant Jacques Tartiere, killed with the Free French forces in Syria. Crocker was Supervisor of the NBC page staff, while Tartiere headed the pages' linguistic staff.

Hedges plans to take the opportunity to pay tribute to two NBC men who, though not in the service, stuck to the last at KZRH, Manila which, it will be officially admitted for the first time, was destroyed by them before the Japs reached it. The two are Don Bell, bayoneted to death, and Bert Silen, listed as missing.

Army Men Listed

Available returns from NBC affiliated stations, lists the following numbers of men entering the service since Pearl Harbor:

WNAC, Boston, 7; WTIC, Hartford, 3; WJAR, Providence, 3; WTAG, Worcester, 1; WCSH, Portland, Me., 2; KYW, Philadelphia, 9; WDEL,

Wilmington, 2; WBAL, Baltimore, 9; WGY, Schenectady, 6; WSYR, Syracuse, 6; WBN, Buffalo, 7; KDKA, Pittsburgh, 10; WSPD, Toledo, 5; WWJ, Detroit, 8; WIRE, Indianapolis, 7; WAVE, Louisville, 8; KSD, St. Louis, 10; KSTP, Minneapolis-St. Paul, 5.

30 from WLW

WHO, Des Moines, 10; WOW, Omaha, 6; WDAF, Kansas City, Mo., 4; WCFL, Chicago, 3; WARK, Arkansas City, 4; WFEA, Manchester, 1; WEEU-WRAW, Reading, 3; WMBG, Richmond, 12; WLOK, Lima, 3; WGL, Fort Wayne, 8; WLW, Cincinnati, 30; WLBZ, Bangor, 4; WRDO, Augusta, 2; WBRE, Wilkes-Barre, 3; WORK, York, 2; WGAL, Lancaster, 6; WKBO, Harrisburg, 2; WFBG, Altoona, 5.

KTBS, Shreveport, 14; KARK, Little Rock, 4; KPRC, Houston, 2; WOAI, San Antonio, 5; KOAM, Pittsburg, Kansas, 4; KRIS, Corpus Christi, 3; KRGV, Weslaco, 5; WDAY, Fargo, 9; KFYZ, Bismarck, 3; KDYL, Salt Lake City, 9; KIDO, Boise, 4; KMJ, Fresno, 10; KGW, Portland, Ore., 9; KOMO, Seattle, 8; KTR, Phoenix, 14.

WROL, Knoxville, 4; WJAC, Johnstown, 3; WBLK, Clarksburg, 4; WGKV, Charleston, W. Va., 2; WIS, Columbia, S. C., 5; WHIZ, Zanesville, 2; WSM, Nashville, 14; WOOD, Grand Rapids, 5; WBOW, Terre Haute, 1; WGBF, Evansville, 5; WIBA, Madison, 3; WEBC, Duluth-Superior, 6; WKBH, La Crosse, 5; KSOO-KELO, Sioux Falls, 4; KANS, Wichita, 6; KGBX, Springfield, Mo., 4; WTAR, Norfolk, 5; WPTF, Raleigh, 7; WSJS, Winston Salem, 5; WSOC, Charlotte, 2; WFBC, Greenville, 10; WISE, Asheville, 6.

WFAA-WBAP Sent 24

WTMA, Charleston, S. C., 4; WSAV, Savannah, 7; WJAX, Jacksonville, 5; WFLA, Tampa, 5; WIOD, Miami, 5; WMC, Memphis, 3; WBRC, Birmingham, 1; WSB, Atlanta, 11; WSMB, New Orleans, 5; WJDX, Jackson, 2; WFOR, Hattiesburg, 1; WALA, Mobile, 2; WCOA, Pensacola, 1; WAPO, Chattanooga, 2; WROL, Knoxville, 3; WSFA, Montgomery, 5; KVOO, Tulsa, 4; WKY, Oklahoma City, 7; WFAA-WBAP, Dallas-Fort Worth, 19 and 5; and KGNC, Amarillo, 2.

members clarified certain phases of radio which were not clear to them. "Writing classroom broadcasts" was delivered by continuity writer Juliet Forbes of the Chicago Radio Council.

Herman Urschel, chief engineer of the Rocky Mountain Radio Council, spoke on "Classroom Equipment," giving the educators a look into the technical side of broadcasting.

Other speakers included William D. Boutwell, chief of radio division, U. S. Office of Education; Robert B. Hudson for the Rocky Mountain Radio Council, Mrs. Harriett Hester, educational director of WLS and Clarence Moore of KOA, who acted as master of ceremonies for the two-day clinic meetings.

NEW BUSINESS

KFRC, San Francisco: Canned Cereal Co. (Malt-O-Meal), participation in "Housewives' Protective League," through H. W. Kastor & Co. Adv.; O'Connor, Moffat & Co. (store), Phil Stearns' news, thru Ruthrauff & Ryan; Golden State Lts. (Golden-V Milk), news, thru Ruthrauff & Ryan; Dryden & Park Inc. (Gravey Master), "Bessie the Market Scout," through Sam Croot Co.; Clara Cal Dairy (milk), Book Exchange, thru Theo. H. Segall Agcy.; Bernst Fish Grotto (restaurant), thru Julius Zederman; Loma da Food Products (Ruskets), thru Gerth-Knollin agcy.; Exc. Inc. (Ex-Lax), anns., through J. Katz Co.; Regal Amber Brewing (beer), anns., through M. E. H. Agcy.; Langendorf United Baking Inc. (American Meal Bread), anns., through Erwin, Wasey & Washington State Apple (apples), anns., through J. W. Thompson.

KYA, San Francisco: Red (furniture), newscaster Clarence sure; Ranier Brewing Co. (beer), Oakland Coast League base remote pickups; B. F. Goodrich (auto accessories), San Francisco and Oakland Coast League baseball.

KGO, San Francisco: Fontana Products Co., anns., through Adv. Service; President Hotel (Alto), "Home Forum" participation through King Harrington Agcy.; they House (Chinese eatery), "Home Forum" participation; Bene Casualty Co. (insurance), through Stodel Adv. Co.; Sir Drake Hotel, "Home Forum" participation, through King Harrington Agcy.; Remar Baking Co. (bread), "Remar Rally" remote from Oakland through Sidney Garfinkel ag San Francisco.

"Red Ryder" Half-Hour Show

"Red Ryder" program on Mutual a half hour show and not 15 min. as stated in its "Shows of Tomorrow" listing. Typographic error apparently took place while info was being scribbled from questionnaire.

Coming Events

July 17-19: Advertising Distributors America, annual meeting, Hotel Cleveland, Ohio.

Sept. 15-16: National Publishers Association, annual meeting, Skytop Lodge, Pa.

Sept. 28-29: Southern Newspaper Publishers Association, annual meeting, Arlington, Hot Springs, Ark.

Oct. 26-28: Financial Advertisers Association, annual clinic, Edgewater Hotel, Chicago.



New Target for Industry:
**More Dollars Per Man Per Month in the
PAY-ROLL WAR SAVINGS PLAN**



TO WIN THIS WAR, more and more billions are needed and needed fast—**AT LEAST A BILLION DOLLARS A MONTH IN WAR BOND SALES ALONE!**

This means a *minimum* of 10 percent of the gross pay roll invested in War Bonds in every plant, office, firm, and factory in the land.

Best and quickest way to raise this money—and at the same time to “brake” inflation—is by stepping up the Pay-Roll War Savings Plan, having every company offer every worker the chance to buy **MORE BONDS.**

Truly, in this War of Survival, **VICTORY BEGINS AT THE PAY WINDOW.**

If your firm has already installed the

Pay-Roll War Savings Plan, *now is the time—*

1. To secure wider employee participation.
2. To encourage employees to increase the amount of their allotments for Bonds, to an average of at least 10 percent of earnings—because “token” payments will not win this war any more than “token” resistance will keep the enemy from our shores, our homes.

If your firm has not already installed the Pay-Roll War Savings Plan, *now is the time to do so.* For full details, plus samples of result-getting literature and promotional helps, write, wire, or phone: War Savings Staff, Section E, Treasury Department, 709 Twelfth Street NW., Washington, D. C.



U. S. War Savings Bonds

This space is a contribution to America's all-out war program by
RADIO DAILY



Coast-to-Coast



THE Washington Chapter, National Association of Broadcast Engineers and Technicians made up of engineers and technicians of WRC and WMAL, have invested \$500 of their funds in a War Bond, according to Chairman S. E. Newman.

A Records For Fighting Men Campaign has been started by WSAZ, Huntington, W. Va. Success was forecast by the fact that exactly one hour and twenty minutes after Ted Arnold made the plea for records on his "Musical Clock," a Western Union messenger walked into the studios with fifty old records.

Bob Hansen, baseball expert of KUTA, Salt Lake City, was recently a guest of the Lawrence Theaters there for the special preview showing of "Pride of the Yankees".... Mike Cassidy and Jack Burnett, KUTA account executives, represented the station at the recent annual General Motors banquet.... Private Verne Bruggmen, former KUTA announcer, has been assigned to public relations at Fort Douglas.

Sidewalk rallies publicizing the "Retailers for Victory" War Bond drive this month are being conducted by personnel of WTAG, Worcester, operating the station's mobile unit. Speaking over the unit's p.a. system are William T. Cavanagh, Program-Production Manager; Barry Barents, special events announcer, and Marcia Rice and Eileen McGorty, hostesses of the Talent Division.

Caesar Petrillo, head of music department of WBBM, Chicago, and Jack Fulton, already collaborators on several compositions, will present their new "United Nations March" on that station soon.

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

July 10

Arthur M. Holland	Randall Jessie
Roy P. Jordan	Robert Kessler
Joan Marsh	Helen Pickens
Jerry Karpf, Jr.	Noble Sissle

July 11

T. H. Anderson, Jr.	
Fred Feibel	Merle Jones
David Montgomery	Jack O'Brien
Harry Von Zell	Herbert Wolf

July 12

Gracie Barrie	Milton Berle
Oscar Hammerstein, 2nd	
Thomas F. Harrington	
Joan Kay	Jimmy McClain
Harold R. Peat	Ray Winters

The weekly preview of Bucks County Theater presentations will bring to the microphones of WIP, Philadelphia, this week the dance satirists, Paul and Grace Hartman, starred in Noel Coward's bill of one-act plays "Tonight at 8:30." The Hartmans will act "Red Peppers" and "Ways and Means" from the Coward comedies, and in addition present one of their specialty dance acts on the broadcast to be heard next Monday, 2:00-2:15 p.m., EWT.

Although doctors said that he would never act again, George Herman who has been absent from the cast of "My Daughter Betty," for over three months, returns to the air Monday in role of "Father" which he originally played on the WHN thrice-weekly drama. During his absence his part was written out of the play. On July 27th, "My Daughter Betty" celebrates its 100th performance on the air.

The Great Lakes Collison Company, Buffalo, is testing spot announcements on WEBR, Buffalo, placed through Ellis Advertising Co.

KWOC has a dramatic way of keeping the war before its listeners. Every morning at 10:00 the KWOC mike goes dead for one minute after the announcer urges all listeners to offer "one minute of prayer for victory of the United Nations." Idea was started by General Manager P. H. Cunningham, December 8th, the day after the Pearl Harbor attack.

Bill Herson, known in the Baltimore area for his special events announcing on WBAL, joins the staff of WRC, Washington, July 16. In addition to his announcing work, Herson devotes time to composing and playing music, both light and serious. Transcriptions made by him are currently being used by WRC to point to his Washington debut.

Harry Cool, singer with Dick Jurgens' orchestra, currently broadcasting several times weekly over CBS and Mutual from the Totem Pole in Auburndale, Mass., is being heard twice a week through his Okeh and Columbia recordings with Jurgens on WCCO, Minneapolis, where he sang before joining Jurgens' organization. Cool got his start in the midwest on WCCO.

WPAR, Parkersburg, W. Va., went all out in the city's Rubber Salvage Campaign. A show was given each day by one of the seven theaters, co-operating with the station in the drive and children were admitted, providing they had at least one pound of rubber as their ticket. At the close of the week, figures were tabulated and 3,350 pounds of scrap rubber had been turned in by the youngsters. The old material was disposed through the local channels and the check was turned over to the USO of this city.

As a result of the "Auction" feature of the hour program, "Keep Freedom Ringing," WBYN reports bids for the purchase of over \$4,000 in War Bonds within three days. Listeners phone in bids while the program is actually on the air, and to the highest bidder the station awards \$5 in War Stamps.

Walter Maier, salesman at WWRL for the past 13 years who on June 29 was ordained a minister, will conduct weekly services at the Church of Our Saviour, New York City.... Paul Fireman, formerly transmitter engineer at WWRL, and previously with Federal Recorder Division of the Continental Music Co., has joined the engineering staff of WTTM, Trenton, N. J.

With 100 per cent of its personnel signed up for company-deducted War Savings Bonds, Leslie W. Joy, General Manager of KYW, Philadelphia, has announced that 8 per cent of KYW's gross payroll now is helping further the nation's war effort. In addition to the sale of Bonds, the KYW Auditor's office is doing a land office business in trading war savings stamps for all spare change.

Herbie Woods' orchestra will be heard in a new nightly series of broadcasts over WIP, Philadelphia, from the Benjamin Franklin Hotel beginning Monday, July 20. Woods follows Leo Zollo's Orchestra in the midtown night spot, and will bring with him the WIP vocalist, Kay Hunt.

KYW's rubber salvage campaign swung into high gear when it was learned that United States Marines had been detailed to guard the rubber scrap pile in front of the KYW building. Six Red Cross members of the Sixty-Ninth Street Motor Corps were selected to be on hand from 9 a.m. to 9 p.m. to weigh the scrap and see that every donor gets value for value received. The actual weighing in was scheduled to start officially at nine o'clock Friday morning. Hal Coulter, sales promotion manager, had prepared a huge thermometer for the front of the building to register the progress of Philadelphia's drive.

Latest addition to the NBC publicity staff is Morton Carl Jampel, formerly announcer of WFDF, Flint, Mich. Prior to his service at Flint, he was with WSOO, Sault Ste. Marie. Jampel is working on general program publicity assignments.

A new series of news broadcasts has been inaugurated at KYW, Philadelphia. The set-up consists of five minutes of spot news compiled in the KYW newsroom, and presented by Alwyn Bach of the announcing staff, followed immediately by Melvin K. Whiteleather, for thirteen years a foreign correspondent for the Associated Press, who comments on the important newsmakers of the day.

Talent from KYW, Philadelphia will do its bit toward entertaining seamen who risk their lives day after day to transport war material foodstuffs to the United Nations, flung battlefronts, next Wednesday evening at the British Merchant Club, 1522 Locust Street. Mrs. Welles, well-known Philadelphia radio commentator on women's affairs heard daily on KYW, will preside as official hostess. KYW's comedian, "Musical Clocker," Leroy Miller, will act as master of ceremonies for the show, which will include the talents of Hank Lawson & His Knights Road.

D. W. Thornburgh, coast CBS president, and Ed Buckalew of in Los Angeles, spent two days in San Francisco checking progress of construction work in the CBS studios at KQW.... It's a nine-year-old boy for Mary Trabucco, former secretary to Wayne Steffner of Frisco CBS sales staff.

Newscaster Don Martin at KPIX, proud papa of a baby son.... Kalash, who has been upped to orchestra programs weekly from the coast Red web, graduated radio as a violin prodigy from Francisco's Polytechnic high school several years ago.... KPO producer Don Thompson has left for a two-week vacation among his old radio haunts.

When Henry Armstrong and Reuben Shank in the Denver Municipal Auditorium last Friday for the benefit of the local Seaman's Center, ticket purchasers were urged to buy an extra paste and "bring a soldier or sailor" as Lt. Commander Lloyd Yoder of Navy and manager of station KNBC's Denver outlet, brought a diaper along, and they sat in Governor Ralph Carr's box!

Captain John H. Craig, International News Service military correspondent, will again appear as guest of the Kinnaird on "News Frontliners" program on WINS today at 8 p.m.

Godwin Getting Sendoff From Cohorts On E

Pointing toward the beginning of his series as commentator on Blue for the Ford Motor Company, "Watch the World Go By," beginning July 12, Earl Godwin, veteran Washington correspondent and radio commentator, will be hailed on Blue work programs today and Saturday. Godwin will be welcomed by commentators Helen Hiatt, Mollie Beatty, James G. McDonald and team of William Hillman and Ed K. Lindley. He will also be greeted by Robert L. Ripley on the "Be It or Not" program, by Allen Prescott on "Prescott Presents" and on "National Farm and Home Hour."

Agencies Aloof On AFM

WC In Poll Of Tubes At Standard Outlets

West Coast Bureau, RADIO DAILY
 Washington—All licensees of standard broadcast stations will receive questionnaires from the Board of War Communications within a few days for complete information on number and types of transmitting tubes on hand, and the number of tubes service they have had. Purpose of the tube poll, according to FCC-2 Chairman James L. Fly is purely informative. "A recent survey conducted by Committee IV (Domestic

(Continued on Page 3)

Additional Stations Sign AFRA Contracts

Three more contracts with stations were signed this week by locals of the American Federation of Radio Artists with stations. A fourth opened negotiations. Signed were Fresno's KRM (CBS) and KMJ (MBC) by Clyde McCue for the San Francisco office, and WHDH, Blue outlet in Boston. Conferences with John Shepard, for a contract covering the Yankee network are already under way.

C Appoints F. E. Ford Western Promotion Head

West Coast Bureau, RADIO DAILY
 Hollywood—Frank E. Ford, for the past ten years an advertising executive affiliated with leading western companies, has been appointed sales promotion manager for the Western Division of NBC. Ford's appointment becomes effective July 15, it was announced by Sidney N. Strotz, president in charge of the West-

(Continued on Page 3)

Heaters Give It

Gabriel Heatter, WOR-Mutual news analyst, and Mrs. Heatter, have presented the Freeport, L. I., unit of the County Red Cross with its first ambulance. Ambulance is completely equipped, and can be used to transport soldiers in case of emergency. It will be used in shipping surgical supplies, as well as for the various types of emergency relief work.

Institutional

There's at least one radio sponsor whose name is never mentioned on the air. Fulton Lewis, Jr., sponsored on MBS by different firms in individual cities, learned this when informed that his program on KGY, Olympia, Wash., was paid for by a doctor's group which anonymously asks that the public be reasonable in their calls, so many of their profession having been called into service.

Socony Buys Network Taking Swing On Blue

Returning to its first sponsored network program in six years, the Socony Vacuum Oil Co. is bringing Raymond Gram Swing, prominent news commentator and analyst, to the air in a four-night-a-week series over 143 stations of the Blue Network at 10 p.m., EWT, starting Sept. 28. The program is being handled by the J. Stirling Getchell Agency.

Known for his unhurried and careful

(Continued on Page 2)

15 CBS Commercials Now On Shortwave List

Bringing to 15 the number of CBS programs which are being or soon will be shortwaved to our troops overseas, the new "Stage Door Canteen" program starting August 3, and the "Vaughn Monroe's Orchestra" series have been added to the list.

A number of these are being short-

(Continued on Page 2)

See Petrillo Recording Ban Purely As Radio-Disk Maker Proposition; NAB Action Is Expected

Broadcasters In Rush To Start Bond Sales

As fast as the Thursday night wires from the Treasury Department could be answered, over 250 broadcasters had telegraphed notice of their whole-hearted support to the plan whereby stations would become sales agents for the Treasury Department's War Savings Bonds, up

(Continued on Page 7)

WWRL Drops 9 Hours Of "Language" Shows

To augment time available for programs in the interest of the war effort, WWRL today drops nine hours of foreign language broadcasts from its schedule. By consolidating commercials scheduled during these hours, the change was effected without loss of language sponsors. Under the new plan, however, Italian language programs have been dropped entirely.

Menser Made NBC V.-P. In Charge Of Programs

Election of Clarence L. Menser, national program manager of NBC, to the post of vice-president in charge of programs, was announced over the

(Continued on Page 2)

Major advertising agencies (sponsors indirectly) are not going to throw their support to either side in the issue between the American Federation of Musicians and the transcription and recording industry for the time being, confident that the problem will either do a fadeout, or be settled before their accounts feel the pinch of the union's order to cease pro-

(Continued on Page 7)

Cowles In OWI Post; Davis Sets Policies

Washington Bureau, RADIO DAILY
 Washington—To tell "the truth and nothing but the truth, both at home and abroad" was described by Elmer Davis as the mission of Office of War Information in his first press conference Friday as director of the

(Continued on Page 5)

Audiences Still Gain In Gas Ration Areas

Completely reversing the customary seasonal trend, daytime radio listening during the May-June period in the metropolitan area increased over that for March-April, according to "Continuing Measurement of Radio

(Continued on Page 5)

★ **THE WEEK IN RADIO** ★

... Disk Firms Confer

By JACK SKINNER

BENEATH the surface, the broadcasting industry seethed last week with plans for moves and counter-moves in the controversy started when James C. Petrillo announced the AFM ban on the use of musicians for recordings and transcriptions after August 1. As the union began working out a scheme for policing its own jurisdiction by each local, Neville Miller appeared at a number of the hastily worked out informal discussions among transcrip-

tion and recording companies... Harry Fox, publishers' representative and trustee for mechanical royalties questioned the legality of such a broad ruling and publishers in general sought further clarification before beginning specific action.

A number of wrinkled brows smoothed somewhat during the week when it was learned that under the new gasoline rationing system going into effect in the East this month,

(Continued on Page 2)

Wise-Guy

Customs censorship agent visited a local waxer to check on records being sent to Canada. While approving some he requested a playback of "The Shadow." Recording rep. complied, but he felt plenty uneasy. At the end he queried: "Is anything wrong?" "No," replied the censor. "That's my favorite program. I wanted the story in advance."



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M. H. SHAPIRO : : : Editor

MARVIN KIRSCH : : Business Manager

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

FINANCIAL

(July 10)

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).

Menser Made NBC V.P. In Charge Of Programs

(Continued from Page 1)

week-end by Niles Trammell, president of the network. In his new post, Menser will give his attention to the direction and supervision of all NBC programs, with special emphasis on the task of helping the United Nations to win the war. Even before Pearl Harbor, Menser, as program manager, sought constantly to arouse listeners to the peril which confronted the nation.

During his career Menser brought many original programs to the air-planes, fathered many of the long-run shows still being broadcast and sponsored a number of important technical advances.

Menser was born in Culver, Ind., attended Culver High School and Heidelberg College, Tiffin, O., where he was awarded an A.B. degree. He took his A.M. at University of Michigan.

Prior to his association with NBC, Menser taught speech at Idaho Tech, University of Utah and Knox College, Galesburg, Ill. He joined NBC in 1931.

THE WEEK IN RADIO

... Disk Firms Confer

(Continued from Page 1)

radio station technicians and operators who cannot reasonably carry equipment on public transportation lines, would be entitled to preferred mileage ration books. The allowances, however, are to be issued only to operators who must drive more than 470 miles a month... Another controversy between broadcasters and the AFM seemed closer to amicable settlement as terms for ten per cent musicians' salary increases were accepted by KGO (Blue) and KPO (NBC), Los Angeles. KNX (CBS) had not begun negotiations for renewing the contract expiring August 1, and though KFRC, San Francisco (Mutual) and KQW, San Jose (CBS) were still discussing the matter, it was felt that general agreement could be arrived at.

Outstanding among program placements of the week, was the sale of time from the Stage Door Canteen operated by the American Theater War Wing Service in New York City, to the Corn Products Refining Co., on a two-year with-option contract guaranteeing the canteen \$260,000. Starting July 30, the program will go on 43 CBS stations weekly for a half-hour... At the same time C. E. Hooper reported that the Bob Hope and Fibber McGee and Molly programs retained the top two places, Hope jumping a full point since his June rating.

Following on the heels of the issuance of a new Radio War Guide by OWI with suggested priority ratings for programs contributed to the war effort, the Treasury Department expressed its intention to sell War Bonds directly over the air. Stations are to be appointed Sales Agents for the Treasury and appeals will be

made to listeners to buy directly from the outlets. The plans, which do not include the networks as units, are being worked out in further detail.

As it was learned that nine sponsors had thus far taken advantage of the CBS 15 per cent discount for use of the full network, Mutual executives worked on a new rate plan which was projected at the Chicago meeting of its board of directors and stockholders.

Resigning their posts as board members of BMI, Niles Trammell, NBC president, and John Shepard, III, head of the Yankee Network, were succeeded by William S. Hedges, vice-president of NBC station relations and Leonard Kapner, manager of WCAE, Pittsburgh... WOR officials report an increase of business sales of 65 per cent during June as over the previous month... Radio technical men thrown out of work as the result of closing down of domestic radio telegraph circuits, may have a chance when the Board of War Communications announced its plan to reestablish them in industry and FCC monitoring tasks.

After two experimental weeks, the Atlantic Coast Network announced its formal start for tomorrow, with the 11 stations already a part of the organization... Acting on the recommendation of the Board of War Communications, the FCC announced that it would grant no more applications authorizing use of materials to construct or change Class 3 experimental stations... WFIL, Philadelphia, is opening a school for training technicians for the Navy after they have gone through their preliminary examinations.

Socony Buys Network Taking Swing On Blue

(Continued from Page 1)

ful analyses of world news, Swing has been broadcasting from this country and abroad since 1934, after 21 years spent as European correspondent.

Not only does the oil company's sponsorship mark its first network series in a half dozen years, but it also is its first sponsorship of a name commentator. Since going off CBS with the "Flying Red Horse Tavern" in 1936, part of its spot campaign has been devoted to news programs, but only of the straight reportorial kind. Currently on some 78 individual stations, Socony Vacuum has also been presenting broadcasts of the more important baseball games.

Swing meanwhile is fulfilling his final contract over MBS.

Wedding Bells

Virginia Hook, head bookkeeper of WSOC, Charleston, S. C., was married July 11 to Corporal J. C. MacCracken of the Army, at Eastover, S. C.

15 CBS Commercials Now On Shortwave List

(Continued from Page 1)

waved regularly to Asia and the Antipodes by the G.E. station KGEI in San Francisco. Reports indicate that these broadcasts are heard in such places as Alaska, Hawaii, Midway, China, Burma, Australia, New Zealand, New Caledonia and the southern half of Africa.

In addition to the two mentioned above, the following are being serviced to the AEF:

"Texaco Star Theater Summer Show," "Tommy Riggs and Betty Lou," "Major Bowes Amateurs," "Your Hit Parade," "We, the People," "Melody Ranch," "Take It or Leave It," "First Line," "Lux Radio Theater," "The Family Hour," "Gay Nineties Revue," "Cheers from the Camps" and "Ben Bernie."

NBC Assigns Little, Garroway

Chicago—Lawson Little and Dave Garroway, golf experts, have been assigned by NBC to cover the Tam O'Shanter open tournament here from July 22 to 26.

COMING and GOING

MARTIN LEWIS, in charge of Paramount radio department, is en route to the coast studio for a ten-day visit. On his return trip will stop in Chicago to contact stations, networks and ad agencies in connection with forthcoming Irving Berlin musical, "Holiday Inn."

G. W. JOHNSTONE, Blue Network director news and special events, returns today from Washington, D. C., where he attended the special sendoff given Earl Godwin who starts his series as commentator on the Blue for Motor Company.

LINCOLN SIMONDS, of Weed & Co., off on a vacation trip of three weeks.

WILLIAM S. HEDGES, NBC vice-president in charge of stations; RITA HARRIGAN, his secretary; SHELDON HICKOX, JR., station relations manager, and RICHARD McDONAGH, secretary, left Friday on vacations.

SYDNEY GAYNOR, commercial manager KHJ, Los Angeles, is here from the coast conferences with the New York representatives of the station.

KAY KYSER, and his "College of Music Knowledge" entourage, in Indianapolis today for the broadcasting of their bond-selling program from their "bond wagon" in front of WFBM.

G. C. WHITE, commercial manager of WFBR Frederick, has returned to Maryland after spending a few days here on station business.

RAY JONES, executive secretary of the Chicago AFRA, and NELLIE BOOTH, executive secretary of the St. Louis division, who were in town Thursday and Friday for board meetings of the organization, left for their regional headquarters Friday night.

EVELYN, VIVIEN and MAXINE, stars of Spitalny's all-girl "Hour of Charm" orchestra have returned from Cleveland, where they appeared as soloists with the Cleveland Symphony.

GIULIO ASCARELLI, Italian news announcer on WHOM, and ELEANOR ZABLOTOWICZ, secretary and Polish department announcer, yesterday on their vacations.

HELEN HIETT, commentator on the Blue Network, returns to New York today after having spent the latter part of last week in Washington, D. C.

UPTON CLOSE, NBC expert on the Far East, is in Chicago for a couple of broadcasts before continuing on to New York.

Granik Aide To Nelson

Theodore Granik, founder and director of the WOR-Mutual "American Forum of the Air" was appointed special advisor to Donald Nelson Friday. He will serve without compensation. Granik was formerly assistant district attorney of New York.

In Philadelphia It's



THE STATION THAT SELLS

5000 WATTS

950 KC

WARTIME PROMOTION

Club Women's Party

CKOC, Hamilton, Ont., recently held host to over 150 of the lead-club and church women of the in a Radio Theater Party, de- to acquaint these leaders with radio work of the vital Canadian Time Prices and Trade Board, h broadcasts the Monday through ay 11:30 a.m. quarter-hour, "Sol- s Wife." Invitations were sent hough the mail, and with the o- ation of Mrs. F. G. Millar, Chair- of the Wentworth County Con- er's Division of the Board, and executive, an interesting and in- ctive meeting was held. CKOC scribed and played back one of episodes of "Soldier's Wife"; Wm. d, the station's commercial man- g, outlined radio's part in the war ld of today; the station's women's or, Jean Gillard, was introduced he gathering, and they were in- id to use the institutional features er two daily programs (10 a.m., men in the News" and 4 p.m., munity Service") for publiciz- their various club activities. With oving microphone, Miss Gillard ized the ladies about "Soldier's e," and their work with the Time Prices and Trade Board. e interviews were transcribed in DC's recording studio, and then ed back immediately. Transcribed rviews, with the ladies' permis- e, were used as "on-the-air" pro- on for the show, and CKOC wed up the visit with a "thank e" letter, inviting the leaders to aint their club and organization bers at their next meeting, of the o show and its importance to the k they were doing.

Stromberg Bulletin

First bulletin in the Stromberg-Carlson wartime radio service plan is meeting with enthusiastic approval according to Stanley H. Manson, service manager. Bulletin is a stream-lined information service with briefs service and repair information, offers pointers on selling service and provides authoritative information on service and radio problems by Stromberg-Carlson experts. First issue contained articles emphasizing the service man's wartime problems and ways and means of meeting them. In his announcement Manson pointed out that Stromberg-Carlson had a vital stake in the success of service men whose job it was "to keep them listening." Value of the service man today is stressed in view of the increasing difficulty of purchasing new receiving sets.



Scrap Rubber Contest

WSB, Atlanta, is offering cash awards in the amount of \$50 to winners of a state-wide 4-H Club scrap rubber collection contest underway on July 2. Contest deadline is July 10, and winners and progress of the contest are to be announced on the "Dixie Farm Hour" program by WSB's farm director, Bill Prance. Some 3,000 clubs are participating in the contest which is intended to tap the vast supply of scrap rubber in the rural communities where the clubs are active. First prize is \$25; second, \$15, and third, \$10. Actual direction of the contest is being done by officials of the State Agricultural Extension Service, headed by W. A. Sutton, Jr., 4-H Club leader.

NBC Appoints F. E. Ford Western Promotion Head

(Continued from Page 1)
ern Division of NBC. The new NBC sales promotion manager replaces Robert McAndrews, who is now a Second Lieutenant in the U. S. Army. Ford has been assistant advertising manager for the Pennzoil Company in Los Angeles for the past two years. In 1934 he joined the McCann-Erickson Company, San Francisco, where he was in charge of field service. In 1938 he became sales promotion manager for the Los Angeles branch of Foster & Kleiser Company.

WKRC Sells 'Philosopher'

Cincinnati—Albers Super-Markets, through John Bunker, Inc., has signed for sponsorship of the "Your Friendly Philosopher" program on WKRC, effective today. It is heard Mondays through Fridays from 6:30-6:45 p.m., and features Karl Zomar as the philosopher and the Anton Billotti Quintette comprising members of the Cincinnati Symphony Orchestra. Other new business on WKRC includes 100-word announcements on the "Women's Hour" for the Mill-end Shop and 50-word announcements for the Cincinnati Bell Telephone Company.

BWC In Poll Of Tubes At Standard Outlets

(Continued from Page 1)
roadcast) of the Board to determine general condition and reserve of transmitting vacuum tubes in the broadcast industry has developed an alternative need for the information sought by the questionnaire" Fly said Friday. Studies such as that proposed by this order are necessary if Board is adequately to perform its function in preparing plans to meet as far as possible the needs of the industry during the period of the war. The completed questionnaire must be filed with the BWC on or before August 1. Tubes on which information is required includes not only those legally in the possession of the licensee but also any others which may be available to him through affiliated or associated companies or its interests. Through such information round-up as this, it will be possible for the BWC to give the WPB and other interested agencies some idea of the amount of critical material which will be necessary to keep broadcasting stations on the air, information which is of utmost importance in view of present shortages of vital materials.

The freshest rating news in town!

May-June Hooper Report for New York*, released today, shows that Adelaide Hawley on WABC's "Woman's Page of the Air" again decisively leads all programs of its kind in New York.

The actual quarter-hour average ratings:

WOMAN'S PAGE	STATION WABC	3.3
PROGRAM A	STATION A	2.4
PROGRAM B	STATION A	1.6
PROGRAM C	STATION A	1.2
PROGRAM D	STATION B	1.6
PROGRAM E	STATION C	1.3

And "Woman's Page of the Air" delivers its larger audience at the lowest cost per thousand families actually listening!

Now, more than ever before, it's your best participating buy in the New York woman commentator field. Phone today for full details.



*The C. E. Hooper Continuing Measurement of Radio Listening—cooperatively sponsored by New York's leading network and independent stations.

WABC

24-HOUR SERVICE TO THE WORLD'S LARGEST MARKET

Owned and operated by the Columbia Broadcasting System. Represented by Radio Sales: Chicago, St. Louis, Los Angeles, San Francisco, Charlotte



Los Angeles

By JAC WILLEN

JIMMY FIDLER, Blue Network commentator, gave Jim Henaghan, top man on his staff, a farewell party as he joined the forces of the U. S. Army. Present at the shindig, held at Fidler's ranch, were Mrs. Henaghan (nee, Gwyneth Verdon), Joan Davis and her husband Si Wills, Johnny Weissmuller, Bobby Jordan, Edith Fellows, Mary Hanrahan, Mr. and Mrs. Jack Kelly, Ann Perenteau, Mr. and Mrs. Eric Ergenbright and others.

Lux Radio Theater winds up its final broadcast in the current series today, offering the presentation of "H. M. Pulham, Esq.," starring Hedy Lamarr and Robert Young. Program returns on the airwaves Sept. 14.

The voices of the people of America challenged Hitler's claim of power with a recounting of their own powerful weapons during the dramatization on "Tune Up, America," which was heard Wednesday, July 8th, on KHJ-Mutual Don Lee. Written by Bill Gordon, the dramatic portion of the program featured the voice of Hitler in a direct challenge to all America. Betty Rhodes, singing hostess on the nation-wide broadcast, and Dave Rose, KHJ-Don Lee musical director provided the music for the half hour show.

CBS and Wynn Rocamora, agent, are in a huddle on a proposal to have Vera Vague head big transcontinental show. If negotiations go through, Vera Vague will become the first top-flight woman comic to head all net show.

Dick Joy, KNX-CBS announcer-newscaster, has had the novel experience of recovering the same "seeing-eye" dog lost twice within two weeks for its owner, Hal B. Parker, former Warner Bros. studio business manager and director, who is now inactive due to blindness. Parker sought Joy's aid in locating the missing animal thru his daily 4:30 p.m. newscast and return of the dog followed within an hour of each aired appeal.

George Harshbarger, Jr., trade newsman for KNX, away from the studio with an attack of intestinal flu.

Those Thursday 5-5:15 p.m. broadcasts of "Music By Sweeten" over KECA, seems to have what the musicians themselves like in music. It's nothing out of the ordinary to overhear a few arrangers saying... "How about an arrangement on that swell tune Sweeten had on the other night."

Bob Garred, Nelson Eddy announcer, and CBS newscaster, this week completed a series of fifteen 30-second and 1-minute transcriptions which will be aired by the Office of Emergency Management in war material salvage drives.

Stork News

Bill Bochman, manager of WSOC, Columbia, S. C., is the father of a girl born June 27 at the Providence Hospital. The mother, former Evelyn Winn, was traffic manager at WRDW, Augusta, Ga.



Little Shots About Big Shots!

● ● ● Freddie (The Lovable Gob) Lightner is registering the greatest personal triumph of his career at the famous MOAT Theater Summer Opera in Memphis in addition to readying his new network vehicle for the fall... Benay Venuta is in a huddle with her ex-manager and may head a BLU series soon... The Four Polka Dots, whose radio career is being jeopardized by the lack of harmonicas, may enlist in the service as a unity in order to gain priorities on the instruments... Harry Salter, Allen Roth, Raymond Paige and David Brockman are the conductors under consideration for the Stage Door Canteen series. Decision was supposed to have been made over the week-end. Today a decision will be made on the permanent emcee and it's expected that Irving Berlin will write a special theme song for the air series with "I Left My Heart At The Stage Door Canteen" from "This Is The Army" as the running theme behind the show!... By the way, Berlin is in competition with himself. His score for the Crosby-Astaire movie, "Holiday Inn" is a smasheroo and being published by the Berlin firm. Music from "This Is The Army" which Berlin wrote, is getting a big play in the way of plugs with the other score being side-tracked in most instances at the moment. Army gets proceeds from the tunes published from the army show... How about placing a recruiting booth outside the Broadway theater—to handle the people thrilled by the Berlin show. Betcha they would find more men joining the services than those assigned to putting on the show!

● ● ● One day found Bob Hope, Jerry Colonna, Burgess Meredith, Phil Baker, Walter Huston and Major Alexander P. de Seversky, at Harold J. Reilly's Health Center in Radio City, getting into condition. As the men ran down toward the gym, Hope cracked "There goes a million dollars worth of talent on the hoof!"... The Reverend Father Harold J. Martin, only clergyman in America to be president of an organized baseball league, will be guest of honor on Dick Conners' inaugural sports show Wednesday, when WSNY, Schenectady, takes it bow on the air... Father Martin will be followed on successive nights by Jimmy (Ripper) Collins, Albany baseball manager, Nemo Liebold, Scranton manager, Earl Wolgamot, Wilkes-Barre manager, Johnny Evers, Charles Young and Dick Walsh, area sports editors, Frank O'Rourke, Cincinnati scout, Herb Pennock of the Boston Red Sox and Patsy O'Rourke of the Pittsburgh Pirates.

● ● ● A vivid dramatization of the northeastern Oklahoma war-industries market was provided by KVOO, Tulsa outlet of NBC, when Wm. B. Way, general manager of the station, recently mailed defense-stamp corsages to some 300 friends throughout the country. The corsage mailing served as the opening shot in a campaign to make advertisers and agencies conscious of the Tulsa "Magic Empire" market served by KVOO.

● ● ● New idea in the scrap rubber drive now current throughout the nation is being tested by Lew Lacey, of KTSA, San Antonio... Lacey is conducting a contest among the youngsters of the YMCA who are divided into teams. It was Lacey's idea to have these boys go out into the side roads, seldom-used roads outside of the city and bring in scrap rubber found there by the roadside by motorists in other days. In several days boys brought in a total of forty-six hundred pounds of scrap rubber... If more and larger groups would go out it is believed that even a larger amount of rubber would be found. Boys found many families far distant from the city, who had not heard or read of the scrap rubber drive. After being told, they gave several hundred pounds to the boys. News bulletins were read every day during the drive made by the boys as to what team was bringing in the largest amount of rubber! On final day of contest winning team will be interviewed. Boys were taken out on the roads in cars of women who donated their time and autos to aid the campaign.

Chicago

By FRANK BURKE

WITH one-fourth of the course completed the NBC-Northwestern University Summer Radio Institute is achieving its objective of help to meet an impending shortage of trained radio personnel during wartime, Harry C. Kopf, vice-president of NBC in Chicago, declared today. "Although we have expressly claimed any promise of employment to the students, I feel that many of them, at least, will have acquired a sound elementary knowledge of radio operation by the time they complete the eight-week course," Mr. Kopf said.

Cleve Conway gets the announcement on the new Tom Dorsey program.

Nikki Kaye, continuity writer for the W. E. Long Company, has a short story, "Overtone," to Chicago "Daily News" syndicate.

Eddy Duchin's new naval officer uniform set Chicago debutantes "ga" and Tommy Tucker, new ball leader at the Palmer House, hopes to garner the same popularity Duchin had while here. Duchin, incidentally, will conduct the "My Your Navy" orchestra from the Gr Lakes Naval training station while the show goes commercial for Har mark over the Blue next month.

Quiz Kids, seen in several Paramount shorts, will get a full length feature in the fall if the plans of L. Cowan, originator of the program, works out.

Marcy McGuire, formerly vocalist with the Harold Stokes band has slated for a build-up at the Republic Pictures studio in Hollywood, according to word received here. Marcy, 18-year-old Des Moines, Ia., credits Stokes with starting her the way to fame and fortune. It's an engagement on the stage of Chicago theatre with the Stokes by that attracted the movie scouts.

Paul Whiteman's route released the William Morris office includes Tower theatre, Kansas City, weeks July 24th; Orpheum theatre, Omaha, week of July 31st; Orpheum theatre, Minneapolis, week of August 1st; Oriental theatre, Chicago, week August 14th; Stanley theatre, Pittsburgh, August 21-27 and Earle, Philadelphia, week of August 28th.

Attractive young women attend the NBC-Northwestern University Radio Institute this summer have proven comely subjects for fan magazine photographers.

Henry D. Livezey, former Chicago investment salesman, has been named general relations manager of the NBC central division, Harry C. Kopf, vice president and general manager of the division has announced.

Have You Met The Voice

of
GILBERT MACK

?

LEX. 2-110

Wives In OWI Post; Davis Sets Policies

(Continued from Page 1)
 agency. He stressed that the use of the agency would be to get more news both good and bad. He said, "This is a people's war, and it is the people's duty to know what the people should know about it as they can. The agency will not, and does not want to, follow the open-door policy that has prevailed in the dealings of the government with press and radio in the news media.

For our hope, however that we will not end to conflicting statements which confuse the public mind. To be done, I believe, by giving the complete truth to the public as far as possible and by endeavoring to establish procedures which will enable different agencies to agree before a given issue is published in the state of publication."

Cowles Assistant Director OWI set-up as predicted by the OWI. Features the chiefs of the agencies which have been divided into OWI. Only name of government service is that of Robert Cowles, Jr., appointed assistant director in charge of all domestic operations. Cowles is president of Look magazine, the Iowa Broadcaster, and the Des Moines Register and Tribune," and vice-president of the Minneapolis "Star-Tribune." Under director Elmer Davis, associate director M. S. Eisenberg, Cowles ranks in organization with two other assistant directors: Arribald MacLeish, in charge of public relations developments, and Robert Herrod, heading OWI's over-branch.

Lewis-Meservey Continue
 Miss B. Lewis has been named as Douglas Meservey deputy of the Radio Bureau, one of the domestic branch headed by Lewis. Lewis will continue to function substantially as he did as coordinator for the now defunct OWI, except that he will now have responsibility also for the radio production activities formerly conducted under the OEM as well as the radio activities of the former Office of Government Reports.

The organization brings Bernard Hendon into the OWI as chief of editorial section of the radio and in charge of the script and copy writers. Besides Schoenfeld's editorial section, Lewis will have charge in his bureau—allocating campaign, headed by Seymour Weiss, government liaison section headed by Philip M. Cohen in charge of industry liaison section, and in charge of section chiefs of the industry liaison. Production sections were selected the next week according to Lewis.

Five Bureau Chiefs
 Chief of the other five bureaus of the domestic branch are Robert Herrod, news bureau chief who will head OWI's central news room; J. R. Mellett, motion pictures; J. R. Mellett, publications and graphic; and C. Blackburn, bureau of

WHO'S WHO IN RADIO

KEITH KIGGINS

PROBABLY the only ex-cowhand in the radio business who has never moaned "Git Along, Little Dogie" or strummed a sad guitar is waning-haired, spectacled Keith Kiggins, for the past year, spark plug of the Blue sales staff. As NBC Station Relations Manager, Kiggins became personally acquainted with practically every radio station executive in the nation. But, in the course of building that acquaintance, the mellifluous Kiggins baritone has been raised in many a song of trail and range. And that's why he never has figured on even a sustaining series.

Ex-cowpuncher, ex-newsboy, later bond broker, promotion engineer and well-loved radio figure, Kiggins has more than an academic interest in the West. He was born there, in Boise, Idaho, and educated at the University of Oregon. While in college, Kiggins and a brother operated a cattle ranch until the United States entered the first World War. Kiggins promptly turned the ranch over to his brother, enlisted in the Ordnance Corps, was commissioned and sent overseas where he served a year and a half among the ammunition dumps. Upon his return, he completed his college course, then entered the investment banking business in Portland, Ore. In 1928, he came to New York and opened an investment house which did all right until 1929. (Remember?)

Already interested in radio (by ear), he made a world-wide survey on the commercial aspects of the medium, his findings so interested executives of the National Broadcasting Company that Kiggins was invited to join the Station Relations Department. As assistant and, later, manager of that department he worked toward the creation of definite radio networks to replace what was then a tangle of overlapping groups. In pursuit of his objective, he travelled the country over, talking with station owners and managers, pointing out the advantages of network operations and playing an important role in ironing out the problems posed by separate network setups. In 1939, Kiggins was named Director of the Blue Network and held that post until its separation from the Red, long planned, was widened by the creation of a separate sales staff. That was also a development for which Kiggins had striven, and in 1940 he became Blue Sales Manager.

Even in his new post it is highly improbable that he will have to become accustomed to being addressed as "Mr. Kiggins," since he's the sort of fellow whom everyone calls "Keith" five minutes after meeting him. Kiggins lives in New York's Greenwich Village—very handy to the office. He is married to Dorothy Manville, of the editorial staff of the New York "Herald-Tribune," whom he met at the University of Oregon. He is "owned" by a handsome Sealyham terrier; is a pianist. He plays loudly, if not well, inasmuch as his musical education was acquired in academies that were something less than academic.

But play the piano he does, at the drop of a hat—and it doesn't have to be a ten gallon one.



Ex-cowhand.

public inquiries; and Philip Hamblet, acting chief, bureau of special operations. The last named bureau will include special foreign language services and liaison with the advertising industry.

The five chiefs serving under Sherwood in the overseas branch come into the OWI with him from the former foreign information service (lopped off from Donovan's COI when it became Office of Strategic Service under the High Command. They are Joseph Barnes, International Press and Radio Bureau, New York; Edward Stanley heading the overseas publications set-up in New York City; Harold Guinzberg, outpost bureau; Murray Brophy, heading communications facilities and Warren Pierce, in charge of west coast office.

MacLeish's Assistants
 Serving in the policy development branch under MacLeish are, R. Keith Kane, chief of the Bureau of Intelligence, and six deputies for departmental liaison. They are: A. M. Feller, James Allen, Arthur Sweester,

Reginald C. Foster, Frank P. Shepard and Robert Muse. As set forth Friday, one of Kane's functions will be to provide OWI with current knowledge as to the adequacy or inadequacy of government war information from the point of view of the public itself.

"Ready for Business" Today
 Effective today, when OWI expects to be "ready for business" in the social security building, it becomes the central source from which will emanate all news and background information essential to a clear understanding of the nation's war effort.

However, army and navy information services continue to remain aloof from this set-up, and no comment on military operations will be forthcoming from the OWI. Davis made this clear to the press Friday, however, aside from terming, "inaccurate as far as I can see," reports of his resignation (due to the reported brush-off re coverage of the trial of the Nazi saboteurs.) Davis refused to discuss his rumored controversy with the army bigwigs.

Audiences Still Gain In Gas Ration Areas

(Continued from Page 1)

Listening" sponsored jointly by major local stations and prepared by C. E. Hooper, Inc. Reversal is attributed to the gasoline rationing in the New York area.

New York area listening increased about three per cent, while for this same period the national figures showed a customary seasonal decline of about five per cent. Figures for evening listening show that local decline is only five per cent this year, as against the national picture of a 13 per cent seasonal drop.

Third Upswing

This is the third Hooper study confirming the upswing of listener audiences since gas rationing went into effect. The first two covered the Eastern seaboard districts of New York, Philadelphia, Baltimore, Atlanta, Richmond, Washington, Boston and Providence. Lumping the eight cities together, the report, for evening listening, showed a 1.3 per cent gain the first seven days of June, as compared with 1941 figures. May figures were listed with 2.3 per cent increase over tally for a year ago.

"Victory Theater" Debut Has "Philadelphia Story"

Presenting the first of a series of eight top CBS programs scheduled for the "Victory Theater" series, Cecil B. DeMille on Monday, July 20, will direct "The Philadelphia Story," featuring Katharine Hepburn and Lt. James Stewart, of the U. S. Army Air Corps, in the leading roles. Miss Hepburn created her role in the original stage play. Both she and Lt. Stewart starred in the film version of the production.

Several other CBS programs are scheduled for "Victory Theater." They will be heard on successive Mondays from 9-9:30 p.m., EWT. Time and talent is donated, while CBS offers gratis its facilities for the program.

On July 27, the CBS "Hit Parade" is scheduled. Major Bowes' Amateurs are heard August 3. "First Nighter," which originates in Chicago; is heard August 10. "Big Town," with Edward G. Robinson is a drama entitled "What America Means To You," is scheduled for August 17.



"His wife has been listening to WFDF Flint, Michigan and she's gone shopping."

NEW BUSINESS

WOAI, San Antonio: California Fruit Growers Exchange, thru Lord & Thomas, 11 one-minute and chain break anns. per week; General Mills, thru Blackett-Sample-Hummert, 15-minute ETs, five per week for 13 weeks; Globe Laboratories, thru Ray Glenn, renewal of four 100-word anns. per week for one year; State of Colorado, thru Max Goldberg Adv. Agency, 11 one-min. ETs; Liberty Mills, thru Coulter-Mueller-Grinstead, three 15-min. programs per week for one year; Lester Boone (Political), one 15-min. ET talk; Bryan Patterson (Political), 10 thirty-word anns.; Pat Armstrong (Political), three 5-min. talks; Hal Collins (Political), five 15-min. talks per week over the Texas Quality Network.

WGAR, Cleveland: West Side Savings and Loan Co. (financial), thru Donald A. King Co., Columbus, 13 evening spots, four weekly; Saturday evening Post, thru BBD & O, six evening spots; National Biscuit Co. (Shreddies), thru Federal Advertising, Inc., NYC, 13 daytime spots; Metro-Goldwyn-Mayer, for "Mrs. Miniver," thru Donahue & Co., Inc., NYC, five daytime and four evening spots; California Fruit Growers Assn. (Sunkist Lemons), through Lord & Thomas, Inc., Chicago, three daytime and three evening spots weekly for five weeks; Block Drug Co. (Dentugrip), thru J. Walter Thompson Co., NYC, three daytime spots weekly for 15 weeks.

WABY, Albany: New York State Election Campaign Committee, Communist Party, 15-minute periods; Rhythm Club, daily anns.; American Glass Co., daily anns.; Nehi Bottling Company, 26 weeks, three daily anns., Sunday thru Fridays, thru Dec. 29; Endy Brothers Shows, daily anns.

WNEW, New York: The Penman Co., thru United Advertising Companies, one 15-min. program weekly, together with a schedule of spot anns.; Admiracion Shampoo, thru Charles Dallas Reach, 27 spot anns. per week.

WCAE, Pittsburgh: West Penn Power Company, thru Fuller, Ross & Smith, six 100-word anns.; P. Duff & Sons, thru W. Earl Bothwell, one-minute ETs Wednesday, Thursday and Friday, thru Sept. 30; Studebaker Corp., thru Roche, Williams & Cunningham, 15-min. newscasts Tuesdays and Thursdays; Pittsburgh Home Savings and Loan Association, 5-minute Sunday newscasts, thru Aug. 9, direct.

"They Live Forever" Back On CBS July 24

"They Live Forever," one of CBS's war shows honoring service men in the current conflict, will return to the network, Friday, July 24, 7:30-8 p.m. Show formerly held forth Sunday evenings, and is produced by Charles Vanda.

WORDS AND MUSIC

EIGHT YEARS AGO he was just another announcer. He had just come into New York after a career on a California station. He had never made more than \$30 a week. He enjoyed listening to dance music more than anything else and followed the activities of the bands avidly. He got a job on WNEW about the time of the famous Hauptmann trial. The station was looking for something to fill in the periods between bulletins. This fellow suggested phonograph records. He played discs and interpolated commercials which he wrote out laboriously himself. Finding that it was too much trouble to write the commercials, because he was lazy, he started to ad lib the plugs and did such a good job, the sponsors flocked in. His program is still going strong and he is making closer to \$3,000 than to the \$30 a week he started with. His name? Martin Block.

★ ★ ★

SIX YEARS AGO a tremendous tragedy hit him between the eyes and knocked him out mentally and morally. He lost his son to a siege of pneumonia. Heartbroken, he lapsed into a period of moping inertia. He realized that unless he took up some interesting hobby, his mind would crack. So he began looking around for a pastime. In examining the various types of hobbies, he became fascinated by the subject of hobbies and realized that here was a field that could be explored indefinitely. He devised a radio program based on hobbies and through it has inspired many other people who had similar mental setbacks to snap out of it by taking up a hobby. His name? Dave Elman.

★ ★ ★

COME TO THINK OF IT:—Paul Lavallo's specially arranged music for the "Cavalcade" shortwave broadcasts in Spanish each Monday night, makes it almost unnecessary to know the language... The RCA Building certainly could use a restaurant... Toot Schor's is getting the big play from NBC execs, while Louis & Armand draws the CBS celebs... Ed Gardner is lucky—every time his "Duffy's Tavern" program loses its sponsor because of war priorities, he gets another. Here is a comedy show that has established itself as a winner, no small thanks to Parke Levy, script writer... Whatever became of Vera Van?... Most of the stars who seem snobbish really pass you by because they are myopic... Wonder what's really wrong with Fred Allen?... Walter Winchell's hair certainly has grayed... When will NBC bring back gal receptionists? Step is inevitable at the rate the page boys are being grabbed by Uncle Sam!... Radio musicians dress more comfortably and sensibly than anyone else... Song pluggers wear the loudest ties... "Myrt. Ltd." a new script prepared by Myrtle Vail of the "Myrt & Marge" show has been submitted to the William Morris Agency for consideration and peddling as a possible substitute for the "M&M" production in the Fall. Agency indicated the whole subject was all very undetermined at the moment, there being a question of disposition of the original which is entering its 12th year, since there is no settlement of sponsorship either. Reported there are two in the running.

★ ★ ★

CRITIC'S CORNER: Joe E. Lewis, the comic, has a plaintive song called "Poor Little February—it only has 28 days." We suggest he pen one called "Poor Little Daytime Serials." Brother, do they get a shellacking in radio reviews! And now, with almost all radio fare being shortwaved to our armed forces, the soap operas are more than ever the orphans of the networks. Maybe they'll get their chance to do their bit if the WAAC's go overseas!... Groucho Marx is punching home those laughs on the Rudy Vallee programs in a way to make top radio comics, now on vacation, more than slightly uneasy... Spare us from the "analysts" who befuddle their listeners with millions of military possibilities. Their chatter usually runs along these lines: "If Rommel is stalled any longer, the British will probably do such and such, that is, of course, if the British can bring up enough supplies and if Rommel doesn't get caught asleep at the switch, blah, blah, blah." One exception is Drew Pearson, who gives it to you straight—no double talk.

—Remember Pearl Harbor—

PROGRAM REVIEW

"March of Time"

After trying several different locations on the networks, "March of Time" has settled in the 10:30-11:00 niche on NBC Thursdays, following the Rudy Vallee hour. Initial program of the new series last Thursday, although good listening revealed nothing new in the formula, a definite improvement in the program was easily noted. New music director is Mark Warnow, whose experience on "We the People" and other big shows, including the current "Hit Parade," gives him an excellent rating for the job.

As always, Westbrook Van Vleet is the voice of the "March of Time." He presented Lieutenant General Brehon B. Somervell, Chief of U. S. Army Services of Supply, speaking from Washington. This was followed a dramatization of the underground movement in Holland. Next, Mark Warnow's 25-piece orchestra and 12-voiced choir formed a medley from Irving Berlin's "This Is the Army" show. An attempt was made to pick up Cairo, Egypt, by shortwave for an interview with Harry Zinder, Sergeant in the American tank corps to see action in Libya, but reception was not clear. Climax of the program was an interview with J. Edgar Hoover, Chief of the FBI, in Washington about the 8 Nazi saboteurs just captured. Timely as could be, in the face of the fuss made about censorship of the case.

Sandy Stranich is director of "March of Time." Frank Norris is managing editor, Adrian Samish is producing editor (actual title Young & Rubicam is the agency on the account).

Richmond Heads Mag. Div. Of CBS Publicity Dept.

Appointment of John Richmond as head of the magazine division of CBS Publicity Department was announced Friday. Richmond, with CBS magazine division for the year and a half, replaced Tom Flanagan, who has been commissioned a Lieutenant, Junior Grade in the U.S.N.R.

Charles John Brown

Charles John Brown, thirteen-year-old son of Charles B. Brown, manager of the Promotion Department of NBC, died Thursday, in Alexian Brothers Hospital, Elizabeth, N. J., of complications following an emergency operation for appendicitis five days earlier. He was an only child.

Requiem mass will be celebrated today, at St. Genevieve's Roman Catholic Church, Elizabeth, where a burial will be in St. Gertrude Cemetery, located in Woodbridge, New Jersey.

Agencies Taking Neutral Stand In Forthcoming AFM Dispute

(Continued from Page 1)
of musical mechanicals August 1. General waiting policy pre- among 24 agencies quer- "Radio Daily," after As- of Advertising Agen- America sent a special on the subject to its rs. Communication from our A's, dated July 3, y its members of the AFM y quoting the letter Petrillo recording companies termi- their licenses after August 1. its own, the bulletin added ney's statement as follows:
the transcription companies d by Mr. Petrillo (presi- of the AFM) are in the first f this problem. Radio sta- through the NAB can be ted to take a strong stand cking them up. The legal pts of this situation have et been clarified. . . . The ptment of Justice may act a matter if it is deemed in int."

g up the non-committal and policy of the agencies is the t most of them have brought r productions up-to-date, or enough of their late Summer l contracts on platters within t week or two, so that the e would not cancel any of accounts.

Modifications Planned
ge group of radio directors agencies indicated that they vising means of modifying their spot ET's so that they along without music by using cs, or resort to whatever and records are already on the back-logs of the ET and g companies. Whatever means them are using to take care accounts, there was unani- attitude that they were not go rush headlong into the con- er, and become involved or sport as they did in the Ascap n. All felt that the issue was ictly between the union and ers, and that agencies and s would remain on the side non-committal.

Agency Cooperative Effort
spokesmen declared that their ve bodies had given the sub- sideration, though there was nfering between or among s to reach a trade policy. Only e reported having any conver- with Neville Miller, head of B who had been delegated to nicate with the various trade s, following a meeting of them eek at the Hotel Roosevelt. r were some who, when queried, ed disgust with the whole adding, too, that their aloof- as predicated upon the fact

that they were in no mood to mess around with labor trouble, such as this might develop into, fearing such a conflagration may spread and get out of hand.

Digest of attitudes of some of the agencies queried follows:

N. W. Ayer & Son, Inc.: "We are awaiting word from the record companies, feeling that this thing may blow over soon. No one has made a bid for our support. We are not immediately affected, and therefore have not established an operating policy. We will wait a little longer anyway, having heard that the union might allow time extensions and that the record companies may present counter proposals."

Badger and Browning & Hersey, Inc.: "We are pretty well covered and intend to stand by. None of our contracts or productions will be held up because of this measure. We are in a position to lie back for a while to see what happens."

Bates "Not Affected"
Ted Bates, Inc.: "We are not affected at all, have nothing in the line of transcribed shows coming up for the Fall. Our present and future productions are all live, as far as we know."

Batten, Barton, Durstine & Osborne, Inc.: "Most of our recordings and transcriptions are dramatic, so that we will have little difficulty. We are checking, however, to see just what our own situation is. For the most part, our musicals are live."

Erwin, Wasey & Co.: "We have discussed the matter with all our clients, and are a little disgusted with the whole thing."

William Esty & Company: "Most of our one minute spots are without music. We are making more, but feel that we will not be affected at all. We have not taken the matter up with anyone, but feel we can easily make substitutes among those using music."

Geyer, Cornell & Newell, Inc.: "We don't have a thing to worry about, and don't expect anything in the immediate future. No stand has been taken because we have nothing but live material now."

B-S-H "Not Worrying"
Joseph Katz Company: "We have very little recorded business outside of spot announcements. We do not know to what extent the ruling will effect us because we do not make our own recordings. For the most part we buy time and participate in going recorded programs, so we haven't even thought of this as an immediate problem to us."

Blackett - Sample - Hummert, Inc.: "No! We do not have to worry. We do not have to say whether we are happy or unhappy about the whole thing because we have nothing on the air to which the ruling applies. Of course, what the future will bring is something we don't know, so we have nothing to do but wait."

Buchanan & Company, Inc.: "Our

shows are pretty much live, so that for the present we are not concerned one way or the other. We have few recorded shows to speak of."

Campbell-Ewald Company of New York, Inc.: "We are not concerned because whatever spot and electrical transcriptions we have, have no music. We do not have to get into this."

Compton Advertising, Inc.: "We are operating on the assumption that we know nothing of this difference, covering ourselves in every way possible and making plans for whichever way the thing will turn out."

Arthur Kudner, Inc.: "Nothing of ours falls into the problem of transcribed musicals. Spots for the Fall are all taken care of."

Lord & Thomas: "We are standing by, waiting, and looking into the situation."

Mathes Following "This Thing"
J. M. Mathes, Inc.: "We are just trying to follow this thing to see what will happen. We have not discussed it with anyone, feeling that he (Petrillo) is out after something else, that the whole thing is so radical he is interested in trying to get something more besides the transcription companies. All our productions for the rest of the year are complete as far ahead as next Summer. We will not feel the pinch unless some one of our old accounts decides to go into this jingle business, or we get a new account that wants something unexpected."

Young and Rubicam, Inc.: "There is no established policy on this because attitudes will depend upon each account separately. We are just going to wait to see what develops before we strike an attitude."

J. Walter Thompson Co.: "Sure, we have a lot of electrical transcriptions, but we have no plan to rush into this. We feel that this is none of our business, that it is a problem fundamentally between the union and the manufacturers and operators. We are just sitting on the side watching. None of our Fall business will be affected."

NAB Board Meeting— Must Fill Vacancies

Washington Bureau, RADIO DAILY
Washington—NAB's summer board meeting which will be held in Chicago tomorrow and Wednesday at the Palmer House, is expected to draw a full quota of directors. On the agenda is the concern of the industry over the AFM ruling on recordings after July 31.

Three vacancies are expected to be filled, particularly that of public relations counsel. Candidates for the job will be considered. Vacancies are those left by Lieut.-Col. Ed Kirby, formerly handling public relations; Frank E. Pellegrin, now Captain working with Col. Kinby in the army's information branch and Lynne C.

Broadcasters In Rush To Start Bond Sales

(Continued from Page 1)
to 10 a.m. Friday morning. Only two outlets informed Vincent F. Callahan, Chief of the Radio Press section of the bond and stamp staff, that they would be unable to handle the bonds due to being located at great distances from the nearest metropolis.

Wires which are still coming in are 100 per cent enthusiastic about the plan of direct selling to the listeners and arrangements are quickly being made by the broadcasters to receive money-orders, cash or whatever the collateral may be. Method of making the actual sales is optional with the stations, all according to their locations and facilities. As stated yesterday, bonds will be forwarded to the stations on consignment and all unsold may be returned at the convenience of the broadcasters.

Networks Not Approached
To date, stations have been giving considerable time to Treasury shows and announcements, but this is the first time that stations will both make appeals and sell directly to the listener as well. In every case, the wires to the Treasury Department stressed the "privilege" of being able to help and that the broadcasters would do their utmost to put the plan over.

Networks so far have not been brought into the direct-air selling picture, but it is presumed they will be utilized eventually to back up the individual stations indirectly.

Service Men In Oahu Get Special Program

Richmond, Va.—In tribute to service men stationed on the island of Oahu, WRVA, early this morning presented a special broadcast to that island as a result of official information that the station is heard regularly and clearly in the Hawaiian group.

Participating in the "Salute to Oahu" which went on from 1:05-2:00 a.m., EWT, were Maj.-Gen. Joseph A. Green, commanding officer of the Anti-Aircraft Headquarters located in Richmond, and Governor Olgate W. Darden.

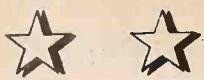
WOR Musical Goes Net

Two Mutual shows, originating here at KHJ, Los Angeles, will take a two-week vacation after next week. A third show, out of WOR, "Your Date With Don Norman" will go net, with a daily broadcast 1:35-1:45, starting today. Norman program had been on twice a week, 1:45 p.m.

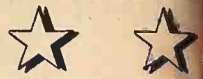
The musicals, "Tune Up America" and "California Melodies" will be off the air July 22 and 29, and July 25 and Aug. 1, respectively.

Smeby, who has also joined the U. S. services.

Labor relations director Joe Miller of the NAB who is doing special work for the War Labor Board, will also be in Chicago on both NAB and WLB duties.



Coast-to-Coast



To acquaint listeners with all the courses of action necessary in the event of air raids, WDRC, Hartford, is presenting a special series of electrical transcriptions sponsored by the Hartford Defense Council.

A daily tribute to the men and women of the armed forces is paid promptly at noon each day over WEBR, Buffalo. The announcer asks the audience to join in a silent tribute for 60 seconds, and a soft organ number is played. At the end a chorus sings the "AMEN," and the day's program continues. The whole thing is purposely designed to be without fanfare.

KDKA, Pittsburgh, wound up a hectic week of covering the Army War Show by rescuing the USO from a sad dilemma. The USO gave a dance for the soldiers on their last night in Pittsburgh. Nine o'clock came, with over a thousand soldiers and girls gathered in Syria Mosque, and the orchestra scheduled to play hadn't shown up. An official called Bernie Armstrong at KDKA and explained the situation. Bernie and the orchestra had just finished a broadcast and were rehearsing some numbers for the next day. They stopped the rehearsal, jumped into taxis and got the dance going 40 minutes later. The soldiers kept them playing until 12:30 p.m.

Laurence B. Smith is now on the engineering staff of KGVO, Missoula, Mont., replacing Ralph Lewis, resigned, who is now doing governmental work in Ogden, Utah. Eugene Hunton has joined the KGVD announcing staff of KGVO, Missoula, Mont.

Bob Dixon, former announcer of WHYN, Holyoke, is joining the staff of WTAG, Worcester. He is replacing Clive Davis, who resigned from WTAG to join the staff of the Blue Network.

John Csensic has been named Chief Engineer at WSAZ, Huntington, W. Va. Byron Judy has been transferred to that station, from WCHS, Charleston, W. Va., as a transmitter engineer.

1 9 4 2						
BIRTHDAYS						
17	18	19	20	21	22	23
24	25	26	27	28	29	30

July 13

Frank Dane	Dave Garroway
George Ing	Phillips H. Lord
Carolyn Montgomery	
Harry Sosnik	Tim Spencer
Charlene Wyatt	

To help launch a new war bond drive in Passaic, N. J., WPAT, Paterson, N. J., recently broadcast the complete inaugural ceremonies. Before the one hour program had ended, Steve Ellis, WPAT announcer of the show, revealed that the first day goal of \$50,000 had already been exceeded by \$2,000. A total of more than \$52,000 worth of war bonds was sold or pledged during the broadcast. Added impetus was given to the show by Conrad Nagel, stage and screen star, speaking in behalf of the drive and by the music of Stan Kenton's orchestra.

It was the Army and the Navy—and now the Marines have joined the WHN program schedule. On Fridays, the Marines will have their own show over the station when broadcasts of the dramatic exploits of Marine heroes, past and present, are heard from 8:15-8:30 p.m., EWT. The programs are transcribed and are presented in cooperation with the Marine Corps. "To the Shores of Tripoli" will be the title of the broadcast on Friday, July 17. Other "men in uniform" shows on WHN are "You Tell 'em Soldier" from Fort Hancock and "Clear the Deck" from the Brooklyn Navy Yard.

Felix Meyer, who handles the programs for the FM station, W53PH of WFIL, Philadelphia, this week begins his "summer school." While carrying on his regular work at W53PH, he will also direct and instruct the orchestras of the Catholic Girls' High Schools in Philadelphia, now in summer session.

Fritz Blocki, writer-director of the staff of Benton and Bowles, is taking a continued leave of absence from the agency to join Henry Souvaine as one of the three directors who alternate on the General Motors series, "Cheers From the Camps." Blocki recently took a two week leave of absence to do the show from Camp Grant, Rockford, Ill., but now will remain with the series for some time. The other two directors on the General Motors programs are Guy Della Chiappa and Tom Riley.

A. D. Willard, Jr., general manager of WJSV, Washington, has been nominated as chairman of the Radio Committee of Washington's Community War Chest, the organization which, for the duration of the war, will take the place of the Community Chest. It encompasses all charities with the exception of the Red Cross. Albert N. Dennis, who has been broadcasting "The Labor News Review" over WJSV every Saturday for the past nine years, has added an extra chore to his week's work. He's now doing a recorded broadcast on the same subject for BBC. He's been sending scripts of "The Labor News Review" to BBC for several weeks, but started the recording only this week.

Commander L. E. Wells, Lieutenant Alfred Bruce, and Apprentice Seaman Lou Plummer, of the United States Coast Guard, will participate in the Coast Guard Relief Show over WFIL on Thursday night, July 16, at 10 p.m., EWT. With Tom Moorehead as master of ceremonies, the program will present a Coast Guard drama, coupled with music and brief talks by the Coast Guardsmen. The sporting phase will be brought out by Seaman Plummer, a challenger for the world heavyweight wrestling championship.

Since January 1, on her daytime series, Kate Smith has talked on 275 various war subjects, including War Bonds, women in defense, Red Cross, American Nurses, the Flag, Minute Men, U.S.O., various salvage campaigns, Army and Navy Relief, and scores of similar matters of interest to all of us. More than half of the time of the "Kate Smith Speaks" broadcasts is devoted to such subjects.

Milton Berle, the movie and radio comedy star, will make one of his two air appearances in the East when he is starred by Charles Martin on the CBS "Philip Morris Playhouse" July 17, in his version of "My Favorite Blonde," which served as a movie vehicle for Bob Hope and Madeleine Carroll. Martin endeavored to bring Madeleine Carroll here from the Bahamas in time to appear opposite Berle, but this was found to be impossible.

Virginia Smith of the Program Department of WBBM, Chicago, makes the fifth studio engineer enlisted from the ranks of the opposite sex. Virginia is now a learner, studying control techniques under the direction of engineer supervisor Hollie Pearce. Francis Baxter, formerly of WBBM transcription, has assumed her secretarial duties. Prior to her work in radio, Fran was half of the famous "Fran and Suzanne" comic dance team, on Midwestern and Canadian theater circuits.

Harry Clippard has been named to succeed Charles A. Thoman, Chief Engineer of WOBB, Columbia, S. C. Thoman is going with the Navy as

radio consultant. . . . Bill Burnette, formerly of WORD, Spartanburg, joined the WCOS announcing staff. Another addition is Roy Darby, came from WFIG, Sumter, WCOS standby announcer and engineer.

Arch McDonald, sports announcer of WJSV, Washington, took it himself to enlist the station's personnel 100 per cent in a plan to contribute to the Red Cross-Army-Blood Plasma Bank. This last weekend he had got signed promises every single member of the staff that he or she would give a drop of blood for the cause. He's now in the process of making appointments for each of them to get over to the blood donor center. Arch, incidentally, does the interviews on the two-week Red Cross show, "Thru Live" heard over CBS.

Lorraine Hall of the "Everyman's World" program of WFIL, Chicago, is expanding her volunteer activities to include every branch of the armed forces. Already designated as official "Mother of the Marine" in the Chicago area, Lorraine is handling public relations for the Army Servicemen's Center, has joined the Navy Mothers, and is currently engaged in promoting the forthcoming Army Air Corps dance.

Sergeant Johnny Carlin, musician of WFIL, Philadelphia, leading the Army Glee Club in Washington, received an invitation to his songsters to the White House. Carlin discovered that the President's boys sang a concert on the lawn. Mrs. Roosevelt asked Carlin to bring his men back next night soon when the President would hear them.

Marking the 150th anniversary of the French national holiday, Bastille Day, July 14, "The French Hour" on WBNX will present a special program which will be heard Paul Claudon of the former Ambassador to the United States from France, speaking as the President of the French Alliance in the U. S. (Alliance Francaise). The program goes on the air at 4 p.m., EWT.



* TELEVISION *

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Phone Co. Spot Campaign

Sees 'Sabotage' Of Equipment Pool

Washington Bureau, **RADIO DAILY**—FCC Chairman James C. Fly charged yesterday that "vested interests" in the broadcasting industry were obstructing the project of an equipment pool. This is the project which Fly recently stated had been agreed to "in principle, by the Production Board. We are engaged in various studies of the whole problem of equipment conservation," the FCC chairman stated yesterday, adding "Of course as you know, the pooling idea has been obstructed here and there by certain vested interests in the industry, and this has made it somewhat difficult" (Continued on Page 7)

Endocrine Account Among WQXR's New Biz

Full year renewals and a new contract were signed by WQXR last week. General Foods, for Maxwell House Coffee, renewed through June 30, 1943 its half hour of recorded dinner concert music, six days a week, 8 p.m., through Benton & Bowles. Charles Gulden Inc. for Gulden Record, renewed a contract for five new news programs, starting September 15" (Continued on Page 2)

Commentators To Bat King Kaltenborn Vacash

When H. V. Kaltenborn starts on his annual vacation Monday, July 20, leading radio commentators will be standing by ready to fill in on his regular NBC periods. The Monday after hour will be taken over by Ben Close, Far East expert, who" (Continued on Page 2)

Special Service

Seattle — Many stations have received appeals for pianos for the USO, but KIRO, however, had word that the Army-Navy branch of the MCA needed, not an upright piano, but "one that's large enough for the boys to lean on when they are sitting together." After two spot announcements, a generous and patriotic listener donated, for keeps, a grand piano.

Hats In The Ring

With a view to a bang-up program celebrating the station's 20th anniversary on August 16, S. D. Gregory, Manager of WEAJ, has offered a hat (Stetson or Dobbs—take your choice) for each of the six best ideas submitted by staff members. If the six best ideas come from one person, that person can have all six hats, men's, women's or assorted.

Canada Radio Policy Upheld by Bannerman

Ottawa—Members of the Canadian Association of Broadcasters regard Canada's radio policy as sound but consider that regulations restricting some phases of private broadcasting should be amended, Glen Bannerman of Toronto, president and general manager of the CAB, has informed the House of Commons special com- (Continued on Page 6)

Seek To Arouse Capital Re Proposed Disk Ban

Washington — Various newspapers and factions are showing zeal in bringing to the attention of government officials the anticipated consequences and general implications of AFM President, James C. Petrillo's ruling banning employment of AFM musicians for non private transcriptions and recordings after July 31, (Continued on Page 2)

453 Stations On Bond Wagon Including 23 50,000-Watters

Farnsworth Net \$642,237; On Full War Conversion

Announcing the firm's total conversion to war work, the annual statement of the Farnsworth Television and Radio Corporation just issued for the fiscal year ending in April, reveals a net profit of \$642,237. Representing operations mainly on civilian radio and phonograph equip- (Continued on Page 2)

Pennsylvania Bell Buys Station-Breaks Anent Wartime Equipment Status; N. Y. Co. Considering Plans

Mutual Co-Op Shows Being Expanded To 21

Co-operative sales plan which earned for Mutual Broadcasting System over a half million dollars in network billings during 1941 is being expanded to take in a total of 21 programs, according to Ed Wood, Jr., Mutual's sales manager. For the pur- (Continued on Page 3)

Saratoga Racing Meeting Using Spot On 20 Outlets

Albany—The Saratoga Association for the Improvement of the Breed of Race Horses will again conduct a 30-day horse running meet beginning July 27, with the Leighton & Nelson Advertising Agency of Schen- (Continued on Page 2)

'Hams' In U. S. Possessions Must Turn In Equipment

Washington Bureau, **RADIO DAILY**—Washington—Removal and impounding of all radio communication equipment in Puerto Rico and the Virgin Isles was announced this week-end by the Board of War Communications in the interests of "national security" (Continued on Page 2)

With the Bell Telephone Co. of Pennsylvania having set a campaign of station-break announcements on 40 stations mostly in Pennsylvania and Delaware involving \$25,000 worth of time to be used in 30 days, it is definitely indicated that additional telephone companies in their respective areas (Continued on Page 3)

WHIP Now WJWC—Big News Staff Set

Chicago—Biggest local radio news of season broke yesterday with announcement that Marshall Field's WHIP switches to new call letters WJWC and starts operating immediately on a new full time schedule with the "Chicago Sun" planning a most comprehensive radio news (Continued on Page 7)

"Lone Ranger" Adding Angles On War Effort

As a new feature of the "Lone Ranger" series, interviews with American heroes of the current war to encourage listeners in buying war stamps and intensify salvaging and other activities necessary to our effort, will be presented on the tri- (Continued on Page 2)

Workout

San Antonio — Bill Michaels, KABC baseball announcer, isn't complaining, although — At a recent Texas League game for the Red Cross, he took the microphone for one hour of pre-game entertainment. Then came the game. It ran 18 innings, keeping Bill on the air five and one-half solid hours. Next night the teams played a double header.



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M. H. SHAPIRO : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL (Monday, July 13) NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., Crosley Corp., Gen. Electric, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio, OVER THE COUNTER, Strömberg-Carlson, Farnsworth Tel. & Rad., WCAO (Baltimore), WJR (Detroit).

Blue Appoints Harris Network Statistician Replacing Howard Selger of the Blue Network research department who resigned recently to join the Army, Constance Harris has been appointed statistician by Edward F. Evans, research manager. Coming to the network from the Providence "Journal-Evening Bulletin" where she served as statistician for 11 years, Miss Harris also brings with her experience as creator of cartoon charts.

Saratoga Racing Meet Set; Using Spot On 20 Outlets (Continued from Page 1) ectady handling the advertising and publicity budget for a fifth year. Approximately 20 stations in New York state and nearby New England territory are to share in this year's advertising budget.

THE MIDDLE LINK IN COLUMBIA CHAIN FROM THE HUDSON TO THE GREAT LAKES CBS BASIC SUPP. WIBX 270,000 METRO M'K'T UTICA, N. Y.'s ONLY RADIO STATION

Seek To Arouse Capital Re Proposed Disk Ban

(Continued from Page 1) it became evident here late yesterday. Members of one morning paper's Washington staff are understood to be "Crusading" among various officials of the FCC and of the Anti Trust Division of the Justice Department. While there has been no indication that the executive branch of the Government now considers itself in a position to do anything to halt the enforcement of the AFM's case, there is some speculation as to whether the campaign to prevent Petrillo from exercising what amounts to a practical censorship of radio program may not lead to congressional action. In some trade circles, there is an inclination to believe that Congress may react to Petrillo's action with some legislation to restrict the power of trade unions. FCC has refused to comment on the situation.

WSNY Setting Policy On Local Public Service

Schenectady—WSNY, new 250 watt station here, which will begin operation tomorrow, will be dedicated to the nation's war effort and to the advancement of culture and public welfare. In programming, station will stress music and news most heavily, though management announcement plans for featuring local talent in dramatic productions to encourage the development of such talent in the service area. No present network affiliation is planned.

New Endocrine Account Among WQXR's New Biz

(Continued from Page 1) tember 5 and running to September of 1943, seven days a week. Sponsorship, however, shifted from the 6:25 to the 7:25 p.m. spot, and is off the air for the summer. Charles Hoyt set the account. New business is that of the Hirestra Laboratory Inc., to participate on Alma Dettinger's "Other People's Business" when the show returns in August, promoting Endocrine, daily at 11 a.m. for 13 weeks. Agency is Van Dolen-Givaudan & Masseur.

"Lone Ranger" Adding Angles On War Effort

(Continued from Page 1) weekly Blue Network broadcasts starting Friday, July 17. Already scheduled to appear are Lieut. Elliott Vandevanter, Lieut. William Caruthers and Ensign Donald Mason, the latter of "Sighted sub, sank same" glory.

Five Commentators To Bat During Kaltenborn Vacash

(Continued from Page 1) will be followed in sequence by Linton Wells, Morgan Beatty, John Gunther and Frazier Hunt. Beatty will be heard from Washington, while Close is booked to go on from Hollywood.

'Hams' In U. S. Possessions Must Turn In Equipment

(Continued from Page 1) and defense and the successful prosecution of the war." Although no more specific explanation was forthcoming from BWC, informed quarters saw a direct relation between this move and the anti-submarine campaign in the Gulf area. It has been so secret that the subs have been operating as if they had a great deal of intelligence behind them and it would be logical for the government at this time to want to make sure that no information could hereafter reach enemy ships from American territories. The removal order is highly important therefore although there are only 86 amateur stations in Puerto Rico and only two in the Virgin Islands, plus some stray transmitters which are serviceable although no longer licensed. For the duration, it looks as if the 88 affected "hams" will have to find a new vocation. The BWC directs that "whenever necessary, the Commission shall collaborate with the War and Navy Departments to carry out the terms of this order."

Farnsworth Net \$642,237; On Full War Conversion

(Continued from Page 1) ment, the gross income of \$10,443,118 was twice the \$5,165,905 gross of the preceding period. Contrasting with the net loss of \$181,857 for the preceding fiscal year, the current net is equal to 46 cents on each of the 1,400,997 \$1-par stock outstanding. Though the nature of the large amount of unfilled orders cannot be disclosed because of wartime restrictions, the statement says that they are sufficient to enable the firm's plants to operate at capacity for the remainder of the present fiscal year.

Thomas F. Dorsey, Sr.

Funeral services will be held tomorrow morning in Lansford, Pa., for Thomas F. Dorsey, Sr., father of Tommy and Jimmy Dorsey, who died Sunday at the age of 70 in Friends Hospital in Philadelphia. Burial will take place in Shenandoah, Pa., the place of his birth. Though a Blue Network broadcast of Tommy Dorsey's orchestra was replaced Sunday night at a late hour by Horace Heidt's group, Tommy will play his NBC program from Detroit tonight, flying to Pennsylvania immediately afterward.

It was due to the untiring training of Dorsey, Sr., that the two musicians got the substantial grounding that started them on their way to fame. A self-taught and versatile instrumentalist, their father was master of all wind instruments, and he began teaching Tommy when he was eight years old, Jimmy when he was six. For years he was well known throughout the anthracite belt region of Pennsylvania both as a teacher and as a bandmaster, and in between, always found time to instruct his sons. In recent years he had been inactive because of ill health.

COMING and GOING

- VINCENT F. CALLAHAN, Chief of the and Press Section of the War Savings Staff the Treasury Dept. and CHARLES J. CREST, director of the radio and press sec in Chicago today where they will attend of the NAB sessions of the board meetings held today and tomorrow, and also that of on Thursday. E. Z. JONES, managing director of W Mutual outlet in Burlington, N. C., in town a few days of conferences at the network headquarters. TED HUSING at Fort Riley, Kansas, which point he will emcee tonight's "Ch From the Camps" program for the entertaining of the soldiers. IRENE KUHN, NBC coordinator of prog promotion, in Denver, where tomorrow she address the National Federation of Business Professional Women's Clubs on the sub "How Radio Can Serve You and the War Effo B. J. LAVIN, commercial manager of WD Fargo station on the Blue, has arrived at North Dakota for business talks at Rockefeller Center. L. J. DUNCAN, president of WDAK Point, Ga., in town yesterday and visiting the MBS offices. FOX CASE, director of public relations KNX, Los Angeles, here from the coast station and network business. BEA WAIN is in Washington, D. C., on four-day vacation. She is accompanied by husband LT. ANDRE BARUCH, who is deta at the office of the Quartermaster General. GEORGE LASKER, general manager of WO Boston, in town yesterday at station's offices. WALTER STILES, chief engineer of W Boston, in New York to confer with Edwin K Cohan, director of general engineering for C RAY LINTON, general manager of KFBI own from Wichita. Paid a call yesterday the Mutual headquarters. ANN GILLIS, director of special events WJVS, Washington, up from the Capital on short business trip. STERLING V. COUCH, education director WDR, Hartford, arrived yesterday for c sations with Lyman Bryson, CBS director talks and education, and Leon Levine, Bryso assistant. W. H. SUMMERVILLE, general manager WWL, New Orleans, in New York yester conferring with the local representatives of station. HAL SEVILLE, of WJEJ, Hagerstown, M here for a few days on station business. FRANK BOWES, sales manager of WBZ, ton, spending a few days in Chicago.

What about WOL? It serves the Nations Capital and families with average income of \$5679 Get the facts from WOL - WASHINGTON, D. C. Affiliated with MUTUAL BROADCASTING SYSTEM National Representatives: SPOT SALES, Inc.

Phone Co. Drive; Y. May Follow Suit

(Continued from Page 1)

also use radio in acquainting the public with wartime liabilities of equipment.

Spokesman for the New York Telephone Co. yesterday informed RADIO that the company was defining a radio campaign that the plan had not yet crystallized.

Company plans to do something in radio but is now giving it other consideration as to detail.

York company is currently working on an extensive campaign in papers informing the public of WPB restriction and just what telephone companies can and cannot do toward supplying new and old equipment, extensions, etc., due to the necessity of conserving vital materials.

2,000 On Quaker

Pennsylvania the Bell company yesterday placed an order with the Inter Network for 2,000 chainsets, the stations including many in addition to the Quaker network, which starts tomorrow with its preferred position in every case and was consummated by W. W. Clipp, general manager of Quaker Network (also of WFIL) and Harold S. Le Duc, general advertising manager of the Bell Telephone Company of Pennsylvania. Pennsylvania company has used little radio in the past, such as advertising new directories etc. Stations in Philadelphia and Pittsburgh are virtually bought and complete list follows: WFIL, WCAU, WDAS, WPEN, WHAT, WTV, WTEL and WJBG in Philadelphia. Pittsburgh Coverage Complete outlets bought are: WKA, WCAE, KQV, WJAS and WSW and one or two in New York. Other stations throughout Pennsylvania and Delaware are: WSAW, WEEU, WST, WAZL, WGAL, WKBO, WMM, WDEL, WRAK, WFBG, WRM, WKST, WCAM, WHP, WAK, WRAW, WBAX, WBRE, WBS, WMRP, WCED, WKPA, WCA, WKOK and WJPA.

Firms Take KOY Show

Phoenix—The Real Estate Hour, an eight firms cooperating in a daily Morning Half-Hour, has been selected for KOY, Phoenix. The feature consists of transcribed music with list of homes and property for sale.

920 CLUB
One of America's Greatest Local Radio Programs

WORL BOSTON, MASS.

PROMOTION

Program-Personality Buildup

A program and personality build-up is given "Modern Kitchen" and Mildred Bailey, its hostess, aired on WTAG, Worcester, Mass., in an eight-page booklet currently being distributed by the station to agencies and advertisers. With eye-catching captions such as "Soup's On" and "What's Cooking?" brochure outlines the food show and provides all vital statistics for prospective clients. Pictures of Miss Bailey plus a reprint of her column in the "Worcester Telegram" are included. Booklet was prepared by Anne Lorentz of the WTAG staff.

Keeping In Touch

Fifteen men in the armed services who left jobs in the continuity, engineering, and announcing departments of KSD, St. Louis, are now receiving copies of a special monthly paper, "Brief Transcribed Interludes," telling the news of their former co-workers at KSD. One service woman, a member of the continuity staff of the station, who married an Army Air Corps instructor, has also been added to the list receiving the paper, which is written and edited by KSD engineer Larry Trombly, announcer Harold Grams, and Edith James, of the traffic department.

Army Takes Chi. Hotels For Use As Radio School

Chicago—Chicago will become the largest radio technicians training center in the world when the U. S. Army takes over the Stevens and Congress Hotels on Aug. 1st, officials of the Army Air Corps and Procurement Division have announced. The hotels are large enough to accommodate 15,000 Air Corps men, who will be trained to operate and maintain the Air Corps radio on the ground and in flight and will get the standard courses now offered to the Army Technical Training Command School at Scott Field, Ill. The courses will vary in length, but will last several months.

Col. Walter T. Meyer, executive officer of Scott Field, is head of an Air Corps board now at the Stevens. It was learned that the Air Corps also is interested in leasing the Blackstone, another Michigan Avenue hostelry.

WMC Boosts Power

Boosting its nighttime power five times, WMC, Memphis, Tennessee affiliate of NBC, goes on the air with 5,000 watts in the evening beginning August 1. It is currently operating at five kw in the daytime and one kw at night. The frequency remains unchanged at 790 kilocycles.

Stan Brown To OTS

Denver—Stan Brown, news editor and special events man at KOA, leaves within three weeks for Army Officers Training School.

WWNY-Movie Tie-Up

WWNY, Watertown, N. Y., trades time on the air for space on the motion picture screen. Through an arrangement with Bill Tubbert, northern New York manager for Schine Theaters, WWNY is running a Saturday night show entitled, "Hollywood On Parade," from 7:05 to 7:30, and featuring Freddy Shavor as commentator. Air show includes latest Hollywood news; hit tunes of the silver screen both past and present; information on what's playing at Schine Theaters in northern New York. In exchange, three Schine Theaters in Watertown and one in Carthage are running a trailer calling attention to WWNY's outstanding radio features.

Dime Store Tie-Up

As part of the city-wide department store drive to sell war bonds, WHN tied up with Woolworth's stores. Wednesday noon, all cooperating stores ceased regular sales activity and each sales person devoted fifteen minutes to the sale of war bonds only.

Dick Gilbert, popular WHN disc jockey, made a personal appearance at one of the large Woolworth's stores to plug bond sales and autograph stamp books. WHN had a display in the Woolworth show window.

Mutual Co-Op Shows Being Expanded To 21

(Continued from Page 1)

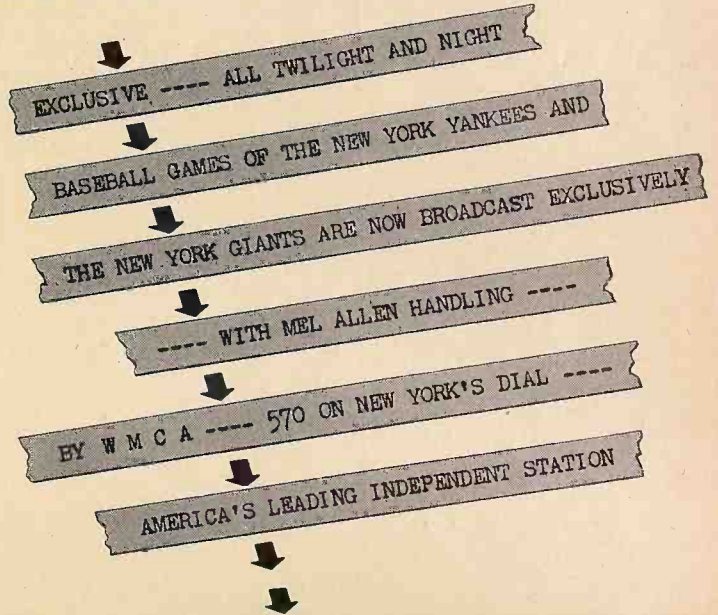
pose, new departments have been developed in Mutual's New York and Chicago areas, with John Mitchell and Don Pontius in charge at each.

Leading thus far is Fulton Lewis, Jr., who has, at present, over 50 individual sponsors. Idea, which originated with Mutual in 1936 when a group of department stores sponsored a series entitled "Morning Matinee," "The Shadow," one of the other early programs offered under the Co-Op plan, is still in the running, with such others as "Adventures of Bulldog Drummond," "Superman," Boake Carter, Wythe Williams, Don Norman, "Confidentially Yours," and others.

Plan is directed at advertisers whose distribution is limited to one or a few markets, and whose budgets are small. Setup enables them to buy well-established, live network programs on a cooperative basis, cover selected trading areas, and pay only nominal pro-rated shares of the talent costs. Sponsor is exclusively identified in his territory with the network show by means of cut-in announcements made in each city.

Wedding Bells

Gene Williams, music director of WSPD, Toledo, was recently married to Jean Troup.



... which means that the thousands of howling, baseball-mad Yankee and Giant fans are tuned regularly to WMCA

... which means that WMCA is adding mightily to the growing list of audience-building programs that naturally attract more listeners to the programs of all WMCA clients as this one is doing.



Chicago

By FRANK BURKE

MARY ANN MERCER, NBC singer, took a paper and pencil and figured that she had sold \$2,497,000 worth of War Bonds and stamps, garnered about 92½ pages of free publicity, during her "Huddle Girl" visits to 18 army camps the past six months. Mary Ann credits Raymond Jeffers of the Jeffers organization with guiding her on the army camp tour and we suspect Jeff had something to do with her adeptness at figures.

WBBM's booth in front of the Wrigley building which includes a teletype machine, news bulletins and a photo montage of the station's news-casting personalities gets a crowd on Michigan Avenue at all hours of the day.

Three familiar figures in the Blue Network's Chicago studios will have birthdays this week. Gene Rouse's birthday occurs today, Nancy Martin on July 15th and Michael Roy's on July 18th.

New NBC Chicago employees are Edward L. Lueders and Allan H. Ferguson, guides, and Robert E. Sabel, messenger.

Jules Herbeuveaux, NBC program manager, left on his vacation this week.

Virginia Smith of WBBM program department is studying control techniques under the direction of engineer supervisor Hollie Pearce, making the fifth studio engineer enlisted from the ranks of the opposite sex.

Lieutenant Robert Ozuk, one of the army flyers who helped Jimmy Doolittle bomb Tokyo now in Chicago on furlough, will head the list of personalities to be interviewed by Horace Heidt during his "Treasure Chest" program, tonight over the NBC-Red, 7:30 p.m.

Chico Marx new orchestra, produced by Ben Pollack, will be heard in a Chicago night spot in October with a network wire.

Alice Faye, wife of Phil Harris, joined the orchestra leader in Chicago last week while the band was at the Chicago theater.

Wendell L. Willkie and Clifton Fadiman in town past week and for the NBC broadcast from the Illinois town, Lidice, named after the immortal Czechoslovakian Lidice, wiped out by Hitler.

Inspiring sight to see the white uniformed sailors march down Michigan Avenue each day enroute from Navy Pier to the "Radar School" in the State Lake building.

Richard Earnhart of El Paso, Texas, 11-year-old national spelling champion, joined the "Quiz Kids" on their first Sunday night broadcast, July 12.



Notes from the Notebook!

● ● ● Irving Berlin said he won't write any special theme song for the "Stage Door Canteen" Mazola broadcasts and if they wish to use "I Left My Heart At The Stage Door Canteen" as a background theme, they'll have to fork over to Army Emergency Relief Fund!... Berlin's packaging of "This Is The Army" for the airwaves at \$10,000 per week is next on his agenda. Idea would be to call on the entire personnel of the army to participate on the weekly series in addition to Berlin... By the way, the Army show doesn't give out free orchestrations even to radio plugs!... David Broeckman is definitely set as "ghost conductor" for Xavier Cugat's band on the Camel show... Low Silver has been signed for the seventh year as musical director of the Lux Theatre... CBS Workshop moves from Fridays to Mondays starting July 20th... "Kaltenborn Edits the War News" is the title of a new book slated for publication Sept. 21... Announcer Ken Niles has been made a CBS producer and his first chore will be the "Hollywood Showcase" series... Red Skelton will have to get a new producer next season—Mel Williamson is now an instructor in the Army air force... "Commandos" slated to be a Wednesday nite CBS attraction has been placed into the 8:30 Sat. nite slot... "Hawaii Calls" which left the air after the Pearl Harbor attack, returns to MBS Sundays at 3:30... Ezra Stone's radio "mother," Kay Raht, is spending her air vacation as a food checker at the Stage Door Canteen and reports that the Marines have bottomless stomachs... Kay Kyser's Bondwagon folds on CBS Monday... Ann Moray, English singer, debuts on the Blue tomorrow when she sings with Goldman's Band from Central Park... By the way, Mayor LaGuardia sent out letters to advertising agencies offering the concert series for sponsorship at various prices—quoted in the letters!... Alexander Sved, Met opera baritone, will be one of the few guestars used on "Great Moments of Music" show. He appears July 22nd.

● ● ● Mrs. Donald Nelson will be Hobby Lobby's initial guestar when the show moves to Tuesday nites... Harry Salter is trying to purchase one of Paul Warburg's homes... Treasury Star Parade will feature John Garfield in "A Letter From a Red Army Man" on their show next week. Edward G. Robinson's "phone call" to Tokyo was a gem last week... Why hasn't Guy Lombardo played "This Is The Army" hit?... Tommy Tucker goes into the Essex House in October... Dinah Shore will record "Dime Out of Every Dollar" and Bing Crosby will record the same tune and the record will be issued with Shore and Crosby on either side—benefit of the Treasury Dept... Richard Himber's band at the Essex House is acclaimed as the maestro's best unit to date—and he's had some great ones.

● ● ● The Baron Returns: He left the airlines in 1937 with his Baron Munchausen and said he was through doing comedy. He wanted to be a David Warfield, a dramatic actor... Since then he has made a few appearances in dramatic sketches and scored heavily... But nobody came along with the right proposition to merit his instant approval and so Jack Pearl kept on wanting to do drama... Just before Pearl Harbor, Jack was set to do a dramatic show. As a matter of fact, Pearl was ready to go into rehearsal with the vehicle and then came the war. He suddenly realized that the time had arrived to amuse the public instead of touching on heartstrings... Pearl abandoned the plans and went out with his "Sharlie" Cliff Hall entertaining the boys at camps. He was a sensation everywhere... Sunday nite at 8 p.m. via NBC Pearl with Hall went back into their Munchausen characters and "moldered" the audience with his dialect and tall stories. His timing was superb... The audience went for his type of humor like Doolittle went for Japan... Yesterday even the wisenheimers of Broadway; the guys who don't like anything, were raving about Pearl's antics. Draft Pearl for a regular series, we recommend!

—Remember Pearl Harbor—

Los Angeles

By JAC WILLEN

"KPAS PRESENTS," a noon 12:30 p.m. daily program heard six days weekly on the Pasadena station, features vivacious "B-J" a singing personality that would stand under the most rigorous look-and-listen policy focused upon her by big-wigs of motion pictures, any of the networks or agency program builders.

First song Dinah Shore ever sang in public was "I Can't Give You Anything But Love, Baby," and strange that has been one of biggest selling records. It was the number the Blue Network singer chose to send to the military camps throughout the world as her contribution to the recreation of the armed forces.

Billy Mills is preparing a history of modern music—in music, and doing it in a series of half-hour radio scripts which will spotlight familiar melodies of the last twenty years, original arrangements, and scored in the current swing idiom. He audition the series late this summer.

Commemorating the fifth year since George Gershwin's death, Dave Rothenberg, KKHJ-Don Lee musical director dedicated his "California Melodies" program, Saturday, to the enthusiasts of the noted American composer. Rothenberg arranged special orchestrations of Gershwin music for the broadcast. Maxine Gray was featured soloist.

L. Wolfe Gilbert has moved his offices along the Vine Street street to better serve the song and radio center.

In from St. Joseph, Mo., for the dual purpose of visiting his director, Leroy, who debuts as a Warner Bros. director and setting of the date for Jack Benny's radio broadcast from St. Joe in mid-October, is E. A. Prim.

Claude Lapham, head of Claude Lapham Music Corporation of New York, now in Hollywood to establish a West Coast branch. A composer, note, Lapham is currently dickerin with a studio for use of his material in a musical.

SEASONED EXECUTIVE

... widely known in the industry. Now employed, seeks position as general or commercial manager, or as station or network representative. Ten-year record of accomplishment includes every phase of the industry, from program planning through announcing and production. Complete knowledge of the mechanics of broadcasting and all related dramatic and musical problems. College trained, draft exempt. If you have an opening, talk it over with this man. He can do a real job for you. Opportunity paramount. Will locate anywhere. Address Box 550, RADIO DAILY, 1501 B'way, N.Y.C.

RADIO ARTIST?
Call
LExington 2-1100
FIRST AND FOREMOST

GUEST-ING

ONY LISS, 12-year-old radio on "Nellie Revell Presents," show (NBC Red, 12:30 p.m.).

GIARD NEUSTADT, director of Office of Defense Health and in the 12th Region; WAL-COOPER, city manager of San CATHERINE BAUER, of College, and PETER GRIMM, of the Citizens' Housing and, discussing "How Should We With Wartime Conditions in Areas," on "America's Town of the Air," Thursday (WJZ Network, 9 p.m.).

MAH SHORE and GROUCHO on the Rudy Vallee program, (NBC Red, 10 p.m.).

RY CABOT LODGE, Jr., on "America's Town of the Air," Friday (NBC 7:30 p.m.).

TON BERLE and CONSTANCE NETT, in an adaptation of "My Little Blonde," on the "Phillip Playhouse," Friday (WABC-Sat, 8 p.m.).

HUR GARFIELD HAYS, attorney and counsel for the American Liberties Union, on "Of Men and Books," Saturday (WABC-CBS, 11:30 a.m.).

T. RALPH C. MILLET, officer in charge of the ground observer of the First Fighter Command of the U. S. Army Air Corps, on "Advances in Science," Saturday (WABC-CBS, 1:30 p.m.).

CK LERNER, sociologist and professor of political science at Williams College, and LEWIS GANNETT, literary critic of the New York "Herald Tribune," in an informal discussion of Anatole France's "Penguin Island," "Invitation to Learning," Sunday (WABC-CBS, 11:30 a.m.).

ARTHE ERROLLE, lyric soprano; WARD ROECKER, baritone, and E. HAFER, tenor, on the St. Louis Municipal Opera Company program, Monday (WABC-CBS, 2:30 p.m.).

IZ KIDS, on Bill Stern's "Sports Wheel of the Air," Saturday (NBC 10 p.m.).

UGE BEN LINDSAY, DINAH ROE and MRS. PATY MINOR, on "A Luncheon Date With a Chase," Saturday (NBC Red, 11:30 p.m.).

AMECHE, on "Armstrong's Master of Today," Saturday (WABC-Sat, 12 noon).

EMARY LANE, on the "Stars of Hollywood" program, Saturday (WABC-CBS, 12:30 p.m.).

SAMUEL FRENCH
SINCE 1830
AUTHORS' REPRESENTATIVE
PLAYS FOR RADIO, STAGE & SCREEN
25 West 45th Street, New York
11 West 7th Street, Los Angeles
Catalogue of Plays on Request

NEW PROGRAMS—IDEAS

Civil Defense Series

Especially designed for air raid wardens, auxiliary police, and fire watchers, a new radio program, under the auspices of the Los Angeles City Defense Council, is reaching listeners in the metropolitan area through the facilities of KFI, Los Angeles. On the air every other Wednesday at 9:45 p.m., the program has a five-fold purpose: (1) dissemination of official information to air raid wardens, auxiliary police, and fire watchers; (2) relating their activities; (3) seeking public cooperation; (4) retaining interest in their work, and (5) appealing for volunteers to enlist in the civilian defense services.

The script is being prepared by Hal Berger, who is being assisted by Elaine Mitchell. Both are working under the supervision of the Los Angeles Police Department, which has jurisdiction over the air raid wardens, auxiliary police, and fire watchers of the Los Angeles Citizens Defense Corps. Arrangements for the program were completed through Harrison Holliday, general manager, and Glen Heisch, program director, of KFI-KECA.

Camp Wheeler Quiz

Combining the ritualistic quizz formula with ideas in such programs as "Truth or Consequences", the public relations office of Camp Wheeler, in cooperation with the USO in Macon, Ga., is offering "The Battle of the Battalions" to attract stay-in-camp soldiers. The novel twist to the program is in the wacky prizes, which, on its first encounter, offered items from epsom-salt footbath washings to full course dinners to be eaten right on the stage. WMAZ, CBS outlet, carries the program locally.

Network Philosophical Over Interlochen Ban

Latest edict of James C. Petrillo—the ordering of the Interlochen (Michigan) High School Symphony Orchestra broadcasts off the air—evoked a protest of misunderstanding from representatives of the pupils, but elicited little comment from network officials beyond the general expression of opinion that the ban would have little effect on programming in general.

Stating that he believed that union officials have a misconception of the character of the youth orchestra and its educational services, C. M. Tremaine, director of the National Bureau for the Advancement of Music expressed "regret and concern" over the order.

Only other non-union musician programs now on the network are broadcasts from Army posts under an agreement with Petrillo made last year.

Wedding Bells

Frieda Bloom of the Continuity Department of WFL, Philadelphia, was married to Sydney Levy recently.

ries the program locally. Private Sidney Paul announces the show while emcees include Staff Sgt. Harmon Hyde and Lt. Chauncey Brooks. Program, thus far, proved as good entertainment to the seeing audience.

Farmers' War-Effort Show

"Farmers' Special" daily half-hour show on WCAX, Burlington, Vt., recently joined forces with the U. S. Employment Service, the Volunteer Land Corps and the Department of Agricultural Extension Service to help solve the farm labor shortage in northern New England. Program has become the mouthpiece of these organizations on the air, thus adding to its regular service features of free advertising through a "buy-sell-swap" department, employment department and "lost-strayed-stolen" department. Programs are also composed of homely philosophy, genial humor and up-to-the-minute information for farmers.

Bar Association Series

Prominent local attorneys have turned from the court room to the microphone of WBNS, Columbus, Ohio, in producing a series of programs, titled "Liberty Under Law." The weekly broadcasts, sponsored by the Ohio Bar Association, are transcribed for use over 12 Ohio stations. The scripts are based on the bill of rights.

AGENCIES

CRITICIZING HIS company's past advertising policies, James S. Adams, president of Standard Brands, Inc., declared that the company's competitive position had been impaired by its failure to keep pace with other food companies in the use of advertising during recent years. He made these statements at a meeting of 700 Midwestern Brands stockholders, Thursday, in Chicago. He added that the organization plans now to increase its advertising appropriations.

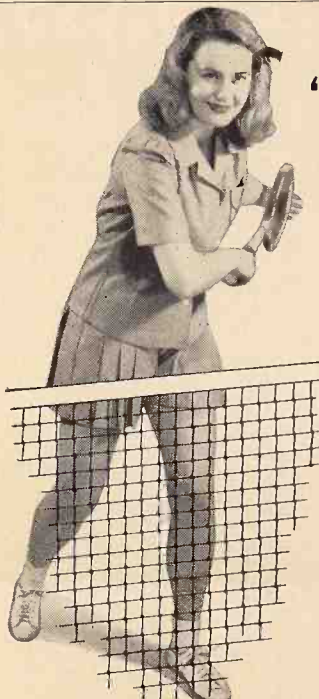
MAXON, INC., has been appointed advertising counsel, effective immediately, for Elizabeth Arden, cosmetics.

CHAS. H. MAYNE COMPANY, Los Angeles, Calif., has been elected to membership in the American Association of Advertising Agencies.

ADVERTISING COUNCIL has added Evelyn Blewett, formerly public relations counsel of Vick Chemical Co. to its staff, according to Dr. Miller McClintock, executive director of the Council. Services of Miss Blewett are being contributed to the Council by the Vick Chemical Co.

"Parker's" Sixth Year

"The Parker Family," Blue Sunday night serial, started its sixth year on the air, Sunday night at 9:15 p.m. Jay Jostyn has the role of Pa Parker.



"THAT'S THE POINT"

explains Suzy our Steno. "After we've served you our ace sales builders, we make a complete report on all merchandising conducted for your program and product. The WSAI advertiser sees in detail how WSAI's great merchandising program works for him."

WSAI'S SALES AIDS

- 1. Street car and bus cards
- 2. Neon Signs
- 3. Display Cards
- 4. Newspaper Ads
- 5. Taxicab Covers
- 6. Downtown Window Displays
- 7. House-organ
- 8. "Meet the Sponsor" Broadcast

IT SELLS FASTER IF IT'S
WSAI IDENTIFIED
CINCINNATI'S OWN STATION
NBC & BLUE NETWORKS • 5,000 Walls Day and Night • Represented by Spot Sales, Inc.

Over 453 Stations On Bond Wagon— Broadcasters Glad To Cooperate

Canada Radio Policy Upheld by Bannerman

(Continued from Page 1)

Treasury's new plan and among these, which either said "no" or had a query, it was indicated that either the station was poorly situated for the reception of visitors, station policy of not admitting strangers due to nearness of control room, lack of personnel or similar good reason.

Original wires were sent out Thursday night and more than half of the acceptances were received by 10 a.m. the following morning. Secretary Morgenthau yesterday sent the following wire to stations accepting the direct air-selling plan:

"The Treasury Department thanks you for the splendid response to our request that you become issuing agents for war bonds. Radio's patriotic and unselfish contribution to the war savings effort is an inspiration to all of us here. Information showing how you can go about this project will be forwarded you in a few days.

Twenty-three 50 kw. stations that have so far agreed to sell the bonds directly are: KPO, KOA, WBBM, WGN, WMAQ, WHO, WWL, KWKH, KRLD, WBZ, KSTP, KOB, WKBW, WEAF, WHN, WPTF, WCKY, WLW, WTAM, WHAS, WCAU, KDKA and W55M (FM station). These 50,000 watters virtually cover all parts of the nation.

Hedges Wires Approval

Wires continued to arrive at the Treasury offices in Washington, among them one from William S. Hedges, NBC vice-president in charge of stations. Hedges wired:

"The six stations owned and operated by NBC—WEAF, WMAQ, KPO, WTAM, KOA and WRC will cooperate to the fullest extent possible with U. S. Treasury Department in sale of War Bonds. Starting campaign activity and setup soon as you send further details. Regards."

Cross section of the sentiment and desire of the stations throughout the country to cooperate with the Treasury Department may be gleaned from the following wires that came in quick response to the request that stations act as sales agents and make their appeal and sales direct to the audiences. These are but a few that arrived early:

We are most happy to act as sales agents in selling Bonds. Send Bonds and details of campaign we will work

Wattage-Breakdown

Of the 453 stations already agreed to sell war bonds direct, the nine wattage classifications are as follows:

100 watters, 23; 250 watters, 223; 500 watters, 11; 1,000 watters, 76; 2,500 watters, 4; 5,000 watters, 84; 10,000 watters, 5; 20,000 watters, 1 and 50,000 watters, 23.

out our promotion.—Ralph Lambert, President WBGB, Greensboro, N. C. Retel shall go to work immediately on Bond Program. Send us all details of plan for selling Bonds at WDEV.—L. E. Squier, Station WDEV, Waterbury, Vt.

Yes, I shall be very happy to do anything in my power to prompt the war effort. Please send me full information and count on my devoted services.—Richard Eaton, Mutual Broadcasting System, 3051 Idaho Avenue NW, Washington, D. C.

Have 16 employees all more than willing to sell War Bonds. Count on us 100 per cent.—Grover Criley, Station WJEJ, Hagerstown, Md.

We will accept and do all we can to sell Bonds. We are glad of this privilege.—B. W. Frank, Manager WRRF, Washington, N. C.

We will gladly sell Bonds direct through this station as outlined by Mr. Callahan's telegram.—Edney Ridge, Director Station WBIG, Greensboro, N. C.

Accept commission as sales agent for: United States Treasury Department. WLNH will sell War Bonds.—Earle Clement, Station WLNH, Laconia, N. H.

Re your wire ninth station WBNY very happy to sell Bonds direct to listeners. We await details. Regards.—Roy L. Albertson, Station WBNY, Buffalo, N. Y.

Accept assignment to sell War Bonds this station per telegram Vince Callahan received a moment ago deeply appreciate this honor. Will do utmost to market same.—E. W. Burwell, Program Director WHIT, Newborn, N. C.

Re: Callahan WGTM will gladly cooperate by selling War Bonds direct to listeners. Advise details.—Allen Wannamaker, Radio Station WGTM, Wilson, N. C.

Yes, will be glad to become sales agent.—M. J. Laughinghouse, Radio Station WGTC, Greenville, N. C.

Retel will be glad to sell War Bonds at this station and will give you the best promotion plan possible.—W. C. Ewing, Manager, Radio Station WFNC, Fayetteville, N. C.

Yes we will cooperate. Send Bonds at once and I will see that all employees become salesmen for your department also will devise plan to sell over the air.—Fred Germain, Jr., WALL, Middletown, N. Y.

Yes we will sell Bonds direct to our listeners.—H. L. Stevens, Radio Station WHLS, Port Huron, Mich.

Yes we will sell War Bonds.—F. H. Botton, Radio Station WDC, Tuscola, Ill.

Re Callahan wire will be pleased to assist in sale of War Bonds in any way possible.—G. C. Blackwell, Station Director WBLK, Clarksburg, W. Va.

This station will be glad to become

a sales agent for Bonds. We will put on special programs to sell them and also deliver them to buyers.—Happy Quarles, Manager WRGA, Rome, Ga.

Offer one hundred per cent cooperation in WSTP promotion and sale of War Bonds. Stop. Will start immediately.—George L. Brantley, Station WSTP, Salisbury, N. C.

Station WCNC will be glad to cooperate in your bond selling campaign.—T. W. Ayldett, Station WCNC, Elizabeth City, N. C.

WLAG gladly cooperate in Bond sale drive. Will start our own campaign immediately on receipt of Bonds.—Edward Mullinax, Radio Station WLAG, La Grange, Ga.

Will be glad to serve as sales agent for United States Treasury Department in the sale of War Bonds.—C. S. Young, Station Manager WBZ-WBZA, Boston, Mass.

Radio station WMFJ accepts Treasury Bond sales agency. Retel July 9.—Ray Clancy, Manager, Radio Station WMFJ, Daytona Beach, Fla.

Retel it is a privilege and pleasure for KPAC and its entire staff to cooperate with you in the sale of Bonds. Shall devote every available minute to your drive.—Glen Hewitt, Manager KPAC, Port Arthur, Tex.

It will be an honor for this station to sell United States War Bonds to its listeners. Please send us what you think we should sell remembering we have but 250 Watts power. Yours for victory.—Robert J. Dean, KOBH, Rapid City, S. D.

Count on us. Will act as sales agent for Treasury. Will sell Bonds direct to listeners. Send us all information and copy.—Riley Jackson Station WIND, Gary, Ind.

Replying to Vincent Callahan's wire regarding our becoming a sales agent for the United States Treasury Department on War Bonds and Stamps, please be advised that we will do everything possible to cooperate with you. All promotion material and correspondence should be sent to the attention of the writer.—G. S. Wasser, Manager KQV, Pittsburgh, Pa.

Reply to Callahan wire July ninth. Will be pleased to promote sale War Bonds by local promotional show. Instruct us how to actually register and deliver Bonds.—Radio Station WBRK, Pittsfield, Mass.

Will do all in our power to promote sale of Bonds over this station. Stop. Send them at once. Stop. Will start immediately.—Charles Lawton, Radio Station WPAX, Thomasville, Ga.

Retel yes.—Walter Lewis, WTNJ, Trenton, N. J.

Yes.—Edward Breen, President, Radio Station KVFJ, Fort Dodge, Iowa.

Retel today WLFM will feel honored to sell War Bonds direct to our listen-

(Continued on Page 7)

(Continued from Page 1)
mittee convened to investigate radio broadcasting.

Bannerman recalled testimony given by War Services Minister J. Thorson in which reference was made to private stations being in competition with CBC stations. "Under circumstances the Broadcasting of 1936 places the competitor, CBC, in the position of making rules and regulations of its competition," Bannerman said, and added: "This situation must be as embarrassing to the CBC as it is a point with the privately-owned and commercial sponsors. No matter how necessary or worthwhile a regulation may be, under this present condition—if it reduces the revenues of the privately-owned stations—there is a tendency to work if the regulation has been made that more commercial revenue flow to the CBC.

Draws Railroad Comparison
"This situation is comparable to condition that would exist if board of directors of the Canadian National Railways made the rules regulated the provisions under which the Canadian Pacific Railway operated." (The C.N.R. is publicly owned and operated by a separate board of directors, while the C.P.R. is a private corporation. However, both railways are operated under regulations laid down by the Board of Railway Commissioners, an independent government judicial body not actually operating any railway.)

Bannerman spoke highly of CBC's contribution to improve broadcasting in Canada. "The Canadian Association of Broadcasters recognizes and pays tribute to CBC for a greatly improved broadcasting service to the people of Canada since 1936. The privately owned stations proudly lay claim to a considerable part in this general improvement," said Bannerman.

Explains Discount Practices
Discount practices used by the CBC to encourage the use of more of one regional network and the Free network provide competition that is difficult for the privately-owned non-network stations in Quebec to meet, Bannerman said. The complete control of all telegraph companies' lines between broadcast stations also had a direct bearing on the operation and revenue of private stations, he declared.

"No lines can be purchased for any privately-owned station line up with another privately-owned station except by buying such line from the CBC," Mr. Bannerman explained. "This virtually gives CBC a complete monopoly over live talent broadcasts except individual station broadcasts. Whether this is a sound and satisfactory solution of affairs is for the committee to decide."

Informational Value
The effect of this condition is placed in the hands of the CBC to provide complete information about potential broadcast advertisers, he said.

Sees 'Sabotage' of Equipment Pool

(Continued from Page 1)

succeeded without more wholehearted cooperation. I might say this something that is done wholly for industry, and it is to be regretted that we have anything but cooperation. But I am sure, toward the conservation of plants and endeavoring to find a solution for some assurance that we continue to operate, that we get the matter in satisfactory order in pretty short order."

The chairman added that, in addition, the information poll ordered week-end on transmitter tubes, the FCC is considering other ways means of conserving station equipment now in use.

Refuses Clarification

refused to explain what he meant by "selfish interests" obstructing proposed station equipment in some trade circles, the opinion expressed that he was referring to alleged NAB-network objections having the FCC figure in the background as the "last resort" clearing the air. These circles pointed out that an effort was made at the NAB convention last May to get the NAB to operate such a pool.

For a month, the NAB started a bulletin, already doubled in size, in an effort to elicit a lively response from stations throughout the country. While these considerations are hypothetical for some time to come, the FCC and WPB are still studying possible procedures with a view to progress from the present "agreement in principle" on the subject.

Cites Diathermy Machines

in his press conference yesterday expressed concern over the fact that possibly one-third of all the diathermy machines in the country had not yet been registered, as required by the FCC. "We must take completely effective measures to prevent any possible misuse of these machines."

The chairman, adding, "There has been no established where these are used for radio transmissions, and this is a matter of the potential." He pointed out that one diathermy machine, some years ago, had been used to transmit messages which were picked up in San Diego.

The FCC chairman said that the regulation of broadcasting (unused) transmitters was moving along satisfactorily, with approximately 5000 sets already reported.

"Our Neighbor" 8 Years Old

"Our Neighbor" program will celebrate its eighth anniversary on the air WMAQ tonight. The celebration will include a short talk by Paul Miller, sales manager of the NBC Chicago Division, who was a WMAQ announcer when the program first went on the air in 1933.

453 Stations On Bond Wagon Including 23 50,000-Watters

(Continued from Page 6)

ers as outlined in your telegram.—Fred L. Hart, General Manager, Radio Station WLPW, Suffolk, Va.

Retel Vincent Callahan gladly operate as agent in fact has been for many months. Advise who will furnish Bonds.—Jack Neil, KRIC, Beaumont, Tex.

If you believe plan will not conflict with local Bond selling outlets will gladly attempt selling Bonds direct.—James D. Carpenter, Manager, Radio Station WKBB, Dubuque, Iowa.

Retel Vincent Callahan depend upon WOSH 100 per cent effort War Bond sales.—Ray E. Schwartz, Manager, Radio Station, WOSH, Oshkosh, Wis.

Station WGAR wants to sell Bonds.—Carl George, WGAR, Cleveland, Ohio.

WFIG pleased to act as sales agent for Treasury Department beginning promotion immediately with 1½ hour stage presentation from local theatre tonight.—Doug Youngblood, Vice President, Radio Station, WFIG, Sumter S. C.

Retel from Vincent Callahan shall be glad to sell Bonds direct to listeners. For your information are now selling Stamps two hours daily from our Mobile unit averaging about \$400 day.—E. E. Hill, Radio Station WTAG, Worcester, Mass.

Will gladly act as sales agent for the U. S. Treasury Department and sell Bonds at radio station WAOV.—Howard N. Greenlee, Station WAOV, Vincennes, Ind.

Will be happy to sell Bonds direct to listeners. Have several promotional stunts and are ready to go. Please forward, rush, necessary Bonds and material.—Paul Roscoe, Station KVAK, Atchison, Kan.

WGBR is proud to become sales agent for United States Treasury Department by selling Bonds directly to our listeners.—A. T. Hawkins, President, WGBR, Goldsboro, N. C.

Gladly cooperate War Bond sale. Our facilities at your command.—O. E. Fields, Manager WMAN, Mansfield, Ohio.

Re Callahan wire WRDO Augusta glad to sell Bonds direct to our listeners will start as soon as arrangements can be made. Would like to have Bonds available for July 17th if possible.—Jack Atwood, Manager

Station WRDO, Augusta, Me.

Station WTTM only too happy to cooperate as sales agent for the United States Treasury please send details immediately.—Lee Stewart, WTTM, Trenton, N. J.

Count on WKPA for fullest cooperation in sale of Bonds direct from station will advise promotional plans as soon as complete it's radio's big opportunity we welcome the challenge.

—Edward J. Kroen, General Manager, Radio Station, WKPA, New Kensington, Pa.

WJOB will gladly act as Bond agent per request of Mr. Callahan.—O. E. Richardson, Manager Radio Station WJOB, Hammond, Ind.

WDWS will be glad to cooperate in any feasible manner to sell Bonds and Stamps. Our parent organization, The News Gazette, with which we have been cooperating, has sold Stamps for the past eight months.—Frank R. Mills, WDWS, Champaign, Ill.

Retel sales agent stop. I accept your offer and full responsibility to do whatever a staff of twenty and myself can to beat them down.—John H. Stenger, Jr., Radio Station WBAX, Wilkes Barre, Pa.

Retel requesting radio stations as Bond salesmen we don't know just how we can help but you can count us in to the best of our ability.—John M. Rivers, Station WCSC, Charleston, S. C.

Retel I am glad to cooperate as sales agent for War Bonds and will do everything in our power to promote sales.—G. W. Covington, Jr., Radio Station WCOV, Montgomery, Ala.

Retel we will be very happy to cooperate acting as sales agents for United States Treasury Department. We will sell Bonds and Stamps direct to our listeners. Kindly furnish us with Bonds, Stamps and material. We will devise a local promotion plan featuring the 920 club program as a sales instrument.—George Lasker, Manager WORL, Boston, Mass.

Glad to become a sales agent for War Bonds as requested in Callahan's wire this morning.—Robert DeHaven, Station, WTCN, Minneapolis, Minn.

WPTF will gladly serve as War Bonds sales agent for the United States Treasury Department and do everything possible to assist you in reaching the billion dollar a month quota.—Richard H. Mason, Manager WPTF, Raleigh, N. C.

WNOX will be glad to cooperate in selling War Bonds at the station as requested in telegram from Callahan. Regards.—R. B. Westergaard, Manager WNOX, Knoxville, Tenn.

I will do everything possible to sell War Bonds.—Station WEXL, Ellis C. Thompson, Royal Oak, Mich.

You have our 100 per cent support in direct sale of Bonds from station. Regards.—Harold Meyer, Manager WSRR, Stamford, Conn.

The facilities of radio station WRR and the services of its entire staff are at your disposal as an agency for the sale of War Bonds. Our program department now working on promotion

WHIP Now WJWC—Big News Staff Set

(Continued from Page 1)

coverage scheduled to start on July 20. WJWC's new full time schedule granted by FCC is from 6 a.m. to 12:35 a.m. on weekdays and from 7 to 12:35 a.m. on Sundays. Heretofore the station operating at WHIP has been heard only from 7 a.m. to 8 p.m. through the installation of new directional antennae equipment at Hammond, Ind., which went into action yesterday. The station is much better equipped for Chicago coverage and will offer 5000 watts power on 1520 kilocycles, William R. Cline, Vice-president and general manager, declared.

Clifton Utley, former radio commentator, and editor of the "Chicago Sun," has surrounded himself with an able staff of radio news specialists to edit and present "The Air Edition," a five to 15-minute news program, every hour, on the half hour, eighteen hours a day beginning at 6:30 a.m. Arch Farmer, former Midwest director of news for CBS, Bill Costello, WBBM-CBS agricultural editor and Joe From, who resigned as Midwest editor of Associated Press, are personalities highlighting the news staff acquired by WJWC and the "Chicago Sun."

"Air Edition" Quarters

New rooms of "The Air Edition" have been established in the old WMAQ studios on the 21st floor of the "Daily News" building and the first week's dress rehearsal of the new broadcast schedule got under way yesterday.

Other staff members of WJWC who quietly joined up the past week were announced by General Manager Cline. They are Frank Baker, formerly of WLS, as program director; Mark Love, well-known in local radio, as production director; Bert Julian from WIBC, Indianapolis, as manager of the WJWC Hammond Studios; John McEllen, bookkeeping and office manager and Bill Albright, veteran Chicago engineer, as chief engineer.

Moore Gets Show On Blue

Chicago—Garry Moore, diminutive emcee, will launch his own show on the Blue Network from Chicago on Wednesday, July 15th, from 9-9:30 p.m., CWT. The cast will include Hugh Studebaker, creator of "Silly Watson" negro character; Danny Thomas, night club comedian, and Doneald Curry, a comedienne. Rex Maupin will conduct the orchestra and featured artists will include Marion Mann, singer, and George Barnes, guitarist. J. Clinton Stanley will direct, and the script will be written by Carl Gass.

plans and program ideas to best utilize available time.—Charles B. Jordan, Director WRR, Dallas, Tex.

Will be glad to act as agency to sell War Bonds. Will devise some local promotion to get sales.—Don Searle, Manager Stations KFAB-KFOR, Lincoln, Neb.

★ ★ Coast-to-Coast ★ ★

LATEST addition to the announcing staff of WPTF, Raleigh, N. C., is James McMurry, formerly with WMBR, Jacksonville, Fla. . . . A plaque listing men of the WPTF staff now in the armed forces of the U. S., has been placed in the studio lobby.

Harry Dority, former engineer at the New Haven studios of WICC, Bridgeport, Conn., has been transferred to the Bridgeport control room.

Bill Day, assistant news editor of KOA, Denver, has been made news editor and special events manager, replacing Stan Brown, who is entering the Army this month. . . . Jim Bennett, formerly with another Denver station, becomes the new KOA assistant news editor.

Harold Gilman, announcer and newscaster of WSLB, Ogdensburg, N. Y., has been appointed Program Director of the station. . . . Ellen Emery has joined the announcing staff as woman commentator.

Eugene Saffern, graduate of the Missouri University School of Journalism, has joined the staff of KWK, St. Louis, as assistant news editor. Saffern has had experience writing news for the University radio station, KFRU and has also worked as a reporter on the Columbia Missourian.

WKBN, Youngstown, Ohio is currently carrying eight-and-a-half hours weekly of remote dance band programs from Idora Park and the Million Dollar Mansion, both located in Youngstown. All of these remotes are broadcasts commercially sponsored by the operators of the two dance spots.

Guest on "Every Woman's World" program over WBBM, Chicago, yesterday, was Dr. Thomas J. Meyers of Pasadena, Calif., president of the American College of Neuropsychiatrists. He was interviewed by Lorraine Hall on the subject of mental hygiene in war-time. Dr. Meyers speaks in connection with the 46th annual convention of the American Osteopathic Association, meeting next week in Chicago.

1	9	4	2
17	18	19	20
21	22	23	24
25	26	27	28
29	30		

- July 14
- | | |
|------------------|------------------|
| Frank Chizzini | Walter Gross |
| Harry Hoff | Carmen Lombardo |
| Bill Meeder | Ken Murray |
| Louie Perkins | Monte Proser |
| George F. Putnam | Gene Rouse |
| Harlan Ware | J. Eric Williams |

Ed Peltret, news department head at KIRO, Seattle, shipped out last week as purser in the Merchant Marine. Before coming to KIRO, Peltret worked for the Seattle Times, San Francisco Chronicle, and Los Angeles Times. . . . Leonard Beardsley, formerly connected with station KINY, Juneau, Alaska, has joined the announcing staff of KIRO.

Phil Ryder, formerly head of the guest relations staff of KPO, San Francisco, has transferred to Sound Effects at San Francisco Radio City, working with the new department chief, Lloyd Creekmore. . . . Replacing Ryder in the top guest relations spot is Borrie Hyman, a member of the staff for the last several months. . . . Another transfer from guest relations is Bill Roddy, who auditioned successfully recently for a position as junior announcer. Roddy previously worked as announcer and newscaster for station KHUB, Watsonville, Cal.

Ernest Tubb, cowboy singer for KGKO, Fort Worth, is now on leave of absence to make a movie, "Fighting Buckaroo," with Charles Starrett, western star of Columbia Studios, Hollywood. Tubb's song, "Walking the Floor Over You," being featured in the picture, was recently recorded by Bing Crosby for Decca.

Director Martha Atwell has engaged Tom Tully for the role of the fight promoter on the transcribed series "Dan Wilson, Miner." This series is transcribed at World Broadcasting for the Olgo Coal Company and is broadcast locally over mid-western stations.

Harold Russey, for the last four years associated with WHMA, Anniston, Ala., has joined WLAG, LaGrange, Ga., as program director. . . . Nathan Salmon is a recent addition to the engineering staff of WLAG.

WDRC, Hartford, Conn., is presenting a series of Sunday afternoon interviews and talks by leading Connecticut personalities on, "Winning the Peace"—discussions as to the form the world will take after the war is won. . . . Three WDRC employees are taking a special radio engineering course sponsored by the government to train persons to fit into the war effort. They are Announcers Robert M. Provan, Jr., and Edwin G. O'Connor, and Control Room Operator Beecher Gold, Jr. General Manager Franklin M. Doolittle of WDRC is Connecticut radio representative for the courses.

KXL, Portland, Ore., station, presents two full half hour programs daily of important governmental messages in addition to intermittent spot and ET announcements. On "Your Government Speaks," local, state and federal governmental messages of vital importance are aired.

Chuck Moffett and Nan Winkler, chief announcer and program director respectively, of WFVA, Fredericksburg, Va., are spending all extra minutes away from the studio working on a production of "Post Road" to be presented before several thousand service men in that area.

Army Week, June 29 to July 5, opened at CHML, Hamilton, Ont., with the army taking over the station for one full broadcasting day, announcing and producing all the shows and stationed in the studio, in the control room, and at the transmitter. During the day, the men and women in khaki handled all newscasts, sports roundups, race results and musical shows. Special announcements were made throughout the day to remind listeners that June 29th was Army Day at CHML,—the station's way of showing the diversified talents of those in the services.

Blythe Miller, new to radio, has joined KOY, Phoenix, as a commentator and actress. She appears on her own program of news of interest to women twice weekly and on alternate days takes part in the Tovrea "Love Story Time" program,—a daily sponsored dramatic strip.

Eddie Pola, radio producer recently resigned from NBC on the new Atlantic Coast Network on temporary leave of absence from the network and is now with WNEW as Program Director. . . . is a newly created post device to serve the production needs of WNEW's expanded schedule of talent programs. Pola will see coordination with Bill McGrath, who will continue as WNEW Program Manager.

George L. Rosenfeld, president of the Atlantic Plastics Company, land, last week responded to quest broadcast of the "Matinee Time" program on WCLE, Cleve., by donating 17,000 new phony records to the nation's armed forces. The request was made by Bill Pettay, conductor of the popular day radio program.

Richard Carlson, Jr., Newsman WELI, New Haven, Conn., will be the station's employ on Friday, July 17 to enter the Merchant Marine. . . . has been in the News Department the past two years. Frank Rue, act as relief announcer for the summer vacation schedule. Frank is a student at the Yale Divinity

WCKY
Cincinnati

U.P. NEWS

with **REX DAVIS**
THREE TIMES DAILY

NAB Backs Bond-Wagon

S Surveys Benefits New Discount Plan

CBS' new 15 per cent discount plan goes into effect today, reveals individual affiliates benefited by plan and over 181 station hours been added to the network's commercial schedule, according to a preliminary survey.

New Plan allows a 15 per cent discount for programs using the commercial CBS network. Seven CBS advertisers using 17 separate programs, have increased their stations to the full network since the announcement.

C Skeds WOV Hearing; Possibly Up Next Fall

Washington Bureau, RADIO DAILY Washington—FCC yesterday decided for hearing the application of the Bulova and Harry D. Henshel transfer control of the Wodaam license of WOV, to Murray Messinger and Meyer Mester.

It is not expected that the hearing will take place before Fall. Commission's decision to hold a hearing on this application is understood to have been arrived at independently.

Weekly War Journal" Changing News Format

Presented in a changed format, the "Weekly War Journal" goes on the air at a new time over the Blue Network starting Sunday at 12:00 Noon, E.T., instead of 7:00 p.m., EWT. In the new lineup, Morgan Beatty, "Director of ceremonies" will open the

Seeing's Believing

To test effectiveness of television in teaching first aid, CBS is requesting those taking the course in which the medium was used in cooperation with the Red Cross, to grade own exam papers and mail them in for tabulation. Results will determine such use of television in future instruction.

AFM Pulls Remotes On St. Paul Station

Unable to come to terms over a new station contract, the American Federation of Musicians pulled the remote bands on KSTP, (Red Network) St. Paul, Monday night, with indication that unless matters were ironed out, the next step would be the house band, and then network feedings. That the AFM would take drastic actions in this station's negotiations was first reported in RADIO DAILY, July 6. NBC officials here declined to comment.

Ludens Seasonal 'Breaks' Start In Oct. On Big List

Spot station break campaign for Ludens, Inc., Reading, Pa., on behalf of the firm's menthol cough drops is being gotten under way by J. M. Mathes, Inc., New York. More than 100 stations are already on the list for time, with others to come later. The contract with WJZ, beginning October 5, calls for at least four night time chain breaks weekly for a period of 20 weeks.

Multiple-Job Artists On Radio Entitled To S. C. Tax Refund

"This Is The Army" Tunes Staggered For Air Use

Two tunes from the new Irving Berlin legit hit, "This Is the Army" are being released for non-commercial production on records and transcriptions and for airing on all stations whether or not they have ASCAP licenses. Waxing companies will pay

Board At Meeting Votes 100% Support Plus Special Aid For Stations; AFM Situation Discussed

CBC Asked To Audit G.M.'s Expense Acct.

Ottawa — Suggestion that expense accounts of Major Gladstone Murray, CBC general manager, be re-audited by the Canadian auditor-general, was made by Harry Baldwin, CBC treasurer, after M. J. Coldwell, C.C.F. party leader, had charged Baldwin with "dereliction of duty" in connection with payments of the accounts.

Disks For Fighting Men Getting CBS Broadcast

Following a campaign still growing in intensity on individual stations, Records for Our Fighting Men, Inc., begins its drive on a national scale in a broadcast presenting Kay Kyser, Kate Smith, Nelson Eddy, Ted Collins, Harry James and Lynn U. Stammers.

Stage Door Canteen Lines Up Basic Talent

Basic talent line-up for the new Stage Door Canteen show which will debut on CBS July 30 has been set, with announcements on name and guest stars still to come. Raymond

Chicago—Board of directors of the NAB headed by president Neville Miller, which yesterday opened its two-day meeting here at the Palmer House voted 100 per cent support to the Treasury Department's proposal to sell bonds directly over the air and make the broadcasters sales agents.

NAB board went further into the matter and will immediately proceed to augment the Treasury Department's promotional kit and also work with the Treasury on paving the way for the stations to receive material which each is better adapted to use.

Plan Radio Awards For Midwest Outlets

Omaha—School of Journalism of Creighton university, this city, will award plaques to radio stations of nine midwestern states for "outstanding 15-minute radio programs interpreting the purposes and accomplishments of the United States Military Establishment." An announcement

Civil Service Recruiting Switched To 'A' Priority

Washington Bureau, RADIO DAILY Washington—First change in priority listings since the recent issuance of the Office of War Informa-

Much Easier

Cincinnati—For the past two days a women listener has been phoning the WLW news room at regular intervals asking for latest news summaries, on the plea that her radio was out of order. They gave the news at first but in the meantime looked up a repair man, who visited her residence and quickly obviated the phone calls.

Just A Sample

Sample of radio's part in the war effort is graphically revealed in survey of nine Pacific CBS stations. Since January 1, they've put on 22,690 announcements for Army, Navy, Marine, Coast Guard, Red Cross and others, in addition to 190 transcribed government programs. Ninety-seven per cent of the employees are buying War Bonds; 82 men are in service.

(Continued on Page 2)

(Continued on Page 7)

(Continued on Page 7)



Vol. 20, No. 11 Wed., July 15, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

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

FINANCIAL

(Tuesday, July 14)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	114 3/8	114 3/8	114 3/8	- 1/4
Gen. Electric	27 3/8	27	27 3/8	+ 1/8
RCA First Pfd.	54	54	54	+ 3/8
Westinghouse	71 3/8	70 1/2	71 3/8	+ 3/8
Zenith Radio	14	14	14	- 1/2

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	2	2 1/4
Stromberg-Carlson	5 3/8	6 3/8
WGAO (Baltimore)	14	17
WJR (Detroit)	19	21

Disks For Fighting Men Getting CBS Broadcast

(Continued from Page 1)
baugh, National Commander of the American Legion over CBS, Saturday, July 18, 8:00-8:30 p.m., EWT. Other network shows are currently being planned.

Through the drive conducted by the corporation, a non-profit organization headed by such artists as Kyser and Miss Smith, it is hoped to collect 37,500,000 old discs which will be sold for scrap. Profits will be used to buy new records which will be distributed to men in the armed forces.

NOT JUST MONROE COUNTY

but WHAMland

18 busy trading centers for 43 counties, at 1/3 the cost of localized coverage.

Nat'l Rep. George P. Hollingsbery Co.
50,000 Watts... Clear Channel... Full Time... NBC Blue and Red Networks

WHAM
ROCHESTER, N. Y. "The Stromberg-Carlson Station"

FCC Skeds WOV Hearing; Possibly Up Next Fall

(Continued from Page 1)
of and prior to publication yesterday the alleged fascist connections of Rea Luotto, advertising agent of the would-be purchasers.

Richard O'Dea, former vice-president of WNEW, and now partner in ownership of WOV with Arde Bulova since the two stations swapped wave lengths, etc., has taken over the active supervision of the station temporarily, pending outcome of the FCC disposition on sale of Bulova's interests. Settlement of the sale, one way or the other, will enable him to appoint a station manager, succeeding H. D. Henshel, who recently resigned to become a major in the army. O'Dea, who started in radio back in 1924, declared that there would be no change in the station's operation policy, that management was concentrating on using its facilities to promote the American cause among its Italian speaking audiences.

Plan Radio Awards For Midwest Outlets

(Continued from Page 1)
letter from Rev. Thomas S. Bowdern, S. J., regent of the School of Journalism, pointed out that radio is doing a vital work, "building public morale, inspiring confidence in America, stirring appreciation for the American Way of Life."
"Not the least of its responsibilities is the interpretation of the work of the nation's armed forces," the letter continued.

Stations in Nebraska, North and South Dakota, Missouri, Kansas, Minnesota, Iowa, Colorado and Wyoming—the states composing the Army Seventh Corps Area—are eligible for the awards. Entries must be made in the form of transcriptions. Smaller stations were particularly invited to compete, for "due consideration" will be given to the size and power of the competing stations.

First entries were expected to be Independence Day programs, and all entries will be judged as they are received.

Creighton's School of Journalism was founded by the late Rev. John Danihy, S. J., and has graduates in key positions in the journalistic fields of newspaper and radio work, advertising, publicity and promotion.

"This Is The Army" Tunes Staggered For Air Use

(Continued from Page 1)
the prevailing rate of \$10 a tune, but are remitting the payment directly to the Irving Berlin Music Pub. Co. to be turned over to the Army Emergency Relief Fund. The two songs to be released first are "I Left My Heart At The Stage Door Canteen," and "Russian Winter." Via a stagger system the others will be released later. Within the next six weeks, "I'm Getting Tired So I Can Dream" and "This Is The Army, Mr. Jones" are scheduled to be released for platters.

AFM Pulls Remotes On St. Paul Station

(Continued from Page 1)
ment on the situation, explaining that the matter was too full of complications, and that public pronouncement would be unwise at this time.

AFM spokesman held that the stumbling block consisted of the disengagement notice which would grant a musician employment for the duration of the contract if he passes the trial period of four consecutive weeks. Station had already expressed willingness to grant the ten per cent wage increase which was asked.

Chicago—The Automatic Phonograph Manufacturers, meeting at the Palmer House here, postponed for two weeks action on the matter of James C. Petrillo's order to the AFM, of which he is president, to cease making recordings after August 1.

"Weekly War Journal" Changing News Format

(Continued from Page 1)
program with news from Washington as formerly, and will be followed by a pickup of Robert McVane from London, in place of Robert St. John. Next pickup point, formerly featuring Martin Agronsky from Australia, will be flexible and will originate in a number of foreign points. Program then comes back to New York for Edward Tomlinson's Latin-American news, after which it shifts to Washington for Baukhage. Show closes with a military analysis of the news by Beatty.

Stage Door Canteen Lines Up Basic Talent

(Continued from Page 1)
Paige, who is already on the Walter O'Keefe show, "Star-Spangled Vaudeville-1942," will build a second orchestra for this program. There will also be a mixed chorus of 12. Frank Wilson has been designated to head the script writers. Earle McGill, CBS staff producer and director, will direct the series. Roger White, producer, now for C. L. Miller agency, which is handling the Corn Products Refining account and the show, will have charge of these productions.

Reported that the agency has been discussing guest appearances with Burns and Allen, Tommy Riggs, Connie Boswell and Kate Smith.

THE SMOOTHEST SHOW ON RECORDS SHOW

WOODS AND MUSIC SELLS IN PHILADELPHIA

5000 WATTS 950 KC

WPEN

COMING and GOING

EDGAR KOBAK, executive vice-president of the Blue Network, spending a vacation of two weeks at Pine Orchard, Conn.

H. K. CARPENTER, of WHKC, Mutual outlet in Columbus, has arrived from Ohio on a business trip. Visiting yesterday at the office of the network.

ALEX ROBB, Hollywood manager of prominent talent sales for NBC, is in New York conferences at Rockefeller Center.

GEORGE LASKER, general manager of WOV Boston, left town last night on business to Chicago.

WILLIAM R. SETH, general manager of WFVA, Fredericksburg, Va., here for talks with the New York representatives of the station.

BOB JONES, of the Blue Network station in the relations department, accompanied by MRS. JONES off on a 10-day vacation at Nantucket.

A. N. ARMSTRONG, JR., general manager of WCOP, Boston, spending a few days in New York on station and network business.

LEIGHTON BLOOD, of NBC press, and JAM WOOD and E. J. COSTELLO, of the NBC engineering department, have left on their annual vacations.

NBC Answer Next Month

Chicago—Answer to the anti-trust action brought by Mutual some time ago against NBC et al is expected to be filed by NBC about the middle of August. NBC had previously delayed its answer on the grounds that needed more specific data from plaintiff.

WEVD

NEW YORK'S STATION OF DISTINCTIVE FEATURES

Now **5000 WATTS**

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

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

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

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

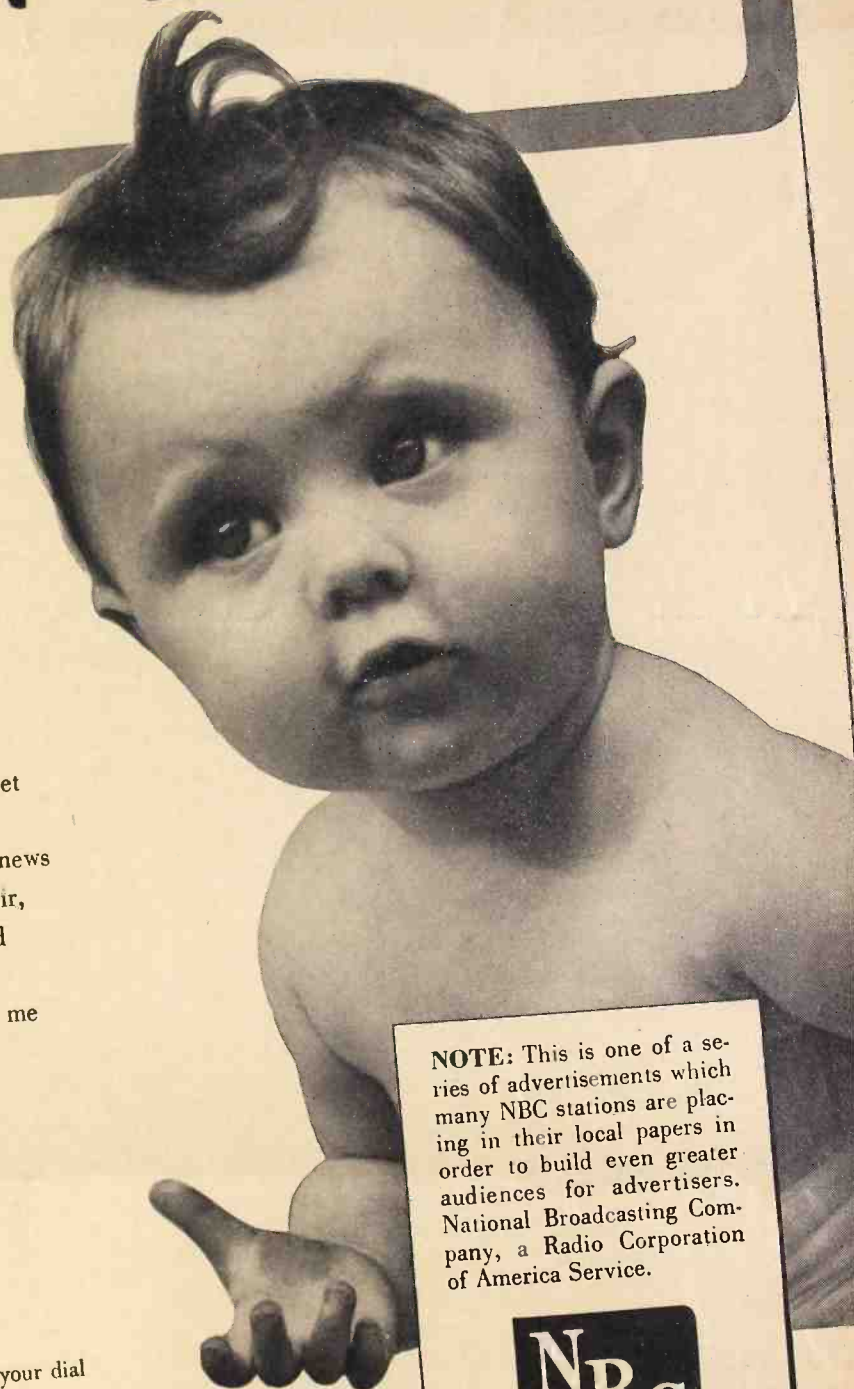
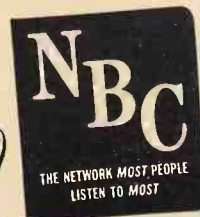
Shucks — Don't forget I'm home...

Suppose you can't go and visit Grandma and Aunt Lucy every time you want to get away from the heat. *I'm* home, aren't I? And we have a radio and Station WXXX is right here at 000 on the dial. They have the best summer programs ever, swell music to keep your feet tapping, comedy that's always good for a laugh, and the latest news from wherever it happens. Yes sir, home's all right these days—and if it does get too hot, just peel off—well, not quite as much as me—and tune in WXXX. You'll be glad I tipped you off.



WXXX 000 on your dial
(City Name's)
NBC Station

NOTE: This is one of a series of advertisements which many NBC stations are placing in their local papers in order to build even greater audiences for advertisers. National Broadcasting Company, a Radio Corporation of America Service.



Los Angeles

By JAC WILLEN

PHYLLIS PARKER'S newest idea "A Post Card To You!", hit the local radio lanes over KNX on Monday. The Monday and Wednesday 3:15 to 3:30 p.m. sustainer features Miss Parker at the microphone with a conglomeration of ideas of the unusual on all subjects which have been mailed in to KNX to her attention. Prize awards for the best five post card ideas mailed in are given.

The Los Angeles County Band starts broadcasting July 27 in a bi-weekly series of concerts over KECA-Blue, 2:00-2:30 p.m. PWT. Currently heard in that period each week is the Air Corps Band of March Field, who will now alternate broadcasts with the L.A. County Band. Louis Castellucci will conduct the local aggregation of 40 musicians. Baritone John Raitt will be soloist.

Ona Munson, Gale Page and other radio topnotchers are slated for starring roles in the new "Hollywood Theatre" series, which will be heard on Fridays at 7:30 p.m. through the summer. The original dramas will be presented by transcription.

Recapitulation of national network plugs for Warner Bros.' "Yankee Doodle Dandy" during the past three weeks show that the George M. Cohan songs from the James Cagney starrer have averaged nearly four a day. Total for the period is 77.

Victor Borge, Danish comedian on NBC's "Kraft Music Hall," is writing the story and music for a musical comedy based upon pre-war Scandinavia. In his acting days in Denmark, Borge not only starred in, but wrote and directed some of that country's most popular stage productions.

Arch Oboler's dynamic "Plays for Americans," in which Oboler carried on his violent anti-Nazi campaign, are being edited for publication in book form by the Association for Education by Radio.

Stella Unger's "Your Hollywood News Girl," currently emanating from Hollywood on Wednesdays, returns to its original point of emanation, New York, after the July 29th broadcast.

Familiar voices returned to the KHJ-Don Lee airlines last week. "Hawaii Calls" originating in Honolulu returned to the Saturday afternoon slot 3:30 to 4:00 p.m., PWT, on July 11. Gordon Burke, former announcer at KGMB, Honolulu, who handled the announcing duties on the "Hawaii Calls" program before returning to the mainland last Fall, has joined the staff of KHJ as an announcer.

Meredith Willson's Decca album of "chiffon music," made up of his best broadcast compositions, hit the music stands this week.

THOMAS J. VALENTINO, Inc.

MAJOR SOUND EFFECT RECORDS

OFFERING THE "LAST WORD" IN SOUND EFFECTS

SEND FOR CATALOG

1600 BROADWAY NEW YORK, N. Y.



Chicago IS In, Too!

(By Robert G. Jennings, v.p. in charge of radio, H. W. Kastor & Sons.)

Someone said the other day that Chicago wasn't aware that the United States was at war. He stated that Chicago had taken a lethargic attitude toward the war and that we probably would not wake up until one of our slant-eyed friends had dropped a bomb on Michigan Avenue. It is not my prerogative to speak of the people of Chicago as a whole, but I can describe what I have seen and experienced as far as Chicago radio is concerned. Middle-west radio has turned in one of the soundest, most constructive jobs yet offered to the American public in behalf of the war effort. Maybe not as much fanfare, not quite as dramatic as some of the others, but for downright good hard selling on the job of recruiting and raising money, the middle-west has been well out in front. It has been worthwhile to see the way the advertising agencies, the stations, the networks and the various branches of the armed services have banded together to make the best possible use of radio. Chicago radio is doing everything it can to fulfill the country's objective of bouncing Hitler in his beer and Mr. Hirohito in his sake! I was connected with several of these enterprises, and I can vouch for their worth. One of the first service shows to originate here was the "Ask-It-Ball" program over WGN. We worked in collaboration with WGN to produce this show for the Navy and Army. Next in line was a collaboration with station WLS to produce "Meet Your Navy." This program has been fed to some 100 stations via the Blue Network and an additional 150 stations via transcription.

Early in May, Earl Thomas of the McCann-Erickson Agency brought together a group of advertising agency radio executives to support the USO Drive. This group was able to secure some \$14,000 per day of Chicago radio time to further this drive. It was suggested that a large radio rally might be helpful during the last week of the promotion to spur the drive over the top. I was asked to serve as chairman of a special committee to produce the show. The other agency men that volunteered their services for this committee were Jeff Wade of the Wade Advertising Agency, Lee Strahorn of Lord & Thomas, Buck Gunn of J. Walter Thompson Company, and Jim Jewell of the Stack-Goble Advertising Agency. All of these men gave unstintingly of their time and energies. It was through the efforts of this group and WBBM, Leslie Atlass, Jack Valkenberg and Walter Preston that this USO show was made possible. It included Ben Bernie, Bert Lahr, Martha Scott, the Quiz Kids, Caesar Petrillo and CBS orchestra, together with the Bob Tendler chorus, and was produced from the Chicago Civic Opera House before a goodly crowd. Following the air show there was a two hour vaudeville program. All reports have listed it as quite a success. There have been other successful promotions, such as "The Treasury Hour" show produced by the Owen Vinson office in cooperation with WMAQ, the Russian War Relief show by the Joe Ainley office, via WBBM, WGN's "Americans at the Ramparts." These are only a few of the many war effort programs that are emanating from the capital of the middle-west. We spent last Monday at Chanute Field, Rantoul, Illinois, auditioning a new show for the Army Air Force. This new program is being worked up with the cooperation of manager Frank Schreiber, Paul Fogarty and the staff of WGN. There is a world of talent at Chanute Field, and we expect to put on an excellent show. The spirit and enthusiasm of these boys, the ability of their chorus and band, together with the cooperation of the officers and men alike make building a show like this a real pleasure!

I hope to have that fellow who said that Chicago is asleep at the switch attend the first Army Air Force show. Something tells me he will want to withdraw his remark. May I take this opportunity to assure all of my colleagues that Chicago radio is mad as hell at Hitler and it never did trust Japan!

Chicago

By FRANK BURKE

KAY KYSER and Chico Marx made Milwaukee war bond minded this week. Kay and his band played before 10,000 on a street "bond wagon" and Chico attracted a large crowd to the Treasury window in the Boston store. Biggest bond buyer was George Devine, manager of the Eagles ballroom, (rival of the Modernistic where Kyser played), who purchased \$10,000 worth. The proceedings were aired over WISN-CBS with Wood Dreyfus, program director, handling the details of the Kyser set up, which is visiting several cities in the interest of the War Bond drive.

Ben Pollack, the dean of swing, visited the Randolph Street music publishers this week in the interest of Chico Marx new band.

Bernardine Flynn, Sade in NBC's "Vic and Sade", will soon become one of radio's war wives. Her husband, Dr. C. C. Doherty, prominent Chicago physician and veteran of the first World War, is awaiting orders to report to active duty.

John B. Kennedy in town. Was master of ceremonies at Chicago's Third Annual American Music Festival at Soldiers Field on Sunday. Program was broadcast on WBBM.

Todd Hunter, WBBM news analyst, has two stepsons, Frank and Wallace with the Army Air forces.

Stan Myers, WGN orchestra leader and staff musician, is an ardent fisherman who spends his days off on lakes of western Illinois.

Johnny Coons, actor on the "Ma Perkins" show, "Road of Life" and "Woman In White", has bought a house and two acres of ground in his home town, Lebanon, Indiana.

Gina Vanna, operatic soprano who retired from radio a few seasons ago, is returning in the fall. Recently auditioned at WBBM-CBS.

Michael Roy, the heavyweight Blue Network announcer, is called "rotund" and sometimes "beefy" in the network's press releases. Roy is trying to get a copy of the diet that allowed Paul Whiteman to drop 100 pounds.

Willie Shore the night club comedian being groomed for radio as a result of his swell comedy interview on WJJD recently. Shore is a great ad-libber and has excellent mike technique.

Clem McCarthy handling the special NBC-Red broadcasts from Arlington Park.

Harry Maus, copy editor of Russell M. Seeds Company, Chicago, is vacationing on Lake Michigan during the coming two weeks on his yacht, "Treo."

Guy Savage, WGN announcer, returned from a two-weeks' vacation today.

RAY WINTERS

ANNOUNCER

5 Years With Paramount Newsreel
2 1/2 Years With Manufacturers Trust Co.

LA 4-1200

QUEST-ING

AK FAY, on "Post Toasties tomorrow (NBC Red, 8 p.m.).

MEGA, on "A Date With Don" tomorrow (WOR-Mutual, p.m.).

THOMAS ADLER, professor of Law, and WILLIAM H. ... chairman of the Department of Sociology, of the University of Chicago, on that institution's "Table" program, Sunday (Red, 2:30 p.m.).

NE CONNER, soprano, on the ... program, Sunday (WABC-30 p.m.).

V. McNUTT, chairman of the ... Commission, on the ... to the Nation" program, Sunday (ABC-CBS, 10:30 p.m.).

STEVENS, mezzo-soprano, on the ... Great Artists Series of the ... Hour," Monday (NBC 9 p.m.).

D. MORSE, of the staff of the Metropolitan Museum of Art, on "Living Art" series, Tuesday (ABC-CBS, 4:30 p.m.).

Page 3 News Services For Godwin-Ford Series

... news services, AP, UP and ... have been engaged by Maxon, ... through the Blue Network's ... and special features division for ... Godwin's Ford program, "Watch ... World Go By." Negotiations were ... led by G. W. Johnstone, Blue ... network director of news and special ... and M. F. Mahoney, vice- ... of Maxon. To assist God- ... preparation of the programs, ... work's news department has ... William McAndrews and Phil- ... Joachim.

Washington Front

Washington Bureau, RADIO DAILY
Washington — Broadcasters Victory Council will consider the plans submitted by the Treasury Department for direct station sale of war bonds tomorrow at its board meeting in Chicago, it was revealed yesterday at BVC headquarters here. Other important items are on the agenda.

Thus far, the Treasury has received about 512 replies to its wires sounding out stations on the prospects for making them accredited purchase points for war bonds and stamps, and only a handful objected in any way "and for a variety of valid and non-valid reasons" according to BVC. Most of the response was described as enthusiastically in the affirmative.

By giving this patriotic aid to the Government BVC points out that such a direct sale undertaking also would lend more authority to station appeals and provide an avenue for local prestige-building by individual stations.

Meanwhile, BVC urges stations to get more actively behind the campaign to get citizens to spend ten per cent of their salaries for purchase of war bonds. Treasury department is sending all stations a new kit of advertising material covering all the promotional slants upon which the 10 per cent voluntary payroll deduction plan is based.

Radio broadcasting was termed an "essential activity" yesterday by the Selective Service System, which advised local draft boards it is one of 34 broad activities whose "products, facilities and services are considered necessary to war production and essential to the support of the war effort."

Broadcasting is designated in "communications services" along with telephone, telegraph, newspapers, television and the repair of such facilities.

While the listing, intended as a guide for the boards, does not affect in any way the statutory ban on

KFPL A War Casualty: Gives Up Its License

Washington Bureau, RADIO DAILY
Washington—FCC yesterday cancelled the license of KFPL, Dublin, Texas at the request of C. C. Baxter, licensee who is closing the station because of the shortage of operators and equipment. Call letters were deleted and commission records on the station were closed, also at the licensee's request. Station operated on 1340 kc, with 250 watts day and 100 nighttime.

KFPL is one of the oldest stations in the country having been in operation since 1924. An earlier but more limited wartime casualty was KIDW, Lamar, Colorado, which several weeks ago was granted temporary authority to cease operations for the duration.

blanket deferment for the industry, it is expected to back up individual deferment claims where the loss of essential personnel would impair station service.



OWI is advising stations on the availability for radio appearances of several American women writers who recently visited England to inspect British wartime life at close range. Margaret Culkin Banning, the well-known women's magazine writer, is the first to return and Maxine Davis and Julia Gardner White are expected back shortly. Mrs. Ford Brown and I. A. R. Wylie, still in England also are expected to have a wealth of up-to-date information to unfold to radio audiences.

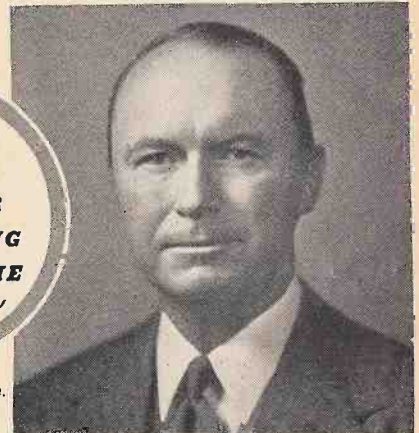
AGENCIES

FORMATION OF A NEW advertising agency covering radio and press, together with facilities for building package programs and for general promotion and exploitation have been announced by A. E. Nelson, formerly West Coast NBC executive. Under the name of A. E. Nelson Company, the firm has established temporary headquarters at Montgomery, San Francisco, and expects to begin actual operations early in August.

TAKING OVER the operation of the Ward Wheelock Company during the period of Wheelock's service in the Air Corps, Arthur A. Bailey has been elected executive vice president of the firm. Lt. Col. Ralph K. Strassman continues as vice president in charge of the New York headquarters of the organization.

"THERE IS A SPECIAL PLACE FOR ADVERTISING IN WAR TIME AMERICA"

Says ARTHUR C. DORRANCE, President, CAMPBELL SOUP COMPANY



"The conversion of our industrial resources to total war has not destroyed the importance of advertising in our national life. Curtailments in the production of civilian goods undoubtedly have changed the function of advertising, but advertising still has a vital place in war time America.

"The transition from civilian production to production for victory is a difficult one, but advertising can do much to assist in this transition. Restrictions upon civilian consumption can be explained to the consumer and conservation of critical materials can be urged.

★ 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

Denver is America's First Test Market! Planning a test campaign? Have your say on KOA... to reach more people at less cost. *Source: Eastern newspaper study KOA FIRST IN DENVER 50,000 WATTS Sent nationally by Spot Sales Offices



Coast-to-Coast



FIVE engineers from the KFI-KECA, Los Angeles staff, are now aiding the government's communications research at the Massachusetts Institute of Technology. Latest to go are George Curran and Seymour Johnson. Engineers Lloyd Jones, Harold Christenson and Hal Cooper are already at work on U. S. defense projects in the institution's laboratories. . . . More than 100 unknown American composers have been introduced to Southern California radio audiences in recent months by Claude Sweeten, director of the KFI orchestra, in his series of premiere airplane presentations of aspiring writers' new music. Sweeten receives a score or more of original manuscripts every week from which he selects two or more for airing during one of his musical programs over KFI.

The appointment of Norman Bottrell, formerly assistant manager of CKWX, Vancouver, B. C., as manager of CJOC, Lethbridge, Alberta, has just been announced. Stuart MacKay has been appointed production manager of CKWX. Don McKim, promotion manager of the Vancouver station, left July 15th to enlist in the Royal Canadian Air Force.

Hans Jacob, news analyst and commentator, on WOV, will present a best selling book each week, to the sender of the best question on a current war topic. The first presentation will be Margaret Bourke-White's "Shooting the War", recently published by Simon and Schuster.

The Fort Industry Company, owner and operator of WSPD, Toledo, celebrated its 15th anniversary at a WSPD staff luncheon at the Toledo Club last week. J. Harold Ryan, vice-president and general manager of the company, returned from Washington, where he is assistant director of censorship in charge of radio, to be host at the luncheon.

Muriel Pollock, free-lance organist and composer, is substituting for two weeks on "Are You A Missing Heir?" CBS, Mondays at 8:00 P. M., EWT. Program is placed by Ruthrauff and Ryan for the Ironized Yeast Company. Miss Pollock is the regular organist on "Stella Dallas", "David Harum" and "Win The War."

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

July 15

Albert G. Ashcroft Nancy Martin
Ruth Robinson William Robinson
Len Sterling

Staff members of station WROK, Rockford, Ill., have enrolled 100 per cent in the Treasury Department's payroll savings plan for the purchase of War Bonds. Walter M. Koessler, WROK general manager, announces that each of the 21 station employees is buying bonds and stamps on a weekly payroll basis.

Arthur W. Lindsay has been appointed head of news and special events at KIRO, Seattle. Lindsay previously announced for KPO, San Francisco; KFI, Los Angeles; and KXRO, Aberdeen, Washington.

"Hollywood Jubilee", a revue program, has just been completed by Robert N. Farr for peddling. Thirteen weeks of scripting have been completed. Program consists of a half hour showing using full orchestra, chorus, comedy team, drama and guests. It is designed for a weekly shot aimed at family circulation.

James Monks has been added to the cast of "Helpmate," WEAJ daily serial at 10:30 a.m., to portray Henri, a young schoolmaster in Occupied France. Program is sponsored by the Cudahy Packing Company.

WFBC, Greenville, S. C., is cooperating with the Office for Emergency Management by scheduling and producing a weekly program titled "South Carolina Goes to War." It is a semi-dramatic show that gives definite facts and figures in regard to price fixing, ceilings, rubber salvage, etc. Various important citizens in the local defense council are asked to participate weekly. Production is handled by Bill Miller and Charlie Davis of the WFBC Production Staff.

Round-the-clock sports service is being offered by WHBF, Rock Island, Ill., in the Davenport-Rock Island-Moline war production center. Baseball reviews are included on all major newscasts by Howard Emich, news editor, who also sets "Today's Sports Scene" at 7:40 a.m. daily. Van Patrick, station sports director, features race and baseball results with popular music on a "Sports Extra" session from 3:15-4:45 each afternoon. At 5:15 Monday through Friday and at 6 p.m. on Saturday, Patrick sends "Mutual's Baseball Roundup" coast-to-coast with Emich's assistance, then presents daily sports commentaries at 8:15 and 10:15 p.m. daily.

"The Bullet's That's Going to Kill Hitler," a drama about the white collar worker and the war, will be aired Saturday, July 18, at 10:15 P. M., EWT. over NBC Red Network. First presented over WQXR last month on the Greater New York CIO Council's "Win the War" show, it now moves up to the national CIO's "Labor for Victory" program on a coast-to-coast hookup.

WFBC, Greenville, S. C., was cited recently for cooperation with local Marine and Navy recruiting offices. The Navy Office won in recruiting competition over all other offices in the State for a period of four months. WFBC Program Director Norvin Duncan represented the station at a banquet given in honor of the Greenville Navy men. For several months, WFBC had aired special remote shows from local Recruiting office, interviewing enlisting men and describing advantages of Naval Service with informal discussions of historical highlights of the Fleet.

"Opera Curtain Time," aired each October over KYA, San Francisco, during the opera season, has just been re-sold to the same sponsor for broadcast again this year. Al Zitcer and Clarence Leisure have been assigned to handle the program. . . . KYA salesman George Taylor and engineer Russell Pray are vacationing in the mountains. . . . Bandleader Ray Noble headlined a special War Bond program on KYA, during his opening week at the Palace Hotel in San Francisco.

"The Lowry Field Theater of the Air" a half-hour dramatic program written and presented by soldiers stationed at the Air Forces Technical Training Command Post in Denver, rings down the curtain on station KOA, NBC's 50,000-watt Colorado station. The program, which has been on the air for 47 weeks, was one of the most popular dramatic shows in the Rocky Mountain region.

Henri Nosco, conductor of the N. J. Philharmonic Orchestra, is introducing a new symphonic tone poem, "The Plough" by Virgil Thompson, distinguished music critic and composer. Nosco will present "The Plough" on his WHN program which is heard Monday nights, 9-9:45 p.m.

General manager Franklin M. Doolittle of WDRG, Hartford, has been sworn in as a member of the U. S. Coast Guard Auxiliary and has donated his yacht, "Decibel," to the Coast Guard for patrol use.

Cookie Lavagetto, former third-sacker for the Brooklyn Dodgers, now with Uncle Sam's Navy, guested on KGO's new "Sports Quiz" recently with Walter "the Great" Mills, one-time Cleveland pitching great. San Francisco's Blue Network outlet KGO made a big bid for public appeal by producing a half-hour musical show based on the "Abduction From the Seraglio," by Mozart. Cast in lead roles were KGO's Verna Osborne, Paul Walti, and Truman Thompson.

Herbert L. Krueger, Commercial Manager of WTAG, Worcester, Mass., has been appointed Radio Publicity Chairman for the War Chest Campaign in Worcester.

William Riple, manager of WPTV, Troy, N. Y., has announced the quarterly bonus to employees in with the original plan adopted in the year.

"Action on the Home Front" title of the new program WJSV, Washington, is broadcast every Sunday at noon in conjunction with the United States Chamber of Commerce. Show is patterned after the news letter idea, to give information to the radio public, as news letter subscribers get what the federal government is doing and contemplating. A board of business experts, comprised mostly of specialists from the national Chamber staff, with guest experts called in occasionally, record answers to questions on national business affairs the questions submitted by listeners throughout the country.

Time on the air for Karl B. Emcee, on "Hi Mates—It's Back" WKBN, Youngstown, has been increased on the CBS outlet to a hour. It's now heard every week morning from 8:15 to 9:15.

Muzak Engages Women For Program Department

Shortage of men because of the war has caused Muzak to deviate from its former policy and employ women in its program department for first time. Two have just been added to the staff. They are Betty Feof "Madamoiselle Magazine," and a pianist, and Virginia Foster, formerly of the program department WPAT, Paterson, N. J. Both will assist Ben Selvin, head of the department.

Henry Eckhardt

Funeral services will be held afternoon at 3:15 for Henry Eckhardt, chairman of the board of directors of Kenyon and Eckhardt, Inc., at home, Scarsdale, N. Y. Eckhardt died Sunday afternoon at Roosevelt Hospital in New York City after an illness of less than a month. He was 74 years old. Interment will be private.

After attending Columbia University, to which he came from native Cleveland, Eckhardt joined circulation department of the "Pittsburgh Post." Subsequently he became promotion manager of the New York Post. Following an association with the Federal Advertising Agency, was in charge of creative work for Ray D. Lillibridge, Inc. The agency was purchased from Lillibridge in 1928 by Eckhardt and Otis Allen Kenyon and was reorganized under present name. Eckhardt was chairman of the board of directors of the Kenyon Research Corporation, chairman of the American Association of Advertising Agencies.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



L. 20, NO. 12

NEW YORK, N. Y., THURSDAY, JULY 16, 1942

TEN CENTS

NAB Asks AFM Recant

Conserve Equipment' WPB Strongly Advises

Washington Bureau, RADIO DAILY
Washington—Frank H. McIntosh, chief of the radio section, WPB communications branch said yesterday while the equipment pool recommended for the industry by the BWC "theoretically a splendid idea" a cooperative undertaking would be of little use if stations did not operate in a manner planned to give maximum life to their equipment. Observation, he indicated, was the answer to the problem of keeping the industry going for the dura-

while the WPB has agreed "in
(Continued on Page 7)

Special Show To Mark WSAI Newsroom Debut

Cincinnati—WSAI's new downtown newsroom will be dedicated at 8:45 tomorrow with a special broadcast during which Judge William Bradley will introduce the newscast of the station and of WLW, the Crosley outlet in this city.

The newsroom adjoins the lobby of the new Telenews Theater, which will start operations tomorrow. Both
(Continued on Page 2)

Don Lerch Leaving KDKA For Post With Government

Pittsburgh—Donald C. Lerch, Jr., resigned as KDKA director to join the staff of the U. S. Department of Agriculture in Washington. He reports for duty this week. Lerch's new post is in the marketing reports division of the Agricultural Market-
(Continued on Page 2)

Good Ole' Days

"Gibbs and Finney, General Livery," is the title of new Blue Network dramatic series taking advantage of the current trend toward a return of the horse and buggy days. Program, dealing with two old New Englanders who reopen livery stable for the duration, is on Fridays, Saturdays and Sundays, 8:15-8:30 p.m., EWT, starting tomorrow.

No Contest
Looks as though Lawrence F. Haeg, Agricultural Director of WCCO, Minneapolis, won't have to lose any sleep over the fall Minnesota elections. He's on the ticket as incumbent Representative, 36th District. Time for filing is almost over, and not a soul has bothered to register in opposition.

CBS Completes Setup In Station Relations

Final plans for the enlargement in scope and personnel of the CBS Station Relations Department have been completed, it was revealed last night. Addition of Howard Lane as Central Division Field Manager brings the number of men in corresponding positions to three, with William A. Schudt, Jr., in charge of the Eastern territory and Edwin Buckalew covering the West. Announcement by H. V. Akerberg,
(Continued on Page 2)

Alaska Radio-Wire Units Under War Dept. Control

Washington Bureau, RADIO DAILY
Washington—Board of War Communications ordered yesterday that all non-military stations and radio or wire communication facilities in Alaska be made subject to "use, control, supervision, inspection or closure by the War Department." BWC
(Continued on Page 2)

Sound Effects Chief Worry Of Export-Disk Censorship

Nelson Assistant To Roux In Spot Sales Promotion

James H. Nelson, associated for more than 15 years with Harper & Brothers, publishers, has joined the National Spot and Local Sales Promotion division of NBC. He will be assistant to William C. Roux, manager of the division. Nelson in recent years has built a reputation in freelance promotion work for network and independent stations.

Sees War Effort, Public And Industry Harmed If Disk Ban Goes Through; Elect Two District Directors

Wavelength of WBAX Granted New Concern

Washington Bureau, RADIO DAILY
Washington—FCC yesterday announced the proposed grant of a construction permit to the Northeastern Pennsylvania Broadcasters, Inc., of Wilkes-Barre, to operate a new local station on 1240 kilocycles. This is the wavelength formerly assigned to
(Continued on Page 2)

Photographic Program Ad Receives Boost Via ARF

Trend toward photographic display in advertising of radio programs received its biggest boost, yesterday, when the Advertising Research Foundation revealed that a 100-line ad, predominately photographic, inserted
(Continued on Page 7)

FCC Renewal For WELL; KMLB Refused Switch

Washington Bureau, RADIO DAILY
Washington—In another docket action announced yesterday, the commission sanctioned a license renewal for WELL, Battle Creek, Michigan;
(Continued on Page 6)

Chicago—Board of Directors of the NAB closed a two-day session late yesterday afternoon following an all-day discussion of the proposed ban on all recordings by the AFM. Board issued a statement asking the AFM and its president James C. Petrillo to reconsider the order effective July 31, in the interest of the radio industry and the American public.

According to President Neville Miller of the NAB, the board has taken under advisement a plan of action in the event the edict goes through as ordered by Petrillo and will take such action as it sees fit when the
(Continued on Page 6)

Conclude CBC Probe; Committee To Report

Ottawa—Results of the hearings of the House of Commons special committee on broadcasting will be taken under consideration in a session in camera next Tuesday as a preliminary to the report to be presented to Parliament.

In a statement to the committee
(Continued on Page 6)

Three New Announcers Added To CBS' Staff

Three new announcers, Hugh Conover, Gordon Eaton and Robert Stevenson have been added to the CBS production staff in New York. Con-
(Continued on Page 2)

Among the First

Radio has given plenty of men to the fighting forces of Uncle Sam, and now the women are beginning to go. One of the first from a network affiliate to become a WAAC is Katherine Vernon, 25-year-old script writer and commentator of WROL, Knoxville. She reports for training at Des Moines July 20. She has volunteered to serve as a cadet.

Sound effects, particularly those imitating the teletype, have to undergo a complete decoding process by the Restricted Merchandise Bureau of the U. S. Customs, before recordings of them can be shipped outside the country, Irving Fishman, head of the censors on recordings told RADIO DAILY yesterday. He indicated also that there were still a few recording companies whose shipments had to be returned because censor's stamp
(Continued on Page 2)



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M. H. SHAPIRO : : : : Editor

MARVIN KIRSCH : : Business Manager

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CBS A	12 1/4	12 1/4	12 1/4	+ 1/2
CBS B	12 1/4	12 1/4	12 1/4	+ 1/4
Gen. Electric	27 3/8	27 3/8	27 3/4	+ 1/4
RCA Common	3 3/8	3 1/2	3 1/2
Stewart-Warner	6 1/2	6 1/2	6 1/2
Westinghouse	72	71 1/2	71 3/4
Zenith Radio	14 1/2	14 1/4	14 1/2	+ 1/2
OVER THE COUNTER				
Farnsworth Tel. & Rad.	17 1/2	17 1/2	17 1/2	2 1/8
Stromberg-Carlson	5 3/4	5 3/4	5 3/4	6 3/8
W-A-O (Baltimore)	15	15	15	18
WJR (Detroit)	19 1/2	19 1/2	19 1/2	22

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The Eastern Division territory to be covered by Schudt, who has been with CBS more than 14 years during which he was General Manager of WBT and WKRC and headed the transcription division of the Columbia Recording Corporation, takes in Maine, Vermont, New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania, New Jersey, Maryland, Delaware, Virginia, West Virginia, North and South Carolina, Georgia, Florida, Puerto Rico and Canada.

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Lane, until recently manager of KJM, Fresno, and business manager of the McClatchy Broadcasting Company, will cover Illinois, Minnesota, Ohio, Michigan, Iowa, North and South Dakota, Nebraska, Wisconsin, Indiana, Missouri, Kansas, Kentucky, Tennessee, Arkansas, Oklahoma, Texas, Louisiana, Mississippi, Alabama, Colorado and New Mexico.

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COMING and GOING

VINCENT F. CALLAHAN, chief of the Radio and Press Section of Treasury Department's War Savings Staff and CHARLES J. GILCHRIST, director, leaving Chicago for Washington after addressing NAB Board of Directors meeting at the Palmer House.

LINUS TRAVERS, vice-president and manager of production for the Yankee Network, as well as for WNAC and WAAB, Boston, in New York on station and network business.

J. FRANK JARMAY, Jr., general manager of WDNC, Durham, N. C., visiting yesterday at the CBS headquarters for conferences with J. G. CUDE, CBS station relations manager, and Tom Connolly, program promotion manager.

OVELTON MAXEY visiting New York in the interest of WTTM, Trenton; WFPG, Atlantic City, and WSNJ, Bridgeton.

HERBERT L. KRUEGER, commercial manager of WTAC, Worcester, here for talks with the station's local representatives.

JAMES FASSETT, music director for CBS, spending a two week vacation at Booths Harbor, Maine.

HAL SEVILLE, of WJEL, Hagerstown, leaving for his Maryland headquarters after having spent the early part of the week here.

WOODY HERMAN and his orchestra playing in Wichita, Kansas, today.

ELISE SHARON, formerly of WJHP, Jackson, Miss., has arrived in New York to assume new duties as staff member of Consolidated Radio Artists.

KAY KYSER and the members of his program company en route to Detroit, where tomorrow they will stage their bond-selling program from in front of the WJR studios. The campaign will be completed next Monday.

GASTON W. GRIGNON, general manager of WISN, Milwaukee, in town from Wisconsin to talk with the local reps.

SHEP FIELDS and band filling an engagement at Dayton, Ohio.

RAY GUY, radio facilities engineer at NBC, left on his annual vacation.

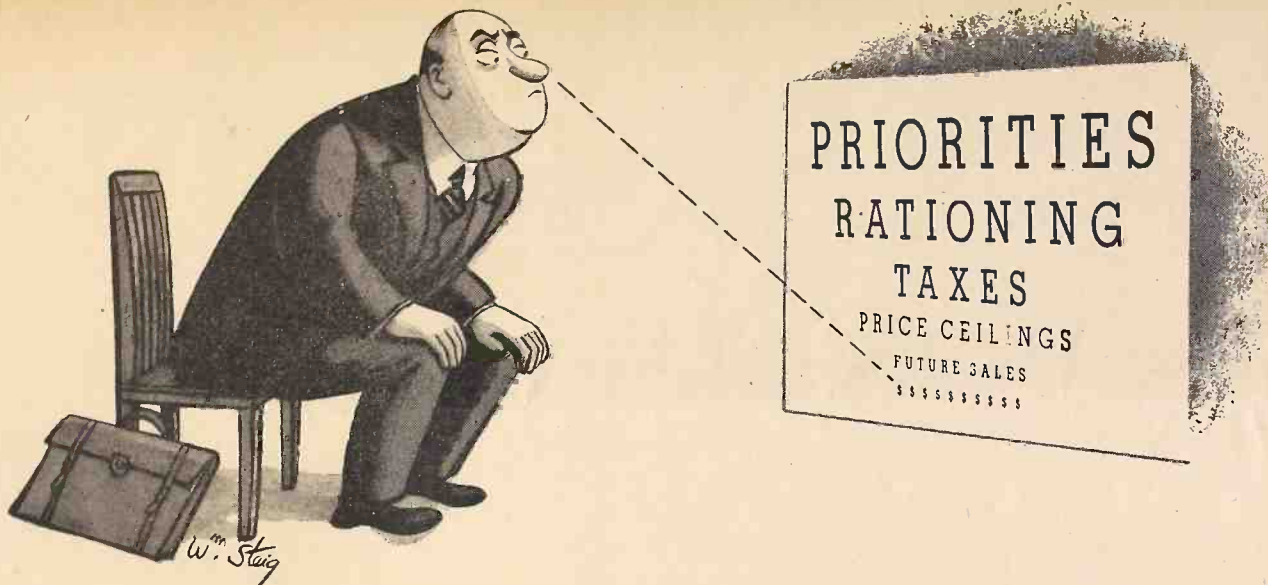
GLENN MILLER today completes a series of programs from WBBM, Chicago, and will then leave for Detroit, where he opens at the Eastwood Gardens next Tuesday.

HERSHL LEVIN, WHOM Yiddish news commentator; THEODORE SZTYBEL, Polish announcer and LUCIA SOBOLEWSKI, Polish war correspondent, have left on their vacations.

DICK GEORGE, personal manager of Bob Allen and his orchestra, expected back today following a business trip through New England.

Stork News
A boy, William Lawrence, was born to Mr. and Mrs. Sam Norin in Seattle, where Norin is a member of the KIRO engineering staff.

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



Don't Let Near-Sightedness Hurt Your Business Vision!

Under present-day conditions, there's a temptation to curtail advertising—a tendency to forget that the most economical insurance for tomorrow's sales is to keep alive the reputation your product enjoys today. The best way to do this job is "on the air." Radio has proved itself unequalled as a *selling* medium—and it's even more outstanding as the medium to *keep 'em remembering*.

Today, when *cost* plays such an important part in the selection of an advertising medium, remember that the Blue Network gives you nationwide coverage of all income classes at the *lowest cost per family reached* offered by any medium entering the home. And this Blue coverage is concentrated in the important 561 counties where 80% of all U. S. retail sales are made. (Incidentally, 14 new "money market" stations have been added to the Blue since January 1942.)

Blue Network sponsored shows are backed by live, enterprising audience-promotion campaigns, planned by the Blue. Add to this the Blue's new sustaining program policy—which encourages the *competitive showmanship* of leading independent program producers—and you see why the Blue *reaches* more homes per dollar.

No wonder 16 new advertisers have chosen the Blue this year—more new accounts than any other network. Satisfied advertisers, old and new, have proved "*it's easy to do business with the Blue.*"

Blue Network Company, A Radio Corporation of America Service.

the **blue** network



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VINCENT F. CALLAHAN, chief of the Radio and Press Section of Treasury Department's War Savings Staff and CHARLES J. GILCHRIST, director, leaving Chicago for Washington after addressing NAB Board of Directors meeting at the Palmer House.

LINUS TRAVERS, vice-president and manager of production for the Yankee Network, as well as for WNAC and WAAB, Boston, in New York on station and network business.

J. FRANK JARMAY, Jr., general manager of WDNC, Durham, N. C., visiting yesterday at the CBS headquarters for conferences with J. G. GUDE, CBS station relations manager, and Tom Connolly, program promotion manager.

OVELTON MAXEY visiting New York in the interest of WTTM, Trenton; WFPC, Atlantic City, and WSNJ, Bridgeton.

HERBERT L. KRUEGER, commercial manager of WTAG, Worcester, here for talks with station's local representatives.

JAMES FASSETT, music director for CBS, spending a two week vacation at Booth Harbor, Maine.

HAL SEVILLE, of WJEJ, Hagerstown, leaving for his Maryland headquarters after having spent the early part of the week here.

WOODY HERMAN and his orchestra playing in Wichita, Kansas, today.

ELISE SHARON, formerly of WJHP, Jacksonville, has arrived in New York to assume new duties as staff member of Consolidated Radio Artists.

KAY KYSER and the members of his program en route to Detroit, where tomorrow they will stage their bond-selling program in front of the WJR studios. The campaign will be completed next Monday.

GASTON W. GRIGNON, general manager of WISN, Milwaukee, in town from Wisconsin talks with the local press.

SHEP FIELDS and band filling an engagement at Dayton, Ohio.

RAY GUY, radio facilities engineer at NBC, off on his annual vacation.

GLENN MILLER today completes a series of programs from WBBM, Chicago, and will then leave for Detroit, where he opens at the Eastwood Gardens next Tuesday.

HERSHL LEVIN, WHOM Yiddish news commentator; THEODORE SZTYBEL, Polish announcer; and LUCIA SOBOLEWSKI, Polish woman announcer, have left on their vacations.

DICK GEORGE, personal manager of Bob Alford and his orchestra, expected back today following a business trip through New England.

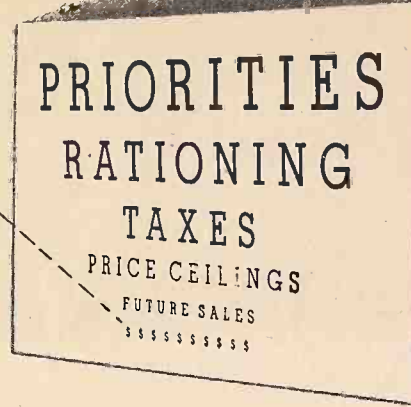
Stork News
A boy, William Lawrence, was born to Mr. and Mrs. Sam Norin in Seattle, where Norin is a member of the KIRO engineering staff.

920 CLUB

One of America's Greatest Local Radio Programs

WORLD

BOSTON MASS.



Don't Let Near-Sightedness Hurt Your Business Vision!

Under present-day conditions, there's a temptation to curtail advertising—a tendency to forget that the most economical insurance for tomorrow's sales is to keep alive the reputation your product enjoys today. The best way to do this job is "on the air." Radio has proved itself unequalled as a *selling* medium—and it's even more outstanding as the medium to *keep 'em remembering*.

Today, when *cost* plays such an important part in the selection of an advertising medium, remember that the Blue Network gives you nationwide coverage of all income classes at the *lowest cost per family reached* offered by any medium entering the home. And this Blue coverage is concentrated in the important 561 counties where 80% of all U. S. retail sales are made. (Incidentally, 14 new "money market" stations have been added to the Blue since January 1942.)

Blue Network sponsored shows are backed by live, enterprising audience-promotion campaigns, planned by the Blue. Add to this the Blue's new sustaining program policy—which encourages the *competitive showmanship* of leading independent program producers—and you see why the Blue *reaches* more homes per dollar.

No wonder 16 new advertisers have chosen the Blue this year—more new accounts than any other network. Satisfied advertisers, old and new, have proved "*it's easy to do business with the Blue.*"

Blue Network Company, A Radio Corporation of America Service.

the **blue** network



Los Angeles

By JAC WILLEN

SHARON DOUGLAS, beautiful young Hollywood actress, has been added as a permanent member of the Edna May Oliver radio cast as the girl friend of Bobby, "Aunt Jo's" nephew in the new NBC comedy serial, "The Remarkable Miss Tuttle." Bobby is portrayed by Arnold Stang. Dinah Shore, Blue Network's popular thrush, will join Rudy Vallee's cast for two weeks July 16 and 23 to help look for Joan Davis, who disappeared from Rudy's mountain cabin after a misunderstanding with the law.

Hedda Hopper doffed her hat to Bob Hope, film and radio star and indefatigable Army camp favorite, during her "Hedda Hopper's Hollywood" Monday, July 13.

Eddie Paul, music conductor for the Rudy Vallee program, announced the coming marriage of his daughter, Mary Evans Paul, to Harry Bryant Chambers of Tucson, Arizona, in September.

Don Lee Traffic Manager Emily Peters wound up her duties Friday night and headed for Northern California, Saturday for a two week vacation, during which time she will visit Ruth Barnard, former member of Don Lee staff.

Now Betty Rhodes belongs to the army, too. Known for months as the singing hostess of the original "Bundles for Bluejackets" program, "Tune Up, America" on KHJ, Mutual-Don Lee, the charming young blonde has just received word that she has been named Hollywood Colleen by one of the outfits in the U. S. Army Northern Ireland Forces.

Knox Manning, KNX-CBS newscaster and master-of-ceremonies, has accepted an invitation to appear at the August 17 Press-Radio breakfast planned for visiting officials of the 1942 American Legion Convention August 16-19. Manning will speak on "Radio News and the War."

Paul Franklin, producer of "Red Ryder" series, is just about busiest of production execs in Hollywood radio. In addition to his producing chores, Franklin is now writing three scripts per week.

You'll be hearing it over all the stations shortly—Dinah Shore and Bing Crosby singing together "I'm Saving a Dime (Out Of Every Dollar)." It's to help sales of War Bonds. Records were cut in Hollywood this week and will be sent to stations everywhere.

Five Hawley Guests Listed

Adelaide Hawley's guest list on "The Woman's Page Of The Air" on WABC for the week of July 20 is as follows: Tuesday, Etta Moten, star of Porgy and Bess; Wednesday, G. Williamson, chairman of "The Flag In Every Home Committee;" Thursday, Vera McCrea Searles, director of Home Department of the Dairyman's Cooperative Association and director of Group Activities for New York State Office of Civilian Mobilization; Friday, Mrs. Varouchi Bahejian, Red Cross Worker and Miss Jean Walker, song expert.



Little Shots About Big Shots!

● ● ● Bert Lytell, president of Actors' Equity, whose last radio series was emceeing NBC's "Star Spangled Theater" last year, will emcee the Stage Door Canteen radio series permanently!... "Britain To America" is the title of a new NBC Sunday series which'll have Leslie Howard as narrator at 5:30 p.m. starting the 26th... Ed Wynn would like to have Jane Froman as the singer on his proposed radio series... Douglas "Wrong-Way" Corrigan, who has been out of the news for some time appears on "We, The People" this week to talk about the ferry command... How it came about that the Canadian Broadcasting Corp. carried a July 4th address which was regarded in Canada as anti-British was explained the other day... According to CBC, they exchanged programs with the National, Columbia and Mutual networks in the United States on Independence Day. MBS offered a program with a happy title of "America Loves A Melody." CBC said "we'll take that" believing it would be light entertainment, full of rhythm and song, appropriate to Independence Day across the border... Right in the middle of the show, Col. R. R. McCormick, publisher of the "Chicago Tribune" and owner of WGN, the MBS outlet in Chicago originating the program, barged in with his talk, which Canadians found distasteful... Innocently, the CBC didn't know he was going on, they claim, much less what he was going to say!

● ● ● There are a lot of things that go on in this business behind the scenes that kinda makes you feel, after all is said and done, it's just as human and emotional as the fiction it dishes out over the ether... When Waite Hoyt, at the age of 38, and one of the great star pitchers of baseball, was considered too old for the game, he was forced to find himself a new career. Despite his previous high earnings it was a matter of making ends meet... One of the boys in the industry listened to his story and because he knew the man had something to offer, he got Hoyt his first commercial radio job. That was three years ago. That same man helped Waite to get with WOR and was his advisor in taking the Cincinnati job, doing play-by-play... Last week came Hoyt's big break when the whole nation could hear him for the first time doing a game—and what a job he did... The boys around NY are still talking about it. Just before the game he got a wire from the man in NY who had helped him over the first hurdle saying, "Get in the game with all you've got. Everyone's listening."... Hoyt knew he couldn't let 'em down. His reactions were summed up in a letter to his friend Nick Keesely by quoting "I want to thank you for that swell wire. I don't think I know of anyone I'd rather have gotten a wire from (Believe it or not, I even shed a tear). It was like getting advice from my father the day I pitched my first major league game at the age of seventeen. I knew you wouldn't forget. It was great!"... That's the sort of thing that makes the radio industry what it is today—and in these times, we can all afford to do a little for the other fellow even if he is away in the service doing a little for his country and democracy!

● ● ● Joseph Julian, picked by Norman Corwin for the coveted role of narrator and leading man in the Corwin series to come from London beginning July 27, is still awaiting priorities on a Clipper seat to Europe... "This Precious Freedom" and other Arch Oboler plays are being made into movies by General Motors to be shown in factories throughout the country and later in theaters... Oboler, incidentally, received first award at the recent Institute for Education meet at Ohio 'U' for his "Johnny Quinn, U.S.N.," as the outstanding dramatic broadcast of the past year. Which makes the third Oboler drama in a row to receive such recognition.

—Remember Pearl Harbor—

San Francisco

A SPECIAL half-hour broadcast was arranged by Blue Network station KGO to celebrate award of the Navy "E" to General Metals Corporation of Oakland. Rear Admiral Charles W. Fisher, Jr., director of Shore Establishments, Washington, D. C., made the presentation of the coveted "E" pennant, to be flown from the plant's halyard for excellence in meeting Navy specifications on the defense production line. The Navy Band from Mare Island came to the program, which included officials of the metals firm and of the city of Oakland. In tribute to the event, General Metals had designed new Navy "E" caps to be worn as badge of merit by the plant's 900 workers. KGO's Dick Tate and Bill Baldwin handled the production assignment.

Phil Ryder, former guest relations chief at KPO, has transferred sound effects as assistant to Lloyd Creekmore. Replacing Ryder in guest relations is Berrie Hyman... Bill Roddy, formerly of KHUB, Watsonville, has joined the KPO mike staff... Frank Barton, veteran KPO announcer, has gone to Hollywood to replace Hal Gibney at NBC there, Gibney having become a member of the Army.

Lewis J. Julianel, widely-known west coast religious leader, has been named to direct the "Baptist Hour" broadcast Sunday nights over KSA.

A new KSAN show features interviews with popular band leaders. First guest of Lester Malloy was D. Courtney, playing at the Palace Hotel. Robert Emerick, announcer of KYA's "Evening Concert," has been seven nights weekly for two hours has branched out into the writing and producing of a new series of dramas titled "Almost a Hero!" The program, complete in each episode and aired weekly, is dedicated to millions of "unsung heroes" of 1942 whose names usually never appear on an honor roll. Emerick, who directs the entire show himself, invites listeners to send in their own "almost a hero" experiences, or those of persons they know. The program is for sponsorship, and a special brochure has been prepared for prospective sponsors.

George Mardikian, official chef of KPO, is conducting a series of cooking classes for the American Women's Volunteer Services.

Named L&T Art Director

John Denero, who has been serving as the art director of the Radio account with Lord & Thomas, has been appointed art director of the agency. He had previously been associated with J. Walter Thompson and Benton & Bowles.

ALWAYS A GOOD SHOW
KON
 ASK FOR JOE
 CHICAGO NEW YORK
SAN ANTONIO

GUEST-ING

WIM P. WITHEROW, presi- of the National Association of ... on the "Men, Mas- ... Victory" program, tomor- ... Blue Network, 10:30 p.m.).

YE DAVIS, orchestra leader, ... DAVIS, former p.a. now a ... the U. S. Navy, on "Double ... Noug," tomorrow (WOR- ... 30 p.m.).

CK BARRIE and MILTON ... in an adaptation of "My ... Blonde," on the "Philip Mor- ... Platouse," tomorrow (WABC- ... 9 m.).

IM GUFFEY MILLER, Demo- ... National Committeewoman for ... ssylnia; ANITA POLLITZER, ... of the executive council of ... National Women's Party; REBE- ... SANDRETT GREATHOUSE, ... S. District Attorney for the ... Columbia; MARY ANDER- ... ctor of the Women's Bureau ... S. Department of Labor; ... TTE A. HANKIN, Washing- ... tney, and MABEL LESLEY, ... of the Woman's Trade Union ... discussing "Should the Equal ... mendment Be Adopted," on ... do Granik's "American Forum ... r," Sunday (WOR-Mutual, ...).

AN JAGGER, in a second ap- ... on "Cavalcade of America," ... (NBC Red, 8 p.m.).

CKEY COCHRANE, of the ... y and manager of the Great ... staining Station baseball team; ... ADYSTEL, editor-in-chief of ... ; CARL SPENCER, of the ... ine Aviation Corps; JACKIE ... TPE, Jockey, and MRS. ... EN BROWN, wife of Lt. Paul ... rora, American flyer who has ... own three Japanese fighter ... and one bomber, on Horace ... 's "Treasure Chest" broadcast, ... da (NBC Red, 8:30 p.m.).

LET HIRSCH, pianist, on the ... ybird Concerts" series, Tuesday ... CBS, 3:30 p.m.).

ANDER SVED, Hungarian ... on "Great Moments in ... ic, Wednesday (WABC-CBS, 10 ...).

Discussion on CBS

Howe, CBS news analyst, ... moderator at a round-table ... sson on "Books as Weapons in ... We for Freedom" on CBS Sun- ... ly 19, from 7:00-7:15 p.m. ... icipants in the discussion are Lil- ... Hman, author and playwright; ... is Gannett, author and book ... or the New York "Herald ... un"; Jane Benedict, chairman ... e book Mobilization Committee, ... W. Oursler, author of detective ... ies.

NEW PROGRAMS—IDEAS

An Hour Of News

KFEL, Mutual outlet in Denver, has begun what they believe to be the most unique program of its kind now on the air: a solid hour of news. The "KFEL News Hour" began at 9:30 Monday night, after much bally-hoo by the station through every available medium. It will be aired daily except Sundays.

Offered as a public service feature, the news hour will feature every member of the KFEL staff, who will have transcribed their spots during the afternoon as news comes in over the Chicago "Daily News" foreign service, the Associated Press and Transradio news wires. Wally Reef, KFEL's news manager, will have supervision of the program with newscasters Bob Dano, and Bill Foulis assisting. Program is the brain-child of station manager Gene O'Fallon and director Frank Bishop.

The news hour will begin with the regularly scheduled 15 minutes from Fulton Lewis, Jr., in Washington, after which local items will be read. Then transcribed spots will be aired for the remainder of the session, with breaks on local and national items as they are reported to the news rooms.

The program will be built up on the station for several weeks before the sales department offers it to clients on a co-operative sponsorship basis.

"Women on the Alert"

Revealing to women the many ways in which they can aid in the war effort, WTAG, Worcester, Mass., is inaugurating a new series, "Women on the Alert." In addition to coordinating war information on general subjects in which women may be of help, it will seek cooperation from them in the various salvage drives. The programs will run coincidentally with a similar feature of the same name to be published in the Worcester "Evening Gazette." Anne Lorentz, WTAG War Service Co-ordinator, will write and conduct the series which will present interviews with persons actively engaged in war work.

WOR 'Engineers' Enlist

Cyrus Samuelson and Aubrey Gene Posey, veteran members of WOR's engineering staff, have resigned to enter military and naval service. Both resignations were effective as of Friday, July 10. Samuelson, who has been with WOR since June, 1931, is entering the Army as a First Lieutenant; Posey, who joined the staff in September, 1938, joins the Navy as an Ensign.

Joins CBS Press

A new addition to the CBS news staff in the person of Jane Dealy, has been announced by the network. Graduate of Vassar and the Columbia School of Journalism, Miss Dealy is a winner of a Pulitzer Traveling Fellowship.

WFIL Giveaway

New twist on the programs giving away money to listeners is being inaugurated on WFIL, Philadelphia. Reversal of the usual procedure of calling a householder on the telephone during the program and awarding money if he answers, has listeners calling the station for the award. Various sections of the city are selected at random and any person living on a street in the neighborhood mentioned may call in as soon as his street is named, and be eligible. Program, sponsored by the Philadelphia Association of Retail Druggists is to run Monday through Friday mornings.

AGENCIES

J. WALTER THOMPSON COMPANY has been named by Standard Brands, Inc., as advertising representatives for Royal desserts and puddings and Royal baking powder.

IN A DRIVE to encourage greater consumer acceptance of fresh fruits and vegetables, an advertising campaign with an outlay of \$90,000, is being launched by the fresh food industries. With produce men in various centers working in cooperation with the project, the hub of the drive is in Chicago where it is being sponsored by the Fresh Fruit and Vegetable Advertising Association of South Water Market.

"YANKEE HOUSE PARTY"

Good Old-fashioned
New England Host to
Thousands of
New England listeners
who welcome an escape from
Tragedy—Tear Drama—The Weeps
with a half-hour
Monday through Friday
11:30 to 12 NOON
Fun — Good Music — Good Cheer
Bobby Norris & Orchestra
Ruth Owens and George Wheeler Ted Cole
Francis J. Cronin at the Console
George and Dixie Leo Egan

VARIETY says: "An encore from each artist would have been welcome plus more instrumental numbers, but show would necessarily have to be stretched to an hour. WNAC has shot the works with nice results."

BOSTON POST says: "Among the tear jerking soap opera hacks, Yankee House Party stands like a beacon guiding listeners to a half hour's respite from the 'screaming meemies'."

Available for Participating Sponsors
(100 words live or transcribed)
Ask the man from Petry

THE YANKEE NETWORK, Inc.
21 BROOKLINE AVENUE BOSTON, MASS.
Member of the Mutual Broadcasting System
EDWARD PETRY & CO. Inc., Exclusive National Representatives

NAB Asks AFM Recant Its Recording Order

(Continued from Page 1)

time comes. Additional details are to be worked out.

Two NAB District Directors were elected to fill vacancies, one being the election of E. L. Hayek, president and station manager of KATE, Alberta Lea, Minn. Hayek succeeds Earl Gammons as 11th District director, Gammons having gone to Washington for CBS from WCCO, St. Paul. Arthur Westlund, president and manager of KRE, Berkeley, Cal., succeeds Howard Lane of the 15th District, Lane having joined CBS station relations department. As it happens both KRE and KATE are affiliated with Mutual, the former also with Don Lee and the latter with North Central Broadcasting System.

Text of Statement

Following is the statement issued from the NAB Board room anent the AFM situation:

"Mr. Petrillo has instructed all musicians who are members of his union to stop making phonograph records and all other types of records after July 31. Mr. Petrillo's order will affect all Americans who listen to music and it will have a very serious effect on the broadcasting industry. The broadcasting industry does not employ musicians to make records, and the musicians it employs are engaged on union terms. As a result of a series of great inventions Americans wherever they live have been accustomed to the best in entertainment. The radio, the motion picture, and the phonograph bring the great artists to the smallest village as to our large centers of population. Mr. Petrillo's order amounts to a statement that only those people who live in large cities and can afford to see the great artists in person are entitled to enjoy their performances.

Says National Defense Will Suffer

"Hundreds of broadcasting stations are located far from the centers of population at which an ample supply of the best musical talent is available. Even if these stations could afford to hire more musicians than they do now, the limited amount of talent which would be available to them could not compete for public favor with the great popular and classic orchestras.

"If Mr. Petrillo can make his order effective hundreds of broadcasting stations which are necessary in the public interest and for the national defense will have their usefulness to the public greatly curtailed.

Calls Move "Unpatriotic"

"Mr. Petrillo is mistaken if he thinks that his order will bring more employment to musicians. All that it means is that millions of people will hear less music. Even if Mr. Petrillo's theory were correct his order at this time would be not only arbitrary and illegal but unpatriotic. Music plays a vital part in war morale. This is no time to destroy the phonograph records and the electric transcriptions which bring the best in music to the people of the United States. This is no time to have any part of

WHO'S WHO IN RADIO

JOHN G. BALLARD

UP in the heart of the Texas Panhandle stands the loftiest transmitter tower in that part of the Southwest—those of KGNC, Amarillo. And to the man who helped christen it, it means a great deal, for it is a symbol of the friendliness and encouragement of civic cooperation through broadcasting which has been the constant aim of John G. Ballard, general manager of the station.

His first experience with radio was hardly in an executive capacity, for it was 20 years ago that the young Coloradan sang his first song on the air over a pioneer station in the old Mark Sheffield Garage in Colorado Springs. But before he turned other talents to the broadcasting world, he gained experience in different fields first.

It has been as an advertising specialist and executive that Ballard has risen to his present post. Born and reared in Hutchinson, Kansas, Ballard went to Colorado as a young man and had that first experience in radio as a traveling passenger agent for the Pike's Peak Auto Highway Company and Midland Terminal Railway, handling special trains and tours for clubs and various other organizations.

Subsequently for 16 years he was in newspaper advertising. He was a member of the advertising staff of the Amarillo Globe-News, parent company of Station KGNC, when he resigned to become advertising manager of KGNC five years ago. Later he was appointed manager of the station, and under his guidance a number of successful innovations were inaugurated at KGNC. He started the Listeners' Panels for the National Broadcasting Company and was one of the first to inaugurate Game and Fish talks by the game wardens themselves.

Through efforts in interesting other towns and their citizens in special programs, and through a number of KGNC salutes to neighboring towns, and KGNC good-will tours, Ballard strives for closer relationships and understanding among the many communities served by the station.

An active civic worker, Ballard is a director of the Rotary Club, a director of the Community Chest, a past president of the Amarillo Philharmonic Orchestral Association, and chairman of the recently appointed Chamber of Commerce Entertainment Committee for Army men and defense workers who are newcomers to the city. He is married to a former newspaper writer, and has two sons and a daughter. As might be guessed from the game wardens' broadcasts his favorite relaxation is—duck hunting.



Advertising Specialist

KPO Has 16 Employees On Station Service Flag

San Francisco—Sixteen KPO-ers are now represented on the station's new service flag, which hangs in the Radio City lobby here symbolizing induction of staff members into the armed forces. Nine KPO men are in the Navy, five in the Army, and two in the Army Air Corps. Navy men are John Laurence, John Cuthbertson, Dick Bertrandias, Robert John Bishop, Edward C. Callahan, Curtis D. Peck, Frank L. Fullaway, King Harris, Proctor Sugg and Frank Olson. Army recruits are Jim Pool, Robinson A. Gray, Milton Frank and Don Monett. In the Air Corps are Joseph Gillespie and Martin Levin.

the nation's man power engaged in the performance of artificially created tasks. This is no time to try to abolish one of the world's greatest inventions; radio employs thousands of musicians. Million of dollars annually are paid to musicians to make recordings.

"We call upon the members of Mr. Petrillo's union and upon Mr. Petrillo himself in the interest of the war effort and in the best interest of the American Federation of Musicians to reconsider the course of action which has been proposed."

FCC Renewal For WELL; KMLB Refused Switch

(Continued from Page 1)

WELL's application for renewal had been set for hearing to examine the types of management contracts entered into by the licensee, Federated Publications, Inc.

In the proposed findings of fact and conclusions, the commission said it was satisfied that contracts of 1932, 1934, and 1938 were not observed in practice and were not intended to delegate the licensee's responsibilities to the station manager. Control of the station has always remained in the licensee.

Proposed denial of the application of Liner's broadcasting station, KMLB, Monroe, La., for change in operating assignment from 1200 kilocycles, 250 watts, unlimited time, to 1440 kilocycles, one kilowatt, unlimited time and employing a directional antenna at night was another docket action announced by the FCC yesterday.

Carl Post With Davis-Lieber

Carl Post has joined the Davis-Lieber publicity office, replacing Leonard Feather, who is now a freelance p.a.

Conclude CBC Probe Committee To Report

(Continued from Page 1)

just prior to the close of the public hearings, Major Gladstone Murray, general manager of CBC, assumed full responsibility for the corporation's expense account practice which had drawn sharp criticism from some committee members. He told the committee that expenses contained in his vouchers were necessary and added that Harry Baldwin, treasurer, had told him that last details might draw criticism. Earl Baldwin had suggested a reading of Murray's expense accounts but the committee took no action.

Murray Charges Partiality

Murray told the committee he has integrity but has been challenged by the inuendo from various quarters with various motives. In submitting accounts, he said he followed the same practice he had been accustomed to follow with the BBC had been told by the treasurer that payments supported only by a voucher might lead to some criticism.

"Whatever blame or discredit falls from this practice is entirely mine," Murray said, adding that he suffered grievously from paying too little attention to the treasurer's advice, trying to keep first things first and neglected some things I would have neglected if I had thought of my own interest. I have not the slightest doubt of the necessity of the expenses that are questioned.

Murray said no effort had been made to take evidence from a number of witnesses who were ready to testify in support of the CBC but the way was left open for persons who were antagonistic to the corporation and himself personally.

Vancouver Case Aired

The committee also heard full evidence about irregularities which had occurred at Vancouver in 1938. At the request of M. J. Coldwell, party leader, a report of the investigation was made available to the committee. Baldwin, discussing the situation, said the irregularities were "technical dishonesties" and "bad judgment than dishonesty."

At the time they occurred there was no clear distinction between clerical and program salary charges. While large sums could be obtained for artists, considerable difficulty was experienced in getting approval for small salaries for office help and greater difficulty in arranging increases.

It became the custom to arrange small bonuses through charges to the artist payroll or to place employees as switchboard operators on the artist payroll.

FSA Series On KYA

San Francisco—KYA, San Francisco, has been chosen to carry a ten-week dramatic series of the Federal Security Agency, intended to enlist 66,000 more men for work in defense plants and shipyards of the United States.

Conserve Equipment' WPB Strongly Advises

(Continued from Page 1)
 to the pool, as FCC-BWC
 an James L. Fly recently an-
 d, McIntosh indicated that the
 ould not guarantee allocations
 ssary materials aid priorities
 proposed stockpile.

ary needs come first, no ma-
 suffers," he said. Without
 allocation, McIntosh admits
 and when" the pooling pro-
 comes an actuality, it would
 most part consist of a collec-
 heterogeneous types of spare
 of old or superseded equipment
 would not necessarily solve
 industry's replacement problem.

mitted Adjustment Modification
 ever, if broadcasters will do
 careful planning to prolong the
 their equipment now, they
 ve little cause for worry later,
 ng to the WPB radio chief. In
 nnection, he said the WPB has
 certain suggestions, which are
 lieved to be under considera-
 the BWC.

important of these is for a
 dication in the present adjust-
 f transmitters to increase the
 and decrease the carrier.
 ould have no apparent effect
 dio reception, according to the
 official.

is now understood to be mak-
 tudy of this proposal, which is
 ill to one Canada has been con-
 g for the past year. However,
 ustment would require a revi-
 the FCC's present engineering
 ons, and might also require
 nal apparatus for some types
 on transmitters, so it is not
 d likely the commission will
 n the modulation unless the
 als outlook expected to become

Tubes Outstanding Factor

the greatest potential short-
 e in the realm of tubes, con-
 s based on the FCC question-
 e calling for information, by
 1, on all types of tubes, in-
 used spares, should establish
 for action. The results, it is
 eted, will determine the course
 hich the FCC will set out to
 n a service that will meet war
 equirements.

ddition to the suggestion on
 smitter adjustment, McIntosh
 chers for conserving essential
 eils. The WPB official has
 nounced that defective parts be
 e in for salvage whenever new
 e requested.

Sees 80 Per Cent Salvage

etated, "A salvage as high as
 cent is possible. This would
 e picture considerable. More-
 e would be something that the
 y could point to, as proof it
 oving its part, whenever it was
 ecessary to appeal to the WPB
 ential materials."

ervation also would involve
 substitution of more available
 of tubes that could be adapted
 at the place of especially scarce
 s. In this connection, McIntosh
 d out that the WPB Advisory

★ PROMOTION ★

"Murder Clinic" Book

To promote its own station built program, "Murder Clinic," which the Mutual will carry, WOR has worked several tie-ups with the publishers of "The Pocket Book of Great Detectives." First the station sent out copies of the anthology, marking off in the index those yarns which will be included in the broadcast series. The letter, accompanying the book, struck up with "here is a flock of murderous good detective yarns for you to try your skill on, and to put you into a proper whodunit frame of mind for WOR's new 'Murder Clinic' show which starts June 21."

In addition, promotion piece brought up connection between Lee Wright, editor of the book series, and the radio productions. She will select the stories for the broadcasts, and collaborate on the scripts with John A. Bassett. Broadcasters plan to give a brief plug for the "Pocket-book" at the end of those programs which were adapted from stories in the anthology.

Publishers, for their part, are this week distributing about 20,000 counter cards throughout the country among retail book stores, calling attention to the radio series, and announcing that soon a new edition of the anthology, containing more of the yarns which will be used on the broadcasts, will be published. There will be footnotes in the book for those particular ones, giving the station and network a plug.

WOR's initial promotional piece wound up assuring the reader "that 'Murder Clinic' is going to be better than run-of-the-corpse mystery series."

Audience Co-Op

To increase the effectiveness of telephone surveys of program listening habits in the Central New England area, public cooperation is be-

Committee for the vacuum tube industry would meet here next Monday morning, July 20, to discuss the entire tube problem.

The corresponding committee for the radio set industry, which met with WPB officials last Monday, has appointed task committees to make a comprehensive study of the problem of receiver parts replacements, according to McIntosh. The results of the survey will be discussed at the next meeting of the committee, on August 13.

Problem Similar

"The problem in the radio receiver industry is much the same as that facing the stations, shortages in some parts combined with an abundance in others," McIntosh observed. "One of its task committees is studying the possibility of using military rejects for replacement."

Any measure taken to solve the replacement problem should, in the opinion of the WPB, official cover requirements not only of the standard broadcasting stations but also of the

ing enlisted by WTAG, Worcester, in running a series in the Worcester "Telegram" and Worcester "Evening Gazette." Picture of a phone with the request, "Please answer," is followed by a message emphasizing that survey calls are to the listener's benefit, since they determine program preferences. Consent was obtained by WTAG to have the series signed by the NAB.

Farmer In War Effort

Importance of the farmer in the general war effort is being recognized by WCCO, Minneapolis, in a special series which enables farmers to hear clear and informed discussions of their many current problems. Native farmers themselves are among the guests interviewed twice each week, dealing with such questions as farm transportation pooling, grain storage, crop insurance, farm help in the light of the drain on workers, and Food for Freedom production. Typical of those interviewed are Charles Stickney, chairman of the state AAA Committee, discussing the order for restriction of construction of farm buildings, and a Washington County farm wife who told of the farm wife's place in the Food for Freedom program.

In conjunction with the series, other special broadcasts are arranged. Sample of the extra effort is the sending of a WCCO mobile unit to a southern Minnesota farm to interview a man who had to move because of the erection of an ordnance plant on his original land. Broadcast will reveal how the farmer was able to start on schedule, none the less, and will describe threshing activities.

Backbone of the agricultural program plan is the daily five-minute late news program on matters of direct interest to the farmer. On them are based the special interviews and news analyses presented Tuesday, Thursday, Saturday and Sunday.

13,000 police stations, as well as aviation, marine, forestry fire and other stations, point to point communications, foreign communications and the equipment needs of various governmental agencies, including the FBI and interior department. The proposed pool now covers only the 900-odd standard broadcast stations. Trade circles here are convinced that if and when a replacement pool takes shape for the industry, it will be considerably altered from the original proposal which was recommended on May 23, to WPB by defense communications board (now Board of War Communications.)

Suggestions Being Considered

Procedural suggestions made by the WPB are believed to be among those which Fly indicated on Monday were now being considered. All of these matters are being discussed in a calm atmosphere, government officials being convinced that if the industry will cooperate fully now in well-planned conservation measures there may be little cause for concern.

Photograph Show Ad Gets Boost From ARF

(Continued from Page 1)

by WLOL (Minneapolis) in the Minneapolis "Star Journal," June 4, received the best readership ratings for its class, in ARF's Continuing Study of Newspaper Reading since the studies were started in July, 1939. In addition, larger ads by KSTP (St. Paul) and WCCO (Minneapolis) drew excellent readership ratings, compared with other advertising in the paper as well as when compared with radio advertising of similar size, but sans pictures of radio stars. There has been little fluctuation in the audiences reading radio program listings since the raid on Pearl Harbor, though newspaper readership and radio listening audience interests in war news, editorials, columnists, news casters and commentators has been on the upswing, generally.

Gracie Allen Featured

The fifty-second study made by the Foundation reported that the record-breaking ad by WLOL stopped 13 per cent of the men and 29 per cent of the women who read the "Star-Journal" that issue. Ad presented pix of Gracie Allen, of the Burns and Allen show, and kept commercial plug down to a single line of type. Another ad, of practically the same size, but all type, used a month earlier by another station scored only a two and three per cent readerships. Lower rating of the latter is attributed, also, to its less attractive layout.

200-Line Space

Foundation added by way of further explanation on the attraction of radio program advertising in newspapers, that all three ads in this latest survey enjoyed a high readership even though local department store advertising and the like drew the larger audiences. Both KSTP and WCCO used 200-line ads. The former chalked up a 16 and 30 per cent readership among men and women respectively, while WCCO earned 17 and 32 per cents in the same categories. KSTP used a picture of Ezra Stone to promote the "Aldrich Family" program, while WCCO featured a picture of Edward G. Robinson for "Big Town."

Percentages Listed

Score for the general radio listings in the "Star-Journal" as reported for this latest survey is just a bit below the median of 43 per cent and 51 per cent prevailing in the last six studies made since "Pearl Harbor." Average for listings in the first 42 studies is 42 and 53 per cents. Readership in this last study came to 40 and 45 per cents in straight program listings.

Leich In Navy

Evansville, Ind.—Ensign John F. Leich, formerly in charge of the newsroom of WGBF-WEOA, Evansville, Ind., is at the Naval Training School at Cornell University. His brother, Martin Leich, formerly manager of WBOW, Terre Haute, Ind., also an Ensign, is stationed at Washington, D. C.



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

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

FINANCIAL

(Thursday, July 16)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	115 3/8	115	115 3/8	+ 3/8
CBS B	12	12	12	- 1/4
Gen. Electric	27 3/8	27	27 1/4	- 1/2
Philio	9	9	9	+ 3/8
RCA Common	3 1/2	3 3/8	3 1/2
Stewart-Warner	6 3/8	6 1/4	6 3/8	- 1/8
Westinghouse	71 3/8	70 3/4	71 3/8	+ 3/8
Zenith Radio	14 1/2	14 3/8	14 1/2

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	1 7/8	2 1/8
WCAO (Baltimore)	15	19
WJR (Detroit)	19 1/2	22

AFM Yanks 2 NBC Remotes As Result Of KSTP Row

(Continued from Page 1)

were cancelled late yesterday as a result of an order by James C. Petrillo, president of the AFM, who has forbidden this type of pickup of programs in which members of the AFM supply the music. NBC supplied out-of-town studio groups as substitutes for the Humber and Powell organizations. "Moon River," a program of organ and voices was heard from WLW, Cincinnati, as well as the studio band from WSM, NBC outlet in Nashville, Tenn.

Petrillo's move stems from the current dispute between KSTP, NBC outlet in St. Paul, and the AFM local in that city.

Chi. Bond Sale Breakfast

Chicago—Don McNeil and the Blue Network's "Breakfast Club" will move into the grand ballroom today when Chicagoans, like the rest of the country, will turn out for a gigantic War Bond breakfast. The breakfast is sponsored by the Retail Merchants Association in co-operation with the U. S. Treasury. Governor Dwight Green and Mayor Edward J. Kelly will speak.

Leigh Appointed Head Of Foreign Monitoring

(Continued from Page 1)

use, succeeds Lloyd A. Free, who is now in the army. Leigh, who assumed his new post yesterday, comes to FCC from the National Resources Planning Board, where he was a special adviser on education, social services and research.

He was the first and organizing president of Bennington College, Bennington, Vt., one of the country's leading women's colleges, and has also been on the staff of Princeton's Institute for Advanced Study, Williams College, Columbia University and other leading educational institutions. He holds A.M. and Ph.D. degrees from Columbia. The new FBMS director was born in Nelson, Nebraska, 52 years ago.

Ted Husing To Cover Saratoga For CBS Net

(Continued from Page 1)

aces, Husing will present comments by such guests as sports writers and trainers.

With broadcast time set as 4:30 to 5:00 p.m., EWT, the following meets have thus far been scheduled: August 1—United Hotel Stakes; August 8—Merchants and Citizens Handicap; August 15—The Travers, 73rd running of the oldest stake race in the country.

Disk-Maker War Chest Ready For AFM Battle

(Continued from Page 1)

ested companies. It is expected that as soon as hostilities, if any, break out, the committee will announce their legal representative.

One faction it is understood, is in favor of widening the breach right now and making an issue of the KSTP dispute.

Chicago—The Broadcasters Victory Council has voiced strong support of the NAB in its move, made Wednesday, to induce James C. Petrillo, president of the American Federation of Musicians, to reconsider his order which would prevent members of the union from supplying music for recordings after July 31.

The NAB directorate, through its president, Neville Miller, has taken under advisement a plan of action to be used in the event Petrillo's edict is actually put into operation the end of this month.

G. E. Shortwave Programs Done In Eleven Languages

(Continued from Page 1)

signed also for Polish forces in the British Isles, Africa, the Near East and Russia, the series will be conducted by Konstanty Relski, University of Warsaw graduate and consular service veteran.

Other languages used in the stations' spot news periods are English, French, Spanish, Portuguese, Swedish, Finnish, Czech, Greek, Italian, German and Polish.

Sees Small Station Shows Veering Toward Musicals

(Continued from Page 1)

replace their drafted announcers with others of reasonable quality, that the handling of narrations has been anything but good. To avoid ruining perfectly good productions, stations indicated that they would prefer that the verbal continuity be cut to a minimum, and that the musical phases be extended.

Survey was mailed to stations by L-W, to ascertain changing needs of its subscribers. Practically all returns are in already, though execs have not completed tallies. At first glance through the replies, however, firm noted that there was unanimity among the stations on the subject of shorter verbal scripts. Problem of getting satisfactory spieles has become so acute, evidently, that stations went to the trouble of including a special letter discussing the subject and explaining why they were needing more musicals. Agency found that one of its most popular programs, which has been largely verbal, and which had been a steady attraction for almost four years, was being used less and less, and the subscribers who were discarding it, temporarily, hastened to supply reasons for dropping it, so that the agency would be in the clear on the draw of its programs. L-W indicated, too, the changing world conditions were affecting programming even further, but that trends would be more clearly noted as soon as the survey had been completed.

CBC Seeks Special Okay To Raise Clerical Pay

(Continued from Page 1)

special wartime 1A classification for employees with a salary range from \$85 to \$100 monthly for stenographers and grade one clerks. The Civil Service Commission this week announced formation of such a classification and while the CBC does not come under the CSC its salary schedules follow the CSC lists closely. With wartime salaries frozen in Canada under the price ceiling plan to halt inflation, permission from the board has to be received to set up higher wage scales.

The CBC states it is having difficulty in obtaining clerks at the present salary of \$75 to \$85 monthly owing to higher salaries paid elsewhere. Number of employees affected was not revealed.

Kinnaird On WINS

In a discussion on the decline of Wall Street activity and the possibility of transferring other government agencies to New York, Leslie Gould, financial editor of INS, will be interviewed tonight by Clark Kinnaird, King Features Syndicate executive, over WINS beginning at 8:00 p.m., EWT.

WIRE Appoints Pearson

Effectively immediately, WIRE, NBC Indianapolis affiliate, has appointed the John E. Pearson Company as exclusive national representatives.

COMING and GOING

MAJOR EDWARD A. DAVIES, vice-president in charge of sales for WIP, spending the part of this week in town.

UPTON CLOSE, NBC commentator on the East, in New York for talks with A. A. Scheraga, the network's director of news and special events.

W. H. SUMMERVILLE, general manager WWL, New Orleans outlet of CBS, in town for conferences at the web headquarters.

GLADYS SWARTHOUT returning from vacation in time for the Sunday night station "Family Hour."

GEORGE HICKS and GLENN RIGGS, Blue work announcers, will leave Monday on annual vacations. The former is heading for island cabin at Lake George.

LT. MAURICE M. BOYD, formerly local spot sales manager in Chicago for NBC and stationed in Washington, was visiting yesterday at Rockefeller Center.

WALTER MURPHY, publicity director of W. Boston, and CARL MOORE, station's "Co. Club" maestro, on business visits at the office of CBS.

ARDEN X. PANGBORN, managing director KGW and KEX in Portland, is back at his following a two-week trip across continent attend the New York meetings of the Planning and Advisory Committee.

JOHN SHEPARD, III, president of the Ya Network, WAAB and WNAC, Boston, is in cago on a business trip.

DANIEL S. TUTHILL, vice-president in charge of the popular division of National Concert Artists Corp., leaving today for a three-day stay in his summer home at Quonochontong Beach, Bradford, R. I.

NADINE CONNER due in by plane from coast for her appearance as soprano soloist in the Coca-Cola program Sunday afternoon.

DON STRATTON, NBC's Cleveland representative for national spot and local sales, arrived in New York for business meetings at the network offices.

MARGARET SPEAKS returns this week from her vacation and on Monday will reprise her role as featured vocalist on the "Voice Firestone" program.

HARRY RENFRO, news editor at KXOK, Louisville, leaves for Chicago this week-end combined business and pleasure trip.

HELEN BERNARD, of the NBC radio recording department, and LAURETTA FEENEY, secretary to Ray Guy, radio facilities engineer, have on their annual vacations.

Wells For Kaltenborn

Linton Wells, author, correspondent and news analyst, will substitute for H. V. Kaltenborn on the Tuesday program at 7:45 on the NBC Red work.

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

PROMOTION ☆

CBS-KNX News Annex

... of the world as a network ... finds and presents it, will be ... ed to the woman window shop- ... of the man in the street as the ... of the establishment of the ... KNX News Bureau Annex which ... e located in a large Seventh ... window at Bullocks, Los An-

... ed by three especially trained ... n, the annex will be technically ... ped to handle network news- ... in view of the public. In addi- ... AP teletypes, information will ... there by direct wire from all ... news bureaus, correspondents, ... hort wave listening posts.

... ce in the window of the mer- ... te house, known for its unique ... py, will also be devoted to a ... g colored wall map of the world ... arrows indicating locales of the ... ts commuques to be posted at ... g intervals, and a mural with ... es of such CBS reporters and ... alts as Edward R. Murrow, Bob ... Eric Sevareid and Harry W. ... ary.

Worcester Survey

A three-way survey to acquaint the ... with listening habits in the ... n's area has been prepared by ... E, Worcester, Mass. Results of ... dential telephone, dealer prefer- ... and personal interviews were ... as the basis for the statements ... dience coverage. Slogan on the ... reads "When you buy time on ... G, you buy an audience."

"Opry" Sells Bonds

WM's 16-year-old "Grand Ole ... r" now devotes a full hour each ... e to the sale of War Bonds. A ... o phone booth has been erected on ... tage of the "Opry House," and ... ns wanting to pledge the buying ... a War Bond can make their pledge ... nally to the star of their choos-

A certificate signed by the "Opry" ... nected, showing the amount of ... e bond and the bank from which ... l be purchased, is mailed to the ... n calling. A duplicate is mailed ... ank with the request that it be ... ed to the station when the ... is bought. A large percentage ... e duplicates have been returned. ... its third week, the program has ... ed the pledges for the week ... eous each time. Show will con- ... indefinitely.

WORL Bond Promotion

WORL, Boston, devised a promotion for the sale of war bonds and stamps, at the same time demonstrating the pulling power of its "920 Club" program. Heralded by special air announcements, Bob Perry, conductor of the club made a personal appearance on a special bandstand in historic Boston Common. Posters throughout the city were used also to herald the event. Gimmick consisted of showing the onlookers how the program is run. Perry interviewed Dick Jurgens, band leader as an added attraction, while Ned French contributed songs at the piano, auctioning popular tunes from the platform. Further, autographs of program's personnel went for 25 cents in stamps. For the one hour, during luncheon recess, program netted \$3,000 in sales of bonds and stamps.

Food-Market Tieup

Two full days of regular programs in addition to special features were recently presented by KGW-KEX, Portland, Ore., from the site of that city's Broadway-Columbia Food Market. Occasion was the opening of the market, and almost the entire staff of the stations, including announcers, dramatic talent, musicians and writers, were called on to carry the project through.

Presentation of the programs was in a large tent adjacent to the market building, from which emanated, in addition to the regular broadcasts, quiz shows with market customers answering questions based on food problems.

Re "F.O.B. Detroit"

Bringing messages of prominent Detroit industrial leaders, WJR is distributing an 80-page brochure in conjunction with the CBS series, "F. O. B. Detroit." Bearing this title in gold on a red, white and blue cover, the publication brings messages from industrialists of that city telling of the area's conversion to the all out war effort. Published on heavy stock, 11 in. by 14 in., and bearing pencil decorations of tanks, planes and guns as well as halftones of the executives, the brochure presents the words of these leaders as they were heard in the series conceived by the station.

A complete reproduction of a typical "F. O. B. Detroit" script is included in the back. General appearance is such that it would look well on library or office table or desk.

New England Phone Co. Sets Schedule On W65H

The Southern New England Telephone Co. has started an extensive advertising schedule on W65H, Hartford FM station, placed by BBD&O. The contract calls for 52 night-time station breaks until Aug. 14, and a weekly 5-minute program for 13 weeks.

TIME says . . .

"Surprising!"

WOR sponsors say . . . "Huh?"

But, come—read what "TIME" said last week about WOR's all-night show, "Moonlight Saving Time" and its inimitable conductor, Jerry Lawrence . . .

Moonlight Savings

Listeners within broadcast range of the Atlantic and Pacific coasts have lately made a surprising discovery: there are often better programs on the air from midnight until 7 a.m. than during the daylight hours.

Celebrities & Furs. One of the few post-midnight programs to find favor with both workers and sponsors is *Moonlight Saving Time* (WOR, New York, 2 to 5:30 a.m., daily), a pre-war innovation that *Moonlight* is slanted at night workers, with news twice an hour, transcriptions of important fight broadcasts, *This Is Our Enemy* and similar shows.

The man who makes *Moonlight* shine is young, handsome Jerry Lawrence, former actor and amateur wrestler at San Diego State College. He rounds up live talent for the program, and in recent months has introduced Peter Arno, Sheila Barrett, Tommy Dorsey and Guy Lombardo on his "Celebrities Corner" feature. One of *Moonlight's* biggest sponsors is Furrier I. J. Fox. Survivors from a tanker torpedoed off New Jersey last winter told Lawrence about how they had spent a long, cold night in a small boat hearing him praise the luxury of furs.

NOT surprising to "Moonlight Saving Time's" varied and satisfied sponsors* is the phenomenal popularity of this WOR all-night show. It's been proved by making goods change hands; by bringing people into stores; by pulling orders from coast to coast.

Maybe you, too, should look into all-night broadcasting on WOR with more than a casual eye. Maybe, in fact, you should drop us a card, or a note, or just call PENnsylvania 6-8600 for a copy of "a tale of 4 cities" which tells you the story of all-night audience. Why—you might even ask how much it costs to go on "Moonlight Saving Time". Actually, the cost can be called odd change—it's that low.

* such people as

- PHILCO
- ILLINOIS MEAT
- CARTER PRODUCTS
- STRAUSS STORES
- GOLAN WINES
- MARLIN FIREARMS
- I. J. FOX, INC.

WOR

at 1440 Broadway, in New York

MEMBER MUTUAL BROADCASTING SYSTEM

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

100 WATTS Directional
OVER METROPOLITAN NEW YORK

Los Angeles

By JAC WILLEN

ABBOTT and Costello have opened an "Anti-Blitz Campaign Headquarters" at Universal Studios. Wanted for the campaign are slogans purely American to substitute for the word "blitz" whenever American smashes at enemy are referred to. A War Bond of large denomination will be presented to the winner of the contest who sends in the best slogan.

Dick Joy, KNX-CBS newscaster, will address the Hollywood Women's Ambulance and Defense Corps on handling of news broadcasts July 25. Joy was selected for the honor after the group rated him as its favorite newscaster.

Eliot Daniel, pianist on the Rudy Vallee program, who has been associated with Rudy for many years, is preparing to go into the armed services in a few weeks.

"Tune Up, America," Mutual-Don Lee's nationwide Wednesday show starring Betty Rhodes, and featuring America's women in war time, left the air for a two weeks vacation period July 15. During the vacation interval KHJ will release the music of Jan Savitt and his orchestra to the Mutual net in the time slot, 8:30 p.m., PWT.

Douglas Evans, KFI-KEOA producer, plays the role of an announcer in RKO's forthcoming picture, "Sweet and Hot," starring Victor Mature, Lucille Ball and Ginny Simms.

Radio Conductor Billy Mills will direct the big U. S. Marine Corps band from San Diego in a concert in Hollywood late this month. NBC will likely broadcast the program.

Harry W. Flannery, CBS commentator and war correspondent, will broadcast from Hollywood until next Fall, when he embarks on an extensive lecture tour.

Virginia Lindsey, head of Hollywood Tom Fizdale office, entered Hollywood Hospital for removal of an impacted wisdom tooth.

Jimmy Wakeley and trio finished their part in Universal's "Raiders of San Joaquin," and immediately after recorded sustainer series for NBC.

Betty Rhodes, singing hostess of "Tune Up, America," had as her guest on Wednesday, Mary Madeline Miller, a student officer in the WAAC. Miss Miller was one of seven chosen out of an original 750 to warrant a commission in a very vital phase of America's military effort in the war.

WLW-WSAI 'Air' Accident

Cincinnati—An on-the-spot broadcast of the wrecking of a four-story garage by an explosion was broadcast here yesterday by WLW and WSAI, Crosley stations. Bill Barlow, of the stations' public relations staff, who happened to be close to the scene at the time of the explosion, phoned continuous bulletins to the stations for immediate airing. Meanwhile, the mobile broadcasting unit was dispatched to the scene and Jay Sims, newscaster, took over the job of keeping the public posted on progress of the rescue work.

MAIN STREET

OL' SCOOPS DAILY

With the Stations Here & There . . .!

● ● ● Plenty of action brewing around WBT these sultry days and nights. An innocent query recently brought to light the following: Gordon Eaton, former staff announcer there, just landed a berth with CBS. Other WBT talent to hit the Big Time includes the late Hal Kemp, who directed their first orchestra; Skinnay Ennis, who sang with Kemp; Johnny Long, John Scott Trotter, Norman (Mel) Cordon, Lansing Hatfield, also of the Met, the Golden Gate Quartet, Russ Hodges, crack sports announcer, and others too numerous to list here. Caldwell Cline, CBS Chicago producer, was schooled at WBT. As was Betty Todd, now with CBS production here, and Cecil Carmichael, WEAJ exec, William Winter, Archie Grinalds, manager of WSAI in Cincinnati, is another. And Fred Waring's announcer, Bill Bivens. That's an alumni any station can brag about. Especially when you take into consideration the fact that the station is located in a town of some 100,000 persons with no night clubs or theater spots to lure talent to the city. Right now, they're touting the talents of the Southern Sons, a colored quintet a la Golden Gate. Five will get you ten you'll be hearing more about these Southern Sons.

● ● ● Bill Adams, veteran announcer and actor, is either working or on his way to work practically 24 hours a day. His day begins at 9:15 when NBC's "Bess Johnson" goes into rehearsal. Show signs off at 10:15 but there's a repeat airing for the coast at noon. Then Bill hops aboard a Washington rattler and lands there at 5:30 in time to freshen up before heading for the Blue studios in the capitol. He announces "Watch the World Go By" with Earl Godwin, which goes on the air at 8:00 p.m. and repeats at 11:00. He catches the 1:05 a.m. train back, landing in N. Y. at 7:15—or just in time to meet himself starting in to work again!

● ● ● Howard Jones, WIP's "Mr. Fortune" on the "Dialing for Dollars" program, found his first listener in three years, who didn't want the money. Jones conducts the telephone cash give-away broadcast every morning and the other day one of the calls was made to a Mrs. Geo. Von Uffell of Haddonfield, N. J. Unaware that a practise Air Raid Alarm had been sounded throughout N. J., Jones greeted the prospective winner with: "Good morning, do you have your radio turned on?" She answered in the negative, whereupon, Jones told her that she could have won \$25 in cash. "I can't help that," was the retort. "Don't you know that I shouldn't be using my radio, nor should I be using this 'phone—and furthermore you shouldn't have called me during an alarm." That's patriotism at any cost!

● ● ● KOA, Denver, dedicated a service flag to 15 former employees now in the armed services during a half hour broadcast recently. Color bearers of the Army, Navy and Marines were present as the broadcast was aired before a large studio audience comprising present and past KOA employees, their families and friends. . . . Speakers included Ralph Carr, Governor of Colorado, Lt. Col. Floyd E. Thomas of the Army recruiting office, in Denver and Lt. Comm. Lloyd E. Yoder, Navy Public Relations Officer for the State of Colorado. Yeoman Starr Yelland, USN, a former KOA announcer, acted as master of ceremonies and Milton Shrednik and the station's string ensemble provided a musical contribution. Andrew Gainey, baritone and a KOA announcer, was also heard. . . . Station employees now in the service include Lt. Comm. Yoder, Lt. Comm. J. A. Slusser, Lt. Glen Glasscock, Chief Radioman A. C. McClellan, Chief Petty Officer Berry Long, Jr., Yeoman Ed Sproul and Yeoman Yelland. The Army has claimed Capt. E. R. Pearson, Lt. Robert B. Young, Aviation Cadet Ed Brady, Pvt. George Matthews, Howard Roberts and Norman Sorenson and Officer Candidate Stan Brown. Announcer Tor Torland, formerly of KOA, is with the American Field Service in Egypt as an ambulance driver.

Chicago

By FRANK BURKE

CLEM McCARTHY, known by radio listeners as well as by race track fans as one of the foremost authorities on "The Sport of Kings," will appear as an actor on the "Radio Playhouse" dramatization of "The Remarkable Talent of Egbert Haw," which will be heard this Sunday over NBC.

Charles Urquhart, producer of the program, auditioned six or seven actors in his search for the ideal player, then finally hit upon the idea of asking McCarthy himself to do the role.

The officers and men stationed and training at Fort Sheridan will witness four top-flight radio shows during the next two weeks. Today they will be treated to a performance of the "Treasure Chest" program in which Horace Heidt, his orchestra and vocalists will entertain for a full 15 minutes.

Jimmy Doe will come to Fort Sheridan on Tuesday while next Thursday the "Camel Caravan" will arrive to treat the uniformed forces to radio shows featuring Bobby Kuhn and the Cavaliers.

On July 29 Curtis Candy will broadcast its "Moneybag Quiz" to the Army Post.

The NBC studios in Chicago will be the origination point for the Tommy Dorsey program on Tuesday when the swing maestro stops off here on his way to the West Coast. Tommy's guest on that occasion will be Don Jacoby, now stationed at Great Lakes Naval Training Station. Jacoby had been first trumpeter in Les Brown's orchestra before enlisting in the U. S. Navy.

'Mr. D. A.' On 'Victory Parade'

"Victory Parade," presented by NBC in cooperation with the government, will feature a "Mr. District Attorney" cast and script on Sunday's program to be heard on the network at 6:30 p.m. Title of the show, which will be written and directed by Ed Byron, is "The Justice of the Whispered Word."

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

S. DONALD M. NELSON and **DR ALEXANDER P. de SEVER-** on Dave Elman's "Hobby," Tuesday (WABC-CBS, 8:30 p.m.).

ORIA CHANDLER, specialist in children's theater work for the League, on "Children Also People," Wednesday (WABC-CBS, 4:30 p.m.).

MARTIN BLOCK, on "Nellie Revell's," Wednesday (NBC Red, 4:30 p.m.).

CL. JULIA FLIKKE, head of the Army Nurse Corps, on the "Thus Live" program, Thursday (WABC-CBS, 9:45 p.m.).

D. RAY H. RULISON, attendant pathologist at Lincoln Hospital, discussing the treatment of poison ivy, "Highways to Health," Thursday (WABC-CBS, 4:03 p.m.).

PRICIA PEARDON, featured on "Junior Miss," on "Armstrong's Theater of Today," Saturday (WABC-CBS, 12 noon).

JEN UPTON TERRELL, author of "Rouge," on "Of Men and Women," Saturday, July 25, (WABC-CBS, 2:05 p.m.).

LETTE GODDARD, BOB HOPE and **ERRY COLONNA**, on the "Soldiers With Wings" program, Saturday, July 25, (WABC-CBS, 8 p.m.).

AC. FEIGERT, president of Gideon Commercial Men's Association of America, on "Wings Over Jordan," Sunday, July 26, (WABC-CBS, 10:30 p.m.).

JAMES MELTON, on the Coco-Cola program, Sunday, July 26, (WABC-CBS, 4:30 p.m.).

Schedule Dorothy Kenyon As Guest On "Platform"

Dorothy Kenyon, former judge of New York City Courts and now a prominent attorney, will be one of the guests who will appear on the "People's Platform" program on CBS on Monday night at 7 p.m. Others scheduled to be heard are: George Hunter, president of Hunter College; Archibald E. Stevenson, vice-president of the New York State Economic Council; and Mrs. Henry M. Ford, Jr., honorary president general of the National Society of the A. S. P. C. A.

G. E. Promotes Boland

Replacing Henry A. Crossland, Walter M. Boland has been appointed Eastern Regional Sales Manager of General Electric Radio, Television and Electronics Department. Boland has been transferred to the West to engage in special G. E. war

WAR-PROGRAM IDEAS

WTAG Army Life Show

As part of its contribution to help speed the war effort in the Worcester, Mass., industrial area, WTAG recently presented an especially written program depicting life in an Army camp. Entitled "A Letter Home," the program had as its basic theme the need of having the people back home stand behind the motorized, mechanized armed forces with accelerated production. To hit the largest possible audience, the show was presented from 10:30 to 11:00 p.m.

"United We Stand"

"United We Stand" is the title of a new patriotic series being presented over WWRL, Mondays through Fridays at 1:05-1:30 p.m. Reflecting the unified spirit of our nation at war, "United We Stand" through dramatic sketches, discussions by prominent speakers, and patriotic melodies, reveals the worthy services performed by governmental and private agencies working to achieve victory. Each

day is devoted to telling the story of a different organization, and airing the appeals in its behalf. Monday is designated as Treasury Dept. Day; Tuesday, as Red Cross Day, Wednesday, as AWVS Day; Thursday, as USO Day, while Friday is rotated among other worthy agencies. The program also serves as a clearing house for public service news and appeals in behalf of Selective Service, OCD, blood donors, conservation appeals, and special announcements.

Living Heroes

A living hero an hour from 6:00 a.m. to midnight, is what WAAT, Jersey City, is scheduling for its observation of "All American Heroes Day" proclaimed by the president for July 17. With some hours carrying as many as three heroes, all appearances are being restricted to four-minute interviews, followed by one-minute talks for War Bonds. Heroes of the Civil War, Spanish-American War and the first World War are among those who will be on the air.

Loses Copyright Suit Despite "Non-Profit"

(Continued from Page 1)

eral manager, in favor of the plaintiff, Associated Music Publishers, Inc.

Judge Coxe also ruled that the radio station was not shielded because it played a record purchased in the ordinary channels of trade. "The contention that the station was free to use the composition because it was taken from a phonograph is plainly untenable," the opinion said. "The Copyright Act affords protection against such use, and there is nothing in RCA vs. Whiteman holding to the contrary." The RCA vs. Whiteman decision by the federal court had ruled that an artist had no right to prevent the commercial use of a record which included the artist's interpretation of a musical composition.

According to the complaint, WEVD broadcasted one movement of a symphonic work "Petite Suite Espanole" on November 18, 1940 during its "Symphonic Hour" program. The station conceded validity of the copyright, its ownership by the plaintiff, and that it lacked authorization to play it. In its answer WEVD argued that there was no infringement since it was not a public performance for profit; that it was a fair use of the composition; and finally, that the broadcast in question was made from a record.

Although WEVD has always operated on a non-profit sharing basis, Judge Coxe stated in considering this point, "there is no contention that the corporation is a public or charitable institution." "Sustaining programs are necessary in the business of broadcasting even though they bring in no direct revenue; they help to build up listener appeal, and in that way provide an inducement to advertisers. I do not think, therefore, that

Stars Of "Theater Wing" On "Double Or Nothing"

An impressive lineup of guest contestants will highlight the "Double or Nothing" program on Friday, July 24, from 9:30-10 p.m., when the Mutual Network quiz program pays tribute to the American Theater Wing, the entertainment world's organization dedicated to helping members of the armed forces of the United Nations.

Five active members of the American Theater Wing and its auxiliary, the New York Stage Door Canteen, will be quizzed and interviewed by Walter Compton. They are: Helen Menken, noted dramatic actress; Brock Pemberton, Broadway producer; Larry Adler, harmonica virtuoso; Lucy Monroe, singer, and Mrs. Douglas Fairbanks, Sr.

A sailor and soldier will be paired as the weekly "double-double" team. Nat Brusiloff conducts the orchestra and Alois Havrilla handles the announcing chores.

Knight For "Schaefer Revue"

Felix Knight, tenor, will be featured in a miniature presentation of Franz Lehar's "The Merry Widow" on Allen Roth's "Schaefer Revue" Monday night at 7:30 p.m. over WEAJ.

The Wednesday stanza of the "Revue" will have as guest Jack Kilty, featured in the Center Theater's "Stars on Ice."

sustaining programs can be separated from commercial programs in determining whether a broadcast is for profit," Judge Coxe ruled.

The opinion, in addition, threw out the contention of fair use after pointing out that the station had played one-third of the entire composition. "Clearly this was not a fair use of the composition," the opinion concluded.

AGENCIES

SHERMAN K. ELLIS & CO. has been elected to membership in the American Association of Advertising Agencies.

EMIL DREYER, NBC commentator, on Wednesday addressed the members of the Publicity Club, Chicago, on the subject of German propaganda methods.

LIBBEY-OWENS-FORD GLASS COMPANY, Toledo, is promoting the development of glass for radio recordings.

CUDAHY PACKING COMPANY, Chicago, appointed the Grant Advertising Inc., to handle Old Dutch Cleanser.

Parks Johnson To Vacash; Ted Husing To Cover

For the first time in the 10 years he has been conducting the "Vox Pop" programs, eight of the years being on networks, Parks Johnson will take a vacation from the microphone for the broadcasts of August 10th, 17th and 24th. Screen stars are scheduled to substitute for him while he's away. Warren Hull will continue with the series.

Johnson's sojourn will be at his Texas home, to which he will go after broadcasts from Keesler Field, Miss., the New Orleans Naval Station and three from the West Coast. He has been airing his programs from large plants making defense equipment.

WFBR's Trade Paper Ads Being Reprinted, Mailed

In a simple and straightforward presentation of one of its messages, WFBR, Baltimore, is distributing a mailing piece consisting of a lightweight, smooth finished cardboard stock, 8 3/4"x10", reprinting its advertisement now running in trade publications. Unfolded, the reverse is used solely for stamp and address. Advertisement plays up a letter from the United Advertising Companies in which it was testified that inquiry costs on sales of \$1177.69 over WFBR were cut from 40 to 27 per cent, or a total advertising cost of \$324 for the campaign.

SHE SELLS CENTRAL FLORIDA — AND SHE'LL SELL YOUR PRODUCT!

"At Home with

SALLY MARTIN"

11:15 A.M.

WDBO

Orlando, Florida

"The Voice of the Sun Empire"

NEW BUSINESS

KSRO, Santa Rosa: Tobasco Sauce, thru Aubrey, Moore & Wallace, 52 anns., four weekly; Radio Bible School, 39 15-minute programs, three weekly, direct; Meyer Jewelry Co., renewal of 884 anns., 18 weekly, direct; Junket Danish Dessert and Freezing Mix, thru Mitchell Faust Advertising Co., 52 anns., four weekly; Harbin Hot Springs (resort), 26 15-minute programs, two weekly; Dr. Hamilton's Dog Food, thru Frederick Seid Advertising, 104 anns., two weekly; Dr. Wade Forrester, 26 "Health Chats," one weekly; Basic Institute (Dr. H. C. Oakes), 79 newscasts, six weekly, direct; George E. Bangle Co. (jeweler), 26 anns., one weekly, direct; Arata Savemore Drugs, 26 anns., one weekly, direct; Alvin Davis Plumbing, 39 anns., three weekly, direct; Old Fashioned Revival Hour, thru R. H. Alber Co., one-hour Sunday program, until forbid; Rio Nido, Inc. (resort), 80 15-minute programs, seven weekly, direct; Welti Funeral Parlors, 78 five-minute programs, three weekly.

WOKO, Albany: Spaulding Bakeries, four 15-minute periods weekly with Gren Rand; Carter Products, Inc., 65 minute periods, thru Oct. 1; Borden Co., 13 periods, three times weekly; National Biscuit Co., 130 minute periods thru Sept. 25; Rip Van Dam Hotel, Saratoga, minute periods daily thru Labor Day; E. D. Starbuck & Co., 10 weeks, daily anns.; Quevic Spring Co., 10 weeks, daily anns.; Newman's Lake House, 10 weeks, daily anns.; Ellsworth Bros., 10 weeks, anns.

WOL, Washington, D. C.: Continental Oil Co., thru Tracy-Locke-Dawson, morning anns.; Cliquot Club Ginger Ale, thru N. W. Ayer & Son, morning anns.; Kellogg Co. (Rice Krispies), thru J. Walter Thompson Co., morning anns.; Saturday Evening Post, thru BBD&O, morning anns. on the "Musical Clock" and evening anns. on the "Sportspage."

KOA, Denver: Crown Furniture Co., thru Max Goldberg, Denver, five anns. weekly for one year; Denver Deepfreeze Co. (Refrigerating Units), participation on the "Home Forum," direct.

WORL, Boston: Rum and Maple Tobacco Corp. (Pipe Tobacco), thru Raymond Spector Co., NYC, 12 anns. weekly; Sarnoff-Irving (Hats), thru Lawrence Esmond, NYC, five-minute newscast daily for 52 weeks.

KFI, Los Angeles: California Crown Sugar Group, thru McCann-Erickson, San Francisco, 26 three-minute participations in Agnes White's home program; American Chic Co. (Beeman's Pepsin Gum), thru Grant Advertising, Inc., NYC, 188 50-syl. anns.; Kellogg Co. (Rice Krispies), thru J. Walter Thompson Co., Chicago, 172 one-minute ET's; Los Angeles Times, (Newspaper), 12 one-minute anns., direct; Los Angeles Soap Co., thru Raymond R. Morgan Co., Hollywood, 12 one-minute anns.

WORDS AND MUSIC

By SID WEISS

BIGTOWN SMALL TALK: Plenty of fireworks backstage at "Star & Garter" between Gypsy Rose Lee and the other strippers—par'm me, I mean show gels... The Harry James-Helen Forrest blaze is hotter'n his tooting... Berlin's "This Is The Army" netting better than forty G's weekly... Bob Stevens, former "Post" radio ed, now with Fizzdale... Recommended: Alexander's 6th Ave. bistro—especially at nite when the Music Hall cuties come in for their coca-colas... Charita Bauer grabs the lead on "Maudie's Diary" with Mary Mason expecting an heir-raid... Same situation on "Against the Storm" with Helen Coule pinch-hitting for Charlotte Holland... It's a girl at the Geo. (Compton) Brengels... Boris Marshalov will direct the new Saroyan play... Will Bradley joining the Kostelanetz crew... Betty Howard (Sisson) has tendered her resignation as casting director of Pedlar & Ryan, effective July 31st.

★ ★ ★

BIG MEN DO BIG THINGS. You'll never find a "smallie" going out of his way to give anyone a break. Both sportsmanship and pride in his organization are evidenced by Phil Spitalny's decision to feature one of his soloists every Sunday nite. Also having distinctive spots on the show will be Evelyn and her magic violin; Vivien, golden-throated thrush, Maxine and others. Which is not only a nice gesture on Phil's part—but also a sound reason for his success.

★ ★ ★

SPEAKING OF AUDITIONS, as nobody was, allow me to cite a recent example. A young lady of our acquaintance applied to two networks for an audition. One gave her a top rating—the other one said "Nix." Another actor we know flunked all his "generals"—yet has the lead on a big-time commercial. Top ranking execs will tell you confidentially that an audition doesn't mean a thing unless it is a "compet." The explanation is simple. Some performers are natural monologists—others have to read with someone. Doesn't it seem reasonable that all auditions should be conducted along the lines of "compets," with the applicants reading their parts with others? Film companies do this. Why not radio?

★ ★ ★

GROWING IMPORTANCE of news broadcasts is found in the format of the new Earl Godwin-Ford series, which is the first of the network news shows to be heard seven days a week. Heretofore, commentators have found the five-nite-a-week routine a strenuous chore... Nice spread on Doris (Radio Registry) Sharp in current "American" mag... Joe Davis will be tendered a dinner by his pals celebrating his 20th year on the Main Stem... Phil Harris getting ready for the army... Marilyn Brandt (the perfect secretary) back with Roger White... John Raby leaves for the army next Thursday... Ann Eden gifted with a prize-winning pup by an admirer... Answering our recent query as to whatever happened to Vera Van, Jane Barton reports that she's married to Geo. Hadley Ward in Los Angeles and is the proud mother of two bouncing babies. (Why do they always refer to them as 'bouncing'?).

★ ★ ★

TEN YEARS AGO, an 18-year-old kid was auditioning at a midwest radio station. Five years later he headed for N. Y. with announcing, acting, band-leading and singing experience behind him. This month he celebrates his anniversary in the Big Town by chalking up more records than half the veterans in radio can claim. Geo. F. Putnam, which happens to be the lad we're talking about, now has 14 quarter-hour news periods a week. On Sundays, he's on the air six times with two news reports, emcee of the "Army Hour," announcer on "Dear Adolph" and two airings of the "Parker Family." Because his 11:00 p.m. news show on NBC immediately follows the "Parker" repeat (which is on the Blue), the networks are switched for him while he remains in the same studio!

★ ★ ★

—Remember Pearl Harbor—

To the Colors!

ROBERT W. BOOTH, former assistant director of WTAG, Worcester, has been commissioned a second lieutenant in the Army Signal Corps. Booth has just completed training at the Officers Candidate School at Ft. Monmouth, N. J.

—vvv—

BRUCE DENNIS, WGN's able director of publicity and special events, has resigned to accept a commission as a Lieutenant, junior grade, in the U. S. Navy and has reported for training at Dartmouth College, Hanover, N. H.

—vvv—

CAPT. HAL RORKE, on leave from his duties as assistant publicity director of the Columbia Broadcasting System, has been assigned to public relations department of Army Air Corps in Washington.

—vvv—

CHARLES A. THOMAN, chief engineer of WCOS, Columbia, S. C., has resigned in order to go with the Navy as radio consultant. His assignment by the Navy Department not been completed.

—vvv—

JOHN BOGGESS, of the staff of WLAG, La Grange, Ga., has joined the navy and is stationed in Charleston, S. C. HENRY BAILEY, former engineer of WLAG, La Grange, is now serving with the Army.

—vvv—

STAN BROWN, news editor of special events manager of KJZZ, Denver, enters the army July 17 in the Volunteer Officer's Training Corps.

—vvv—

F. TURNER COOKE, formerly gram director of WMAS, has been promoted from lieutenant, junior grade, to full lieutenant in the United States Naval Reserve. He will remain in Newport, R. I., for the time being.

—vvv—

LEON KRUPP, continuity editor of KGNC in Amarillo, Texas, reported for Army Volunteer Officers' Training Corps on the 23rd of July.

—vvv—

RALPH SILVER, Jr., sports editor at WPAT, Paterson, is leaving service in the U. S. Army.

—vvv—

EDMUND M. LEONARD, sports editor and member of the commercial staff of WFBL, Syracuse, has been inducted into the U. S. Army. He is scheduled to report for duty in two weeks.

—vvv—

HAL GRAVES, announcer at WWRL, has joined the Enlisted Reserve of the U. S. Signal Corps. He is studying aeronautical radio communications at the Melville School in New York.

—vvv—

MARK SPIES, chief engineer at WDZ, Tuscola, Ill., for over 13 years, has resigned to join the U. S. Army with the rank of Lieutenant Commander.

—vvv—

T. H. MOORE, Jr., commercial gram director of WOR who joined station's staff in October, 1941, resigned his position to enter the Army.

PROGRAM REVIEWS

Paul Schubert

Schubert, a former U. S. naval officer, started with WOR as a naval expert some time ago. When the war with Japan broke out, he proved doubly valuable as the scene of action became more and more in the line of naval operations. Gradually he branched out into general war commentary as well, proving himself equally able as a war news cool analyst, with a pleasing voice and lucid copy as well as delivery. Currently he is on five nights weekly at 10:30-10:45 p.m. for Benson & Hedges, in the interest of Virginia Rounds cigarettes. Schubert shortly is going Mutual for the account and the expansion seems well justified by the sponsor. He is building up steadily.

Part and parcel of the commentary, is Tom Slater who does the commercials in the same, comparatively same, manner as Schubert does his analyses. Slater is possessed of peculiarly excellent diction, is persuasive but far from the objectional type which seeks to force the commercial down the listener's throat. Yet the selling force is there nevertheless. In fact the average listener no doubt appreciates the fact that here is a voice that delivers the facts in a very reasonable manner. The note of sincerity emanating from Schubert is followed through via Slater who has the faculty of at least making the audience think—here is an honest sort of individual who sells but does not lay it on too darn thick.

Between Schubert and Slater both, the impression is given that Benson & Hedges is a fine company, with a good honest cigaret and that they hired a couple of equally fine guys to do a job. Credits for the product dwell on the extra amount of bright Virginia tobacco used in making Virginia Rounds, for the most part.

"Dough-Re-Mi"

NBC seems to have slapped this number together, because its first showing, Wednesday 8:30 p.m., was a weak sister. It is the kind of gimmick a network can put over only with a name band or performer. Alone it is just an also ran, though it occupies expensive time. The title itself is enough to ward off a sponsor.

Show proper is a musical quiz. Audience is asked to identify at least five song titles from the music played, pick out the key word, as per instructions, and note only the first letter of that word. With the five isolated letters, then, the listener is to compose five other words which make sense, presumably, to comment on or

Barrington A Captain

Bruce Barrington, the news editor at KXOK in St. Louis until a year ago when he went on active duty with the U. S. Army, has been promoted to the rank of Captain. Barrington is executive officer in charge of recruiting in the Philadelphia area.

"Garry Moore's Variety Show"

If no one gets the bright idea that this show ought to be sophisticated or doctored to "conform," the program has a nice chance of picking up a sponsor soon, if the Blue Network exerts any kind of sales effort on its behalf. What with a good product and good time (Wednesdays, 10-10:30 p.m.) the sales department cannot complain.

This is a comedy-variety layout, run along simple lines. It bears twin-like resemblance to "Club Matinee," but that is easy to understand. The emcee is on the afternoon show also. Another alumnus from the "Club," Ransom Sherman, also proved himself on an evening program last season after a dogged stewardship at tea time. It matters not whether Sherman schooled Moore or vice-versa. They are pretty much of the same pattern.

The first performance Wednesday night, maintained a nice clip. There was organization and careful direction. Comedy bits came fast and often, so that Moore and the others couldn't help hitting a good average. Much was strictly adult stuff. Not all was new, and some really deserved the groans emanating from the studio audience, which for a change, contributed a nice backdrop for the program. There were enough new twists and fresh bits to put the program up against the same comedians for comparison. The "Letter to Garcia," the nurse to a tree surgeon, the newspaper staff conferences—all were well executed. (No punning intended just because the device was an all-important one on the program.) The running of the newspaper "Moon," might serve as a continuity feature for the series, if, of course, the publisher re-hired Moore.

Each of the performers on the program contributed equally, though some may have had more important roles. The same goes for the singing by Marion Mann, music of Rex Maupin's orchestra, and announcing by Michael Roy. Others taking bows should be Carl Gass, author, and J. Clinton Stanley, director. Program originate in Chicago.

describe the program. There, of course, are to be submitted weekly, for small cash prizes.

As a contest, it requires much too much explanation on the air. Opener had to spend half the allotted time demonstrating the explanation. That hardly makes sense, and it was not inducing.

Hope Emerson and Radcliffe Hall, as emcee comedians, have to handle below average material.

KGO Show Recruits Farmers

San Francisco—California farmers, and their urgent need for hundreds of helpers in harvesting their crops, were the unusual themes of KGO's "Let There Be Music," in a recent half-hour broadcast sponsored by Meyenberg Milk Products Co. The special program was produced in collabora-

Atlas To Treasury Re Station Relations

(Continued from Page 1)

of various aspects of the newly proposed Treasury plan and station relations as well, in cooperation with Vincent F. Callahan, chief of the radio and press section of the War Savings Staff. The Chicago radio executive will for the time being give up his immediate work at WBBM and devote full time to the Treasury Dept. project. Idea was worked out between Callahan and Atlas while former was in Chicago.

CBS vice president is believed to be the first important radio executive to go to Washington on a government job and serve without salary. Being well liked in the industry, it is expected that his activities as a station relations consultant for the Treasury Department, will work out perfectly.

Acceptances Continue

Meanwhile additional stations throughout the country are still sending wires accepting the offer to become sales agents for war bonds and by the weekend some 600 or more outlets will be in the fold. As stated in these columns Wednesday, the NAB board through its action in Chicago, will cooperate with the Treasury 100 per cent in arranging for stations to obtain full promotional kits and directions as to how each outlet is best suited to handle the sale of bonds, since a single over-all plan would not fill the bill for a great many broadcasters due to variance of wattage and location.

Philly Rubber Campaign Gets Co-op From KYW

KYW's efforts in behalf of Philadelphia's scrap rubber campaign wound up with 19,173 pounds of the discarded material being piled high in front of the studio building on which had been affixed a huge thermometer showing progress of the drive, and blow-ups of six of America's fighting heroes. Thirty-five regular announcements and 30 special announcements on local programs were made during the five days prior to the climax of the drive. There was no advance newspaper publicity, stories being printed after the collection.

Blonde model in a bathing suit rode about the city in a truck with Leroy Miller. KYW's "Musical Clocker," who was dressed in scrap rubber. Winding up at the studios, Miller did a quarter hour broadcast which also was on a p.a. system. One cent a pound was paid for all scrap left at the station, while a \$50 War Bond went to the largest contributor; a \$25 bond to the next largest, and \$5.00 in War Savings Stamps to the one bringing the largest number of rubber items.

tion with the U. S. Dept. of Agriculture in Santa Clara county, which reported the broadcast resulted in several hundred recruits.

Proposed Tax Law Would Aid Scribes

(Continued from Page 1)

of Lakeville, Conn., HR 7378, revenue bill before the House of Representatives now contains revised clarifications of the tax law benefit writers of books, plays and as well as other scripts provided laborers had been for three or years, and if eighty per cent of incomes therefrom is earned in year. Basic plan of the Speiser efforts is to allow writers to take their gross earnings over the period of years put into their work.

until now the law took in years only if they labored a minimum of five years, and only if they in the category of an employee, Treasury Department having held royalties were not payment for "personal services" as the law specified but were rather incomes from property rights. Also, law required 75 per cent of the compensation received in one year upon the expiration of the work.

Minimum Period Three Years

introduced in the House, July 15, by Rep. Robert L. Doughton, chairman of the House Ways and Means Committee, the bill reduces to three years the minimum period necessary for artistic composition to be eligible for the pro rata privilege.

Secondly, the "personal services" has been replaced by gross income, so that the majority of writers who are free lancers can benefit.

Thirdly, the amendment requires only 75 per cent instead of 95 per cent of the income to be paid in one year. Authors are trying still to get the law to allow authors to figure two years' worth upon the completion of their work, so that royalties from motion picture, radio and other subsequence rights might not be penalized. Deals for them happen to be which is often the case.

It is not known how much radio writers will benefit from the proposed revisions, because seldom if ever do scribes take three years to complete their material. Exceptions, however, are always possible. The question of the revenue revisions to radio, however, lies in the possibility, including radio royalties among gross incomes."

Law Long in Preparation

During these changes represents three years' efforts on the part of the sponsoring attorneys. Early this week, they had a meeting with the presidents of the Authors' League of America, the Writers' Guild, the Authors' Guild, the Dramatists' Guild, following which the several writer branches organized Speiser and Becket to represent them in Congress on these legislative matters. Letters were over the shoulders of Howard Lindsay, president of the League; Carl Carmer of the Authors' Guild; Henry F. Carlisle of the Radio Writers, and Elmer F. Wheeler of the Dramatists. Speiser expected to appear before the Senate Finance Committee hearings on the matter in the next two weeks.



Coast-to-Coast



WALTER DENNIS, sales promotion manager of KVOO, Tulsa, Okla., has been appointed chairman of the Tulsa Victory Salvage Campaign for the duration. Manton Marrs has been added to the KVOO news bureau as rewrite man.

Wallace Reef, former city editor on Denver newspapers, has been appointed news editor and special events man at KFEL, Denver, replacing Bill Welsh who resigned after six years in the position.

Staff additions to KPAS, Pasadena, Cal., include Carl Saunders, announcer, former head of news and production for WBTM, Danville, Va., and staff member of Midwest and Far West stations, and Ray Bailey, technician, who comes from KMPC, Bakersfield, Cal. Gordon Burke, announcer, has left KPAS to join KHJ, Los Angeles.

Confronted with the problem of finding a hall large enough in which to hold a critique after a six county blackout in West Virginia and Ohio, Civilian Defense officials turned to radio. After the blackout held Friday, July 17, only the official observers came to the report meeting in Wheeling, and the remaining thousands of civilian defense volunteers in the six counties were instructed to hear the results of the test by listening to WWVA, Wheeling, which covered the critique.

Skippy Homeier, juvenile actor, made his professional debut as a song and dance man on "Coast-to-Coast On A Bus," WJZ, Sunday. The program is sponsored by Lorstan and Thomas Photographers and is directed by Madge Tucker. Skippy's number consisted of a Period Comedy tap dance routine and a vocal rendition of "A Bicycle Built For Two."

BIRTHDAYS

July 17

George Barnes	Carl Burkland
Walter P. Burn	Lenore Cordial
Charles Howard	William Shelley
Ed Sims	James DeWitt McBride

July 18

Harriet Hilliard	Gay Lee
Marvin Mueller	Adele Ronson
Red Skelton	Derby Sproul
Hal Styles	

July 19

Merlin H. Aylesworth	
Clara Chawkins	Ben Cutler
Frank Hodek	Irene Hubbard
Maxine Rascoe	Walter Wicker

Call letters of General Electric's frequency modulation station in Schenectady are now W85A instead of W2XOY, according to an announcement by R. S. Peare, manager of General Electric broadcasting. W2XOY was an experimental designation. The station will operate on 48.5 megacycles.

The station this month went on a daily schedule from 3:00 to 10:00 p.m. and increased the time of local programs by 86 per cent, and the time given to classical and concert music by 40 per cent.

Carl E. Weininger, chief of Thesaurus and Record Depts. at KPO, San Francisco, has written a war song, "Stay On Your Toes, America." The number was introduced by the station orchestra, directed by Carl Kalash. Another new tune getting plugs by the Kalash troupe is "My Great Grandfather," new patriotic song by Edna Fischer, pianist. KPO's special events pickups recently included a remote description of the Post Office's annual "old horse" auction of unclaimed articles.

Stan Kenton and his orchestra appeared on a bond broadcast on WPAT, Paterson, N. J., and helped to sell \$8,000 worth of bonds in 60 minutes to a town of 60,000 people. Don Reid, following in Kenton's footsteps this week, hopes to beat Stan's record. He said, "I'm going to indulge in a little patriotic competition with Stan. My boys are gonna swing up \$100,000 in bonds... and I hope Stan beats that the next time he appears on a WPAT Bond Wagon program."

Morton Sidley of the KSFO sales staff has replaced Haan Tyler as station sales manager, following Tyler's resignation to assume management of the west coast office of Weed & Company, station reps. Now firmly settled in its new studio headquarters in the Mark Hopkins Hotel, atop San Francisco's Nob Hill, KSFO is working on a series of new audience shows to be broadcast from the new layout.

The Landon Twins, singing team featured in 1035 performance of the stage show "The Man Who Came to Dinner," have been added to the talent appearing on the "Songwriters on Parade" program over WWRL which features tunes written by amateur tunesmiths.

Added to the schedule of WJNO, West Palm Beach, Fla., three times daily, is news for the service men at Morrison Field and Camp Murphy. The Public Relations Offices of both bases are supplying detailed information to be used during these periods, 7:00 a.m., 11:20 a.m., and 6:10 p.m.

Herber Kendrick has been appointed general manager of WJLS, Beckley, W. Va.

Franklin M. Doolittle, general manager of Station WDRC, Hartford, Conn., and its FM affiliate, W65H, has recently been appointed as technical FM adviser on the Board of War Communications (formerly the Defense Communications Board) at Washington. He represents FM Broadcasters, Inc., national trade association of FM stations, of which he is a director and also one of the founders.

"Ten Per Cent for Freedom" is the title of a new sustaining quarter hour over WFBL, Syracuse (Mondays, 6:30 p.m., EWT). Scripted by Harvey Sanderson, station's news-publicity director, the program promotes the campaign to form Ten Per Cent Clubs for purchase of War Bonds in Syracuse and Onondaga county industrial, mercantile and service organizations. Robert G. Soule, WFBL vice-president is head of the county drive for the Payroll Allotment Plan.

Philadelphia's Stage Door Canteen sent out a call yesterday afternoon for a piano. This morning the Canteen received a baby grand from Benedict Gimbel, Jr., president of WIP. Don Richards, former singer of the road show, "Follies Bergere" and more recently appearing at Philadelphia's Walton Roof, has joined the vocal staff at WIP.

Following several days of hard rain and high water, the transmitter of KXOK, St. Louis, which is located on Horseshoe Lake, was recently surrounded by water and operators could not enter or leave the plant until the water receded. Jean Webb, former featured vocalist with Herbie Kay's Orchestra, has been signed as permanent company on the new KXOK program "The Star-Times Revue." The station has launched an extensive publicity and promotion campaign on behalf of the program.

Promptness of Canadian listeners to respond to radio war appeals was evidenced recently in the results obtained by Duke McLeod and Doc Lindsey on CJKL, Kirkland Lake, Ont. Working together for approximately 90 minutes, the two raised approximately 200,000 cigarettes for the Army Fag Fund.

Ten Donaldson, 8-year-old actor, has been selected to play a role on "Win The War" on WQXR tonight, 9:30-9:50 p.m., EWT. The program is sponsored by the CIO.

The WFBL Trophy, a large bronze statuette presented by the Syracuse station, will be awarded to the winner on the "E. W. Edwards Original Juvenile Hour" during this week's final broadcast for the season. Winner, chosen from youngsters who have appeared on the Edwards show during the season, receives a \$100 music scholarship with the WFBL trophy going to the runner-up.

"The Home Front," a new program will start on WLS tomorrow, 9:30-10 p.m. It will feature Dr. Paton Bradley, who will interview people who have done worthwhile things on the home front. Har Hester, home advisor and education director of WLS, has had her book, a volume of 300 sugar-savory recipes, published by M. Barrow, New York.

Little Patricia Pozy, who sent greetings to her father "somewhere Australia" on the Bangor News' sal program shortwaved by WGH Schenectady, N. Y., has received cablegram from her dad, Capt. Theo Pozy, telling her that he hears her voice. "Congratulations on your broadcast. Very proud of you. Happy you are well, I am fine," said cablegram. The program was one of the series being arranged by newspapers in various parts of the country every Saturday night and shortwaved by General Electric's station in San Francisco as well as Schenectady.

American troops abroad will be from a mother of seven sons, already in the nation's armed forces and the other two ready to go, the father of four sons in the service three of whom have died in action when the short wave stations WCA and WGEA go on the air tomorrow at 6:30 p.m., EWT. The two parents, both natives of Indianapolis, are W. P. Crockett, a widow, and Ned E. Craig, a defense worker. Program was arranged in cooperation with "Indianapolis Star," and is one of current series in which newspapers and the G. E. Schenectady stations are working together.

In the front ranks of what may be the second American Legion is L. Yoder, manager, of KOA and Lt. Commander in the Naval Reserve stationed in Denver. Too young to serve in the last war, Yoder made application for membership in Leyden-Chiles-Wickersham Post, first to be filed in that city. Admission depends on decision of September Legion convention when it is determined whether men of this type may join.

Kasper-Gordon Deal For News-Sports Series

Eddie Kasper and **Aaron Bloom** of the Kasper-Gordon offices in Boston are in town to close several deals among them, the spotting of a new sports series starring Jack Steinfeld entitled "One I'll Never Forget." The show consists of 78 transcribed minute programs. Other deals in the offing include Richard Maxwell's "Songs of Cheer and Comfort" and "Victory Nursery Rhymes." In town, Kasper will produce six transcribed shows.

Salvage Drive Readied

KSTP And AFM Local Resume Conferences

Political nature of relations between American Federation of Musicians and NBC was tempered late Friday at the union reported that its local St. Paul, Minn., and the manager of KSTP, Red outlet there, had resumed conferences over the contractual employment contract. Union spokesman indicated that no further pressure on the network was being made for week-end execution, appearing optimistic that a settlement would evolve from the resumed sessions. NBC spokesmen here reported

(Continued on Page 6)

"Senior Miss" Going Off Following Aug. 26 Show

"Senior Miss," Shirley Temple show directed by Crocker & Gamble on 70 CBS station, Wednesdays 9:00-9:30 p.m., will be discontinued by the sponsor after the August 26 show. Program has been on about 13 weeks, coming from the Coast, and headed by Drift and Ivory Snow. Act is split between Benton & Les and Blackett-Sample-Hum-

WJZ Running Movie Party For 4,000 War Workers

Four thousand war plant workers in New York, New Jersey, Connecticut and Pennsylvania areas will come to New York this Friday to see WJZ a special show at the Paramount Theater, in conjunction with presentation of "Priorities on Parade" currently running there, paralleling the theme of the movie,

(Continued on Page 7)

Beaucoup Chow

Chicago—Menu: 300 candy bars, 5 gallons of milk, 30 loaves of bread, gross and a half of eggs, 10 gallons of fruit punch, hams and bacon slabs. That's just part of what Lorraine Hall, mistress of ceremonies of WBBM's "Every Woman's World" got together for a party she organized for 300 soldiers, sailors and marines at Howard Servicemen's Center.

Scientific Voice

You may know what the voice of Columbia's Warren Sweeney sounds like, but do you know what it looks like? The University of Iowa is going to find out by making a speech pattern of a Sweeney recording. The announcer's delivery was selected by Earl McGill of CBS as most appropriate for such scientific study.

Telephone Co. Spots On 10 N. Y. Stations

New York Telephone Co., through BBD&O has ordered an indefinite number of spot announcements in New York City and upstate to start sometime this week, with each station allotted a minimum of two announcements per day for the start at least. In one case the spots will start Wednesday, as in the case with WABC which has the business down as a five minute spot 8:15-8:20 a.m. as a musical. Understood however

(Continued on Page 2)

Satevepost Auditioning Network Show For Fall

Saturday Evening Post, which has confined its radio activity to spot business, will sponsor a half hour network show in the Fall, utilizing a popular news commentator, a name orchestra, and dramatic interludes. Negotiations under way currently, point to the program's originating

(Continued on Page 2)

Scrap Committee Sets Mid-August Start Allotting \$225,000 For Air Anns. On More Than 200 Stations

Ascap Seeks To Clear 'Free License' Issue

To clarify the issue of the granting of gratuitous licenses by members of Ascap, the Society has just released a letter from Thurman Arnold, assistant attorney general addressed to Milton Diamond sent July 13. It is as follows:

"This acknowledges receipt of your letter of July 2, 1942 with reference to difficulties existing between the

(Continued on Page 7)

Bill Neel Joins Blue As Wash'n News Head

William J. Neel, formerly director of news and special events for NBC's Washington division, has been named to a corresponding post at WMAL, Blue Network affiliate in that city. Prior to his other radio news association in Washington, Neel was with

(Continued on Page 2)

Ceiling On Commissions In Revised AFRA Pact

A maximum of ten per cent commission on all engagements and jobs obtained for members of the American Federation of Radio Artists is being

(Continued on Page 2)

American Industries Salvage Committee has now completed preliminary operations in the organization of leading industrial groups for the \$2,000,000 advertising campaign soon to be launched to speed collection of vital scrap materials. Of this fund, \$225,000 has been allocated to radio.

The broadcasting phase of the drive up to this point calls for the services of 218 stations, contracted for through McCann-Erickson, Inc., agency handling the account. Stations selected will, in general, be in areas in which collection of scrap will be most easily and swiftly achieved. The

(Continued on Page 5)

Gotham Hosiery Acct. Finally Sold By WOR

Breaking a long established precedent which confined its advertising to publications, the Gotham Hosiery Co. has just signed a year's radio contract with WOR to promote its new line of ladies' rayon stockings, Futu-ray. Deal will get under way August

(Continued on Page 7)

Sydney Kaye Bows Out Of Proposed AMP Suit

Pursuance of a test case to determine whether electrical transcriptions are included within the provisions of Section 1 (e) of the Copyright Law providing for a statutory two

(Continued on Page 5)

★ THE WEEK IN RADIO ★

... AFM In Limelight

By JACK SKINNER

GROWING tenseness in the industry was evident as the week came to a close with openly decisive action in the differences of opinion between the AFM and broadcasters only partially demonstrated... While members of the United Youth for Victory picketed the Waldorf-Astoria (Pettilo lives there when in New York) in protest against James C. Petrillo's edict against the NBC broadcasts from the National Music Camp at Interlochen, Mich., word was received that at least one remote broadcast, that of Richard Himber from the Essex House in New York, had been ordered off the air by the union as the result of the unsettled controversy at KSTP, St. Paul, over whether the station should be required to retain the services of musicians for a full year after they had been employed for 30 days.

Through a confusion in orders relating to this last phase of the con-

(Continued on Page 2)

Those Engineers

Just outside the city limits of Lima, Ohio, is an open air movie theater, and early retiring farmers thereabout rose sufficiently in their wrath to protest the films' disturbing sound effects in court. Trouble was, proof was lacking. Jack Bannon, WLOK chief engineer was called in, made recordings and brought them to court. Complainants, as a result, were successful.



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

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NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Ame. Tel. & Tel.	115 1/2	115 1/8	115 1/8	- 3/8
CBS A	12 1/2	12	12	- 1/4
Gen. Electric	27 3/4	27 1/8	27 1/8	- 3/4
RCA Common	3 1/2	3 3/8	3 3/8	0
RCA First Pfd.	54 1/4	54 1/4	54 1/4	- 3/8
Stewart-Warner	6 3/4	6 3/4	6 3/4	0
Westinghouse	71 3/8	70 3/8	70 3/8	- 1 1/8
Zenith Radio	14 1/2	14 3/8	14 3/8	- 1/8

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	1 3/8	1 7/8
Stromberg-Carlson	5 3/8	6 3/8
WCAO (Baltimore)	15	19
WJR (Detroit)	19 1/2	22

'London By Clipper' Title Of First Corwin Program

"London By Clipper" has been set as the title of the first of Norman Corwin's "An American in England" series which will make its debut over CBS on Monday, July 27, from 10-10:30 p.m., EWT. The series will consist of seven weekly programs.

A special score has been written for the first production by Benjamin Britten, one of the younger composers of England. It will be played by the 50-piece orchestra of the RAF under the direction of Wing Commander Rudolf Peter O'Donnell.

The series is produced by Edward R. Murrow, chief of the CBS European correspondents.

Satevepost Auditioning Network Show For Fall

(Continued from Page 1) definitely, in the East. From all indications, CBS will get the nod, though last minute switches are possible. Talks have been going on for some months, now, on this score, for the name of Elmer Davis had originally been brought up in connection with the program. His affiliation, since with OWI, has turned attention to

★ THE WEEK IN RADIO ★
... AFM In Limelight

(Continued from Page 1)

trovery, remotes were pulled from the Blue Network for one day during the week, a situation which was quickly readjusted.

At the Chicago meeting of the Board of Directors of the NAB, a statement was issued asking Petrillo to reconsider the order effective July 31 to ban recordings by AFM musicians. Board also indicated that it was considering a plan of action in the event the order was not rescinded.

Willingness of stations to cooperate with the Treasury Department in jumping on the Bond Wagon as direct sales agents for War Bonds, was revealed in the Treasury's announcement that 550 stations had already agreed to act. H. Leslie Atlass, Chicago CBS vice president and station executive of WBBM and WJJD is joining the Department without compensation to work on the new plan.

Plans for what bid fair to be an increasingly large spot campaign by telephone companies in their various areas was indicated in the action of the Bell Telephone Company of Pennsylvania and Delaware allocating \$25,000 for this purpose while the New York Telephone Company indicated consideration of a similar drive.

After charges made by FCC Chairman James Lawrence Fly that "selfish interests" in the broadcasting industry were obstructing the project for an equipment pool, Frank H. McIntosh, chief of the radio section, WPB communications branch, lauded the pooling idea, but stressed the fact that it would be unworkable unless stations operated in such a manner as to give maximum life to their equipment.

Ruling of Federal Judge Alfred C.

Coxe against Debs Memorial Radio Fund, Inc., operators of WEVD, stated that a broadcast of a musical composition without the composer's permission is an act of copyright infringement, whether or not the program was played on a sustainer by a non-profit station.

Completion of the new CBS sectional station relations plan was shown in the engagement of Howard Lane as Central Division Field Manager. Corresponding positions are now held by William A. Schudt, Jr., for the Eastern territory, and Edwin Buckalew for the West... CBS also announced that the new 15 per cent discount plan for sponsors using the full network had already added 181 station hours to the network's commercial schedule and benefitted 181 individual affiliates... Seven advertisers using 17 separate program periods have increased their stations to full network since the new rate went into effect.

New director of the FCC's foreign broadcast monitoring service is Robert Devere Leigh... Information gathered at hearings by the Canadian House of Commons special committee on broadcasting were being prepared for full consideration before making a report to Parliament this week... Radio personnel in the employee category who earned more than \$3,000 in 1940 or 1941 when working for more than one employer, are entitled to refund of Social Security taxes paid on sums in excess of that amount, the Internal Revenue office stated... In the same RADIO DAILY article, it was revealed that use of lawyers or go-betweens to obtain such refunds was unnecessary.

Telephone Co. Spots On 10 N. Y. Stations

(Continued from Page 1)

that an announcement will be spotted only at the opening and closing of the program, making the contract similar to the others.

Stations in New York City are all 50,000 watters and in addition to WABC, stations on the list are WEAJ, WJZ and WOR. Three Buffalo outlets are also on the list according to the agency, also WGY, Schenectady, PCHU, Utica, and WGNV, Newburgh.

Marking the first spot campaign of its kind for the New York Company, which follows upon the heels of the Bell Telephone Company of Pennsylvania, the spots are designed to inform the public of the necessity of cutting down on the use of long distance calls to Washington and Chicago, as one means of aiding the war effort. Other details, such as possible expansion of the campaign in the state, have not been set.

Fulton Lewis Jr. among commentators. Musically, Morton Gould had been considered along with others. BBD&O have the Curtis Publishing account, which has auditioned various programs.

Ceiling On Commissions In Revised AFRA Pact

(Continued from Page 1)

incorporated in the revised agency-union specifications now being mulled by attorneys for both sides. This is being established following the discovery that agents have been levying higher commissions on jobs not strictly in the performing category, such as directing, producing, etc. Establishment of this ruling will take in, also, an AFRA member's work even in the jurisdictions of the other Four A unions. Since none of the other unions allows any more than this fee, there will be no conflict. Rather, the AFRA ruling will serve to strengthen the limitations established by the others since AFRA has been able to maintain closer check on agent group.

Helen Hayes On 'Canteen'

Helen Hayes, the first guest star to be signed for the "Stage Door Canteen" series on CBS, will be featured on the first program, July 30. Couple of other acts are still to be lined up for the opener. Actress expressed desire to put on her "Mary of Scotland" production, necessitating the booking of an additional cast for the purpose.

COMING and GOING

G. W. JOHNSTONE, Blue Network director of news and special events, in Washington for a one-day visit.

HAROLD E. FELLOWS, manager of WEEL, Boston, left over the week-end for Massachusetts after spending a couple of days here at offices of Radio Sales.

CHARLES F. PEKOR, of the NBC public department, has left on his annual vacation.

EDMUND CASHMAN, of Lerd & Thomas, leaving today for Detroit, where the Kay K. Lucky Strike broadcast will originate on Wednesday.

WENDY BARRIE a visitor to New York over the week-end, following her Friday night shot with Milton Berle on the "Philip Marlowe Playhouse."

JOAN HARDING, commentator on WMAL Blue Network outlet in Washington, has returned to the Capital after a four-day visit in New York last week. Starting today she will substitute for George Hicks on the "Men of the Program."

PARKS JOHNSON and WARREN HULL at Springfield, Vt., scene of the Revolutionary battles conducted by the Green Mountain Boys. From that point they will broadcast tonight on the "Vox Pop" program.

O. B. HANSON, vice-president and chief engineer of NBC, left Friday on his vacation.

A. W. GREBE office manager of WBAX, at his Wilkes-Barre headquarters following quick trip to Washington.

FRED R. RIPLEY, vice-president of WWSY, in town Friday, visiting at the office of the Blue Network.

EVERETT DILLARD in town from Kansas in the interest of his new FM outlet, K49K.

SCHUYLER EISELL and STANLEY PULS account executives of WABC, and J. DUNDES, sales promotion manager of the station, have left on their annual vacations.

KAY KYSER and his program entourage left Detroit today for the final program of bond-selling campaign. With their "wagon," they will broadcast from from WJR, CBS outlet. Their tour also covered Waukeg and Indianapolis.

WILLIAM A. RIPLE, manager of WTRY, in town for conferences at the headquarters of the Blue Network.

KEN THOMAS, commercial and sales promotion manager of WNAJ, Bridgeport, in New York Friday on station and network business. He is expected to be in Rockefeller Center.

Bill Neel Joins Blue As Wash'n News He

(Continued from Page 1)

the Publicity Department of NBC in New York, with the exception of a nine-month tour of duty with the Democratic National Committee. Before coming to radio, he was associated with the New York "World-Telegram" and other publications.

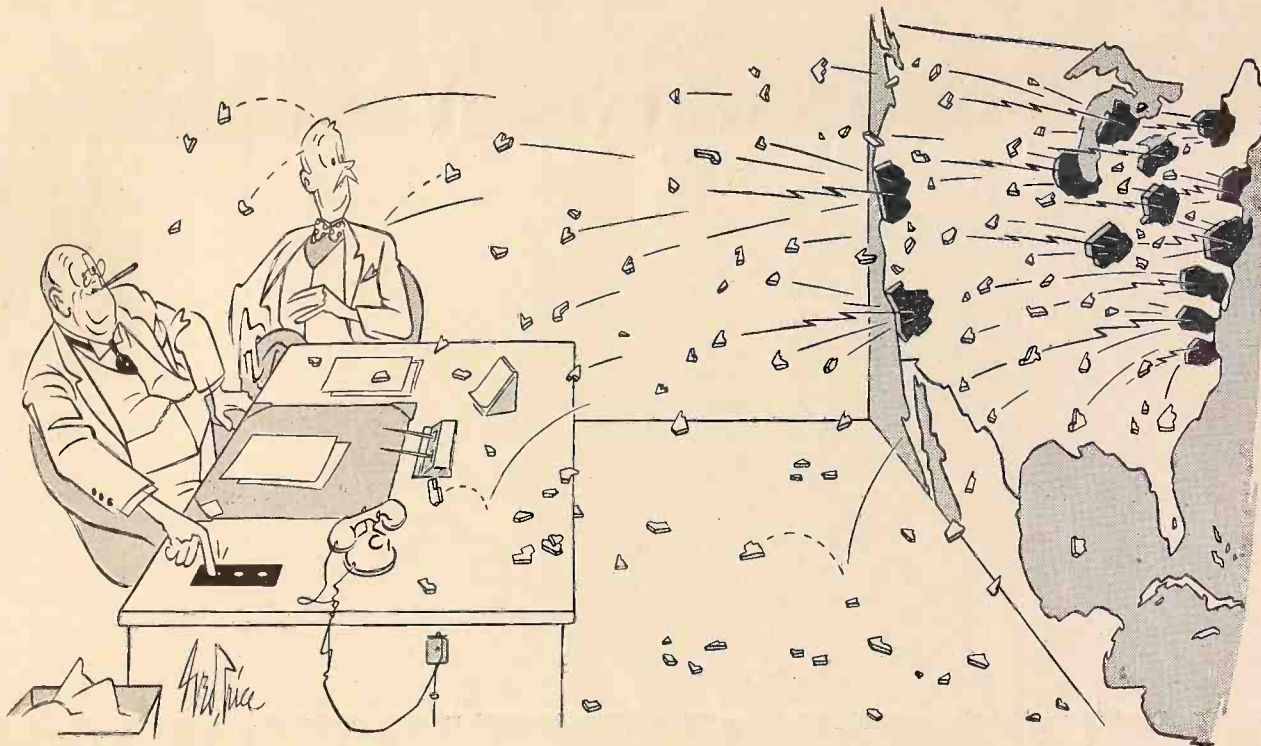
Neel, appointed to the new position by Kenneth Berkely, Blue network representative in Washington and manager of WMAL, will work with G. W. Johnstone, director of news and special events for the Blue.

802 Exec At Camp Smith

William Feinberg, executive secretary of Local 802 of the American Federation of Musicians, leaves today for a ten-day State guard training session at Camp Smith, Peekskill, N. Y.

Here's what we mean by

MORE POWER WHERE IT COUNTS MOST



This gentleman has devised a pretty dynamic way to demonstrate the results he's getting from Mutual's increased power in the markets that matter most... the 14 markets of over a half-million population, where Mutual regularly serves nearly 15,000,000 radio homes.

Even without benefit of an erupting wall map, the significance of these key facility

improvements is clear. Especially when you realize that Mutual stations for 13 of the 14 top markets have 5,000 watts or more (two have 50,000) and only one has 1,000 watts.

No wonder, when you press the Mutual button, you *Get Results*... here and in every other market that's important to you from coast to coast.

★ Greater Popularity, Power, and Economy — Where and When They Count Most ★

THE MUTUAL BROADCASTING SYSTEM

Los Angeles

By JAC WILLEN

ANOTHER day, George Putnam, Bill Davidson and John Wald, all graduates of KSTP, St. Paul-Minneapolis, held an unusual "reunion." Putnam's voice was heard over KFI as an announcer for the "Army Hour," and with the station "break" came the voice of Davidson, KFI staff announcer. Soon thereafter was heard the voice of John Wald on his regular "Richfield Reporter" broadcast over KFI.

Apprehensive over the chances of missing an early morning assignment through over-sleeping while the family's away, Dick Joy, KNX-CBS announcer-news-caster, has worked out a sure-fire plan for awakening on time. Joy has purchased a battery of four inexpensive alarm clocks which collaborate to produce a sleep-ruining bedlam.

Mark up another Rudy Vallee discovery in the list of radio stars now with programs of their own. It's Edna May Oliver, who enjoyed quite a run as guest on Vallee's program with the late John Barrymore.

David Titus produces and scripts the show which is broadcast from the U. S. Naval Training Station Auditorium at San Diego. Leon Leonardi's musical offering sets the background for the introduction of the guest and officer of the day. Lieutenant Commander Perry Wood fills the spot on this week's broadcast of the naval show.

Local radio show-goers have gotten "People Are Funny"-wise. Early in the week they start buzzin' with their what's cookin' on this week's show—have you heard? Got any inside info? Do ya think I can get a couple of ducats? Some of the disappointed ticket-getters have taken to waiting outside the studio gates to follow the guest of the week on the tour to Hollywood Blvd. to see what the "gag" of the week will turn out to be. Wings seem to have a real audience-winner in the public fancy the show arouses. John Guedel produces.

"Lum and Abner" this week lost their movie producer, Jack Votion, to the Army. A reserve lieutenant, Votion reported for active duty. He produced first two of the "Lum and Abner" features and plans for the third were completed prior to his induction. An assistant will continue the planned picture and it is not believed that future production plans will be affected.

Price-Control Disks Latest OWI Release

Latest transcription to be released by the OWI to stations deals with price control. A fifteen-minute dramatic presentation, "Blood and Money" is on one side, with the other side devoted to a series of 10 one-minute dramatized announcements. At the same time, OWI reports a large number of requests for the anti-inflation transcriptions, "America Calling," which are two 15-minute programs featuring Frank Craven and Franchot Tone, respectively.



Reporter At Large . . .!

● ● ● Perpetual mystery to us is why sponsors still follow the old trend of going off in the summer months. Particularly mystifying in these days of gas rationing, dim-outs, portable sets, etc. Look at the ratings of the shows that stay on—and be convinced. . . Watch for two-way pocket radios for general usage after the war. . . "Amanda" shifts from the Blue to CBS Aug. 3rd. Same time. . . Mary Chase, producer of "Go Get It," auditioned another show over the week-end tagged "Fair Exchange." . . . Joan Edwards points out that when an actress turns her other cheek, it's because she photographs better on that side. . . Hottest deal on right now is for Pick and Pat to return in a daily five-minute series. . . Hal Block joins Frank Wilson in the scripting of "Stage Door Canteen." . . . The Buddy Sheppards have an early date with the Stork. . . Henry Morgan won't even give his phone number to the WOR Artist Bureau, which handles him. Sez he doesn't wanna be bothered! . . . At least Fred Waring appreciates Clark Dennis. Signed him up for a Geo. M. Cohan Decca album.

● ● ● So You Wanna Produce Radio Shows: When Milton Berle was signed for the lead on "My Favorite Blonde" for the "Philip Morris Playhouse" last week, director Charlie Martin cabled Madeleine Carroll in the Bahamas asking her to enact the role she created on the screen opposite Bob Hope. Mrs. Stirling Hayden refused. She said it was a stooge role and her grievance with Paramount was based on being cast in that picture—which is difficult to understand inasmuch as it brought in plenty of jingle, jangle, jingle at the old box office. Martin then telephoned Connie Bennett in Hollywood, who said she would be delighted to come to N. Y. for the show. Six hours later she called back and said: "No dice." She had had the picture privately screened and shouted she wouldn't play a stooge. Martin then called Wendy Barrie and pleaded: "How about it?" Wendy said she had seen the picture, loved it, thought Berle was a terrific and delightful whack and would be happy to fly to N. Y. for the broadcast.

● ● ● Dialites Of The Week: The John Nesbitt-Meredith Willson Tuesday nite stanzas make an effective music and poetry combo—but it would be even more effective without strained efforts at comedy and studio applause. . . The euphony and suavity of those swing symphony syllables—which, translated, means: the script of Wednesday nite's "Chamber Music Society of Lower Basin St." was the nuts. . . In the recommended division must come Geo. F. Putnam's 11:00 p.m. news reports. He's tops on phrasing, diction and voice quality. . . Charlie Martin's "Philip Morris Playhouse" series continues to corral the big names and the bigger audiences. Charlie proves his mettle with this show driving its Crossley up to a consistent high. . . Lee Mason (1:00-1:30 WOR) makes you feel as tho' the band were in your own drawing room. . . Irving Kaufman, on the same station, is a whole show by himself. Here's a guy who's one of the cleverest performers in radio and has "network" written all over him.

● ● ● Cuff Notes: Allen Prescott's show, heard five-times-weekly on the Blue gets an additional Saturday nite airing starting on the 25th. Dee Engelbach will direct. . . Joyce Hayward doing a nice job on "Against the Storm." . . Johnny Long signed for a "Melody Masters" short to be produced by Pathe. Bea Wain will do the vocalizing. . . Since Jacques Renard shed some 100 lbs. in the past few months, Phil Baker can no longer kid him about his weight. So now he's dreaming up some reducing gags. . . Keep your eye and ear on a gal named Mary Croft. She's Joe Pasternak's newest discovery. . . Risa Royce sold a script to the "Armstrong Theater" which will be aired this Saturday.

Chicago

By FRANK BURKE

GEORGE JENNINGS, acting director of the Radio Council, Chicago Public Schools and School Broadcasters conference, left over the weekend vacation on his Oregon ranch with stopovers at Denver, San Francisco and Portland.

Vivian Fridell of "Backstage Wife" at NBC off to Colorado for a few days vacation in the Rockies.

Charlotte Manson, until recently heard on CBS' "Stepmother," is now cast in the leading role of Rose Kransky on the "Guiding Light" show at NBC.

Newcomers to the cast of "Backstage Wife" at NBC include Bob Jellison and John Walsh and Klock Ryder.

Donald McGibney will be interviewed by Jim Conway on WBBM "Profiles and Previews" show Saturday, with Hunter Kahler, staff pianist as guest soloist.

Chicago Sun has inaugurated a new Sunday morning feature on WBBM. It's "Jolly Joe," better known as Kelly of Quiz Kids fame, reading comics from 11:30 to 12 noon.

Ben Bernie, Kings Jesters, Charley Robbins and Jack Fulton did a "pitch" for the Treasury department war bond and stamp sale this week by appearing in the Treasury window at the Sears and Roebuck Chicago Loop store.

Eloise Kummer, "Carolyn Kramer" in NBC's "Right to Happiness," received word this week that her brother-in-law, Pilot Officer Donald Cameron of the Royal Air Force, was safe after having been forced to bail out after a dogfight over England. Eloise's husband, Lieut. Walter Cameron is stationed in Iceland with the U. S. Army.

FTC's Fiscal Report—Aids Censorship Office

Watchfulness over the broadcasting industry's adherence to the time code of the Office of Censorship is indicated in the report just issued of activities of the Federal Trade Commission for the fiscal year ending June 30.

At the request of the Director of Censorship, the Commission states in its summary, such broadcast as contain any references to the war, war effort, war economy or war production, the armed services, the general public morale or health, price rises or trends, rationing, priorities and conservation of paper, rubber and other materials, are analyzed, summarized and reported.

Any such programs as might contain violations of wartime practices, if it is stated, is submitted to the Office of Censorship for consideration.

Have You Met The Voice

of GILBERT MAC ?

LEX. 2-11

Salvage Adv. Drive Ready; \$225,000 Allocated For Radio

(Continued from Page 1)

of the campaign is the use of one-minute spots five times a day for consecutive days in the middle of the month of August over the stations allocated.

Typical of the one-minute spot program, of which 45 seconds is devoted to the overall appeal and 15 seconds to local announcements, are descriptions of "Junk Will Win the War" as sung by Bing Crosby; also radio presentations, and dramatics.

With headquarters in the Empire State Building, the salvage committee is headed by Robert W. Wolcott, president of the Lukens Steel Company and chairman of the group. Other members of the administrative committee are: Charles R. Hook, president of the American Rolling Mill Company, vice chairman; R. S. Hill, representing the Rubber Manufacturers Association, and O. E. Out, representing the Steel Foundry Society of America.

Objectives Educational
Objectives of the committee, which is working with the Conservation Division of the WPB, are to reach the manufacturing and business community in the nation to emphasize the necessity of getting their scrap going swiftly to production lines, to get business men to cooperate

with the 12,000 WPB local salvage committees already set up. Costs of the campaign are to be underwritten by companies in a number of major industries.

Supplementing contacts with industry already established by the WPB's Industrial Salvage Div., the new committee will approach individual industrial concerns thru industry chairman now being appointed. Leaders in 50 industries are being asked to serve as chairmen for their respective trades in a broad effort to see that every company appoints a salvage manager with authority to clean out production scrap and junk obsolescent equipment.

Scrap Importance Stressed
"Production of war equipment," Wolcott said, "is limited by the amount of raw materials which are available. Scrap is an important part of the raw-material supply. Industry must therefore do its utmost to increase its collection of scrap. We believe the efforts of the WPB in organizing and carrying out scrap collections have thus far produced excellent results. But the increasing demands of war call for still more scrap materials. The intensified campaign of the WPB deserves the whole-hearted support of every industrial company in the nation."

Sydney Kaye Bows Out Of Proposed AMP Suit

(Continued from Page 1)

operate for recording rights receiving delaying action over the week-end. Sydney Kaye, who had been engaged about five months ago to file such litigation for Associated Music Publishers, announced that he has asked AMP to relieve him of his commitment. AMP, which had indicated the suit was being held in abeyance back in April, has made no further commitments at this time, explaining that matters were still unsettled. No successor to Kaye as attorney in the litigation has been named at the present time.

Text of Statement

Kaye's statement on his retirement from this particular matter is as follows:

"AMP originally retained me to bring a test case in order to determine whether electrical transcriptions fall within that provision of the Copyright Act which established two cents as maximum fee for the recording of any musical composition. Due to business reasons, AMP has decided to press such a suit at the present time and I have, therefore, at my request, been relieved of my retainer. Termination of my professional relationship with AMP in this matter is a result of AMP's business decision, has taken place without any diminution of the friendly relationship between the officers of Associated Music Publishers and myself."

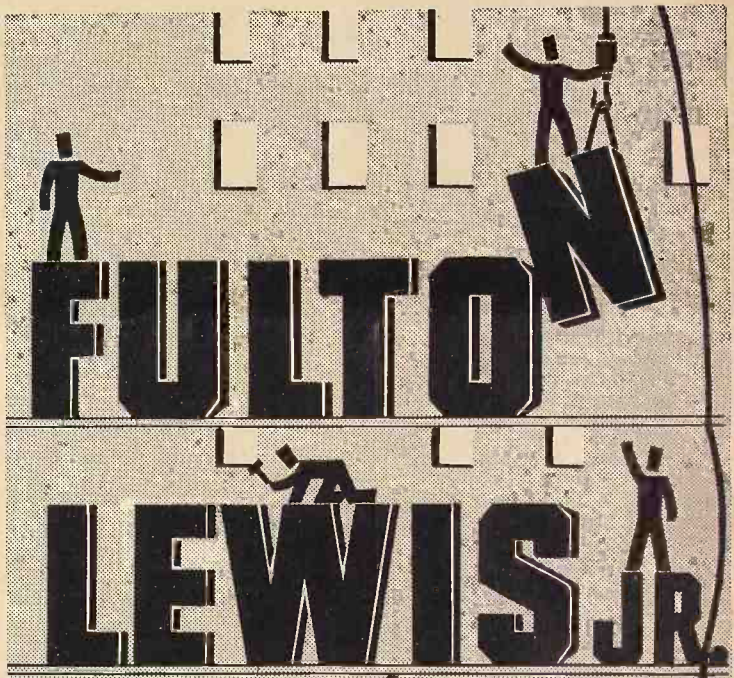
Extensive Radio Break For "Holiday Inn" Film

An extensive radio break in connection with the August pre-releases of the Paramount Pictures film, "Holiday Inn" is now getting under way, cooperation having been obtained for presentation of the "Holiday Inn" music of Irving Berlin on such programs as "Cities Service," "Texaco Star Theater," "Take It or Leave It," "Kay Kyser," "The Quiz Kids," "Manhattan Merry - Go - Round," "American Album of Familiar Music," "Waltz Time," "American Melody Hour," "Johnny Presents," "Kraft Music Hall" and "Saturday Night Serenade."

As a part of the broadcast campaign, 13 separate recordings have been prepared for national station distribution. Also the "Singin' Sam" program, with 153 stations, will introduce the song from the film, "Be Careful, It's My Heart."

Service Men Show On KJBS

San Francisco—Mort Werner, former announcer of Phil Harris' dance programs in the Los Angeles area, is now airing a Sunday afternoon "swing disk" program over KJBS, San Francisco, with only service men—and their girls—as audiences. Between requests by the men, Werner conducts brief interviews, and invites the couples to dance in the studio while their favorite ditties are being broadcast.



Cash in..
ON THE BIGGEST

NEWS-NAME IN RADIO

on your own station.. for your own sponsor.. at your own rate

"The best reporter ever to take to the airlines"—says a leading trade publication! "A must on your radio schedule"—quotes the radio editor of a large metropolitan daily! Every night, Monday thru Friday, Fulton Lewis, Jr. commands an audience of millions on 165 Mutual stations, representing a larger number of sponsors than any other radio personality. You're really missing the best bet of the year if you haven't sold Fulton Lewis, Jr. in your town. It'll prove the easiest selling job and the most resultful program you've ever had the pleasure to offer. Get busy now—he's yours to sponsor at only your one time quarter hour rate per week! WIRE, PHONE or WRITE to WM. B. DOLPH, WOL, WASHINGTON, D. C.

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

KSTP And AFM Local Resume Conferences

(Continued from Page 1)

nothing new on the matter, other than up to press time only one of the two band remotes which were to have been pulled had been notified. Net was planning to go on with Teddy Powell's orchestra from Armonk, N. Y., at 12:30 a.m. Sunday. Richard Himber's feedings from the Essex House had been cancelled by the union.

Statements from both the union and network headquarters tallied that there were no conferences of respective execs scheduled here or even in Chicago. James C. Petrillo, president of the AFM, was reported returning to Chicago over the week-end.

See No Complete Break

Easing of this tension fails to bear out predictions that furthering of the breach has been planned by the network as part of an overall strategy in the second issue of the union's ban on recordings and transcriptions after July 31. Held that the network, by refusing to pressure its affiliate into consummating the contract called for by the local, could weaken any attempt on the part of the AFM to place more musicians on stations throughout the country in return for continuation of privileges of using recordings. Thought that such a move on the part of NBC would have the support of the other networks and the waxing industry, the Red actually becoming the patsy for the trade wide issue.

Active resistance on the part of KSTP on the one hand and passive resistance on the part of the recording industry, have been viewed as a means of embarrassing Petrillo into both a strike and negative economic action, both of which are regarded as unpatriotic and contrary to organized labor's promise to President Roosevelt, as its contribution to the war effort. This is in keeping with the "patriotic" theme the Board of Directors of the NAB first directed at the union head.

Incongruity Noted

Pointed out that union's incongruity of action becomes more glaring when noted that Petrillo's drastic ban on recordings followed, shortly after the ascension of Judge Joseph Padway to the union's counsel chair. That Padway sanctioned, if he did not actually advise on Petrillo's ban on recordings, which economists classify as negative economic action, if not actually a strike, is hardly consistent with the Judge's national position. As attorney, also, for the American Federation of Labor, he has been very active in that body's promise to be good for the duration, and not to do anything which would interfere with smooth running production in the country throughout the war.

WIS Boosts Power

Jumping from 1,000 to 5,000 watts at nighttime WIS, Columbia, S. C., started operating on the new power yesterday. Previous daytime power of NBC affiliate was 5,000 watts.

WORDS AND MUSIC

By SID WEISS

I COULDN'T write a play about radio if there was a law against not writing one—but I know a lot of radio characters not noted for dramatics that together would make a howl of a show. (ouch!) First let's consider the hero. He's one of the biggest men in the business. Typical, hard-headed, stony hearted exec. But while everybody criticizes him for switching a certain sustainer's schedule around so much—the "inside" is that he is enabling the artist to earn a little more money on the q.t. by taking small jobs on another network. Strictly against policy—but who's gonna turn him in?

Then there's the heroine. She's the wife of a well-known announcer who had applied three years before Pearl Harbor for an adoption of a baby. She was notified to come down and get her infant just two days after hubby was called for a physical. She tore up the letter, told hubby not to worry about a thing because after all they had no family to support, and sent him off to camp with dry eyes. By taking the baby now she could avoid the "two parents necessary" clause, and she can never have a child of her own. Talk about character!

What good is a plot without a villain? Most bandleaders are usually cast as toothy, friendly souls without a mean bone in their heads—but this one is a little sore because the star had a girl singer fired. She wasn't very good, mind you, but the leader liked her. So he plotted revenge on the star. The rehearsals go along smoothly enough, but once on the air the accompaniment gets a little involved and the lead instrument wavers in and out, throwing the star for a loss in every number. If he complains about the music, he would be laughed off the air because of the maestro's rep—so he's singing flatter and flatter and can't do a thing about it. And the villain laughs and laughs—while the sponsor fidgets.

I don't exactly know how to tag this character. He's a manager and you know how very fond managers are of their well-paying clients. But this guy flopped as a manager and has been cancelled. However, he still follows his ex-client around, writes letters to all prospective sponsors lined up by the ex begging to be let in on the picture, attends all "his boy's" openings and refuses to let go. Is it love—or just love?

THE MORNING MAIL: "Answering your crack about whatever happened to the banjo," pens Frank Burke, "Lieutenant Commander Eddie Peabody, musical director, Great Lakes Naval Training Station, is strumming his day and night. Mike Pingatore, perennial favorite with Paul Whiteman, just bought two new banjos and Ashton Stevens, dean of Chicago dramatic critics and amateur banjoist of note, will fight for the honor of the banjo as a native American instrument by devoting gobs of space in his valued Herald-American column. 'Whatever happened to the banjo?' Well, like Old Dobbin, the banjo is staging a comeback!"

And Jack Eagan, who manages Alvino Rey's orchestra, puts the blame (for the banjo's dim-out) on none other than Alvino himself. "When Alvino was a mere lad in his teens," writes Jack, "he yearned for a saxophone. So his folks bought him a banjo. Having a leaning toward tinkering, he soon had the thing electrified. The banjo was pretty harsh coming through the loudspeaker, so he looked for something softer along the same line. This resulted in his taking up the guitar. So I think that Alvino has to share in the blame for pushing the banjo aside."

—Remember Pearl Harbor—

Vandenberg Protest Interlochen Order

Washington Bureau, RADIO DAILY
Washington—Senator Arthur Vandenberg, of Michigan, on Friday asked the FCC chairman, James M. Fly, to determine whether James C. Petrillo, president of AFM, has the power to keep Young Musicians' Music Camp in Interlochen, Mich., off the radio. In a letter to Fly, the Michigan Senator posed the question whether American rights on the air do not transcend union contracts. This was part of a letter which Vandenberg wrote protesting the ban against the broadcast from the Interlochen camp which Vandenberg referred to as "America's greatest single adventure in music." Vandenberg's letter is being inserted in the Congressional Record.

No Comment From Fly

Fly is withholding comment until he has the opportunity to study the letter's contents.

In a statement to RADIO DAILY, Senator Vandenberg said "I don't believe the members of the AFM would approve the ban against the performance of these high school musicians, not one of whom is over 20 years of age. I ask the FCC chairman whether Mr. Petrillo has the right to prevent the performance of this representative group of young musicians, a performance which is utterly unique."

Hooper Coast Ratings Puts Hope-McGee High

Report of the Hooper ratings for the Pacific Coast for June just released shows the two national notchers of that survey, Bob Hope and Fibber McGee even higher standing than throughout the country as a whole.

Hope's Pacific Coast figure is 29.5 as against 29.5 for the nation, McGee's is 29.8 as against 26.9. The report listing the first shows differences in audience size and rank order between the Coast and the rest of the country, because of factors such as variations in reception time and local competition.

Rest of the ratings are as follows: Aldrich Family, 21.8; Walter Winchell, 19.8; Burns and Allen, 19.6; Fanny Brice and Frank Morgan, 19.4; Radio Theater, 17.3; Kay Kyser, "Take It or Leave It," 15.5, and "Adventures of the Thin Man," 15.3.

"Second Husband" Returns

"Second Husband," the series which dramatizes the problems of a woman who marries a second time, and who stars Helen Menken, returns to the air on a Monday through Friday schedule beginning Monday, August 3, at 11:15-11:30 a.m. Miss Menken plays the part of Brenda Cummings, a character she created when the program was on CBS in August, 1937. She had previously as a weekly half-hour program, "Second Husband" returned to CBS after a brief absence.

NEW BUSINESS

Gotham Hosiery Acct. Daily Sold By WOR

(Continued from Page 1) a three times a week partici- on Pegeen Fitzgerald's pro- "Pegeen Prefers," Mondays, sday and Fridays, 9-9:25 a.m. ng the account is regarded a accomplishment, in view of the that hosiery accounts like deant store's are classically difto crack, and that hosiery ac- became even less accessible Pearl Harbor. Known too that networks here have badgered this ular account for a long while at any success. Deal was ar- ed directly with Roy E. Tilles, ent of Gotham Hosiery Com- by Victor Bennett, WOR ac- executive.

Use of Radio Exclusive am will use this radio series ively to put over its new prod- sheer, fine gauge rayon hose. us of the initial flier will deter- sponsor's future radio policy. aign has so been worked out, otham will be able to obtain a changeable check on audience re- , via a "Girl Behind the Coun- ontest. Project is designed to te a closer relationship between pcking customer and the sales isting her. To do this Gotham ward one hundred prizes every for thirteen weeks, both con- and salesgirl sharing equally. est, based on point of sale con- education invites each pur- of Gotham Gold Stripe Futuray ings within WOR's area, to take rance of the manner in which les person conducts her educa- and informative functions. Cus- is then asked to comment on les girl, include the sales check entification, and write a nomi- letter. The best of such letters veek will receive five dollars in or war stamps. The sales girl aspired the nomination will also re bucks. Forty-nine additional s consist of one dollar mer- ise certificates. Salesgirls again e equal amounts. Total prizes e approximately \$1,500.

Promotion Planned ing of this business brings to e now the number of never-be- n radio sponsors participating s program. The other two are Barron Slips and Press On ng Tape. Series has been on r only since April 13, and has e geared to women's problems wartime conditions. Station's e department has made capital of ture of the program, which es new markets and merchan- e developments, and has thus at- d sponsors whose wares fit into s groups.

na the sponsor and the radio sta- re planning extensive promo- for the series.

me Operator For CKGB umins, Ont.—Winifred Sinclair, perator at CKGB, here, has e over the duties of Leslie Hart- who has joined the announcing of the station.

KNX, Los Angeles: Procter & Gamble, Inc. (Soap), thru Pedler & Ryan, 15-minute program, Monday thru Friday; Allis Chalmers Manufacturing Co., thru Bert Gittins Agency, ETs Mondays, Wednesdays and Fridays for nine weeks; Kellogg Company, thru J. Walter Thompson Co., anns. Monday thru Friday for 20 weeks; Lehn & Fink Products Corp., thru William Esty & Co., Inc., transcribed anns., six days weekly; Mentholatum Co., thru Dillard Jacobs Agency, Inc., station breaks, four days weekly; Golden State Co., Ltd., thru Ruthrauff & Ryan, Inc., participation in the "Sunrise Salute" and "Housewife's Protective League"; Lever Brothers (Vimm), thru BBD&O, ETs five days weekly; Partman Corp. (Paramount Theater), thru Scholtz Advertising Service, participation in the 11 p.m. newscast, three times weekly; Southern California Horse Show Assn., thru V. G. Freitag, participation in the "Sunrise Salute" and the "Housewife's Protective League"; Golden State Co., Ltd., thru Ruthrauff & Ryan, Inc., 15 minutes weekly on the Columbia Pacific Network; Spery Milling Co., thru Knox Reeves Advertising Co., 15 minutes, five times weekly, for 52 weeks on the Columbia Pacific Network.

WJZ Running Movie Party For 4,000 War Workers

(Continued from Page 1) which tells of a group of entertainers who take jobs in a war production plant in order to demonstrate their talent during lunch hours, the WJZ entertainers will offer their artistry much as they have done in making tours themselves of war plants as a patriotic gesture.

With singers, dancers and comedians participating in the eight acts of the show and Vincent Lopez and his orchestra providing music, the station considers this, like other appearances of the station's entertainers, as "promotional introduction" to its all-night, all-music program, "Say It With Music," offered as a direct approach to the growing army of night shift workers.

WJZ will also be represented as the only station sending talent to the first Coast Guard Relief benefit, which will be held Thursday at Baker Field, Philadelphia. The stars will be greeted by a Coast Guard escort and station wagons bearing the station's banners will take them to headquarters.

Bright To WGBR

Resigning his position as program manager of WEIM, Fitchburg, Mass., Harry G. Bright leaves shortly for Goldsboro, N. C., where he will become one of the youngest station managers. Formerly associated with WGBR, he left for the Fitchburg station when the entire layout at Goldsboro was destroyed by fire. No successor has as yet been named for WEIM.

WDRG, Hartford: Southern New England Telephone Co., 50 station breaks and 13 five-minute programs, placed by BBD&O, Boston; Flint-Bruce Furniture Co., three 50-word station breaks weekly, placed by Aldrich & Co., Hartford; Robart Furrriers, 10-minute musical program, six days weekly, July 20, TF; Rhode Island Recreational Campaign, one-minute ETs, Monday thru Friday, for four weeks, placed by Bo Bernstein, Providence; Youth Center, three 10-minute musical programs weekly, July 16, TF.

WABY, Albany: J. L. Kimmey Baking Co., three daily anns. for 13 weeks thru Sept. 10; Endy Brothers Shows, Inc., 16 weekly anns.; Mid City Pool, four weeks, daily anns.; East Greenbush Airport, daily anns., for four weeks; Economy Vacuum Cleaner Co., daily anns. for four weeks; Ex-Lax, Inc., 36 one-minute anns.; City Safe Deposit Company, daily anns.; Metropolitan Loan Co., daily participations; Rene's Beauty Salon, five-minute anns. daily; Melvin, Inc., 10-minute live periods, week days, for four weeks; Bray's Shoe Store (Retail Shoes), daily anns. for four weeks.

Arrest Enemy Alien Who Had Commentator Job

Washington Bureau, RADIO DAILY Washington—Arrest of a Frederick, Maryland, radio announcer and news commentator, a German, who used the name of Brandon Roberts, was revealed Friday by the FBI. The commentator, a native of Heidelberg, Germany, was charged with falsely representing himself as an American citizen, with violating the Alien Registration Act, and with traveling without the appropriate authority, according to the complaint released from the FBI's Baltimore office. He pleaded guilty, according to an FBI spokesman here.

Roberts' real name is Heinzdieter Baron Von Schoenermarck. He has been in this country since 1929, and in Frederick since September, 1941. FBI picked him up Thursday in Hagerstown, Md., west of Frederick, where he was arraigned and lodged in default of \$10,000 in the Washington county jail awaiting further action of the federal authorities.

WFMD, operated by the Monocacy Broadcasting Corp., is the only station in Frederick.

"Naughty Marietta" On CBS

Victor Herbert's melodious operetta, "Naughty Marietta," will be presented on "Great Moments in Music," Wednesday, July 29, over CBS from 10:00-10:30 p.m. The score will be sung by a cast consisting of Jean Tennyson, soprano; Jan Peerce, tenor, and Robert Weede, baritone.

George Sebastian conducts the chorus and orchestra.

Ascap Seeks To Clear 'Free License' Issue

(Continued from Page 1) American Society of Composers, Authors and Publishers, and certain of its members in connection with "gratuitous" licensing. "The Department's position in this matter was set out fully in letters to Mr. John G. Paine, General Manager of Ascap, dated May 16th and June 22nd, and to Mr. Herman Finkelstein, counsel, dated June 22nd. Your letter indicates that you are familiar with the contents of these prior communications and agree with the Government's construction of "gratuitous" licensing by members, therein discussed.

"The decree permits a member of Ascap to issue a "gratuitous" license to a user. However, such arrangement must be made between the member and user without aid or inducement from any third party. Any attempt by BMI to induce an Ascap member to issue such a license, by whatever means, would violate the express terms of the decree. It was not the purpose of the decree to enlarge the BMI catalog at the expense of Ascap. The purpose was to foster competitions between the two organizations for the benefit of users."

"Green Valley" Shifts Time

"Green Valley, U. S. A.," heretofore heard on CBS Sundays from 1:35 to 2:00 p.m., starts a new Wednesday time schedule on July 29, from 7:30-8:00 p.m., Hy Brown continues as writer, director and producer. In these weekly dramatizations Brown depicts the America for which Americans are fighting in all parts of the world.

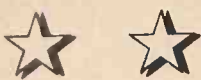


E. P. H. JAMES, Director Publicity and Promotion The Blue Network says:

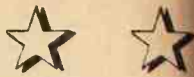
THE 1942 RADIO ANNUAL

is a very fine job. It is very useful on the little table right beside my chair!"

Your check for \$10 will bring you the Radio Annual plus the next 260 issues of Radio Daily. The 1025 page Radio Annual is distributed at no extra charge to all subscribers of Radio Daily.



Coast-to-Coast



RED NORVO, King of Xylophone, and orchestra, currently playing at the Famous Door, night club on New York's 52nd Street, will be featured on Ralph Cooper's "Blue Ribbon Guest Nite," over WINS Tuesday evening, July 28, from 8:30-9 p.m. Also appearing on the program will be the Four Gingersnaps swing quartette, now holding forth at Kelly's Stable, and June Richmond, popular vocalist. Cooper, who has starred in radio, films and on the stage, is heard on WINS every evening, Monday through Saturday.

Joseph Losgar, a member of the transmitter engineering staff of WWRL, has resigned to become a monitor operator with the Federal Communications Commission. WWRL is urging listeners to its foreign-language programs to take advantage of the naturalization services offered during the new weekly "How to Become a Citizen" program by the National League for American Citizenship, conductors of the series. Advice on citizenship is free and listeners are invited to visit the League's headquarters if they wished their case discussed.

Charles Hallert, Consul-General for Belgium, and Rolf Christensen, Consul-General for Norway, will be the speakers on two special programs to be broadcast from the studios of station WNEW, saluting the fighting spirit of the Belgian and Norwegian governments in exile, July 21 and August 3, 8:15-8:30 p.m., EWT.

Art Maus and Milt Korf, control booth engineers of WBBM, Chicago, have been promoted to studio supervising posts. WBBM newsman Todd Hunter reports his two step-sons, Frank and Wallace, now with the Army Air Forces. Both enlisted at Ft. Houston, Tex. Wallace, already a sergeant, is soloing at Santa Maria, Calif. Frank has just completed his training as an aviation ground-man at Chanute Field, Ill.

The Troy War Council is putting on a songfest and community get-together at nearby Prospect Park to build morale every Sunday with WTRY's timekeeper, "Big Freddie" Miller, as master of ceremonies.

WHAM, Rochester, N. Y., has inaugurated a campaign for letters to men in the service. Typical of station breaks used is: "This is WHAM, Rochester. Write a letter to that fellow you know in the service. He'd like to hear from you."

Clarence Moore, program director of KOA, in Denver, has added an unusual honor to his list. He was commissioned an Admiral this week in the Gunnison (Colorado) Navy. The Gunnison "Navy" is an honor club that has been formed to aid the war effort in the small Western Slope town.

Otis Morse has been named program director of WSBA, York, Pa., new 1000-watt daytime regional station scheduled to begin broadcasting late in the summer. He was previously chief announcer at WORK, York. Mr. Morse is a graduate of the American Academy of Dramatic Arts and spent several summers in stock theaters in Abbington, Va., and Mt. Vernon, N. Y., where he organized the York Theater Players.

"5:20 at 620" is the unusual name of a frothy, musical variety show which is bowing in on WTMJ, Milwaukee. Featuring Kay Kenna, song stylist and pianist, with instrumental solos by various members of the swing group, "5:20 at 620" ties in the program time and the station's kilocycle rating.

Milton N. Gwaltney, until recently a member of GWSVA's sales department in charge of Staunton and Waynesboro, Va., territories, has been named commercial manager of WPID, Petersburg, Va., by manager B. Walter Huffington, station manager. Gwaltney left the newspaper field to enter radio in 1939.

WDRG, Hartford, Conn., is now broadcasting two weekly 15-minute programs direct from the Connecticut army induction center at Hartford. Special lines have been set up at the center which are used by all Hartford stations when they broadcast from the place. The WDRG broadcasts, featuring entertainment and interviews, are held each Monday and Friday, and every fifth Saturday.

Despite rumors of Madeleine Carroll's retirement from the entertainment field following her marriage to Stirling Hayden, the blonde star of radio, stage and screen has been scheduled for two August appearances on "Cavalcade of America" to be heard over WEAJ and the stations of the Red network. Miss Carroll, in appearing on the program August 3 and 10, then will have passed Raymond Massey in guest appearances on the show, with six performances against Massey's five. The marriage of the actress and Hayden was announced June 30.

The announcing staff of KSL, Salt Lake City, was augmented last week by the return of Mark Austad as a regular member of the staff. Mark was recently given an honorable discharge from the Officer's Training School of the U. S. Army when he was found to have a physical disability which eliminated him from combat service. Parley Baer, KSL producer for special events, entered the hospital in Salt Lake City this week for a major surgical operation.

Two new additions to the announcers' staff of WOV, are Bruce Wendell, formerly on WNEW and WHN, and Mark Gregory, recently with the Yankee Network. Wendell will emcee a late hour record show called "Band Parade," every evening at 11:05 p.m.

Mary Astor, mistress-of-ceremonies for "Hollywood Showcase," heard Mondays over the Columbia Pacific network, has taken a leave of absence from the series to serve with the Civil Air Patrol in the vicinity of the Gulf of Mexico. Miss Astor has been active in aiding the civilian group for some time, but this is her first opportunity for active service. Edna Best will replace her on the "Hollywood Showcase," for the next three weeks.

Phil Baker is taking his "Take It or Leave It" troupe, including Jacques Renard and his orchestra to the Great Lakes Naval Base in Great Lakes, Ill., for a broadcast over CBS on July 26 with sailors and officers as contestants. This will be the first personal appearance for Phil Baker with "Take It or Leave It" in the mid-west.

Martha Deane's guest list for her programs on WOR for this week are as follows: today, Ann Delafeld, head of the Richard Hudnut Physical Fitness Salon; Tuesday, Dr. Wilfred Funk, noted lexicographer, writer, poet and editor; Wednesday, Miss Ann Conrow, Librarian at the Seamen's Institute; Thursday, Josephine Brown, YWCA worker in China for fifteen years, and the head of distribution of supplies from the United China Relief.

Rudy Vallee will guest-star on actual's "Anchors Aweigh" program from the KGB-San Diego outlet Sunday at 3 p.m., PWT, from which point it will be fed to the network.

Romeo and Yoli Norden, of Francisco, have begun a new series "Italian Hour" broadcasts on Berkeley. The station also inaugurated a Sunday series of religious programs, featuring people of different churches in the Berkeley area.

Shipbuilding Plant Scene Of Special Show On KGO

San Francisco—America's new shipbuilding plant, now rising on shores of Marin county in San Francisco Bay, was the center of a special remote program over KGO and Network stations as another in KGO's long list of war programs. As dramatic sketches of the work done by men in the shipyards of United Nations were aired from infant yards, which are now engaged in a high speed training program to develop thousands of new shipworkers. Brief interviews were held with men on the production line, varied from a former sailing skipper to a French artist; from a former hair-dresser to a young Chinese laundryman.

Several Renewals Close In Week's Biz On WABC

Four sponsors had either renewed or taken additional time on WABC as the business week ended. I. Brothers, in the interest of Life Insurance, placed a series of one minute spots Monday through Friday. Pepsodent August 3, Firestone Tire and Rubber Company renews its one-minute substitutional programs, while station August 28, Schaefer Brewing Company adds a Friday quarter hour to its Monday and Wednesday "Schaefer Revue" periods already running. Renewal of Mary Margaret McBrine for the Manhattan Soap Co. for Schaefer Soap was also announced the network.

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- July 20
- | | |
|----------------|----------------|
| Jeddy Black | Muriel Bremner |
| Irving Fields | Murray Forbes |
| Harry Horlick | Art Jarrett |
| Henry W. Lange | Lucille Neil |
| Don Stevens | Jimmy Tansey |

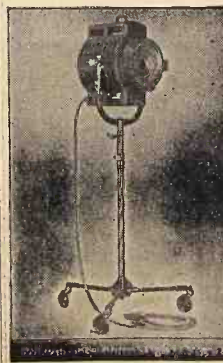
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LIGHTING EQUIPMENT Any Purpose Anytime Anywhere

333 W. 52nd St., New York City Circle 6-5470-1

CHARLES ROSS, Inc.



Just Essential Radiomen

Coast Originations Show Sharp Increase

West Coast Bureau, *RADIO DAILY*
 Los Angeles—Coast-to-coast commercial programs originating here increased as much as 66 2/3 per cent for at least one network and a similar increase for others, as compared to figures for the similar period during 1941.
 Programs continue from Hollywood without summer layoff on NBC, three of the 10 big broadcasts summer replacements; one is a program.
 Continuing through the summer on are: "One Man's Family" and Standard Brands for Tenderleaf
(Continued on Page 6)

Records For Service Men Off To Strong Start

First day of the American Legion for "The Records for Our Fighting Men," reported Cleveland in the with 375,000 records collected at the start of the two-week campaign. Records and radio programs were used throughout the country to launch the drive. On a national hookup, CBS featured Harry James and Ginny
(Continued on Page 8)

"Parade" Buys Half Hour Live Program Over WHN

WHN will inaugurate "Parade's Weekly Revue," a half-hour variety entertainment, Thursday, July 23, in a three way tie-up between the station, Marshall Field's weekly magazine "Parade," and the Hotel Astor. The program takes on importance at the time, which, in its jump to 74 per cent
(Continued on Page 2)

"Dear Adolf"

So that listeners may follow visually as well as by ear, the entire presentation of Stephen Vincent Benet's "Dear Adolf" program over NBC, July 26, will be reproduced in *Life* magazine appearing on the stands two days prior to the broadcast. The script will be read on the air by Private William Holden, former movie star, now in the armed forces of the nation.

Well Merited
 San Antonio—Burr Sullivan, of the continuity department, and Jack Sullivan, member of the mailing department of KTSA, have both enlisted in the United States Army. As a token of esteem to their mother, the management of KTSA has given her a post in the accounting department.

Cheese Industry Sets Drive To Sell Surplus

A \$200,000 promotional campaign in which radio will play a prominent part to help cut down the 228,399,000 pounds of American cheese at present in cold storage, has been announced in Chicago by an industry committee. Peak of the drive will be August 22-29, designated as "cheese week for all America," slogan of which will be "serve cheese and serve the nation." Promotion itself will start the early part of August.

Atlantic Regional Net Sets Up Rate Structure

Rate card for the Atlantic Coast Network, completed yesterday, and released by Ed Codell, manager, will offer advertisers a three-way buy, with discounts ranging from fifteen to fifty per cent. Network, which has been offering two news broadcasts through BBC since last Tuesday, expects to offer additional programs by
(Continued on Page 5)

AFM Move Serious, Says Fly; Hubbard Blast At Petrillo

Radio-Agency Wing To Aid Aviator Org.

Broadcasting will be encouraged to do its share in enabling more American men to become fliers in the armed forces through providing medical, dental and educational aid, as the result of the formation of the Committee of the Radio Wing of the American Flying Services Foundation,
(Continued on Page 3)

BWC Classifies All Types Of Personnel Needed To Carry On Broadcasts Both Standard And Shortwave

Summer Skeds Show New Program Leaders

Switch to summer broadcasting has introduced new half hour program leaders, while hour attractions remain fairly constant, according to the latest report of the Cooperative Analysis of Broadcasting. Current leading hour shows are the same as those of the winter season, except for the programs that have been discontinued in the warm weather. New one-
(Continued on Page 2)

All But One Frisco Outlet Set With AFM Local

KQW, CBS outlet in San Jose, Calif., and the San Francisco local of the American Federation of Musicians, have reached an agreement which leaves KFRC, the Mutual affiliate, the only network outlet in the district
(Continued on Page 2)

Ad Council's New Kit For 10% War Bond Plan

Suggestions for broadcasters in aiding in the war effort are included in a kit currently being distributed as a part of a cooperative program to
(Continued on Page 2)

Washington Bureau, *RADIO DAILY*
 Washington—Six classes of technical workers and three classes of skilled personnel and program departments for standard broadcasting are included in lists of critical occupations for the entire communications industries which the Board of War Communications has forwarded to War Manpower Commission, Selective Service System and United States Employment Service, the BWC announced yesterday. No BWC rec-
(Continued on Page 3)

Eversharp, Acct. No. 12 To Take Full CBS Web

Eversharp, Inc., for its "Take It or Leave It," quiz program is expanding from 80 CBS stations to the full network as of Sept. 20, making the account the 12th, to take advantage of the recently announced 15 per cent discount plan. With the addition of this show, the station hours added to the CBS network commercial schedule
(Continued on Page 2)

Richfield Renews Coast 12th Consecutive Year

West Coast Bureau, *RADIO DAILY*
 Los Angeles—Richfield Oil Co. has renewed the "Richfield Reporter" program over the NBC Pacific Coast network for 52 weeks effective August
(Continued on Page 2)

Business Is Business

Fort Wayne—Salesman Bill Aldrich of WOWO-WGL, really grabbed the brass ring on a deal the other day. Seems that he had to talk to the manager of the West Swinney Amusement Park about a 26-week contract renewal. Manager, due to personnel shortage, was operating the park's merry-go-round. Bill rode it for a full hour in order to get the renewal.

St. Paul—With negotiations still continuing with the AFM Local 30 (St. Paul Musicians' Association) Stanley E. Hubbard, president and general manager of KSTP, affiliate of NBC, has issued a terrific blast at James C. Petrillo, AFM president. Hubbard's statement, given out yesterday, is as follows:
 "Millions of radio listeners have had favorite bands forbidden to broadcast with the excuse given that their music
(Continued on Page 5)

RADIO DAILY



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

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FINANCIAL

(Mon., July 20)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	115 1/2	115 1/8	115 1/4	+ 1/8
Gen. Electric	27 1/4	27	27 1/4	+ 1/8
RCA Common	3 3/8	3 1/4	3 3/8	+ 1/8
Westinghouse	71	71	71	+ 1/8
Zenith Radio	14 1/2	14 1/4	14 1/2	+ 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	17	17	17	+ 1/4
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OVER THE COUNTER

Farnsworth Tel. & Rad.	1 1/2	1 1/2	1 1/2	
Stromberg-Carlson	5 3/8	5 3/8	5 3/8	
WCAO (Baltimore)	15	15	15	
WJR (Detroit)	19 1/2	19 1/2	19 1/2	

All But One Frisco Outlet Set With AFM Local

(Continued from Page 1)

still unsigned in the musicians' unions' series of negotiations for contract renewals. Increase in salaries has been incorporated in the deals, which also took in-KGO (Blue), and KPO (Red).

Ilka Chase To Rest

Winding up 126 consecutive weeks on the air, Ilka Chase has left the microphones for a six-week stay. Summer theater commitments will occupy her time during the sojourn. She is scheduled to return to NBC from Radio City, New York, the first week in September.

WBNX NEW YORK

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

5000 WATTS Directional
OVER METROPOLITAN NEW YORK

"Parade" Buys Half Hour Live Program Over WHN

(Continued from Page 1)

cent live programs during the first six months of operation on 50,000 watts, made live gains primarily in the fields of news and sports. Show is starting out as a sustainer, but is on the commercial peddling list.

Production will be in the hands of WHN's regular staff, through Hy Gardner, p. a. for the Hotel Astor, will write the script and act as permanent emcee. Astor's Coral Room, seating 500, will be turned over weekly, for broadcasting, 10-10:30 p.m. Talent line-up, of the name variety, will change weekly. For the initial airing, the following have been booked: Gracie Barrie, Dick Stabile's orchestra, Larry Adler, Lili Damita, and Romo Vincent. Don Albert, WHN's house band, will, of course, remain the musical constant each week.

As a special talent feature, program will guest a person outstanding in the week's news. Presentations will be made by R. A. Lasley, editor of "Parade" via the "Silver Baton" feature.

Every week, too, station will distribute tickets for the broadcast to men in the services through Father Duffy's Mobile Canteen unit. "Parade" formerly used 15 minutes on another local outlet.

Eversharp, Acct. No. 12 To Take Full CBS Week

(Continued from Page 1)

as a result of the new 15 per cent discount plan now total 198 2/3.

"Take It or Leave It" brings to 14 the programs heard over the entire CBS network—two shows having started with the full network facilities. The Biow Company is the agency for Eversharp.

The 15 per cent discount plan became effective July 15, and, in its second week, seven hours and 40 minutes have been added to the weekly commercial schedule of two of the 74 CBS affiliates which benefit by the plan. Sixteen CBS affiliates have added four hours or more and 46 CBS stations have added five or more new program periods weekly as a result of the plan.

Ad Council's New Kit For 10% War Bond Plan

(Continued from Page 1)

inform advertising and related industries of government war advertising needs. Plan was initiated this week by the Advertising Council and also by the Advertising Federation of America.

Acting in coordination with the Treasury Department, a special council group prepared the kit, which contains material in support of the War Bond Pay Roll Plan. Agencies contributing their services through the group to the Treasury Department include Young and Rubicam, Inc., Ruthrauff and Ryan, Inc., Pedlar and Ryan, Inc., J. Walter Thompson Co. and Benton and Bowles, Inc.

Summer Skeds Reveal New Program Leaders

(Continued from Page 1)

hour shows have not been on long enough to establish a definite rating.

The half-hour shows that have emerged as the leaders in popular favor are "Mr. District Attorney," "Hit Parade" (45 min.), "Post Toasties," "One Man's Family," "Fitch Bandwagon," and "Take It or Leave It." All of them were close runners-up to the top wintertime favorites, and four of the half-dozen were respectably ranked by CAB among the 10 leading half-hours when the winter season ended.

The shift to summer radio, completed in the last weeks of June, found 28 nighttime programs, including the top-ranking half-hour shows, off the air. Ten summer replacement offerings went on in their stead, and two new hour shows, "Cheers from the Camps" and "Camel Caravan," have been introduced to the public.

News programs continued much as they were in the winter season, except that the ratings of the leaders, Walter Winchell's "Jergen's Journal" and Lowell Thomas, have dipped downward in accordance with the seasonal trend. Both newscasters are about four full points below their respective ratings of 21.4 and 20.4 in April when the winter season traditionally ends.

The first warm weather report found "Kraft Music Hall" and Kay Kyser, next in order, 60-minute program leaders. The only other hour shows now broadcasting are, "Cheers from the Camps," a show that is only a few weeks old, and "The Good Will Hour."

Richfield Renews Coast 12th Consecutive Year

(Continued from Page 1)

9, through Hixon-O'Donnell, Inc., agency for the account. This makes the 12th consecutive year of broadcasting for Richfield over this same network. Show is heard here Sundays through Saturdays 10 p.m. PWT and over Arizona outlets at 9:30 p.m. PWT.

Carole Landis To Bat For Johnson On "Vox Pop"

Carole Landis will team with Warren Hull for the period that Parks Johnson is on vacation from the "Vox Pop" program on CBS for Emerson Drug Co. (Bromo-Seltzer). Miss Landis will be heard on the August 3 and 10 programs. Landis and Hull worked together in pictures.

Robert Kingsbury Huntington

Robert Kingsbury Huntington, son of Ruth Arnold, Pacific Coast Manager for C. E. Hooper, Inc., has been listed among those killed in action in the Battle of Midway. Of the 29 men Huntington joined as volunteers for the flight of the 15-plane squadron which launched the attack on the Japanese invasion fleet, but one survived.

COMING and GOING

LINDSAY WELLINGTON, head of the New York office of British Broadcasting Corp., and MAURICE GORHAM, in charge of North American service at the London end, have arrived from London via an unpublished route. Both are now at the Fifth Avenue offices of BBC. Wellington had spent a month in Britain conferring with BBC officials in London.

H. C. KOPF, vice-president and general manager of NBC's central division, in town for conferences at Radio City.

JOHN J. GILLIN, station manager of WOM, Omaha, has arrived for visits with the New York representatives of the station.

JACK DONOHUE, Blue Network salesman in the Detroit area, here on a business trip.

LEON GOLDSTEIN, publicity director, WMCA, back at his desk following a vacation spent upstate.

MORGAN RYAN, of the H. M. Kiesewetter Advertising Agency, has returned from a trip in the interest of clients' spot programs in Buffalo, Chicago, Milwaukee, Indianapolis, Des Moines, Omaha and Cincinnati.

JOHN SHEPARD, III, president of the Yankee Network, WAAB and WNAC, Boston, in New York for a few days on station and network business.

BILL STERN, sportscaster on NBC; JAMES V. MCCONNELL, manager of national spot and local sales, and BURKE MILLER, eastern program manager, returned yesterday from their vacations.

JACK M. DRAUGHON, president and station manager of WSIX, Nashville, in town yesterday for visits with the local reps.

EMILY HOLT, executive secretary of the American Federation of Radio Artists, is visiting the Detroit, Chicago and Cincinnati locals of the union. She is expected back in time for the board of directors meeting on Thursday.

JOE B. CARRIGAN, president and owner of KWFT, CBS outlet in Wichita Falls, Tex., has left his headquarters on a business trip that will take him to St. Louis, Chicago, Detroit, New York and Washington. He expects to be here some time next week.

LESLIE F. SMITH, station manager of WMUR, Manchester, N. H., arrived yesterday on a short business trip.

ADRIAN ROBERTS, of WMOB, Mobile, who has been visiting outlets throughout the state of Ohio, has returned to the Alabama offices of the station.

TED HUSING in Toronto for the broadcast of tonight's "Cheers from the Camps" from near-by Camp Borden.

Sperry Renews Newscast

Sam Hayes' NBC newscast at 7:45 a.m., PWT, over six Pacific Coast stations for Sperry Flour Co., has been renewed for 52 weeks effective Monday, August 10.

What about WOL?

...It originates more Network Programs than any other Washington Station

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

Essential Personnel Classified By BWC

(Continued from Page 1)

Applications accompanied the lists... short wave broadcasting 15... separate lists for each of the... types of broadcasting showed... for cable companies, 45 for... firms, 51 for telephone or... and 48 in various sub-... of the commercial radio... services.

It is understood that each of the... was coded to measure... of experience and that there... code numbers for the stand-... broadcast list of these, No. 1... for the maximum amount of... of from two to four years, ... while the minimum designated... No. 4, was for six months... year.

"Skilled Personnel" Described... other industries the maximum... of experience, No. 1, was one... years, and No. 2 from six... to a year.

Program personnel listed for... broadcasting were reported... producers, directors and... .

Three agencies receiving the... were told that the BWC did not... in a position to consolidate... for the entire communica-... industry due to the fact that the... of positions and prin-... applied in the inclusion or ex-... of positions had been differ-... the various branches of the in-... .

As suggested that the industry... labor representatives on the... Joint Labor Industry Sub-... should consult directly with... government agencies in supplying... and information on the function... of by the persons in the listed... .

Watt, Joliffe Included

Members of the labor representa-... include Robert J. Watt of the... Federation of Labor for... workers, and industry repre-... Dr. C. B. Joliffe of Radio... of America, Sidney D. Spear of... Federal Communications Com-... will assist the subcommittees... in necessary liaison on this... for the board.

It is expected that the BWC lists... released to the public after... War Manpower Commission... upon them, probably at its... Wednesday meeting. The oc-... lists for communications... will also be considered to-... the WMC announced through its... Management Labor Policy Committee.

PROMOTION

All-Out On Hosiery Acct.

To give every possible support to its first radio advertising, the Gotham Hosiery Company, in conjunction with WOR which landed the contract, has mapped out an extensive promotion campaign among its retail outlets. The combination of radio advertising, which is being directed toward the consumer, and direct mail promotion among retailers, is aimed at introducing the sponsor's new product, Futuray, a rayon hose. Backbone of the drive is a "Girl Behind the Counter" contest which will give the manufacturer a ready picture of the sales and educational jobs being done by the stocking salesgirls.

For this drive, the Gotham company has prepared a special wrapper for the purchase of two pairs of the Futuray stockings. In addition to the contest rules, printings on the wrapper contain, also, the essence of an entry blank which the salesgirl will sign, so that the consumer might enter the contest. Consumer will be asked to submit, also, her sales check. The meat of the contest is a nominating letter which the consumer is asked to write to determine which salesgirl rendered best service from the points of view of education, giving the consumer data on how to choose her stockings and how to take care of them. The best of such letters each week will receive five dollars, with a similar prize going to the salesgirl so nominated. There will be forty-nine one dollar merchandise certificate prizes also, salesgirls getting same amount again. Contest as planned will run for thirteen weeks starting August 3.

Already, Gotham has distributed promotional material among retail store owners and managers, informing them of the launching of the radio program and contest. In addition, copies of highlights from the first

broadcast will be sent to the retail execs.

Still another phase of the campaign consists of the direct mail literature being distributed among the sales personnel, arming them with technical and educational data on the Futuray product, to enable them to pass the information on to the customers. Extent and popularity of the contest, however depends upon the selling job to be done by the radio advertising, via the "Peegen Prefers" program, thrice weekly.

KSL's "Courier"

Two new publications to stimulate listener interest and to enable the audience to get more from its programs have just been launched by KSL, Salt Lake City. The "KSL Courier" contains general program news and chat, and is being sent to KSL personnel in the armed services as well as to the audience list. The other publication is "KSL Farm Service." Instituted by Ted Kimball, KSL farm director, the bulletin contains information concerning programs of interest to farmers and is being mailed to all 4-H clubs and farm organizations in the station's listening area.

Morrell Elected V.P. Of Lord & Thomas Agency

Norman Morrell, manager of the Hollywood radio office of Lord & Thomas, has been elected a Vice-President of the agency. According to the announcement, which also reported the promotion of Robert Freeman, Art Director of Lord & Thomas, Los Angeles, to Vice-President. Morrell will continue in his present Hollywood post.

Morrell, who took over the Hollywood managership in January, 1941, first joined Lord & Thomas in New York in 1929. He was Assistant Program Manager of NBC-New York from 1935 to 1938, when he returned to Lord & Thomas as assistant to Edward Lasker, Vice-President in Charge of Radio.

Wedding Bells

Joel O'Brien, director of "Previews and Encore Theater," over WMCA, and Phoebe Murray, sculptress, will be married Thursday, July 23.

Radio-Agency Wing To Aid Aviator Org.

(Continued from Page 1)

Inc. Organized by World War I fliers, the Advisory Board of the Foundation is headed by such notables as Mayor Fiorello H. LaGuardia, Admiral Richard E. Byrd, Clarence Chamberlin and Roscoe Turner.

Membership of the Radio Committee includes Stanley Young, chairman; Lillian Selb, Foreman Co.; Miss Paula Nicoll, MBS; Willard Butler, Erwin-Wasey; Linnea Nelson, J. Walter Thompson; Frankie Basch, Basch Radio Productions; John Hymes, Lord & Thomas; Ted Fisher, Ruthrauff & Ryan; Frank Coulter, Jr., Young & Rubicam; Chester Slaybaugh, Batten, Barton, Durstine & Osborn; Thomas Lynch, William Esty; Morton Bassett, Morse-International; N. F. McEvoy, Newell-Emmett; Helen Thomas, Spot Broadcasting; Allen A. Funt, Funt Radio Productions; Peggy Stone, Spot Sales, Inc.; Beverly Middleton, WABC; Hugh Feltz, Blue Network; Robert Sommerville, OBS, and Burton M. Adams, NBC.

Stork News

To Clarence Seamans, engineer of KFI-KECA, Los Angeles, and Mrs. Seamans, a girl, at Huntington Memorial Hospital.

The BASIC TEST

RESULTS COUNT MOST

"The best yardstick for measuring our worth as radio station representatives is the steady progress in the national field of every radio station we represent. The average increase during 1941 was 36.5% over 1940 in business contracted through our office."

WEED

AND COMPANY

NEW YORK • DETROIT
CHICAGO • SAN FRANCISCO

RADIO STATION REPRESENTATIVES

BLUE IS YOUR BEST BUY IN KANSAS CITY

5000 WATTS

KCMO

Blue Network

Los Angeles

By JAC WILLEN

BOB BURNS, his famed "Arkansas Traveler" and a novel comedy show will return to the airwaves early this fall to dispense the characteristic comedy in the interests of Lever Brothers' product. Contract calls for a full year with no options. Deal was set through Ruthrauff & Ryan Agency. Ashmead Scott has been handed the writing assignment.

Jimmy Wakely and trio, who recently completed their appearances in the motion picture, "Raiders of San Joaquin," recorded a series of songs at NBC Tuesday for a sustainer program soon to be aired.

Last week's "A Date With Judy" broadcast, written by Aleen Leslie and Jerome Lawrence and produced by Tom McAvity, rated tops in any field of entertainment. The show's chuckles were fine indication of the down-to-earth characterizations of the entire cast who took full advantage of a script that had enough material for at least two full broadcasts.

Following immediately after the close of "The World Today," the CBS 3:30-4:00 p.m. airer of news round-ups, the boys hit that perfect spot after the announcement of the "World Today" broadcast of the President's signing of a bill for a million-and-a-half dollar salvage roundup. By strange coincidence, opening of the Amos and Andy show, immediately following, overheard the boys just founding their new venture "Ye Olde Junke Shoppe."

Startling indeed was the voice of Margaret Brayton on the Lum and Abner airer the other day. First woman to visit the program in 11 years, Brayton had old-time-tuner-inners looking to their radio dials wondering how come the program had been crossed with another station.

KFAC is springing a new one on the boys. A "Lucky Lager Dance Time" first anniversary party is being planned for August 1 at the studio pent house. Dancing to the strains of the top tunes, chosen by the popularity route throughout the 10:00 to 12:00 p.m. nightly broadcasts during the month of July, will comprise best feature of the "Dance Time" party. In cooperation with USO, service men will attend and mix with the many invited bandleaders, and USO supplied hostesses. Don Otis, who conducts the popular program, will be feted.

Service men have been enjoying the studio's dancing facilities since February 11th when a weekly Wednesday night dance to the accompaniment of the programs recordings have been in vogue.



Between Us And That Lamp Post . . .!

● ● ● IRVING BERLIN: That agency exec who rushed out to Chicago over the week-end, "guaranteeing" to deliver "This Is the Army" to his client is wasting his time. Understand you've given out no commitments on the show—and it's a case of first come first served so far as clients are concerned. . . . WALTER WINCHELL: That broadcasting chain said to be interested in buying the Ziegfeld Theater is CBS. Asking price is \$300,000. . . .

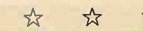
WALTER PIDGEON: I wonder if you realize that you're being talked about, sir. "They say" that you're making yourself inaccessible and can't be reached on the 'phone for various USO, Army or Navy functions. . . . FRED ALLEN: Glad to see that the Mayo Bros. clinic gave you a complete okay on your recent check-up there. . . . MILTON BERLE: Understand that you've got a new sponsor lined up for the fall.



● ● ● G. EDGAR HOOVER: Just heard that Swifty Morgan tried to sell you a ring for \$400 and when you asked if it were worth that much, he barked that there was an \$800 reward out on it. . . . HARRY SALTER: When I saw you yesterday, I completely forgot to tell you that "Counter-Spy" has been bought by Mail Pouch Tobacco. . . . IRVING MANSFIELD: No less than five agencies are interested in your idea, "Mr. and Mrs. America". . . . REGGIE SCHEUBEL: Guess what director called up from the coast asking for the assignment on the last two weeks of a show here so that he would be in a better position to bargain for a new post. . . . RAY BLOCK: Understand when you threatened to quit the "Johnny Presents" series the other day, they handed you a new six-month contract as "appeasement". . . . WALTER COMPTON: Your p.a., Zac Freedman, reports that your new commentary show has been picked up by Conte's—which makes it one of the fastest sales on record. . . . GERTRUDE NIESEN: Beware of practical jokes when you appear on "Star Spangled Vaudeville" next Sunday. Co-workers will be pranksters Olsen and Johnson.



● ● ● NORMA SHEARER: Hear that you were practically signed for a radio show here—but when you caught the reviews on "Her Cardboard Lover" at the Capitol, you packed up immediately for Hollywood. . . . ARTHUR HUGHES: "Just Plain Bill" fades from the air July 31st, as does "John's Other Wife." Both shows are expected to return in the fall. . . . NORRIS GOFF: Mrs. Chester "Lum" Lauck broke her ankle in bed when one foot became twisted under her as she started to rise. . . . LOWELL THOMAS: The late Floyd Gibbons' estate in Lake Mohegan, N. Y., is up for sale. . . . WM. S. HART: Gene Autry, your modern counterpart, reports to Bolling Field for active duty Aug. 1st, but will continue his "Melody Ranch" with paychecks going toward army and navy relief. . . . MARY BOLAND: Edna May Oliver, for whom you pinch-hit last Sunday, is mending rapidly and is due back on the air next show. . . . CULLY RICHARDS: That's a very funny crack you made the other nite at "Mother Kelly's." Claimed that the success of the club is due to your having 50 girls there and only 49 costumes?



● ● ● HELEN MENKEN: Did you hear about the new racket some of the lads are pulling? They're going around from door to door ostensibly collecting old phonograph records by representing themselves from USO or some other organization—and then keeping them for the resale value. . . . JAY JOSTYN: Congratulations, sir. Understand your "Mr. D.A." tops all half-hour shows in the latest Crossley. . . . BILL THOMAS: Thought you'd like to know that they're raving about last Sunday's "We, the People" all-army show—BILL MURRAY: What's this deal you're cooking up with Major Alexander P. de Seversky?

To the Colors!

ALLEN M. WHITLOCK, account executive for Marschalk and Prall advertising agency, New York, has been transferred from the Reserve to active duty. Lt. Whitlock will serve as a Public Relations Officer at West Coast Air Force Training Center, Santa Ana, California. PAUL GAYNOR, of the Art Department, has been ordered to Craig Field, Selma, Alabama, for pilot training with Army Air Force. EDWARD WHITEHEAD, formerly of the Marine Radio Department, has won appointment to the Infantry Officers Training School at Fort Benning, Georgia.

—vvv—
ERNE HARWELL, for the past two years sportscaster on WSB, Atlanta, has enlisted for basic training with the U. S. Marine Corps.

—vvv—
THOMAS J. DIMATTEO, draftsman in the research department of the Blue Network, has joined the U. S. Army.

—vvv—
ALFRED ELLIS and JACQUELINE TREMBLAY, office assistants at CFCE, Montreal, have passed the tests and are now taking training at the University of Montreal for service with the RCAF.

—vvv—
BOB YOUMANS, staff announcer at WFBC, Greenville, S. C., has signed to join the U. S. Marine Corps.

—vvv—
GEORGE HEUTHER, former transmitter operator at WWRL, who was inducted into the Army several months ago, has been promoted to sergeancy with the Signal Corps stationed at Fort Devins, Mass.

—vvv—
CARL E. SMITH, chief engineer of Stations WHK-WCLE, Cleveland, accepted an appointment as Assistant Director of Operational Research with the U. S. Army Signal Corps. He will be in charge of training personnel in the radio detection of aircraft.

—vvv—
ENSIGN CLAIR CALLIHAN, KMOX, St. Louis, announcer until mid-June, has been drafted for special radio service as part of special Navy Y activities in Seattle's Victory Square where Clair was sent from St. Louis.

—vvv—
LT. JAMES T. QUIRK, formerly assistant manager of WFIL, Philadelphia, has been assigned to the position of Executive Officer in the O.Q.M. Public Relations Branch.

RADIO ARTIST?
Call
LExington 2-1100
FIRST AND FOREMOST

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

AFM Move Serious, Says Fly; Hubbard Blast At Petrillo

(Continued from Page 1)

was being fed by NBC to KSTP and that the musicians' union is having a labor dispute with that station. This is only an excuse.

"The relations of KSTP and its musicians are most happy. We have met every demand of the union except that we freeze our musical situation by agreeing that after a musician has played four weeks he cannot be released. We are willing to guarantee its members \$24,200 per year regardless of our own needs but insist on the right to keep up quality in musician programs.

"The fact is this order is the work of one man—James Petrillo.

"During a time when the entire civilized world is engaged in a battle against the worst form of tyranny ever known—Hitlerism—the radio industry, which is giving its time, ingenuity, and men to America's tremendous war effort, is beset by a form of tyranny which in its own selfish domineering. The-Public-banned war is as cruel and brutal as Hitlerism itself.

"Petrilloism"

"I speak of Petrilloism. James Caesar Petrillo has become the Fuehrer of 140,000 musicians in this country. He has grown powerful and rich by the exercise of an iron hand. By which he now attempts to wreck an entire industry. This is his first step in a program of subjugation of radio. His next step will be whatever he thinks will accomplish his dictatorial purposes. By pressing a buzzer on his desk he can deprive eighty million American's of radio entertainment and throw 140,000 musicians out of employment even though they may be completely satisfied with their present jobs.

"It is not radio stations alone who suffer from his domination. Ten days ago he forbade the broadcast of the National High School Orchestra from the National Music Camp at Interlochen, Michigan, in which 160 'teen age boys and girls from forty states hoped to play for their folks at home.

"He stopped eight Chinese boy scouts from blowing a fanfare in Chicago unless eight union musicians were hired to stand by while the scouts tooted.

"Effective August 1, no musician can play for phonograph records to be played in your neighborhood place of entertainment. Popular music is to be limited to those who can afford to pay for cover charge and expensive surroundings. Fine for the soldiers on \$50.00 a month, isn't it? That is the kind of power Fuehrer Petrillo wields today—A power that pays him some \$46,000 every year. That is the power, and that is the man, and that is the kind of outrageous tyranny which we and the other radio stations in this country, who wish to see that democracy and freedom are not

stified at home while our armed forces are battling for them abroad, are fighting."

Serious, Says Fly

Washington Bureau, RADIO DAILY
Washington—FCC Chairman James Lawrence Fly said yesterday that he viewed "with very serious concern" the action of AFM head, James C. Petrillo, in barring from the air the concert of the National Music Camp at Interlochen, Michigan. He said that the entire situation stemming from the Petrillo ban would be investigated and that after a study of the legal factors involved the FCC would decide what it "may and should" do about the matter.

Fly said that in addition to the request made Friday for an investigation of the Interlochen Band by Senator Vandenberg of Michigan, FCC had received one from Dr. Joseph Maddy, the music camp's director.

The FCC chairman went on, "any time that such significant public service programs are barred from the air we have to that extent a breakdown in the very service which stations are licensed to render to the public.

"Naturally we are very gravely concerned with any situation or any activity which will prevent these stations from discharging their duties to the public."

By no means confining himself to the impact of Petrillo's action upon the high school camp musicians, however, Fly pointed out that if the production of transcriptions and recordings for stations should be eliminated or impeded, a grave burden would be placed upon the entire broadcasting industry.

Sees Tragedy for Indies

"Such action would make it well nigh impossible for the great majority of the small and independent stations to continue operations," he said, estimating that these stations use transcriptions and recordings about 60 per cent of the time, both because of economic limitations and absence of local talent.

Even network affiliates use transcriptions for a substantial period of their day, Fly pointed out.

A third type of complaint which he said had been received at the Commission was against the union's reported discrimination against negro musicians. "I haven't received any statement of facts on this situation, although I imagine that we will," he continued. "Of course, that in itself would create a pretty serious question as to whether any broad class of the American people should be forbidden employment in the broadcast business." This complaint came from government sources, he said.

Fly said he thought there had not been at any time in the past a situation comparable to that brought on by Petrillo's ruling.

AGENCIES

RAGNA JEAN BRAKE, former Denver department store advertising department employee, has joined the staff of KFEL, Denver. She will serve in a publicity and sales promotion capacity.

JOHNSON AND JOHNSON CO., New Brunswick, N. J., is placing spot announcements through Young and Rubicam on 62 stations to be heard through December in the campaign stressing the increased need for first aid dressings in war production factories. Other announcements will be on the 69 stations carrying the "Voice of Broadway" series.

ANDERSON, DAVIS AND PLATTE, INC., has appointed S. A. Bannister, former research specialist for Shields and Company, as special assistant to the president on research and statistical problems.

A. W. LEWIN COMPANY has been named by the New Britain Machine Company, New Britain, Conn., to cooperate in the war production drive and employee-morale drive now under way at the firm.

BLACKSTONE COMPANY acquires the accounts of the Greystone and Monterey Hotels, New York; Plymouth Hotel, Plymouth, Mass.; Hotel Reforma, Mexico City, and Essex House, Newark, N. J.

MARVIN H. WALKER has been appointed as advertising manager of the Florida Citrus Commission. Walker' former title was secretary-manager.

A FUND-RAISING drive by the Cooperative League of the U. S. A. is scheduled to start August 1, according to Lawrence M. Hughes of the New York "Sun," and will start the 13-week network radio phase of the campaign around October 1.

QUEST-ING

ATIN BLOCK, on "Nellie Revell Ses," tomorrow afternoon (NBC 30 p.m.).

VERY DEUTSCH, on "A Date on Norman," Friday (WOR- 1:35 p.m.).

ENDA MARSHALL and PVT. AM HOLDEN, in an adaptation "The Male Animal," on the Morris Playhouse," Friday (CBS, 9 p.m.).

MONTGOMERY, Leland Stan- university athlete, on "Thus We Friday (WABC-CBS, 9:45

L. GALLICO, author and sports writer, and ARTHUR GARFIELD national director of the American Civil Liberties Union, on "In- tion Please," Friday (NBC Red, 10 p.m.).

LETTE GODDARD, BOB and JERRY COLONNA, on the "Drs With Wings," program, Saturday (WABC-CBS, 8 p.m.).

AE RUTH, on Bill Stern's "Newsreel of the Air," Saturday (NBC Red, 10 p.m.).

Radio Regional Net Sets Up Rate Structure

(Continued from Page 1)
1. Network time will be offered either on a straight network or include eight stations, or on northern and southern units comprising five and four stations respectively. Two supplementary stations are included at additional rates ranging from \$30 for five minutes to \$150 for an hour's time. Advertisement rate for an hour runs \$1,775; northern unit, \$1,175; southern unit, \$1,245. Prices for five minutes in the same order are \$368, and \$270.

Discounts Listed
Twenty-five per cent for thirty minutes, and scale to fifty per cent for 15 minutes. On either of the half-hourly there is allowed fifteen per cent discount, as a minimum. Maximum discounts forty per cent for 260 times. Southern bracket includes WNEW, WCOP, Pawtucket; WCOB, Boston; WELI, New Britain and WELI, New York. Southern bracket takes in WJZ, WFBR, Baltimore; WPEN, Philadelphia and WWDC, Washington, D. C. Supplementals are Mary-land WBOC, Salisbury, and WJEJ, Westtown.)

Program schedule which will be re-

WANTED—CREATIVE WRITER

Popular participation show in N. Y. C. Knowledge production—direction helpful. Excellent opportunity. Write fully about yourself to Box 552, Radio Daily, 1501 Broadway, N. Y. C.

Inquiries held confidential.



Denver Named Nation's No. 1 Test Market!

KOA meets "the acid test" in Denver, America's best test market. With 50,000 watts, it reaches more people at less cost. To put it over, put it on...

* Authority: Leading Eastern newspaper

KOA **FIRST**
50,000 WATTS **IN DENVER**

Represented nationally by Spot Sales Offices

PROGRAM REVIEWS

"The Army Hour"

Cut short by a quarter-hour due to the length of the Shostakovich Seventh Symphony which was to follow at 4:15 p.m., NBC's Sunday afternoon epic produced in cooperation with the U. S. Army continues to grow in strength as both entertainment and education. As usual, anything timely is picked up, regardless of where, and Sunday's timely business was a switch to Fort Des Moines, where the WAAC officer candidates were on the eve of a historical first day.

Well paced and with sufficient diversion, musical or otherwise, the show's most exciting piece in some time was the simulated business of the Medical Evacuation Unit from Carlisle Barracks, Penn. This made the listener feel he was getting a broadcast from the front line trenches and while the iodine boys cannot be expected to be on the spot every-time there are casualties, it did prove to the listener that there is a definite method of procedure in handling the wounded once the medical unit is there.

Gene Autry

Wrigley's half hour, 6:30-7:00 p.m., EWT, on CBS, has taken on added importance for the sponsor, what with the switch to wartime scripts for the dramatic angles sandwiched in between the "Melody Ranch" songs and musical selections. Sunday's script dealt with a handfull of white people, left behind, who made their getaway from a Dutch East Indies island via a patched up B18 bomber in the hands of a hero who never held the controls in his hands until he decided to make the flight to Australia. Production was excellent and made good listening.

More "Canteen" Talent

Two more acts have been booked for the first "Stage Door Canteen" program, July 30. They are Burns and Allen and Barry Wood. These supplement Bert Lytell, permanent emcee who will be called "officer of the day," and Helen Hayes. Raymond Paige's orchestra, and a chorus and mixed voices complete the talent picture so far.

Richards Compton V.P.

Guy Richards, who joined Compton Advertising, Inc., in 1935 as an executive in the media department, has been elected a vice-president of the agency.

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 BUSINESS

KPO, San Francisco: American Cigar and Cigarette Company, NYC, (Pall Malls), thru Ruthrauff & Ryan, NYC, 189 anns., Sunday thru Saturday; Progressive Optical System, Inc., Fresno thru W. L. Gleeson Agency, Riverside, Cal., 104 Sunday anns.; "Reader's Digest," Pleasantville, N. Y., thru BD&O, 39 anns. Sunday, Monday and Friday; Roller Derby, San Francisco 27 anns., Saturday, Sunday, Monday and Tuesday, direct; Mutual Citrus Products, Inc., Anaheim, Cal., (Pectin), thru Charles H. Mayne Co., Los Angeles, 12 anns., Monday and Wednesday; Ice Follies San Francisco, thru Allied Advertising Agency, San Francisco, 12 anns. daily except Wednesday; Universal Pictures, San Francisco, thru J. Walter Thompson Co., San Francisco, eight anns., Sunday thru Saturday; Safeway Stores, Inc., Oakland (Beer), six "Hit of the Week" programs, Wednesday and Thursday; Chemicals, Inc. (Vano), thru Botsford, Constantine & Gardner, San Francisco, 156 anns., Monday Tuesday and Friday; William H. Wise & Co., NYC, (Photography Book), thru Northwest Radio Advertising Co., Seattle, six "Musical Clock" participations, Monday thru Saturday; H. B. Sherman Mfg. Co., Battle Creek, Michigan (Hose Nozzles), thru Wilson, Barrett Agency, Kalamazoo, Mich., five anns., Monday, Wednesday and Friday.

KECA, Los Angeles: Bateman-Eichler Co. (Stocks and Bonds), thru Elwood J. Robinson Advertising Agency, 39 15-minute newscasts to be used three-a-week starting Aug. 5; Kelley Kar Co., Los Angeles, (Used Automobiles), thru Milton Weinberg Advertising Co., Los Angeles, 52 15-minute Sunday newscasts; Taylor Automobile Co. (Used Automobiles), thru Elwood Robinson Co., Los Angeles, five half-hour recorded programs, "Tailored Melodies," once weekly as of July 19; Goodyear Service Stores, four half-hour newscasts, direct; The May Co. (Department Store), thru Milton Weinberg Advertising Company, Los Angeles, 260 15-minute newscasts to be used five weekly; Bullock's, Inc. (Department Store), thru Dana Jones Co., Los Angeles, 29 one-minute ET's to be used approximately 12 a week starting July 28.

"Flying For Freedom" Ets Scheduled For Hawaii

Hawaiian residents will hear by radio what it takes to make the United Nations fliers currently guarding the islands, when the "Flying for Freedom" series made by the NBC Radio-Recording Division is released under a new contract with KGU, Honolulu. The 26 half-hour recordings were produced in Canada by All-Canada Radio Facilities, Ltd., with Radio-Recording. RCAF helped make series authentic.

WMAL, Washington: Apex Theater, thru Seidel Advertising Agency, daily and Sunday anns. for two weeks; C. & P. Telephone Company, thru Kaufman Advertising Agency, two Saturday Evening station breaks; Cohen Quality Shop, (Clothing), thru Lewis Advertising Agency, five spots as ordered, 11 a.m. to 12 noon; Country Gardens Market, thru Lewis Advertising Agency, Washington, renewal of daily and Sunday anns.; E. P. Hinkel & Co. (Rug Cleaning), thru Ferguson Advertising Agency, Washington, renewal of daily and Sunday anns. for 26 weeks; Hot Shoppes, Inc., (Restaurants), thru Romer Advertising Agency, Washington, renewal of daily and Sunday anns. for four weeks; R. E. Knight & Sons, (Paints), thru Lewis Advertising Agency, Washington, spots five times as ordered, 11 a.m. to 12 noon; Livingston's, (Clothing), thru Kaufman Advertising Agency, Washington, renewal of daily and Sunday anns. for four weeks; P. J. Nee Furniture Co., thru H. Martin Advertising Agency, Washington, Morgan Beatty newscasts, Monday, Wednesday and Friday for 12 weeks; Norwich Pharmacal Co. (Pepto-Mismol), thru Gumbinner Advertising Agency, NYC, daytime spots, Monday thru Friday for 21 weeks; Wood College (Educational), thru Lewis Advertising Agency, Washington, renewal of daily and Sunday anns. for three weeks.

KFI, Los Angeles: Ben Hur Products, thru Barton A. Stebbins, Los Angeles, 157 150-word participations in "Agnes White's California Home," three a week, starting today; Flamingo Sales Company (Nail Polish), thru Buchanan & Co., Inc., Los Angeles, 53 50-Syl. anns. to be used one a week; Bullock's, Inc., (Department Store), thru Dana Jones Co., Los Angeles, 28 one-minute ET's to be used approximately 12 a week starting August 28, Goodyear Service Stores, eight 100-word anns. to be used two a week, direct.

KFI, and KECA, Los Angeles: Broadway Department Store, Inc., Los Angeles, thru Lee Ringer Advertising Agency, Los Angeles, 50-syl. anns. to be used five on KECA and three on KFI.

All-Star Baseball Games Rated 16.1, 15.2 By CAB

The two All-Star games aired exclusively by Mutual, July 6th and 7th drew 16.1 and 15.2 ratings, respectively according to a CAB report. The first game ran into anxious hours as broadcast time approached. Terrific rain storm hit New York just before the game between the American and National League teams. The second game, in Cleveland, was between the American League and Service teams.

War-Program Ideas

Share-The-Car Idea

As a contribution to the drive encourage the nation's motorists save on rubber and gasoline, a share car plan has been inaugurated by John Johnson of the "Early Warning" programs on WBNS, Columbus, Ohio. Taking the names of those who wish to volunteer to cooperate, Johnson aids in securing other workers living in the neighborhood in forming a car pool. He also encourages the giving of stickers to persons trying to get to work. Windshield stickers bearing the slogan, "We Swap Rides," is furnished to all who cooperate. Six simple instructions for the protection of the car are printed on the reverse side.

KMOX OCD Series

With prominent parks in the environs as pickup points, KMOX, St. Louis, is broadcasting a series in cooperation with the local office of Civilian Defense featuring OCD demonstrations and activities. Sample makeups of the shows was contained in the first program, in which Bill Dunham, special events announcer, served as narrator, and Mayor William Becker was a special guest. The half hour which included the demonstrations, interviews, and music of the Jefferson Barracks 145-piece military band. First broadcast was from Fairgrounds Park in North St. Lo.

Coast Originations Show Sharp Increase

(Continued from Page 1)

Tea), "Kay Kyser's College of Musical Knowledge" (American Tobacco Company), "Kraft Music Hall" (Kraft Cheese Co.), "Rudy Vallee Program" (Kraft-Sealtest), "Post Toasties Time" (General Foods Corp.) and "Pet Are Funny" (Brown and Williamson Tobacco Corp.).

Summer replacements are "Mildred Willson-John Nesbitt," replacing "Fibber McGee and Molly" for Josephson's Wax; "Those We Love," replacing Eddie Cantor for Bristol Myers Company and "A Date With Judy," replacing Bob Hope for Pepsodent Company.

"The Remarkable Miss Tuttle" starring Edna May Oliver, launched earlier this month for LeRoy Bros., Inc. (Rinso).

Six programs, totalling four hours were scheduled from Hollywood 1941.

CBS has an average of seven shows originating here, via KNX, at present time. These shows are approximately three hours of time based on once a week, although some of the shows are heard thrice weekly. CBS West Coast originations include the Hedda Hopper program, "A 'n' Andy, New Old Gold Show" by Nelson Eddy, "Dr. Christian," "Judy Miss" (until July 23), Irene Rich, "Dear John," "Stars Over Hollywood" Freddie Martin for "Lady Es Serenade" and others.



*Radio Daily brings the
news and sidelights
of the great radio
industry from far
and wide to the
desks of radio executives
everywhere—every day.*

These executives represent
BUYING POWER.

To reach them

**ADVERTISE
REGULARLY
IN**



"A Test Will Tell"

★ ★ Coast-to-Coast ★ ★

WTAG, Worcester, Mass., observed American Heroes Day in election day style. War Bond stamp centers reported sales receipts throughout the day, with WTAG tabulating figures and broadcasting periodic bulletins to keep listeners informed of progress of the drive. City's quota of \$200,000 for the day was doubled.

Senator Arthur Capper, veteran Kansas legislator, returned to Topeka and the home of WIBW to celebrate his 77th birthday recently. Throughout the day, WIBW furnished music and originated several broadcasts from the 35th annual Capper Picnic held at one of the city's parks.

Doug Evans of the staff of KFI, Los Angeles, will probably get another screen role as a result of his performance in RKO's "Sweet and Hot" with Victor Mature, Lucille Ball and Ginny Simms. . . . Completing the first portion of the radio communications course, Bill Stulla, staff announcer at KFI-KECA, passed the first of his Federal Communications Commission license tests this week. . . . With Governor Culbert L. Olsen, KFI orchestra leader Claude Sweeten, a native of Mendon, Utah, will be guest of honor of the annual Utah Club Pioneer Day fete at the Roosevelt Hotel in Hollywood, July 24.

Eleanor Boyd has returned to her work as head of the copy department of WMOB, Mobile, Ala., after an illness of several weeks. Her daily program, "In a Woman's World," will probably not be resumed until fall.

Pat Flaherty, WOAI, San Antonio, announcer, was master of ceremonies of "A Night in Old Mexico" recently presented at the Service Men's Club at Fort Sam Houston, Texas. Part of the introduction work was done masterfully by Flaherty in Spanish.

John Devine has been added to the announcing staff of station KFDM, Beaumont, Texas. Devine comes from a similar post at KEYS, Corpus Christi, Texas.

LaVell Waltman, program director and special events announcer at KROC, Rochester, Minn., for the past three years, has resigned to accept a position on the announcing staff of WAVE, Louisville, Ky. He will assume his new duties August 1.

Matt Gettings, formerly of the Tri-City Network in Virginia, WAGA in Atlanta, and WARM in Scranton, Pa., has joined the staff of WBML in Macon, Ga., in the capacity of director of station broadcasting activities. . . . Robert Feagin, former general manager of WBML in Macon, Ga., has left Macon to take up his new duties as general manager, secretary and treasurer of WPDQ in Jacksonville, Fla. . . . Ted Fen of the announcing staff of WBML in Macon has joined the staff of WGST in Atlanta, Ga.

Bob Ingham, former American Association baseball and sports announcer with WTOL, Toledo, has joined the KLO and Intermountain Network, Ogden, Utah. Ingham is handling the play-by-play account of the Ogden Reds' games plus his regular night "Highlights in the World of Sport". . . . Keith Engar, KLO staff man, has started a new program entitled "The Househunter." Program is designed to aid defense workers to locate in Ogden and to cope with the acute housing situation.

John Tinnea, program director of KWK, St. Louis, Mo., has started training for the post of Industrial Contacts Director of the Public Utilities Function of the St. Louis Office of Civilian Defense to which he has been appointed. The course will include 20 hours of First Aid, primary and advanced gas mask training, and primary and advanced fire defense. Tinnea has completed the general course already. KWK's program director is also one of the three-man board of the Radio and Communications Committee of the Missouri State Council of Defense. . . . Wells Chapin, of the KWK transmitter staff, has been appointed Radio Guide to the O. C. D. for the St. Louis area.

In addition to running spots and special programs on the recent local scrap rubber drive, WNOX, Knoxville, Tenn., made itself a collection agency for a day. The station removed the ten-cent admission for the mid-day "Merry-Go-Round" program and offered admissions in exchange for any piece of scrap rubber. Promoted by spots and newspaper advertising, hundreds were turned away after the 600 seating capacity of the studio was filled. Scrap collections came to 707 pounds.

WJPA, Washington, Pa., has opened a remote studio and business office in Charleroi, Pennsylvania, from which point it will serve listeners of that town as well as those in Monongahela, Donora, Monesson, and other surrounding towns. At present, programs are broadcast daily from 11-11:45 a.m., featuring a local telephone quiz and local news. WJPA plans to add to the Charleroi schedule later. Station representative at the new studio is Bill Betler of Charleroi. Location is First National Bank Building.

More than 90 per cent of the KMOX staff in St. Louis, Mo., donated their pint of blood, last week, to the Red Cross Donor service when the Mobile Blood Unit and Canteen visited the station. . . . To cap the climax, KMOX staged an actual broadcast interviewing various station personalities on their reactions as they were giving blood. . . . Harry "Pappy" Cheshire, High Priest of hillbillies on KMOX and CBS, has returned from Hollywood where he was featured in Republic's new picture, "Hi Neighbor," with Vera Vague, Don Wilson and many others.

The Raymond Keane Agency of Denver has ordered an increase of three 15-minute programs a week via KOA, Denver, on behalf of its client, Kay's Jewelry Company. This brings the total to six quarter-hours a week. . . . Dr. A. Reed Cushion Shoe Company of Denver has renewed its schedule of announcements on KOA, for another six months.

Every available spot on WLAW, Lawrenceville, Mass., throughout National Heroes Day was sold to merchants aiding the sale of War Bonds. Many organizations took advantage of the day to purchase time to broadcast the unfurling of their service flags over the air.

New sports editor for WSB, Atlanta, Ga., is Add Penfield, replacing Ernie Harwell who has enlisted in the Marine Corps. Penfield has worked at WBNC and WPTF and more recently has handled sports publicity for Duke University at Durham, N. C.

James Monks, character actor, has been added to the cast of "The Inter-American University of the Air" program on WEAF, Mondays, 10:30-11 p.m. On the program presented on July 20, Monks played the role of an Indian Prince in a drama that depicted the life of the Indian in Spain's New World. Monks is also heard on "This Is Our Enemy," "Light of the World," "Helpmate," and the Columbia Workshop.

Larry Elliott has been signed to announce "Great Moments in Music," the Celanese hour program aired over WABC-CBS, Wednesdays, at 10 p.m. The program is placed by the Young & Rubicam Agency. Elliott was recently added to the program to make special patriotic appeals and under the new arrangement will also continue in that capacity. One of radio's most active announcers, Elliott is heard on all four major networks on such programs as "Waltz Time," "Treasury Star Parade," "You Can't Do Business With Hitler," "American Melody Hour" and Adelaide Hawley's "Women's Page of the Air."

WGAC, Augusta, Ga., has added K. G. Spradlin, formerly local movie projectionist, to its engineering staff.

Mrs. Irene Kuhn, co-ordinator of program promotion for NBC, was in Denver last week to address the 22nd annual meeting of the National Federation of Business and Professional Women's Clubs. She will appear in Omaha later this week.

Don Albert, musical director of WHN, will take over the baton, day nights, for the New Jersey Philharmonic Symphony orchestra starting Monday, July 27. Concerts will continue over WHN those nights 9-9:45 p.m.

The Army Air Force recently played its showmanship when Technical Command's Public Relations Department, recently wrote presented an interpretation of "Man Without a Country" over WMMI, Miami, Fla. Program featured a solo by Private Draper Lewis, former member for "Columbia Workshop." Private Perry Lafferty, who used to work with Lewis on various CBS shows, produced the program. All parts taken by Army Air Force men. Brigadier General Ralph H. Wood, commanding officer of the West Beach training section, spoke on the program.

Disks For Service Men Off To Strong Start

(Continued from Page 1)

Simms, from Hollywood, Saturday 18. Same program included platters from Minneapolis, Detroit, and Placid, New York. Goal is 37,500 records, which will bring an estimated \$937,000 in scrap payments with new records for the armed services will be purchased.

Eight small record manufacturers, in a telegram, Friday addressed to Joseph E. Davies, man of the President's Committee for War Relief Agencies, withdrew the record scrap collection campaign sponsored by Records for Our Fighting Men, charging "undemocratic procedure" in the running of the Telegram, signed by Paul J. Funcher, chairman, and representing Music Records, stated that the committee failed to consult the smaller companies until three days before start of the campaign, and that at that time, indicated all percentage of allotment had been determined. Telegram states that the percentage do not reflect equitable distribution of the proceeds of the campaign. Funcher urged Davies to investigate set-up, promising that unless smaller record companies have a say in the planning and execution and future campaigns they will withdraw. Other signatories protest and withdrawal are Capitol Records, Harmonia Records, Classic Records, Sonart Records, Standard Phono Co., Party Records and Capitol Records.

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

JULY 21

Elsie Hitz
Fulton King

Allyn Joslyn
Art Franklin

G. M. Institutional Spot

24-Hour Opinion Staff Announcers

Staff announcers, coming under the terms and contracts of the American Federation of Radio Artists, have received a favorable opinion regarding the payment of overtime rates from Charles H. Livengood Jr., Chief, Wage and Hour Section, Solicitor General, Labor Department. "Talent which sponsor pays as extra and which he requisitions a specific announcer, and which is in addition to regular salary announcer receives staff member from the station, is

Buy War Savings Bonds and Stamps \$45,000,000 In Bonds Pledged By G.E. Employees

With over 96 per cent of its employees signing for the payroll deduction plan, purchases of War Bonds of a maturity value of \$45,468,000 have been pledged by employees of General Electric Company, it has been announced. In a telegram Charles E. Wilson, G. E. president, Henry Morgenthau, Jr., Secretary of the Treasury, congratulated employees on pledging more than 10 per cent of their total earnings. Many

Anti Sets Walter Compton New Series On Mutual

Anti Products, Inc., through Bernam, Castleman and Pierce, will sponsor Walter Compton, Washington newscaster, in a new weekly series over nine key stations on the Mutual network, starting Sunday, July 26, 10:45-11:00 a.m. Compton will

Keeping Cool

At least three announcers are laughing off heat and humidity in a sensible, if unorthodox way. Location is Shibe Park, Philadelphia, from which WBIG broadcasts local ball games. Announcers Byron Baam, Roy Neal and Al Taylor, together with engineers, located in a booth inaccessible to prying eyes, wear only shorts as they go about their work.

Double Duty

Treasury Department and radio of the future get additional attention through the cooperation of WBNX. Faculty representatives of 48 New York high schools, currently convening at the Christopher Columbus High School in the Bronx, N. Y., are using transcriptions of the War Bond and War Stamp transcriptions, "Treasury Star Parade," supplied by the station, for study of radio in education.

Ramsey In New Post Established By P & G

William M. Ramsey has been appointed to the newly created post of Director of Radio for Procter & Gamble, according to announcement just made by William G. Werner, manager of the firm's advertising division. Ramsey, who is widely known in the radio world, has been in charge of this phase of the firm's activities for a number of years.

New Tobacco Account Taking Network Program

To counteract curtailment of personal sales contact because of enlistments in the armed forces and tire and gasoline rationing affecting its salesmen, Mail Pouch Tobacco Co., Wheeling, W. Va., turns to network radio in sponsoring "Counter Spy" September 28. Program, which will

Interest In Women's Shows Up Over 100% In Past Months

Jay Victor Joins WCAU As Writer-Producer

Philadelphia—Jay Victor has joined the program department of WCAU as writer-producer, according to announcement by Ted Oberfelder, production head. Victor has written and starred in his own productions on WEAJ and was formerly writer for Bob Hope.

Policy Innovation By Motor Company Will Dramatize The War Effort; 36 Cities Definitely Set

May Refund Artists \$1,000,000 S.S. Taxes

Countless litigations involving close to a million dollars in Social Security tax refunds are expected to flood the court calendars in the near future if the Bureau of Internal Revenue accepts as final the recent U. S. District Court ruling which held that special artists, who have no regular

Mennen Buys Bob Garred On Pacific Coast Hookup

Chicago—Mennen Company, Newark, N. J., through Russel M. Seeds Agency, has purchased the "Bob Garred News Reporter" program for Mennen's Shave Products Division. These Garred broadcasts will be

KYA Formally Taken Over By New Palo Alto Owners

San Francisco—KYA, long a property of Hearst Radio, Inc., has been turned over officially to the new Palo Alto Radio Station, Inc. Wilfrid L. Davis, Palo Alto business man, who heads the corporation, has been named

For the first time in its history, General Motors is going spot as an institution, using a new type of program designed to dramatize the war effort and the work being done by the men and women in the company's plants. Series, combining music and drama, will be quarter-hour shows on a weekly basis starting the first week in August.

While 36 cities are already on

See AFM Decision To Localize Dispute

The KSTP (Red affiliate at St. Paul)—AFM differences are still being negotiated, according to an AFM spokesman late yesterday. Union exec said that there seemed little likelihood that the dispute would take

Prominent Americans Set For CBS 'Freedom' Series

"Giants of Freedom," new weekly series in which prominent Americans—including Wendell Willkie, Fannie Hurst, and Carl Van Doren—are to discuss our fighting aims from the

Back-Talk

One soldier was given a chance to say "so long" in a big way the other night. John Straiton, transmitter engineer of KOMA, Oklahoma City, was due to leave for the Signal Corps Officers' Training School at Fort Monmouth, N. J., the next morning. Paul Williamson, announcer on duty, had the broadcast line reversed so John could say good-bye to his friends.

(Continued on Page 3)

RADIO DAILY



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JOHN W. ALICOATE : : : Publisher

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

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

FINANCIAL
(Tuesday, July 21)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Amer. Tel. & Tel.	116 3/8	116	116 3/8	+ 7/8
Gen. Electric	27 1/8	26 3/4	26 3/4	+ 1/2
RCA Common	3 3/8	3 3/8	3 3/8	
RCA First Pfd.	54 3/8	54 3/8	54 3/8	
Westinghouse	71	70 1/2	70 1/2	- 1/2
Zenith Radio	14 1/2	14 1/2	14 1/2	- 1/8

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	2	2 1/8
Stromberg-Carlson	5 3/8	6 3/8
WCAO (Baltimore)	15	19
WJR (Detroit)	19 1/2	

Heat Wave Gives Boost To Resort Advertising

Hot, humid weather contributed in part to at least two New York station contracts. Through direct placement, the New Jersey Council is launching a four-week series of one-minute announcements on WJZ starting today, to reassure listeners of attractiveness of the state's beaches despite the war. St. George Hotel in Brooklyn is calling attention to its big swimming pool on the station's all-night "Say It With Music" program with seven-a-week, quarter-hour participation. Latter series was placed through the E. T. Howard Co.

"Hit Parade" For "Victory"

Columbia's "Your Hit Parade," with Barry Wood, Joan Edwards, the Hit Paraders and Mark Warnow's orchestra, will be heard in the second "Victory Theater" presented for the Office of War Information on Monday, July 27, from 9:00-9:30 p.m.

THOMAS J. VALENTINO, Inc.

MAJOR SOUND EFFECT RECORDS
Offering the Largest and Latest Selection of Sound Effects "All New Recordings"
SEND FOR CATALOG
1600 BROADWAY NEW YORK, N. Y.

Prominent Americans Set For CBS 'Freedom' Series

(Continued from Page 1)

viewpoint of great Americans of the past, will debut over CBS Monday, August 3, from 4:30-4:45 p.m., in the time now occupied by "Spotlight on Asia." The "Spotlight" series, broadcast regularly since last November 3, is suspended temporarily but will be heard again soon.

"Giants of Freedom" is being presented by Columbia in conjunction with Freedom House, Inc., and the United States Treasury Department. The talks are to be compiled in book form by Farrar & Rinehart, publishers, under the title "There Were Giants in the Land."

Willkie, on the opening broadcast August 3, speaks about Carl Schurz, the great German-American liberal of the post-Civil War years. The following week Carl Van Doren talks about Benjamin Franklin. Van Doren won the Pulitzer Prize for his Franklin biography.

Future broadcasts present Rupert Hughes in a talk about George Washington, Stephen Vincent Benet on Daniel Webster, Fannie Hurst speaking about Justice Cardozo and Lyman Bryson discussing Alexander Hamilton.

KYA Formally Taken Over By New Palo Alto Owners

(Continued from Page 1)

general manager, and has named Ed E. Rountree as assistant manager, and Don Fedderson as sales manager. Added to the announcing staff is Jack Temple, brother of actress Shirley Temple. A former Stanford man, Temple has worked as assistant director at Twentieth Century-Fox studios on his sister's pictures, and more recently was commercial and production supervisor at KDB, Santa Barbara.

KYA will maintain its studios here, but plans to remote some programs from Palo Alto, the home of Stanford University.

Mennen Buys Bob Garred On Pacific Coast Hookup

(Continued from Page 1)

heard Tuesdays, Thursdays and Saturdays, 7:35-7:45 a.m., PWT, starting August 13, aired over Columbia Pacific Network. Show will originate at KNX, Los Angeles, and in addition will be heard over KARM, Fresno; KOIN, Portland, Ore.; KROY, Sacramento; KQV, San Francisco, and KIRO, Seattle.

Hillman-Lindley To Fill On Blue For Three Weeks

William Hillman and Ernest K. Lindley, commentators for "News Here and Abroad," will fill in on the Blue Network between the ceasing of Morgan Beatty's "Military News Here and Abroad" on September 3, and the advent of Raymond Gram Swing on September 27. Time is Mondays thru Thursdays at 10 p.m., EWT, to which hour Beatty moves from the 10:30 spot on July 27.

Over \$45,000,000 In Bonds Pledged By G.E. Employees

(Continued from Page 1)

shop workers are investing as much as a third of their earnings in bonds.

Drop of 21 per cent in the earnings of the General Electric Company for the first six months of this year as compared to the corresponding six months of 1941 are shown in the semi-annual statement of Charles E. Wilson just released today.

Dividend of 72 cents a share on common stock was revealed in the statement of profit of \$20,681,443, compared to the 90 cents a share and \$26,003,665 for the corresponding period last year. Increase of 81 per cent was indicated in the deductions for Federal taxes and contingencies. Net sales billed amounted to \$412,383,825, compared with \$300,332,085. Orders received totaled \$865,372,069 as compared with \$521,138,605.

See AFM Decision To Localize Dispute

(Continued from Page 1)

on the national aspects metropolitan newspapers would indicate. Musicians' locals at St. Paul and Minneapolis are both sitting in on the huddles with the station reps in attempt to iron out difficulties. Even if peace is not achieved shortly, Federation exec stated, the union would try to keep the next pressure device, a strike, strictly local, and confined to the KSTP house band.

Coincidental with the statement from Commissioner Fly that the FCC would look into the AFM as a result of complaints from public bodies, it is reported that the NAB is urging all its member stations to send additional wires of protest to the FCC chairman, in an attempt to speed governmental action on the union banning transcription and record productions after July 31.

Conti Sets Walter Compton For New Series On Mutual

(Continued from Page 1)

continue his services on "Double or Nothing" and his news program at 4 p.m. on Mutual.

Stations carrying the new commercial will be WOR; WGN, Chicago; KFRC, San Francisco; WOL, Washington; WFBR, Baltimore; WNAC, Boston; KHJ, Los Angeles, and CKLW, Detroit-Windsor. WOL and CKLW will broadcast the programs at different local times.

Block Party On Air Tonight

WMCA will broadcast the all-star block party to be held tonight on 52nd Street between Fifth and Sixth Avenues. The program will be heard from 10:03-10:30 p.m. Former Mayor James J. Walker will be master of ceremonies of the affair, which is being held under the auspices of the AWVS in cooperation with the Treasury Department. Entertainment talent will be drawn from the night clubs which line both sides of the street in which the party is being held.

COMING and GOING

HARRY SEDGWICK, chairman of the board, Canadian Association of Broadcasters, and president of CFRB, CBS outlet in Toronto, is spending a few days here on business.

JOSEPHINE ANTOINE, soprano, in town to make plans for some personal appearances at A-m-y camps.

CHARLES B. BROWN, sales promotion manager of NBC, leaving for the coast on a trip that will keep him away about three weeks.

JOHN J. KAROL, market research sales consultant for CBS, and GERALD MAULSBY, of the program department, have left on their vacations.

IRENE DUNNE has arrived from the coast to discuss the matter of a new album of records.

MARTIN F. MEMOLO, president and station manager of WARM, Mutual and Pennsylvania Network outlet in Scranton, is in New York for conferences at the MBS headquarters.

CORNELIUS PEEPLES, Chicago free lance actor, is in town renewing old acquaintances.

EDWIN C. HILL leaving for Bangor, Me., on a two-week vacation.

WILLIAM F. MALO, commercial manager WDRG, Hartford, spending a few days here on station business.

JIMMY APPELL in Chicago for conference concerning the new Quaker Oats show. He accompanied by MRS. APPELL.

AUSTIN WILDER, director of WGN Concert off on a three-weeks business trip to Los Angeles and San Francisco.

G. P. RICHARDS, commercial and sales promotion manager of WTBO, Cumberland, is from Maryland for talks with the New York representatives of the station.

GENE AUTRY arrives in Chicago today on induction into the U. S. Army and for the opening of his rodeo, which takes place tomorrow. The cowboy actor goes into the Air Corps as sergeant.

GEORGE D. COLEMAN, commercial and sales manager of WGBI, Scranton, is in town. Paid call yesterday at the headquarters of CBS.

GLENN MILLER and orchestra are in Detroit for broadcasts from the Eastwood Gardens today and tomorrow.

Bruno In Advisory Post

Appointment of Harry A. Bruno to the post of public relations adviser to the New York War Savings Staff has been announced by Colonel Richard C. Patterson, Jr., state chairman. Bruno, as head of H. A. Bruno & Associates, has handled public relations for many large corporate associations and individuals in the last 20 years.

NOT JUST MONROE COUNTY
but WHAMland
1422 corner drugstore patronized by WHAM listeners.
Not! Rep. George P. Hollingbery 50,000 Watts... Clear Channel... Time... NBC Blue and Red Networks
ROCHESTER, N. Y. - THE STROMBERG-CARLSON STATION

General Motors' Spots To Stress War Work

(Continued from Page 1)

list with a minimum of one spot in each of these cities, additional cities will be added. It was to use cities where General Motors had any sort of relations.

Programs will be produced at American studios with Walter King directing and Robert Nolan singing; 16-piece orchestra will be conducted by Don Bryan and Ken Christ with chorus of nine mixed voices. American staff will do the script and World Broadcasting System recording, starting tomorrow.

Campbell-Ewald is Agency Campbell-Ewald agency, handling account, states that in not a few cases more than one station in a city is bought, and as in the case of New York, both WOR and WMCA have the business. Spot innovation by General Motors follows on wheels of its institutional CBS network show, "Cheers From The Taps," and is the first spot business to come out of General Motors since famed campaigns by the Chevrolet Division which a few years ago had to be heard on hundreds of stations throughout the country.

According to the agency, the first spots will be for the usual 13 weeks, it is planned to continue the program indefinitely.

Women-Show Audiences Up Over 100 Per Cent

(Continued from Page 1)

Programs of the participating sponsorship variety, has more than doubled in recent months over previous levels, according to the Crossley study which was made for WOR, but confined to WOR shows only.

The preference for the quarter-hour programs is almost two to one. Conclusion is based on 12,000 interviews conducted during two successive months. Six thousand persons were asked: "Do you prefer a fifteen-minute news period to one of five or ten minutes in length?" Sixty-four per cent of the answers here were "no," and thirty-six per cent replied that they preferred the shorter programs.

Question Reversed

Then, to avoid possible bias caused by mentioning the quarter-hour time period first, the question was reversed the second month of interviewing. The 6,000 questioned the second month were asked: "Do you prefer a five-ten-minute news period to one of seven minutes in length?" Sixty-six per cent said "no," while the other thirty-four per cent expressed preference for the five- and ten-minute news spots.

In measuring the audiences for the women's talk programs, the study used an index of eight tops shows broadcast by New York's four major stations, to find that 107 per cent more times were tuning to these programs

PROMOTION

WRC's "Timekeeper"

Calling attention to the transfer of Bill Herson from WBAL, Baltimore, to the "Your Timekeeper" program of WRC, Washington, the latter NBC station is distributing to the trade a sales letter leading off with the sentences "Bill Herson! WRC! Six to nine AM! We have a new weapon for you to use in your battle to increase sales in the huge Washington market."

Piece goes on to outline Herson's background and the accomplishments of the program succinctly. Letter gains especial emphasis in the footnote beneath the signature of John H. Dodge, sales manager, emphasizing that the program has brought the station an income of nearly \$100,000 a year for several years.

"United Nations" Tieup

KGO participated in San Francisco's United Nations Dinner in the Palace Hotel by recording a half-hour program of its principal highlights, and playing the recording over the air later the same evening. Sponsored by the Citizens for Victory Committee, the dinner was arranged to promote understanding among the nationals of countries engaged in the struggle against Axis aggression.

Radio's part in spreading the United Nations' propaganda against Axis lies was stressed by KGO in the radio adaptation of the affair. Speakers included such prominent as British consul general Godfrey A. Fisher; Chinese consul general C. T. Feng, Soviet consul general Jakob M. Lomakin; and Mexican consul general Vincente Peralta.

New P & G Contest

A sentence-ending contest in the interests of Oxydol and Camay soap products is scheduled to be promoted by radio during the contest's period from August 17 to September 18. Procter & Gamble account, which is being placed through Pedlar & Ryan and Blackett-Sample-Hummert, offers prizes totaling \$50,000, half of which will go to individual winners and half to USO.

during April and May of 1942, as compared with November and December of 1941. Average rating for this type of service show is now 2.4 per cent of the total population. Six months' ago, it was 1.1 per cent, with the increase coming, primarily from the lower income groups.

Eight Programs Surveyed

The rise in audience for these programs represents a competitive gain at the expense of standard daytime serial dramas and musical programs broadcast at the same periods.

The eight programs surveyed in this audience poll are as follows Adelaide Hawley, WABC; Nancy Craig, WJZ; Mary Margaret McBride and Isabelle Manning Hewson (the latter is not on currently, however) WJZ; and Bessie Beatty, Martha Deane, "Dear Imogene" and Alfred McCann, all on WOR.

Salvage Drive Twist

Another new twist was added to station participation in the Rubber Salvage Drive in the "Intra-Mural Feud" of WFIL, Philadelphia, which gave each announcer free rein to use all the scrap rubber spots he could squeeze into his schedule. To supplement and augment the campaign of 45 allotted announcements, Roger W. Clipp, station manager, created the competition which encouraged the announcers to use any or all of the written spots, with a ten dollar prize going to the one who got the most on the air. Result was that 120 announcements were used in the week's campaign. The ten dollars won by Ed Fielding will go for a War Bond.

New Tobacco Account Taking Web Program

(Continued from Page 1)

be heard over the Blue Network on behalf of the company's Mail Pouch and Melo Crown lines, were placed through Walker and Downing, Pittsburgh.

This is the organization's first venture in network radio, spot broadcasting and newspapers having been formerly used.

"Crime Doctor" In 3rd Year

"Crime Doctor," the program which started its career over CBS on Aug. 2, 1940, enters its third year a week from Sunday. The stories are written by Max Marcin and the productions directed by Jack Johnstone.

Famous FIRSTS*

First HARE TO BEAT A TORTOISE!

and FIRST in Washington

WRC
980 KC 5000 WATTS

RED NETWORK OF NATIONAL BROADCASTING CO.
Represented Nationally by NBC Spot Sales Offices in Washington—New York—Chicago—San Francisco—Boston—Cleveland—Denver and Hollywood
* Apologies to Famous First Facts

NEW BUSINESS

WFIL, Philadelphia: Parkway Baking Co., Phila. (Bread) 5 spot anns. weekly for 13 weeks, thru J. M. Korn & Co., Phila.; Nevins Drug Co., Phila. (Drug Stores) 18 spot anns. weekly for 26 weeks, thru the Philip Klein Agency, Phila.; Bell Telephone Co. of Penna., 21 spot anns. weekly for 4-1/3 months; Breyer Ice Cream Co., Phila. (Ice cream) three spot anns. weekly, thru McKee & Albright, Inc., Phila.; Lichtey's Jewelry Co., Phila. (Jewelry) two spot anns. weekly for 26 weeks, thru Stewrat-Jordan Agency, Phila.; Lit Bros., Philadelphia (Dept. Store) three fifteen-minute transcribed programs weekly for 13 weeks; Yager Liniment Co., Baltimore, Md. (Liniment) six spot anns. weekly for three weeks, thru Harvey Messengale Co., Durham, N. C.; Garden State Racing Association, Camden, N. J. four spot anns. weekly for eight weeks, thru Al Paul Lefton Co., Phila.; Phila. Association of Retail Druggists, Phila. (Drug Stores) five fifteen-minute (live) programs weekly for 52 weeks, thru Joseph Lowenthal Agency, Phila.

WHN, New York: Admiracion Laboratories, thru Charles Dallas Reach Co., Newark, 25 ETs weekly for 13 weeks; Martin J. Pollak, Inc. (Soldier's Souvenir Handbook), thru Emil Mogul Co., daily participations in the Byron Hour and the Dick Gilbert program for one week; World Globe Enterprises, Chicago, and the United Institute of Aeronautics, thru United Advertising Companies, Inc. and the J. R. Kupsick Agency, co-sponsorship of the morning issue of WHN's "Newsreel of the Air," seven days a week; Grayson's (Men's Clothiers), thru Alvin Austin, sponsorship of George Hamilton Combs news analyses, Tuesday, Wednesday and Thursday; Old Country Trotting Assn., thru M. H. Hackett, Inc., one-minute anns. for 11 weeks.

WOWO-WGL, Fort Wayne: Peter Eckrich & Sons, Inc. (Wholesale Meats) 300 50 word anns., direct; Roman Cleanser Company (Roman Cleanser) 221 one-min. anns., thru Gleason Adv. Agency, Detroit; Rit Products Corp. (Rit Soap) 70 one-min. ET's, thru Earle Ludgin, Inc., Chicago; Holland Furnace Co., 13 partic., "Sue Gibson's Notebook," direct; All-American Flying Club (Flying Service) 30 50-word anns., direct; Fruehauf Trailer Co., 10 100-word anns., direct; Miller's Old English Tea Room 100 100-word partic., "Sue Gibson's Notebook," direct; Cities Service Oil Co. (Petroleum Products) 30 10-min. newscasts, direct; People's Trust & Savings Co. (General banking service) 78 newscasts, direct; Old Fort Motorcycle (Motorcycle Race) 15 one-min. anns., direct; Wayne Motors Inc., 100 50-word anns., direct; All-American Shows, 20 50-word anns., direct; The Howard Company (Gifts, greetings, cameras) 13 one-min. anns., direct; Marlin Firearms (Razor Blades) 52 one-min. ET's thru Craven & Hedrick, New York.

Artists May Bring Actions To Recover Their S. S. Taxes

(Continued from Page 1)

employer, are independent contractors and not employees.

That such suits would follow logically, in the radio industry was pointed out to RADIO DAILY in a specially prepared interpretation drawn up by Harry Grossman, former Deputy Collector of Internal Revenue assigned primarily to handling cases coming under the taxing provisions of the Federal Social Security Act. Grossman is also a member of the Old-Age Benefit and Unemployment Insurance Committee of the American Bar association, and a lecturer at Columbia University on Social Security taxation.

BIR Expressed Displeasure

Spokesmen at the Bureau of Internal Revenue had indicated right after the court ruling was handed down that the decision was most adverse to the Bureau. Local officers, however, could not say whether the Bureau would appeal the decision, or allow things to ride, leaving it up to the taxpayers to make demands for refunds, and exemptions from further payments. The effect of the ruling, which was based on a case brought by the Radio City Music Hall Corp., has widespread application to radio performers, on the one hand, and the advertising agencies, producers and sponsors on the other, according to Grossman.

Up until now, the Bureau has held that although entertainers and artists are selected for their known ability to perform in a particular fashion, and although no attempt is made to change any such characteristics, the purchaser, as a necessary condition of employment, determines to some extent the manner by which services are performed. Bureau has ruled that actors and entertainers taking part in a radio program are ordinarily members of a cast selected, organized and rehearsed in order to achieve a co-ordinate program for broadcasting. Such individuals, the Bureau has said, do not perform their services as a "company" of independent contractors. Rather, it has been held that

their services are performed subject to such direction and control as to constitute them employees under the Social Security Tax regulations.

The Radio City Music Hall case upsets this entire line of reasoning which the Bureau has tried to maintain, for it placed in the post of employer, the more readily accessible and tax-reliable party—producer of package shows, or the sponsor or broadcasting station. Tax collections, thus, could be more unified and standardized. Also, the Bureau's rulings extended the scope of employees, so that more people have been covered by the tax, a drain, some employers squawked.

Judge Bright's latest ruling, however, holds that entertainers are merchants selling in the amusement market and nothing else. Therefore they are independent contractors. As further explained by Grossman, both Judge Bright and the Bureau agree that to present a connected, harmonious and consecutive show, the purchaser must exercise the right to specify who should take part in it, when he, she or they should perform, and how long the act should be, etc. Only difference, is that the Judge holds these phases do not lessen the independent contractor character of the artists, whereas the Bureau holds they are employees as a result.

Expect Many Review Requests

On the basis of the Judge's considerations, the majority of radio performing would be classed as independent contracting. These persons, then, would not be subject to the tax paying, nor would the purchasers of their talent be taxed either.

All through these years the SS law has been in effect, many of the big name acts on the air have continuously protested their "employee" designation. Expected that these will be the first to take up the process of asking for a review of their status in light of the new ruling, to determine whether they have been paying unnecessarily in the past, and whether they need to continue paying in the future.

New Radio Division For Treasury In N. Y.

New radio division of the publicity bureau of the Treasury Department's war savings stamps and bonds campaign has been established here to handle the New York State district. Al Simon, publicity director of WHN, has been placed in charge. Remainder of his staff organization will be announced later in the week.

WHN is granting Simon an indefinite leave of absence to handle the government job. Originally, he was on temporary leave to handle the radio promotion of the Greater New York War Bond Pledge Campaign. Station has not as yet appointed his successor. Vivian Brown is temporarily carrying on the publicity chores.

Wage-Hour Opinion Re Staff Announcers

(Continued from Page 1)

now considered part of his regular rate of pay when computing overtime rates.

Livengood, on the basis of the AFRA terms, has ruled that the staff announcer is an employee of the station, and that the "talent fee" is part of his regular compensation. Factors influencing the decision have been listed by the Chief as follows: An announcer is a regular employee of the station employed pursuant to a collective bargaining agreement; the agreement contemplates the performance of these extra tasks, and obligates the announcer to perform them when directed to do so by the station; agreement places upon the station obligation to pay the "talent

To the Colors!



JAMES HARVEY, for seven years a member of the KYW staff in the program department, has enlisted in the United States Army Air Corps Reserve. Harvey has been on inactive duty for eight weeks during which time he has studied all branches of air operations at Temple University. He will now be placed on active duty for army glider training.

—vvv—

WALTER J. TUCKER, JR., engineer at WNLC for the past year, has resigned his position and has enlisted in the U. S. Navy as a seaman. He becomes the third member of the station's personnel to have joined the armed forces recently, others being Treasurer Edwin Morey, and Program Director Stevens, both in the Army.



CHARLES VICTOR WGN announcer who went to Hollywood several weeks ago to play in the picture, "Sweet Or Hot," has rolled in the U. S. Army. He was a leave of absence from WGN to make the picture and has just returned to the city.

—vvv—

DONALD BROOKS, news editor and featured news commentator WORL, Boston, reported Saturday, July 18th, for active duty as a lieutenant in the U. S. Army. He will be stationed at least temporarily at Camp Upton, N. Y.

—vvv—

WARREN WADE, executive program director of NBC television, been commissioned a captain in Army Signal Corps and will report tomorrow for active duty at the Training Film Production Laboratory, Astoria, L. I.

—vvv—

NORB ALEXIS (Bert Way) formerly of the staff of WBRV, Wabury, Conn., and more recently a man at WNEP, has joined the ranks of Uncle Sam's armed forces.



C. CABANNE LINK, publicity director of KMOX, St. Louis, joined the U. S. Army on Tuesday of last week.

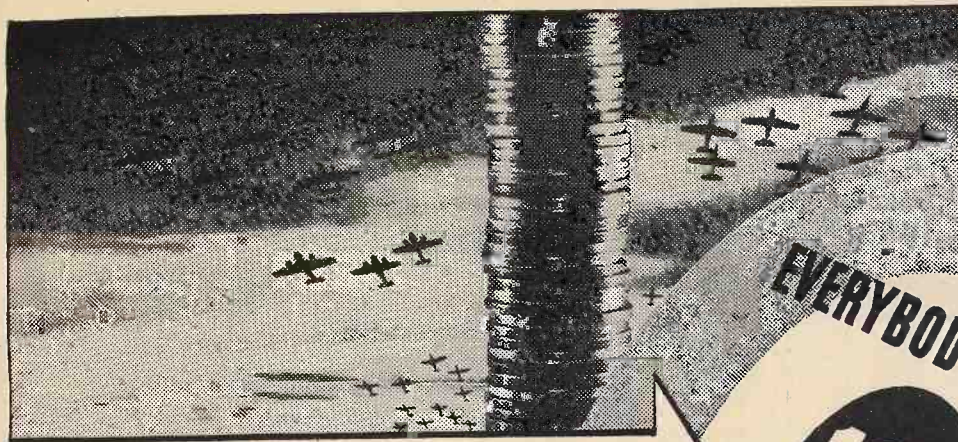
—vvv—

JACK HORNER, announcer KSAL, Salina, Kans., has been accepted by the U. S. Army and is awaiting call.

—vvv—

BILL MAYHEW, announcer WBEN, has been commissioned in U. S. Army Air Corps and has reported for duty at Salt Lake City.

fee" even though the sponsor charged an additional sum for service; agreement for the performance of this extra work is made between the station and sponsor, not between announcer and sponsor; the radio station obtains a distinct benefit from the services of the announcer; the work is performed under the direction and control of the station.



New Target for Industry:
**More Dollars Per Man Per Month in the
PAY-ROLL WAR SAVINGS PLAN**



TO WIN THIS WAR, more and more billions are needed and needed fast—AT LEAST A BILLION DOLLARS A MONTH IN WAR BOND SALES ALONE!

This means a *minimum* of 10 percent of the gross pay roll invested in War Bonds in every plant, office, firm, and factory in the land.

Best and quickest way to raise this money—and at the same time to “brake” inflation—is by stepping up the Pay-Roll War Savings Plan, having every company offer every worker the chance to buy MORE BONDS.

Truly, in this War of Survival, VICTORY BEGINS AT THE PAY WINDOW.

If your firm has already installed the

Pay-Roll War Savings Plan, *now is the time—*

1. To secure wider employee participation.
2. To encourage employees to increase the amount of their allotments for Bonds, to an average of at least 10 percent of earnings—because “token” payments will not win this war any more than “token” resistance will keep the enemy from our shores, our homes.

If your firm has not already installed the Pay-Roll War Savings Plan, *now is the time to do so.* For full details, plus samples of result-getting literature and promotional helps, write, wire, or phone: War Savings Staff, Section E, Treasury Department, 709 Twelfth Street NW., Washington, D. C.



U. S. War Savings Bonds

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

RADIO DAILY



Coast-to-Coast



RUTH MOSS, woman commentator for Yankee Network, has not only been aiding in the sale of War Bonds and Stamps on the air of late, but has been making what is amounting to a personal appearance tour in and around Boston. After working for the drive at the Jordan Marsh department store and at a combined Rotary Club-Kiwanis gathering, she is to speak at some 20 posts of the American Legion Auxiliary in the area.

Janet Jenkins, known to listeners as the Nancy Dixon of "What's News In the Stores" on KYW, Philadelphia, has left for Des Moines to train for a commission in the WAAC. One of the 21 selected from the thousands who applied in Philadelphia, Miss Jenkins was guest of honor last week at a luncheon attended by representatives of the Army and officials of department stores in which she had shopped for program material, as well as KYW officials.

Joe Cook, formerly of WSOO, Sault Ste. Marie, Mich., has joined the announcing staff of WWVA, Wheeling, W. Va. WWVA entertainers participated in American Heroes Day Friday, June 17, in Wheeling, W. Va. A group of hill-billy entertainers held a jamboree on one street corner, and the staff band, the 1170 Streamliners, played popular music on the sidewalk across the street from the WWVA studios.

As a blackout precaution, Muriel Pollock, organist, has been transferring most of her music to phosphate-treated paper, so that she can carry on in any emergency.

Glenn Shaw, production manager of KSL, Salt Lake City, Utah, has announced further staff changes with appointment of Gene Halliday to supervise the scheduling and production of national and local spot announcements. The new post was created to coordinate the spot schedule with the balance of the station's programs. Lynn McKinley of the production staff was appointed supervisor of the transcription library and Mary DeLaMare was placed in charge of sound effects. Helen Ann Young, who formerly handled both transcription and music libraries, will assume the job of bringing the music department up to date and taking care of all copyright clearance.

WDRG, Hartford, Conn., has streamlined its program-listing system, installing a simplified card-filing procedure for the more complicated program sheets used in past years.

"How Priorities Affect the Farmer," is the title of a new Arizona Network farm feature, prepared and announced by Don Hitch of the University of Arizona. The program, scheduled for 13 weeks, is carried on Saturdays at 1:30 in the afternoon.

Participation of WFTM, Fort Myers, Fla., in the War Bond-National Heroes Day drive showed decisive results as the designated period came to an end. Starting the sale with a broadcast from the city's War Bond Breakfast at which W. E. Bennis, Jr., president of the Fort Myers Broadcasting Company and now with the Signal Corps at Fort Monmouth, N. J., bought a \$1,000 bond, the day closed with receipts and pledges of \$35,000.

Tribute to the narrative capabilities of Al Sisson, news chief of WHAM, Rochester, N. Y., was paid recently by Congressman Joseph J. O'Brien, 38th N. Y. District, who read the commentator's broadcast, "Oh! Say Can You See," which originated at the Bausch & Lomb's Army-Navy Night celebration, into the Congressional Record.

Gordon Carter, director of the Little Theater of St. Louis for the last three years, and producer-director of the Civic Theater for the last four years, has joined the production staff of KMOX, St. Louis. Carter has resigned from the Little Theater and is taking up his newly assumed duties immediately.

When the Toledo Mud Hens and the Louisville Colonels played 20 innings to a 6-6 deadlock recently, Roger Bacon, play-by-play announcer of WTOL, stayed right on the air till 12:55 a.m. (Sunday morning) till the curfew law was invoked. Bacon thus became the first American Association announcer to describe a 20-inning game. Toledo and Louisville were billed for a double-header the next afternoon so Bacon single-handed was at the mike for 36 innings (20 Saturday night, and 16 Sunday afternoon) —or almost nine hours during the period beginning Saturday evening at 8:30 p.m. and Sunday afternoon at 5:30 p.m.

Helen Morgan, Jack Moyles, Rod Hendrickson, and Ed Selvin of the KPO staff in San Francisco are producing and airing a special weekly program titled "America's Answer." The program, debunking Axis propaganda broadcasts, is disc'd and aired over five other bay area stations. . . . Armand Girard, KPO baritone, collects little-known French-Canadian ballads, and airs them to western audiences. He is a French-Canadian by birth.

KWTO, Springfield, Mo., is continuing its series of salutes to neighboring Ozarks communities at least through September 14, according to an announcement by station authorities. The salutes are presented on a program featuring the music of the Five Ambassadors each Tuesday, Thursday, and Saturday evening at 5.45. Communities to be saluted in the near future include Branson, Missouri, July 25; Lamar, Missouri, July 28; Aurora, Missouri, July 30; and Houston, Missouri, August 1. Information for the broadcasts was furnished by mayors, postmasters, and civic organizations in the cities to be saluted.

Stanley Jennings, art director of WOL, Washington, D. C., found out something about himself the other day that he never knew before. Scouting his birth certificate trail for the purpose of enlisting in the Merchant Marine, he discovered that not only was his name not legally Stanley, but that Montgomery County had recorded his name as Baby Jennings.

KLO, Ogden, Utah, is participating in the Intermountain sporting world activities by entering a golf team in the new Commercial league. Team members include John Henry, Ken Bennett, Bob Ingham, Merril Bunnell and Earl Donaldson. Ingham also bowled the famous Max Kosof, now of the U. S. Army in an exhibition series recently, averaging 187 to Kosof's 191.

"Music by Rosemary," a new series of programs featuring transcribed music, has been started on WOWO, Fort Wayne, Ind., and is heard Monday thru Friday at 6:45 p.m., CWT. Commentaries are by Rosemary Stanger, WOWO's woman announcer, who prepares the scripts and runs the whole program.

Arnold Cohan and Ed McDougal will present their sports commentary program, "One Sport To Another" at 6 p.m., starting Thursday, July 23, over WNYC. Cohan and McDougal had shared producing honors, also, in "Science in Action" and "America Redecorates," television programs which NBC and WNBZ aired before the war ban.

Andy Potter, former KROW producer, has been named program manager of the San Francisco Office of the Coordinator of Information, now a part of the Office of War Information. . . . Don Logan, another KROWite, has left the OWI staff to work in the shipyards.

KFEL, Denver, presented an interview with Arthur H. Laws, a prominent Denver attorney, this week, in which Laws spoke on the purpose and opportunities of the Naval Reserve. Station has scheduled several other programs to aid in Naval Reserve recruiting and public relations.

"Meet The Boys In The Band" recorded feature of swing music five times weekly over KMYR, ever, is one of the few transcribed shows in the country that attract studio audience. Any week-day noon finds from 25 to 300 jittery high schoolers in the studio, on carpets in the aisles. The studio encourages high school kids to dance and see how things are run. Announcer Bill Hickman often makes teen-ager up to the mike as a "co-announcer."

Following appointments to the staff of WSPD, Toledo, have been announced by E. Y. Flanigan, managing director: James A. Cochran, assistant production manager; Bob Evans, in charge of special events, and G. Jackson, who will hold the post of chief announcer.

Warner Anderson, promising young actor whose performance in a recent production of "War and Peace" has drawn praise from New York critics, will play the title role in "Captain of Guard" over WNEW tomorrow, 8 p.m. The original dramatization by Robert Goodman describes the exploits of a group of Don Cossack cavalrymen listed in the Red Army under the leadership of the dashing Captain Tuganov. Supporting roles will be taken by Martin Wolfson, Paul Thompson and Wyman Holmes. Arnold Cohan directs the production, which is under the auspices of the Russian War Relief Society.

The youngest recruit from Connecticut ever sworn into the U. S. Navy has proved to be Vincent Miller of Bridgeport. On the Fourth of July, Miller's 17th birthday, Lieutenant Lawrence M. Nelson, head of Recruiting for the State of Connecticut, administered the oath during a special broadcast over Radio Station WNHV, New Haven. Also interviewed during the program was young Miller's mother, who witnessed the entire induction ceremony. It can be said that the program was all Navy in character for Ensign Don Rustici, who, as announcer, handled the feature. Ensign Rustici was recently honorably discharged from the service of the United States Navy.

KGEI's Int'l Service Gets Satevepost S

Services being rendered by KGEI's General Electric's short waver in San Francisco, serving the Far East primarily, is the subject of a special feature in the "Saturday Evening Post" which in its July 25 issue, Frank J. Taylor, author of the "Saturday Evening Post" count, singled out E. T. Buck as the man "who built an out-of-the-ordinary short-wave station into one of the United Nations' most potent weapons."

BIRTHDAYS

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

July 22
 Joe B. Carrigan Albert Handke
 Shirley Howard Audrey McGrath
 Dad Pickard



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

20, NO. 17

NEW YORK, N. Y., THURSDAY, JULY 23, 1942

TEN CENTS

Red Cross AA Priority

Frequency Shift Shortwave Outlets

Washington Bureau, RADIO DAILY
Washington—Adopting a BWC recommendation designed to facilitate national short wave broadcast operation, the FCC has authorized its engineer to grant temporary priority shifts when interference conditions threaten the efficiency of short wave broadcasts for foreign listeners. The commission will permit temporary substitution of another frequency for a frequency specified in the applicant's regular license;

(Continued on Page 2)

Co Broadcasters Heavy On Bond Sales

San Francisco—Many thousands of dollars worth of War Stamps and Bonds have been sold here in recent weeks through efforts of local radio broadcasters and stations. Stars of all mediums have made frequent appearances at bond sales, the specialty being downtown rallies sponsored by large stores or by various patriotic organizations. J. P. Maddox, through plugs on his daily night Amateur Hour at

(Continued on Page 3)

Topeka Station Plea Automatically Dismissed

Washington Bureau, RADIO DAILY
Washington—Jayhawker Broadcasting Co. of Topeka, Kansas, is automatically dead in so far as the FCC is concerned, the FCC stating yesterday that no petition was filed after original application to justify

(Continued on Page 2)

Boosting Bond Sales

War Bond sales campaign to interest not only WJZ listeners, but those thronging the corridors of the RCA Building in Radio City, New York, begins next Monday with microphones set up in the lobby. Station talent and outside celebrities will participate in the programs, and will also be stationed in booths to sell bonds to passersby.

War-Commercial ET's May Escape AFM Ban

Continuation of recordings for sponsored programs dealing directly or indirectly with the war effort was evident yesterday whether or not the AFM carried out its proposed recording ban July 31. While James C. Petrillo, president of the AFM, originally stated that government war disks would not be affected, he understood that word has been passed

(Continued on Page 2)

Half Hour Dramatic Show Planned By Campbell Soup

New half-hour weekly series, described as dramatic in format, is now in the process of formulation for Campbell Soup Company which will sponsor the programs over a CBS network starting Sunday, September 13. Series, which is being handled through the Ward Wheelock Company, will be heard from 9:00 to 9:30 p.m., EWT.

Two-Week Campaign For Nurses Ready As All Stations Receive Material; BVC Urges Spots As "Must"

Extensive Coverage For Secretary Hull

Indicative of nationwide radio coverage of the address of Secretary of State Cordell Hull tonight, 9:30 p.m. EWT, on seriousness of the war situation and post war hopes is the fact that at least nine independent stations and post war hopes, is the addition to network outlets, will carry the message, WMCA, WNEW, WHN,

(Continued on Page 3)

Disks For Service Men Getting Mutual Program

The second network program dedicated to the campaign for "Records For Fighting Men, Inc." will be presented Saturday, July 25 by the Mutual Broadcasting System, when between 8:32 and 9 p.m., net will offer four popular disk-makers, Dinah

(Continued on Page 2)

Carter's Liver Pills To Ted Bates Agency

Ted Bates agency late yesterday announced that it had been appointed by Carter Products, Inc. to handle all media for Carter's Little Liver Pills, effective August 1. Carter's Little

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Carrying a Double A priority by the OWI, material to tie up with an intensive two-week campaign for Red Cross Army and Navy nurses is en route to all stations for the drive which will start next Monday and continue through the week following August 3.

Announcements, embodied in two releases, urge graduate nurses from 21 to 40 to enroll immediately in the Red Cross Nursing Reserve, reservoir

(Continued on Page 3)

WNRC's Info Bureau On Fem. War Activity

A National Information Bureau on Women's War Activities, operating through the membership of the Women's National Radio Committee and its affiliated organizations, will be formally launched next Wednesday, July 29, with a luncheon in the Iridium Room, Hotel St. Regis. New or

(Continued on Page 2)

Another Co-Op Offering Sked On Blue August 31

As the second cooperative program offered for local sponsor participation by the Blue Network, "Scramble!" will go on the air Fridays, 7:00 to 7:30 a.m., EWT, starting August 31. Program, presented with the cooperation

(Continued on Page 2)

West Coast New Biz Spurt; Don Lee Gets Two Fat Accts.

19 NBC Commercials Now Being Shortwaved

Total of 19 commercial programs on NBC are now being shortwaved to our forces overseas. Latest to join the group is the "Voice of Firestone" series, which is going out as a commercial for 52 weeks beginning this week over short wave stations WRC,

(Continued on Page 2)

Los Angeles—New contracts signed by Don Lee network include one of the largest signed in the past three years, according to Wilbur Eichelberg, sales manager of the web. Big account is Roma Wine Co. which has signed for 16 (California) outlets 6:15-6:30 p.m. PWT, using news Monday through Friday. Contract goes into effect July 27, for 52 weeks, through the McCann-Erickson agency,

(Continued on Page 2)

An Angle

Cincinnati—Ruth Lyons, conductor of the "Petticoat Party Line" on WSAI, is using the engagement of Jay Fix, announcer, and Beverley Barnes, commentator, as a basis for the commercial portion of her broadcast. Her chats concern the things which Fix and Miss Barnes will need to start properly in the field of housekeeping.

Atmosphere

Programs are sometimes described by the irreverent as smell-free but rarely air-conditioned studios. Happened the other day in NBC's Hollywood Radio City, though. Studio odor got so bad, company police got on the job. Nobody had put meat in the air conditioner to keep for the studio and had forgotten it. Atmosphere is now normal.



Vol. 20, No. 17 Thurs., July 23, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL

(Wednesday, July 22)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	117 1/4	116 1/2	116 3/4	+ 3/8
CBS A	12 3/8	12 3/8	12 3/8	- 1/8
Gen. Electric	27	26 5/8	26 3/4	- 1/8
Philo	9	9	9	0
RCA Common	3 1/2	3 3/8	3 1/2	+ 1/8
RCA First Pfd.	55	54 7/8	55	+ 1/8
Stewart-Warner	6 3/4	6 5/8	6 5/8	- 1/8
Westinghouse	70 1/2	70	70	- 1/2
Zenith Radio	14 3/4	14 5/8	14 3/4	0

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	17 1/2	21 1/2
Stromberg-Carlson	5 3/8	6 3/8
CAO (Baltimore)	15	19
WJR (Detroit)	19	21

Disks For Service Men Getting Mutual Program

(Continued from Page 1)

Shore, Cab Calloway, Matty Malneck and Spike Jones' novelty group. Program will come from Hollywood. Last Saturday, CBS contributed toward the inauguration of the drive with the first network program for this purpose.

19 NBC Commercials Now Being Shortwaved

(Continued from Page 1)

WNBI and WBOS. Program is transcribed and put on short wave the morning following the regular broadcast.

YOUR SALES TARGET

in Central Ohio's Richest Market

WRITE OR WIRE DIRECT FOR STATION DATA

War-Commercial Disks May Escape AFM Ban

(Continued from Page 1)

around that commercial recordings of institutional nature bearing on the national defense and war effort would not be molested.

Recent inquiries from both recording companies and large industrial firms planning transcriptions not only sans commercial plugging, but definitely directed to help the war effort, were given cordial treatment by Petrillo. That he consented to productions getting under way even as late as this week, intimating that they might continue even after July 31, after being informed that the projects contemplated could not be finished within the confines of July.

Activity Noted

Musicians' union acknowledged the wave of increased activity among recording and transcription companies, adding, even, that its own statistics will show that June and July will wind up as the all-time record-breaking months for production. One executive estimated on preliminary figures that production during these past two months will exceed, even, the total of the preceding four months. Statement bears out those made by two of the e.t. firms a week or so ago that their plants experienced heaviest production loads in June, units having worked at capacity. Union statisticians estimated that the backlog, when distributed throughout the industry, would keep the stations going six months without any inconvenience. Union is looking that "wait" in the face feeling confident that the so-called loss in employment among its members will be confined to only a handful of the topnotchers who can get along well without the additional recording royalties.

O.K. Frequency Shift Of Shortwave Outlets

(Continued from Page 1)

wherever possible, however, a frequency within the same megacycle band as that in the license will be assigned.

The purpose of the order is to permit shifts by international stations of a few kilocycles in either direction in order to avoid interference from other communications activities. This move was urged by the Board of War Communications as an "effort to insure the best and most continuous reception of United States international programs in foreign countries."

Another Co-Op Offering Sked On Blue August 31

(Continued on Page 2)

tion of the National Aeronautic Association and the Aeronautical Chamber of Commerce of America, is being limited in sponsorship to manufacturers of aircraft or related products. Series presents air adventures and aviation news. First cooperative program thus offered was the "Gang Busters" program.

Coast New Biz Spurt: Don Lee's Contracts

(Continued from Page 1)

originating outlet being KFRC, San Francisco, where Phil Stearn will do news and Mel Venter, the commercials. Jack Hall of KFRC sales closed the deal.

Longines-Wittnauer Watch Co. has bought "Evening Symphony," half-hour nightly for 52 weeks, starting Sept. 1, through the Arthur Rosenberg agency. This show will be heard on KFRC, KOL, KGA, KMO, KGB and KHJ.

As recently announced, Benson & Hedges for Virginia Rounds cigarets start Paul Schubert (now on WOR) over Mutual on August 17. Effective immediately Healthaids, Inc., bought "News With Doyle" (Jim Doyle) over KHJ, KGB and KFRC, the latter originating the program heard Monday and Wednesday nights.

WNRC's Info Bureau On Femme War Activity

(Continued from Page 1)

organization's functions will be to coordinate and centralize the voluntary efforts now afoot, in furtherance of "A post for every woman on the victory front." It will direct volunteer womanpower into established groups.

Luncheon session next week will feature the following speakers: Margaret Bondfield, former Minister of Labor of Great Britain; Dr. Lena Madesin Phillips, president of the International Federation of Business and Professional women; Lt. Colonel Lewis F. Latimer, Second Corps Area; Prof. Fred G. Hoffherr, executive vice-president of France Forever, and Lisa Sergio, WQXR's news commentator. Mme. Yolanda Mero-Irion will preside.

New Topeka Station Plea Automatically Dismissed

(Continued from Page 1)

granting of permission to construct a new station.

Jayhawker Co. was to have included Senator Robert LaFollette of Wisconsin and D. Worth Clark of Idaho; Herbert L. Pettey, director of WHN, New York; Mrs. Helen A. Marks, president of WOL, Washington and William B. Dolph, vice president of WOL.

Another application dismissed for the same reason was that of the Gazette Co., Cedar Rapids, Iowa, which included among its officers Verne Marshall, former isolationist leader.

Mrs. Leola A. Brown

Mrs. Leola A. Brown, 43, receptionist of WSB, Atlanta, Ga., died at her home July 20, after a month's illness. With the station since 1930 and at one time its night manager, Mrs. Brown for many years wrote WSB's nightly sign-off messages in her spare time at the reception desk. Surviving are a son, Jack Brown of the WSB promotion department, and two sisters.

COMING and GOING

GEORGE CLAPP, station manager of WA Albany, Ga., in town for a brief visit on station and network business.

CAPT. ROBERT TINCHER, formerly manager of WNAX, Sioux City-Yankton, S. D., has for Ft. Meade after spending a couple of weeks with his erstwhile associates at the station.

LESLIE F. SMITH, station manager for WH Manchester, has returned to his New Hampshire headquarters after spending the early part of this week in town.

RAYNOLD CRAFT, of the NBC sales department, and DORIS WILLIAMS, his secretary, left on their vacations.

CLARENCE WHEELER, vice-president of WORchester, in New York for conferences at station relations department of CBS.

CLARENCE L. MENSER, vice-president of WJ in charge of programs, left yesterday on a trip to Chicago.

BETH BLACK, time buyer at The Joseph Company, off on her annual vacation.

GEORGE W. SMITH, managing director of WVA, Blue Network outlet in Wheeling, Va., in town for talks at the web headquarters.

JAP CUDE, station relations manager for WJ in Chicago on business.

RAY NELSON, of NBC production, expected back today or tomorrow from a short hospitalization.

TOM LYNCH, of the William Esty Company radio department, off on a vacation of several weeks.

MARION REYNOLDS, head of the artist bureau at WELI, New Haven, spending some time in New York on station business.

STEPHEN R. RINTOUL, owner of WSRR,ford, Conn., in town yesterday and paying a visit to Rockefeller Center.

Carter's Liver Pills To Ted Bates Age

(Continued from Page 1)

Liver Pills currently is sponsoring "Inner Sanctum" over the Blue work Sunday nights and this act recently was taken from Stacky-Croft to Roche, Williams & Cunningham Agency was non-committal on future radio plans for the product.

Wedding Bells

Paul H. Lee, former chief engineer of WWSY, Watertown, N. Y., and with Western Electric, New York City, and Beatrice Genevieve Lee at Syracuse University last Friday.

One of America's Greatest Local Radio Programs

WORL BOS MA

Red Cross Nurse Drive Underway on Air Mon.

(Continued from Page 1)

the Army and Navy Nursing Corps, which needs 3,000 new nurses daily. Red Cross is directing its "Nurses Wanted" messages to the 100,000 registered nurses in hospital and those associated with doctors in private practice.

The Broadcasters Victory Council Monday sent word that since the drive has given the drive an AA status, all stations should look upon it as a "must" and not a filler status as in previous Red Cross announcements.

Furnace Care Stressed

Stations are also being urged by Washington to stress the importance of eastern householders of changing their furnaces at once from oil coal, and ordering their coal now. This is the plea of the solid fuels coordinator for war.

Radio background material scheduled to reach all stations shortly through the OWI cover such subjects as conservation, women in the war, salaried rubber, transportation and the merchant marines. Each of the major series in America's war effort is carefully outlined and approaches to these problems suggested.

In the same series is the OWI pamphlet "The Unconquered People" which went out recently, handled by R. Dyke, Chief Liaison Officer, Advertising Division.

Waco Broadcasters Go Heavy On Bond Sales

(Continued from Page 1)

Waco, has accounted for more than \$100,000 worth.

Waco star Beth Norman, known as "Ma Noyes—Siren of the Switchboard," presides over a War Bond program in the big Hale Brothers Department store five days weekly in the afternoons. KYA has been cooperating with the I. Magnin Company, airing a daily morning show through the firm's Bond and Stamp program in a large display window. All programs have cooperated in the "References for Victory" bond and stamp program, in which retail stores are competing for the heaviest sales.

Foster Adds MBS Time

Cedric Foster, news commentator, is being given a weekly, nighttime program over Mutual, to supplement his present daytime broadcasts. His new program will start Friday, July 24, weekly offering between 10 and 11:30 p.m., except on nights when the world's boxing bouts are scheduled.

Bessie Beatty Guests Set

Bessie Beatty, on her WOR program next Monday, will have as guest Leda Marshall, film star soon to appear in "The Constant Nymph." Al Roberts, English novelist, will appear on Tuesday's program, while Ward L. Greene, general manager of the National Better Business Bureau, will be heard on the Wednesday program.

PROMOTION

WWL "Axis" Book

In hard-hitting fashion, WWL has linked its latest promotion with the war effort, issuing an 11 x 14 brochure with the exciting title, "Cooking the Axis Goose—Creole Style!" Asterisk note inside the front cover of the production shows that the entire book had been submitted to and approved by the Office of Censorship, Washington, D. C.

Major contents consists of offset pictorial representations of new activities in New Orleans since the war. Pictures are primarily collections of newspaper clippings, dealing with several industrial phases, each page being limited to one. All are captioned "What's cooking in—," and then comes shipping, shipbuilding, aircraft, resources, etc. Effort, well nited, puts forth forcefully the drama of New Orleans abuzzing toward a goal of defeating the Axis.

Denouement, of course, is that WWL covers this wonderful market, and that advertising on the station is wise investment and good business. Last two pages and inside back cover are devoted exclusively to the details of the station's coverage.

"Hale America"

Physical fitness program, "Hale America," of WOWO-WGL, Fort Wayne, Ind., is being promoted by the series' four sponsors through their own house organs. In addition to this support by the sponsors, who represent some of the city's major industries engaged in war production, exercise charts are being distributed to both listeners and employees of the concerns.

For the Army

To keep its employees who have entered the wartime services of the country up to date on what is going on at the station in their absence, staff members of WFBL, Syracuse, N. Y., are putting out the "WFBL Noo-se." Publication currently is gotten out on a single sheet of legal-sized paper, mimeographed on both sides. Lightness of tone of the chatter and gossip is revealed in white space captioned, "Reserved for the censor." Space was scheduled to be filled by staff members, but they didn't get contributions in on time.

KNX "Home" Booklet

Capitalizing on Crossley surveys showing that at least 94.2 per cent of Southern California families were at home last summer (intimating that this year the figure will be higher because of travel limitations) and that those who did go away vacationed somewhere within Southern California, KNX has just issued a sprightly promotion booklet. In keeping with the summer theme, make-up utilized the sun-like impression gained by yellow-gold decorations thrown in among the black type. Text sounds out continuously on the "Having a swell time at home" angle. Booklet sells, first radio, and then

KNX, overcoming the advertiser's hereditary notion that radio advertising should be withdrawn during the hot weather season. Text leads up to the KNX punch line subtly, and runs off with a minimum of anticlimax copy, so that reader associates KNX, exclusively, as the radio advertising medium for that locale.

Style of the copy is breezy and brief, with illustrations verging on the cartoon, but in good taste.

"Author's Playhouse"

Accompanied by a personalized letter in a lighter vein, NBC, Chicago, is distributing a two-fold brochure in color telling of the background and personnel of the sustaining series, "Author's Playhouse." Promotion piece stresses the fact that 23 per cent of radio time is devoted to drama and that people of the nation spend over \$900,000,000 annually for admissions to legitimate and motion picture theaters as evidence that "The play's the thing!" In addition to cuts of the series' producers, announcer and musical director, halftones of principal actors on the programs are used.

Inside portion of the brochure, which measures 17 by 20 inches when fully opened, includes synopses of some of the presentations. Accompanying letter's style is indicated in such phrases as "Who is the most entertaining person you know, beside yourself? ... Whoever he is, he must be a good story teller. ... The show is already on the air at 10:30 p.m., CWT, Sundays, or—if you don't own a radio (only 31,000,000 out of 34,000,000 American families do), we'll play you a recording of this program on very slight provocation."

Extensive Coverage For Secretary Hull

(Continued from Page 1)

WQXR, WOV and WHOM, will take the broadcast direct, while transcriptions will go on WNYC at 7:30 a.m. and 2:05 p.m. the following day, and over WEVD and WBNX at 11:00 and 11:30 p.m., respectively, the same night. To encourage foreign language listeners to hear the vital message, WHOM is building listener interest with at least 15 announcements on its programs in nine foreign languages, starting at 6:30 this morning and continuing until broadcast time.

Coverage Outside N.Y.C.

Full network coverage is also being augmented in localities other than New York with many independent outlets arranging to pick up the talk considered as of FDR's Fireside Chat importance. Networks are prepared to cancel more than one program should the address run over longer than a half-hour.

panying letter's style is indicated in such phrases as "Who is the most entertaining person you know, beside yourself? ... Whoever he is, he must be a good story teller. ... The show is already on the air at 10:30 p.m., CWT, Sundays, or—if you don't own a radio (only 31,000,000 out of 34,000,000 American families do), we'll play you a recording of this program on very slight provocation."

CEDRIC FOSTER

Boston's only
Coast-to-coast
Radio News
Commentator



A Yankee Network Feature
sponsored by

Loose Wiles in New England
1:45—2 P.M. Monday thru Friday

and

Available for Local Sponsorship
Your Mutual Station

2:00—2:15 P.M. Monday thru Friday

A Mutual Broadcasting System Cooperative

THE **YANKEE NETWORK**, Inc.
21 BROOKLINE AVENUE BOSTON, MASS.

Member of the Mutual Broadcasting System
EDWARD PETRY & CO. Inc., Exclusive National Representatives

Los Angeles

By JAC WILLEN

"VICTORY PARADE" will have a 100 per cent victory-minded audience when Bob Hope and his Pepsi-ent crew take the weekly NBC-Office of Facts and Figures patriotic program to the U. S. Army Air Force Base at March Field, Riverside, California, August 2nd. With Hope will be Vera Vague, Frances Langford, Jerry Colonna, the Six Hits and a Miss and the orchestra of John Scott Trotter in the place of Skinnay Ennis, who is on tour. This marks the first "Victory Parade" broadcast to originate at an army camp.

One of the largest radio network sales to be signed in San Francisco in the past three years was announced by Wilbur Eickelberg, sales manager of the Don Lee Broadcasting System, when he scheduled the purchase of Roma Wine of the 6:15 to 6:30 p.m. (PWT newscast), Monday through Friday, on 16 California stations of the Don Lee net.

You can see as well as hear the singers of the Meredith Willson-John Nesbitt show in forthcoming soundies. Bob Carroll has just completed "Tenement Symphony" for Sam Coslow, and petite Connie Haines made "Idaho" and "My Great Grandfather" for Hal Roach.

Dick Joy, ace KNX-CBS announcer-newscaster, has started a new vogue—"fats parties." Recently, Joy entertained a group of radio people at his North Glendale home and the "price" of admission was a can or jar of fats which were later turned over to representatives of the Office of Civilian Defense in connection with its current national drive.

Musical theme for the NBC drama series, "Those We Love," is an original composition by Eddie Kay, music director for the program.

Full Sked For Barry Wood

Barry Wood, "Hit Parade" singer, has a busy schedule ahead, with the regular broadcast of his program for American Tobacco July 25; special "Victory Theater" performance on CBS July 27; a week at Loew's State, New York, beginning July 30, and a guest date on the premiere bill of "Stage Door Canteen," also on CBS July 30.

Berlin On "Cities Service"

Composer Irving Berlin will make a personal appearance on the "Cities Service Concert" stage Friday, July 31, when the NBC show presents an all-Berlin program, the first broadcast devoted to the works of a single composer during the show's long history. Dr. Frank Black will interview Berlin.



Bigtown Small Talk . . .!

● ● ● Watch for announcement this week on the Al Jolson-Colgate show, which insiders fear may be held up awhile due to impending music situation. Set with the show thus far are Hildegard, Eve Arden and Parkyakarkus—with Harry Salter having the inside track on the music. . . . Groucho Marx, coming in from the coast recently, was told that a certain femme singer (not noted for beauty) was aboard. "Really?" he cracked, "I always thought she traveled by broom!" . . . Incidentally, it and when Rudy Vallee goes in the armed service, Groucho will head his show. . . . Roy Porter will alternate on the Ford series with Earl Godwin, taking over the Monday and Tuesday slot. . . . It's a toss-up between Mary Elliott and Mary Ganley for the lead in Oscar Serlin's new show, "Stripped for Action" . . . Jerry Wald, who turned out a lot of A-1 pictures for Warners, is 1-A in the army. . . . What's this about Chesterfield not renewing Glenn Miller? Who'll handle Mark Hanna's radio biz when he goes in the army? Mark handles such big-timers as Helen Hayes, Dorothy Kilgallen, Leo Durocher and others.

★ ★ ★

● ● ● Dickie Van Patten (Jimmy Dugan in "Reg'lar Fellers") will have the same role in a new series of film shorts to be made in the east. . . . "Green Valley, U.S.A." shifts from Sundays to Wednesdays on CBS. . . . It's an ill wind that blows no good—and maybe the same can be said about the hot weather. At any rate, the Blue sold its first commercial on their all-night session to the St. George Hotel swimming pool. . . . Dick Spencer, NBC photo ed, ailing. . . . Also Ray Nelson, of the production dept. . . . Lucille Fenton playing the reporter in subway circuit version of "Guest in the House" . . . Observation: Radio serials are always insisting that their characters are plain, everyday homey folks—even as you and I. But every time you tune in it seems that Plain Will is hanging by his toenails from the Empire State Bldg.—or his wife is about to be cooked en casserole (with Hollandaise sauce) in deepest Congo, or something.

★ ★ ★

● ● ● Charlotte Manson stepped right into the lead of "Guiding Light" when "Stepmother" faded from the air last week out in Chicago. . . . Zero Motel will be snatched off "Basin St." any week now. A new show is being built around him. . . . Deal on for the "O'Neills" hotter than the weather. . . . Those rumors about "Cavalcade" changing are as phony as a \$3 bill. Show remains as is. . . . Dave Halpern, of the Souvaine office, has wagered plenty of coin that his new show, "War Bond Derby," lands among the top fifteen within thirteen weeks after it starts. Several agencies already steamed over the idea. . . . Bill Maloney practically commuting between here and Washington getting out the new Navy paper, "Navy Recruiter" . . . Mystery for today: When "Counter-Spy" first went on the air, it had music difficulties—a well-known conductor was called in. So what happened? The other day the show was sold—without music!

★ ★ ★

● ● ● Criticism of the week: Asked how he liked "This Is The Army," one of the town's better-knowns replied: "First the orchestra plays—60 guys in uniform. Then the curtain goes up and there are 300 more guys in uniform. What are you going to do—hiss?"

★ ★ ★

● ● ● Definition of the week: Boris Marshalov's five-year-old daughter, and a young friend of hers, were watching Boris emote on a radio show the other day. The friend wanted to know what he was doing so she was told he was acting. She wanted to know what that meant. Boris' youngster, at a loss for a description, finally blurted out: "Acting is reading something which isn't true and you get a lotta money for it!"

★ ★ ★

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

SAMUEL GOLDWYN, Hollywood producer whose latest achievement is "Pride of the Yankees," dramatizing the life of Lou Gehrig, scheduled for an appearance tomorrow on John Holbrook's news show over WGN. Slated to go on at 11 a.m., the producer will be interviewed concerning the film capital's work in furthering the war effort. It is expected that he will get in a word for his baseball film now playing in cities throughout the country.

Harold A. Safford, program director of WLS, Blue Network outlet in Chicago, has just returned from Tucson Ariz., where he supervised the reorganization of KTUC, of which Burridge D. Butler, president of WLS, is chairman of the board of directors.

Personnel changes at KRUC, announced by Ralph W. Bilby, president of Tucson Broadcasting Company, operators of the station, include: Lee Little, as general manager; Wayne Sanders, as program director; A. A. Nichol, as manager of public relations, and Matt Lemen, member of the announcing staff.

First of Paul Whiteman's new Catal records recorded on the west coast reached Chicago this week. Tunes recorded are "I Found A New Baby" and "The General Jumped At Dawn."

FCC Adopts Restriction Re Essential Changes

Washington Bureau, RADIO DAILY

Washington—Unless an essential military need or a vital public interest is to be served, no new construction or change of facilities of stations operating in the agriculture, coast, marine relay or fixed public radio services will be granted. This is the substance of a memorandum opinion issued yesterday by the FCC.

The commission adopted the following recommendation, made last month by the Board of War Communications: "No future authorizations involving the use of any materials shall be issued by the Federal Communications Commission shall further materials be allocated by the War Production Board, contract or to change the transmitting facilities of any station operating in the coastal, marine relay or fixed public services, except where such facilities will serve an essential military need or an essential public interest which cannot otherwise be met."

Two More Take "920 Club"

Boston—Two new sponsors have joined the "920 Club" at WORL, under the program for the first time. They are: The Great Atlantic & Pacific Company, placed by Paris & Pomeroy, New York, and the New England Telephone and Telegraph Company, placed by Doremus & Company, Boston. The latter precedes each of 17 weekly live announcements with a telephone bell ring and direct copy at listeners in an appeal for reduction of non-essential use of telephones during war time.

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

QUEST-ING

RY DEUTSCH, on "A Date on Norman," tomorrow (WOR- 1:35 p.m.).

ON CAMPBELL, national director of the American League "Records for Our Fighting Today (WABC-CBS, 6:15 p.m.).

ALIND RUSSELL, interviewed set of "My Sister Eileen," on "Hopper's Hollywood," tomorrow (WABC-CBS, 6:15 p.m.).

EN MENKEN, actress; BROCK MERTON, producer; LARRY R., harmonica virtuoso; LUCY JOE, soprano, and MRS. DOUG AIRBANKS, Sr., on "Double Thing," tomorrow (WOR- Mu- 30 p.m.).

WILLIAM HOLDEN, screen w in the U. S. Army, on the "Adolf" program, Sunday (NBC p.m.).

ETRUDE NIESEN, vocalist; & JOHNSON, ZERO MOS- and SAM HERMAN, xylophon- the "Star Spangled Vaudeville" n, Sunday (NBC Red, 8 p.m.).

RENCE ROSSINGER, mem- the research staff of the For- policy Association and formerly Office of the India Trade Com- in the United States, on "ight on Asia," Monday (WABC- 30 p.m.).

ROR PHILIPP, pianist and and MAURICE EISENBERG, s on the "Keyboard Concerts" m, Tuesday (WABC-CBS, 3:30

ARY FREISTADT, trumpeter, program of the Columbia Con- chestra, Wednesday (WABC- 30 p.m.).

Stork News

wood—Charles Correll—the of Amos 'n' Andy—is the e of a seven-pound daughter yesterday to Mrs. Correll. It e second child.

A sons, to Mr. and Mrs. Pat at Okmulgee, Okla. Buford ident of the Okmulgee Broad- Corp. operating KHBG.

rl, born last week to Mr. and lve Conway, in Evanston, Ill. y is a member of the Chicago nouncing staff.

Peace Discussion On WQXR

asting Peace in Europe" is the t of a discussion to be heard on World Peaceways Forum" over t from 6:30-7:00 p.m. this Sun- Speakers scheduled include: e Braatoy, of the planning divi- OWI, and co-editor of "New Eu- Dr. Henri Bonnet, director of stitute of Intellectual Coopera-

NEW PROGRAMS—IDEAS

Air-Raid Protection

Presenting a factual picture insofar as Army information can be revealed of the manner in which Philadelphia is protected against enemy air attack is to be presented by WFIL. Worked out in cooperation with the Regional First Fighter Command of the Army, the program opens with brief dramatizations of the bombings of London and Tokyo and then goes into a satire on conditions in Axis-dominated territories. Details of the communications network the Army maintains in the city to trap enemy bombers will also be dramatized. Broadcast closes with a series of interviews with military officials holding important posts in the defense organization.

"What Makes The News"

Listeners to the daily program of WIBG, Philadelphia, Pete Roberts' "What Makes the News," are now watching to see if their own names are not called off on a list which will entitle them to passes to games played by the city's National League ball team. System has been worked out, using names culled from Philadelphia's street lists, giving, it is said, practically every native Philadelphian an opportunity to become a member of the "Legion of the Loyal Phils' Rooters," with a ticket free. Programs are sponsored by local shoe retailers.

Air Raid Damage Liability Subject Of Mutual Forum

Discussion involving government responsibilities for personal and property damages during air raids will be conducted on Mutual's "American Forum of the Air" program Sunday, July 26, when the batteries are manned by Dean James Landis, director of the Office of Civilian Defense, and Congressman Emanuel Celler, of New York, for the affirmative, and Congressmen John W. Gwynne of Iowa and Joseph P. O'Hara of Minnesota on the negative. Forum, originating in the Hotel Shoreham, Washington, D. C., through the facilities of WOL, will air 8-8:45 p.m. Theodore Granik will again be moderator.

Lever ET's On WEA F

Lever Brothers Company has ordered a series of one-minute announcements (transcribed) in the interests of Lifebuoy to run on WEA F beginning as of July 20 through September 12. WEA F programs used include: "Studio X" (Mondays through Saturdays, 8:05 to 8:30 a.m.); "Rhymin' Time" (Tuesdays and Thursdays, 12:45 to 1:00 p.m.); "Funny Money Man" (Mondays through Fridays, 6:00 to 6:15 p.m.—Saturdays, 6:45 to 7:00 p.m.).

tion, League of Nations, and Emery Reeves, president of the Cooperation Press Service of Europe and author of the forthcoming book, "Democratic Manifesto."

"Box K Quartet"

Western music, barbershop harmony is part of the musical fare furnished by the Box K Quartet, part of the musical entertainment of the "Kellogg Ranchers" program being aired throughout the Southwest on a group of six stations by electrical transcription five evenings per week. The quarter-hour program also stars Patty Taylor, ballad singer; Johnny Simpson, organist; Harry Hogan, pianist, and Augie Kemper, drummer. The Ranchers are heard Monday through Friday over the following Texas stations: WOAI, San Antonio; KGNC, Amarillo; KTRH, Houston; KRIS, Corpus Christi; KRLD, Dallas and KRGV, Weslaco. Program was placed through J. Walter Thompson Co.

"Bond Wagon"

The "Victory Bond Wagon," a WPAT weekly program feature carried as a remote from various New Jersey communities, moves to Clifton for tomorrow's hour broadcast. The goal for the day will be 20 Clifton firms enrolled in the payroll savings plan. Stan Kenton and his orchestra and Vera Barton, CBS singer, will be the stars of the show, with Steve Ellis emceeing. In the past two weeks, over \$159,000 has been sold in bonds during the campaign of the Victory Bond Wagon.

New Show Listing Format Issued By Blue Network

New network program listing format has been designed and is being distributed by the Blue Network from New York. Basis of the setup is to enable stations and publications out of town to pick network programs from the roster instantly without having to go through those broadcast over the chain's key station, WJZ, only.

Printed on tough, light paper in a form ready for quick clipping, pasting and editing, the listing is broken down into divisions—Network Program and Station WJZ Program. Usual symbols such as "X" indicating program change, "C" indicating sponsored program, and "P" indicating premiere, are still employed.

3 Howard Shows On WDRC

Hartford—Howard's Cleaners now has three programs each week over WDRC. The cleaning concern sponsors a 25-minute section of the "Strictly Swing" program on Thursdays, and also has taken over the Monday and Tuesday 10-minute early afternoon "Inside Page" broadcasts, conducted by Chief Announcer Ray Barrett. In addition to these programs, the Howard's account uses spots on WDRC.

Another spot contract over WDRC comes from Cain's Mayonnaise, placed by Chambers and Wiswell, Boston. The contract calls for Monday thru Friday Shopper's Special one-minute spots from July 22 to Oct. 16.

AGENCIES

COMMENTING on a trade rumor that WPB would shortly release a paid advertising schedule for radio, the BVC issued a statement that it knew "nary a Government agency—other than the Army and Navy recruiting bureaus—that has placed or intends to place any paid advertising with the newspapers or with broadcasters. Washington neither knows nor plans anything about it."

COOPERATION OF WOMEN and industrial radio commentators will be sought in the autumn in the forthcoming national campaign to arouse public interest in cotton garments for fall and winter wear, it is announced by the Cotton-Textile Institute, Inc., and the National Cotton Council. In addition to encouraging designers manufacturers to include more cotton in their products, information on the drive is being distributed to resident buyers and store merchandise managers all over the country in the interest of national defense.

CHESTER T. BIRCH has joined Pedlar & Ryan as an account executive. Birch was formerly with Sherman K. Ellis & Co.

NATIONAL ADVERTISING account for Vagabonds, products of Boyle Leather Goods Co., luggage makers, has been assigned to S. Duane Lyon, Inc.

BLUMBERG & CLARICH, New York Advertising Agency, announces the opening of a radio department under the direction of Cy Newman. Newman has been handling radio accounts in New York and Baltimore since 1935.

BLUMBERG AND CLARICH, New York, announces the opening of a radio department under Cy Newman.

J. R. KUPSICK advertising agency has been named to place the publicity of Mutual System Loans, Inc.

Advertisement for CBS 50,000 WATT STATION COVERS BOTH NORFOLK AND RICHMOND DOWN IN VIRGINIA! Includes logo for WURVA and contact info for PAUL H. RAYMER CO. NATIONAL REPRESENTATIVE.

NEW BUSINESS

KFRC, San Francisco: Moore's (Men's Clothing), anns., thru Brisacher, Davis & Staff; American Cigarette & Cigar Co. (Pall Mall Cigarettes), anns., thru Ruthrauff & Ryan; Mode O'Day Dress Shop (Ladies' Dress Shop), anns., thru Glasser-Gaily Co.; Lever Bros. Co. (Swan Soap), anns., thru Young & Rubicam; Pacific Brewing & Malting Co. (Wieland's Beer), anns., thru Long Adv. Service; Par Soap Co. (Par Soap), anns., thru Brisacher, Davis & Staff; Hecker Products Corp. (Shinola Jet Oil), anns. ETs, thru Benton & Bowles; Safeway Stores, Inc. (Nu Made Mayonnaise), anns., thru Lord & Thomas; Petri Wine Co. (Petri Wines), anns., thru Erwin-Wasey & Co.; Standard Beverages (Par-T-Pak), anns. ETs, thru Emil Reinhardt Agency; Liggett & Myers, Inc. (Chesterfields), anns. ETs, through Newell-Emmett Co.

WABY, Albany: Stone's Liquor Store, 13 weeks, five-minute news programs, daily; Don Allen Chevrolet, 18 anns. weekly; Balbo Oil Co., 52 15-minute programs, Sundays, thru July 4, 1943; Rhythm Club, five-minute periods, nightly; Land O'Lakes Creameries, Inc., 15-minute periods three times weekly, 39 weeks; Strates Shows, three daily anns., one week; World's Fair Shows, daily anns.; H. Z. Kudon, daily anns., four weeks; Mill End Shop, daily anns., thirteen weeks.

WOKO, Albany: Drive-In Theatre, daily anns., summer duration; Albany Garage, 13 weekly anns.; Feminie Products, Inc., 39 one-minute anns. weekly thru Oct. 8th; Spaulding Bakeries, 15-minute periods, Thursdays; Colgate-Palmolive-Peet Co., 26 weeks, daily anns. for Super Sudes, thru October 27; Clark Carpet Co., 26 anns., twice weekly, thru Sept. 23; Solomon Furriers, 15-minute daily periods with Forrest Willis as m.c., 52 weeks, thru July 17, 1943.

KFI, Los Angeles: (Pall Malls) American Cigarette and Cigar Co., thru Ruthrauff & Ryan, N. Y. C., 161 anns. approximately 23 a week; The Murine Co., Inc., Chicago (Eye Wash), thru BBD&O, N. Y. C., 78 anns. to be used 7 a week; Ellis E. Patterson for Lieutenant Governor (Political), six one-minute ETs.

Folder-Sugar Ration Card Offered By WOAI Sponsor

A special folder which will carry a sugar ration card is being offered listeners of Station WOAI, San Antonio on the Janice Jarret WOAI "Women's Page of the Air" broadcasts. Offer is being made by the sponsors of a five-minute broadcast each Monday, Wednesday and Friday. The Texas Maid Shortening Co. account was placed through the Tom Conroy Agency.

WHO'S WHO IN RADIO

JAMES D. SHOUSE

STARTING life as a schoolteacher, James D. Shouse has risen to one of radio's most important posts—that of vice-president of Crosley Radio Corp. in charge of broadcasting activities. As such he is general manager of WLW and WSAL. Shouse joined the Crosley stations December 1, 1937, replacing William S. Hedges, NBC vice-president, after a brilliant career with the Columbia Broadcasting System.



Schoolteacher to exec "in one easy lesson."

Following his graduation from Highlands high school, Fort Thomas, Ky., a suburb of Cincinnati, Shouse attended Miami University, Oxford, Ohio, and the University of Cincinnati. He was principal of a public school in Belmont, Ohio, for one year and principal of a Southgate, Ky. (also a Cincinnati suburb), another year, then joined the sales force of Liberty magazine.

In 1929 Shouse became the first salesman for Columbia Broadcasting System outside of the New York office, when his office was established in Chicago. After five years in radio he resigned to take over the Swift & Co. account for the Stack-Goble Advertising Agency. After a year in the agency field he returned to Columbia as

manager of KMOX, a post he held until he resigned to join the Crosley organization.

Shouse is married and has two daughters, Lucy and Cynthia.



To The Colors



BRAD ANSLEY, news editor of WIOD, Miami, who came to the station about a year ago from Press Association in New York, has been commissioned an Ensign in the U. S. Navy. **CHARLES DUDLEY**, member of the program department, has also been authorized by Uncle Sam to wear the gold stripe on an Ensign. Both men have been ordered to report to Dartmouth College for two months of training before being assigned to their posts. **PVT. RAY VALLEN**, formerly a salesman at WIOD, is now at Ft. Bragg, N. C. assigned to the U. S. Field Artillery.



WARREN WADE, executive program director of NBC television, has been commissioned a captain in the Army Signal Corps and will report today for active duty at the Training

— vvv —

LESLIE S. PEARL, vice-president and copy chief of BBD&O, is now in the U. S. Army with the rank of major. He has been detailed for duty at Washington, D. C., in the office of the Chief of Special Services.



CAPT. WAYNE RICHARDS, formerly assistant promotion director for KSL, Salt Lake City, has been appointed post adjutant at Mather Field, Cal.

— vvv —

WILLIAM STRAUSS, engineer of WGAC, Augusta, Ga., is now a third class petty officer in the U. S. Army.

JOE HARDS, of Program Dept. of Muzak, has joined the Army.

— vvv —

JOHN BERNINGER, engineer at WWSW, Pittsburgh, is now a member of the armed forces.

— vvv —

JACK RANDALL, formerly vocalist on WIP, Philadelphia, has joined up and is stationed at Fort Benning, Va., where he holds the rank of sergeant.

— vvv —

ALLEN JENSEN, newscaster on KUTA, Salt Lake City, has left the station to enter the Army.



JOHN KLOPMAN, assistant to Bill Webb, NBC manager of institutional promotion, has been accepted for the U. S. Army and will report to Fort Dix, N. J. a week from today. Film Production Laboratories, Astoria, L. I.

— vvv —

GAIL RAPHAEL, for the past eight years a member of the copy staff of Lord & Thomas, New York, has resigned to accept a commission in the United States Navy.



KEITH GUNTHER, assistant night manager of WHN, will leave Friday, July 24, for Chicago, to complete training for commission as ensign in the Navy.

— vvv —

MILLARD LAMPELL, writer of "It's The Navy" program on WMCA, to the Navy within three weeks. He will continue to write the programs even after induction.

PROGRAM REVIEWS

"Pass In Review"

Quite a powerful little show originating at a different army each week, Wednesdays 9:30-10:00 EWT via local Mutual outlets and sent on the network. Last night's half-hour came from Fort Jackson, South Carolina, Army band of the camp does the music while enlisted men from the Fort do the rest—conducting, script writing and acting, well as sound effects and all that with an excellent all-army production.

While it would seem that the best would be the major attraction, good an outfit as it is, the backbone of the show proved the telling manner in which the soldiers put on their messages. Thus in one case a soldier, speaking to the folks at home did not mince words in telling them why they had to be tough, ruthless if they wanted to win the war. He came from a steamed apartment himself, but went to the army life and liked it even if he didn't he had too—got used to it for a cause.

Illustrating his point, target practice was heard in the background, bayonet practice with the comm. and yells just as they sound on the practice field, all produced in a manner second to none. After another selection by the band, a bit of music was read touching on the mechanical side of the war machine; at the end was a plea to invest 10 per cent of earnings in war bonds.

Soldier audience enjoyed the show as much as the listeners appeared for the talent displayed by the men who staged the production was standing in every respect. They were billing at the finish; a few passes in town should have been thrown.

Mexicans Heavy Buyers Of American Equipment

Mexico City—The Mexican Army it was announced here, through Major Jose Clark Flores, chief of the Signal Section, has purchased a huge amount of radio equipment from the U. S. States to be utilized by the Mexican Army. Equipment included included telephone and telegraph services; included two power radio transmission stations, one which will be installed here and the other at a station on the Pacific Coast. Enough was purchased, it was understood to equip transmission units of the Mexican Army.

This will be the first time that allied transmission equipment facilities will be used on a large scale by the Mexican Army. Equipment will be installed at once and put into operation by the Mexican government.

D'Artega On WEAF

D'Artega is scheduled to appear on WEAF next night at 11:15 p.m. on the RCA-Victor "Sounding Board" program.



**WHAT DO YOU
WANT TO KNOW
ABOUT**

**RADIO
PUBLICATIONS?**

A COMPLETE LIST
OF TRADE, FAN,
TECHNICAL, GENERAL,
HOUSE AND ORGANIZATION
PUBLICATIONS, THEIR
EDITORIAL CONTENTS AND
POLICIES, PERSONNEL,
ADDRESSES, ETC., IS
CONTAINED AS

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



THE Stan Kenton-Don Reid band feuded to surpass each other in selling war bonds on the "Victory Bond Wagon" of WPAT, Paterson, N. J., came to an abrupt close this week when Don left for the West Coast, after selling \$101,300 in bonds in an hour and a half show from Paterson last week. Now Stan has an open field for this week's Bond Wagon show from Clifton. WPAT has the privilege of naming a deserving child to receive a scholarship to a YWCA Day Camp in Hackensack, N. J. Mrs. Mildred Toone, director of the camp, wrote Henry Miller, program director, that the camp staff was so pleased with results from a five-minute program over the station that they wished a "WPAT child" to attend the camp.

S. Keith Jameson, news editor and announcer at WKBN, Youngstown, Ohio, is in his last week at the CBS outlet. Jameson leaves for Washington where he joins the announcing staff at WMAL.

KSL, Salt Lake City, Utah, recently received letters from 17 states and 4 provinces in Canada when a preliminary check of listeners to the late-evening Columbia Masterworks program was made. Three hundred and eighty-seven (387) replies were received as the result of a single announcement requesting only listener expression on the program. To all those who wrote in, KSL has sent a schedule of Columbia Masterworks programs and CBS classical music releases for the month of July. Many letters came from army camps and ranged the ranks from buck private to Brigadier General.

Bert Crump, chief engineer of radio station CHEX, Peterborough, Ontario, is temporarily stationed at Kingston, Ontario, where he is supervising the installation of the 1,000-watt transmitter for the new station CKWS.

Siegfried Wagener's "Analysis of Propaganda" is scheduled for WIP, Philadelphia, airing on Friday nights, 8:15 to 8:30 p.m., EWT, effective July 24.

1	9	4	2
17	18	19	20
21	22	23	24
25	26	27	28
29	30		

July 23

Jackson Beck	John Blair
Earl Gammons	Frances Levy
Gwyneth Neil	Gale Page
Paula Victor	Lillian White
Irving Mansfield	

Each week for the past three weeks WFIL, Philadelphia, has arranged special fifteen-minute programs for the Coast Guard. On Thursday night, July 23rd, WFIL arranges to carry a full half-hour of the Navy-Coast Guard Benefit Show at Philadelphia Gardens, which show includes such Blue Network stars as Zero Mostel, Laura Deane Dutton, Texas Jim Robertson and Sonny Schuyler. For the Navy alone, WFIL broadcasts each Monday night, directly from the recreation hall at the Philadelphia Navy Yard, a half-hour concert by the Navy Band. The Navy Band, every member of which was picked for his musical skill by Eugene Ormandy, began its series of concerts over WFIL on July 20.

Three newcomers to the news staff at KFRC, San Francisco, are Norman Paige, formerly of G. E. shortwaver, KGEI; Elanor Wallace, who works at news research and news program writing; and James Adams, recent Stanford graduate, assigned to telephone for important or last-minute developments.

WJZM, Clarksville, Tenn., collected more than 2,000 pounds of rubber for the scrap drive at a big jamboree it staged recently at Clarksville. The rubber, ranging from tires to rubber dolls, was taken in as admission for an hour-long show emceed by WJZM's Bill Bowers. Bowers worked out details for the show with several oil companies who joined in sponsoring it. A 10-day publicity campaign over WJZM preceded the jamboree and brought a capacity audience at Powers arena.

A recent Saturday was "Navy Victory Day" over KVOO in Tulsa, Okla. Two 15-minute, two half-hour and a complete schedule of spot announcements were broadcast to try to recruit 125 men during the day, complement of a destroyer. State and district naval officers participated in interviews and talks. Grand finale was half-hour broadcast in which all men signed up during day were mass-inducted in impressive air ceremony. Total recruited was 86, "much better than expected," Naval officers said and more than double the day's quota for the entire state.

Glenn Boundy, chief engineer of WWVA, Wheeling, W. Va., suddenly turned special events announcer Friday, July 17, during the broadcast coverage of a six-county blackout in the Wheeling area. While announcer Lew Clawson was fighting his way through lines of civilian defense policemen to reach the WWVA mobile unit on top a hill overlooking the valley, the cue to go on the air from the trailer was given. Rather than take a chance on spoiling an otherwise perfect broadcast, Boundy grabbed the microphone and gave a vivid description of the blackout.

Staff acquisitions at WSBA, York, Pa., include appointment of Woodrow G. Eberhart, formerly with the West Virginia Network and WCHS, Charleston, W. Va., as director of engineering; Willis Weaver, of the monitoring division of the FCC, as chief engineer, and Saralee Deane, of KMBC and WHB, Kansas City, Mo., as woman commentator. Station starts operation late in August on 1,000 watts.

Constituting some sort of record, a fourth listener in the area covered by WEBR, Buffalo, has won in the Pepsi Cola contest. Listener received a War Bond for submitting one of the four best jingles of the day.

Harold Lubin of New York has joined the engineering staff of WIBG, Philadelphia.

Six of New York's better known record jockeys will broadcast over WINS for the second time in two weeks to continue their discussion on "What The Public Wants in the Way of Recorded Music." They had their first session, Sunday, on WINS' "Mayflower Guest Book." Discussion became so heated that it continued for two hours after the broadcast. Roster included Art Hodes of WNYC, Leonard Feather of WMCA, Maxine Keith of WOV, Maurice Hart of WNEW, Art Ford of WBYN. Ralph Berton of WINS' "Jazz University" acted as moderator.

George R. Nelson, general manager of station WSNY, has announced the acquisition of the 24-hour special AP radio news wire from Press Association, Inc.

J. C. MacDonald-Hay, authority on the Gaelic tongue, has joined KYA in San Francisco to do a Sunday morning on Celtic Melodies. He succeeds Eric Boden in charge of the show. Back from a jaunt to the northwest, where he visited several well-known stations, is KYA engineer William B. Overstreet. KYA has been picked as the "Frisco station to air the new Marine Corps show, "Man Your Battle Stations," based on actual file cases of Marine exploits.

WNEW's Hollywood news commentator, Bill Berns, will emcee a series of national competitions to select the "Sweater Girl of 1942," finals of which will be held at the New Jersey State Fair in Trenton, September 27. Berns has also been chosen by the eight Drake Business Schools as using the "Ideal Newscast Speed" on his WNEW program, "The Movie Camera Turns," heard daily at 12:35 noon. Stenography students of the schools are asked to take down the broadcasts as their final shorthand tests. Bill sends copies of his scripts to the schools after each program, for comparison with the students' notes.

Hal Graves, formerly a member of the announcing staff of WWRD, previously with the NYA Radio Workshop handling programs on WWRD, has joined WGGB as an announcer.

Furniture store in Norfolk, Virginia, has bought Fulton Lewis on WGH and is using his program a novel, but patriotic, manner. commercial copy tells of a big sale being run by the sponsor, adds that every dollar taken in is being invested immediately in U. S. War Savings Bonds.

Two popular KROW shows recently celebrated anniversaries—the 11th nightly "Music for Lovers," beginning its sixth year, and Mrs. J. E. Sid Wales, femme commentator, beginning her third season of "Keeping With the World." Two new KROW shows are a Friday evening round of theater bills, "At Your Neighborhood Theater," and a Friday "San Leandro News," summarizing happenings in that nearby community.

Arthur W. Lindsay, former announcer at KPO, San Francisco, been named head of news and sports events at KIRO, Seattle. He replaced Ed Pelret, a former San Francisco newspaperman, who left the KIRO job to join the merchant marine. Gilbert Wales, new KPO news analyst, has had his show total up to six, daily Monday through Saturday at noon.

Coast Dignitaries Gather For Shostakovich Seventh

San Francisco—San Francisco new Radio City was the scene of a distinguished gathering of Russian consular officials, prominent musicians, critics and art patrons Sunday afternoon, to hear the NBC broadcast of Dmitri Shostakovich's sectional Seventh Symphony, written during the Nazi attack on Leningrad. John Elwood, manager of KFOA, hosted the occasion, installing speakers in the KPO conference room. While other NBC cities similar get-togethers for the event, the local show was deemed particularly important as more than 90 percent of the Russians in the United States live in California. Among those attending, and who were taken on a tour of the new building later, were Jakob Lomakin, consul general of the U.S.S.R. in San Francisco; E. Ivanoff, consulate secretary; Posz of the Opera Association; Gori M. Kheifets, vice-consul; A. Elkus, chairman of the music department at University of California; Naum Blinder, concertmaster of the San Francisco Symphony.

Howard Marsh on WJZ

Howard Marsh has been scheduled as guest of Pat Barnes on his "Old Days" program to be heard Sunday at 10:15 p.m. over WJZ.

Mutual's Discount Plan

15 Consultants to CBS "Air School"

Participants in the planning of CBS "School of the Air of the 1943-44 season," 15 of the nation's most noted radio educators have been appointed to the project's National Board of Consultants, it is announced by William C. Bryson, CBS education director and chairman of Columbia's National Education Board. They will begin next Fall in New York to start planning the 1943-44 programs.

William C. Bagley, professor emeritus at Teacher's College, Columbia University, secretary of the society

(Continued on Page 3)

Mark Hawley And NCAC Sign Management Pact

Mark Hawley, news commentator and feature announcer for the last 10 years, has signed a management contract with the National Commercial Artists Corp. Hawley's current programs are: "Socony News," 15 minutes weekly on WABC; "Mr. District Attorney," Red network, Tuesday nights; and "Death Valley," Columbia, Thursday nights.

Mark Hawley, his wife, whose

(Continued on Page 2)

CBS Sets 9 Programs Pertaining To U. S. Navy

The U. S. Navy will virtually take over CBS, next Sunday, which has been designated by the station as "Know Your Navy Day." Starting at 7:00 a. m. nine programs will be dedicated to the Navy, participated in by the United States Navy; first broadcast will be

(Continued on Page 2)

Plenty of Space

Fulton Lewis, Jr., may be getting plenty of air space via his broadcasts over MBS, but the space being given him in the Congressional Record bids fair to run the broadcasts a close second. Every one of Lewis' commentaries on the synthetic rubber situation have been placed in the Record by one Congressman or another.

Branching Out

Philadelphia — Joey Kearns and his orchestra of WCAU, CBS outlet here, have been voted Philadelphia's outstanding musical aggregation and, as such, will guest on the "Fitch Bandwagon" this Sunday at 7:30 p. m. over NBC. This "twist of fate" means that they will be heard on KYW, NBC outlet here.

NAB Calls Meeting Of Wage-Hour Group

As a further step toward a solution of the announcer-sponsor-station situation where special angles are involved, the NAB has called a meeting in Washington on Monday of its Wage-Hour Committee headed by C. T. Lucy, manager of WRVA, Richmond, Va. Conference will be held, it is understood, in regard to work now being completed by Joseph L. Miller, labor relations director of the

(Continued on Page 3)

Lennen Mitchell Appoint Andrews Radio Director

Resigning from Ruthrauff & Ryan, Inc., where he has been program director for the "Vox Pop" series, S. James Andrews on Tuesday will become the new director of radio for Lennen & Mitchell, Inc. Previous pro-

(Continued on Page 2)

U. S. Sets Injunction Suit Against Proposed AFM Move

McNutt Joining Group On "Canteen" Premiere

Launching the new "Stage Door Canteen" series on CBS, Paul V. McNutt, Director of the Office of Defense Health and Welfare Services, will appear with the guests and the permanent celebrities of the series on the first broadcast, Thursday, July 30. Irving Berlin has been

(Continued on Page 2)

Six-Point Setup To Encourage Larger Network Reveals Simple Format Geared To War-Time Economy

UP Radio Expansion; Alters News Handling

As part of a service expansion program, the United Press radio news department will establish a new universal desk over which all radio news—foreign national, sports and features—will be handled. Also, there will be three new extensions of state and regional services as well. At Minneapolis, sectional transmission facilities have been enlarged to provide

(Continued on Page 2)

First Teamed-Up Sponsor Buys Time On Blue Net

First organization to take advantage of the teamed sponsorship plan of the Blue Network is Minneapolis-Honeywell Regulator Co., which has signed to be principal sponsor of "Alias John Freedom" once every

(Continued on Page 2)

New Salvage Project To Give Stations Ideas

Establishment of Victory Center, a non-governmental, privately subsidized clearing house for civilian's war winning ideas to build morale and safety, was announced yesterday

(Continued on Page 6)

Revolutionary six-point purchasing plan designed to offer greater network coverage at a comparatively low rate whereby both sponsor and station would benefit, was announced yesterday by the Mutual Broadcasting System, the plan revealing that discounts ranged as high as 75 per cent, all according to size and number of markets covered. Plan is flexible and "geared to war-time economies" and features a simplified format.

Coincidental with the announcement is the publication by Mutual

(Continued on Page 5)

Warn 'Language' Men Anent New Personnel

Warning stations to be on their guard against employing any new persons for domestic foreign language broadcasts before having them checked through proper channels, Arthur Simon, chairman of the Foreign Language Radio Wartime Com-

(Continued on Page 5)

Curtiss Candy Co. Added To CBS Full-Web Accts.

Making the 15th sponsor to contract for the new CBS 15 per cent discount plan, the Curtiss Candy Company's "News with Jackson Wheeler" will go on the full network beginning

(Continued on Page 2)

En Route

Photographs of network stars have been started on the perilous voyage from this country to Northern Russia. It happened, according to the NBC International Division, because of the letter of a British sailor stationed over there, on behalf of other tars who found radio so vital to their leisure hours. Though the letter was written in May, it just reached here.

Washington Bureau, RADIO DAILY
Washington — Attorney General Biddle, yesterday authorized an injunction suit under the anti-trust laws to restrain James C. Petrillo, president of the AFM, from carrying out his ban on recordings and transcriptions after July 31. It was not determined, at this initial announcement, where the bill of complaint would be filed—New York where the AFM headquarters are, or Chicago, Petrillo's home town. Indicated by

(Continued on Page 5)



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

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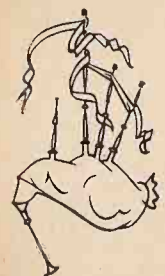
FINANCIAL

(Thursday, July 23)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Amer. Tel. & Tel.	116 3/8	116 1/4	116 1/4	— 1/2
Crosley Corp.	6 3/8	6 3/4	6 3/4	— 1/8
Gen. Electric	27	26 1/2	26 5/8	— 1/4
Philco	9	8 3/4	8 3/4	— 1/4
RCA Common	3 3/8	3 1/4	3 1/4	— 1/8
RCA First Pfd.	55	55	55	—
Stewart-Warner	6 1/2	6 1/2	6 1/2	— 1/4
Westinghouse	69 1/2	69 3/8	69 3/8	— 1/8
Zenith Radio	14	14	14	— 3/8
OVER THE COUNTER				
Farnsworth Tel. & Rad.		2	2 1/2	
Stromberg-Carlson		5 1/4	6 1/4	
WCAO (Baltimore)		15	17	
WJR (Detroit)		19 1/2		

WHICH NETWORK?

...now provides dominant stations in the important U. S. markets at lowest network cost...with the newest, simplest, most flexible rate plan in broadcast advertising.



Take a peek at page 7

UP Radio Expansion: Changes News Handling

(Continued from Page 1)

additional sectional reports for Minnesota, North Dakota and Wisconsin. Indianapolis bureau has been strengthened to provide intensified Indiana and Kentucky state coverage. The third extension adds Tyler and Longview to the UP radio news wire and extends that circuit into East Texas.

In its seven years of operation, the U. P. has grown from a 14-station service to one now servicing 610 stations in the Western Hemisphere. Of the 610, all but one hundred are served by the domestic, transcontinental radio wire stemming from the New York outlet. Figures were released this week by Harrison Salisbury, radio news manager, coincident with the organization's moving into larger headquarters here.

First Teamed-Up Sponsor Buys Time On Blue Net

(Continued from Page 1)

four programs starting August 3. Program shifts from Sundays to Monday nights, 10:15 to 10:45 p.m., EWT. July 27. Full 127 station network, required under the new plan for sponsorship by advertisers who have been forced out of consumer sales by the war, will be used, Addison, Lewis and Associates, Minneapolis, is the agency.

Curtiss Candy Co. Added To CBS Full-Web Accts.

(Continued from Page 1)

July 25. This makes 13 sponsors who have expanded the facilities since the plan went into effect, the other two having initiated their programs with the complete chain.

WINS Sets 9 Programs Pertaining To U. S. Navy

(Continued from Page 1)

an invocation by Chaplain Thomas B. Thompson, Captain, USN, who is senior chaplain of the Third Naval District; at 9:30 a.m. Lieutenant William G. Morrison, Naval Reserve recruiting officer, will speak for 15 minutes on the activities of his branch of the service; a half-hour organ concert from the Academy of Music will be picked up by the station at noon, with Chief Petty Officer Herbert L. Williamson as guest soloist; Martin Weldon of the WINS staff will interview Lieutenant Commander Charles B. Cranford, USNR, Welfare and Morale Officer, in a quarter-hour program at 12:30 p.m.; another 15-minute airing at 3:00 p.m. will consist of interviews by Alice Hughes and 11 Navy mothers.

Shipboard Dramatization

From 4:30 to 4:45 p.m. a detailed dramatization of the day's activities aboard the training ship, U. S. S. Marblehead will be broadcast; enlistees from all five boroughs of New York will be recruited and sworn in over the air by Lieutenant Commander Byron B. Ralston, recruiting inspector, on a special broadcast titled "You're In the Navy Now" at 6:00 p.m.; "Meet The Marines" is the interview broadcast scheduled for 7:30 p.m. at which time Platoon Sergeant Everett R. Aikman of the Marine Corps will boost his branch of the service; three quarter-hour periods of the regular "Jazz University" program will be dedicated to all three branches of the Navy.

Lennen Mitchell Appoint Andrews Radio Director

(Continued from Page 1)

gram director for the "Big Sister" series, Andrews was radio director of Fuller & Smith & Ross, Inc., where he built and produced the Westinghouse "Musical Americana" broadcasts. John Cole, advance man for "Vox Pop" will take over the program directing assignment on that series.

McNutt Joining Group On "Canteen" Premiere

(Continued from Page 1)

added to the list of guests for the first show, which also includes Helen Hayes, Barry Wood and Burns and Allen. Wood is among those who are donating their salary to the "Canteen."

Blue Literary Div.

A literary rights division has just been established for the Blue Network, which will be headed by Edmund Stevens, assistant to Ron Ferguson, chief of the script division. Stevens has been actor and director for 15 years on the English and American stage, screen and radio.

Kyser In 53 Service Shows

Kay Kyser has played at 53 Army, Navy, Marine and air bases in the past year.

COMING and GOING

LOUIS WASMER, owner of KGA, Spokane, W. has been spending some time in Washington, D. C., arrived from the Capital yesterday for a few days of conferences at the offices of the Blue Network.

BILL SCHUDT, of the CBS station radio department, leaves Monday for visits with affiliates in the New England area; will be about two weeks.

PHIL BAKER to Chicago on Sunday, which point he will broadcast his "Take It Leave It" from the Great Lakes Naval Training Station.

B. F. FREDENTHAL, formerly NBC engineer in New York, has arrived in Chicago, where he will take over his new duties as transmission engineer for the network's central division.

ROBERT W. GRAHAM, of Kasper-Gordon transcription company, is in New York on a combined business and vacation trip.

ARTHUR TRACY, back from a vacation in Atlantic City, will appear tomorrow at L. Berger & Company's Navy Relief and Red Cross benefit at the Ruppert Stadium, Newark.

WILLIAM T. LANE, station manager of W. Blue Network outlet in Syracuse, arrived in New York yesterday for a short visit on station network business.

DICK JURGENS and his orchestra expected to leave town Monday for a Columbia recording transcription date, after which they will go on a five-day one-nighter tour of New England.

NORMAN MCKAY, national advertising director of WQAM, is in New York for a round-up of the agencies.

BRENT GROVES, time buyer of the D. Jones Agency, expected back early next week from his vacation.

LEONARD FEATHER, of WMCA, leaving tomorrow night on a business trip to Chicago.

C. E. "NED" MIDGLEY, head of the CBS service department, has joined the network's management currently on vacation.

Mark Hawley And NCA Sign Management P

(Continued from Page 1)

"Women's Page Of The Air" on W. six mornings weekly, is the top-rating program of its kind in New York area, according to Hooper, is under NCA contract for lecture engagements.

DETROIT AREA COVERAGE

at 800 K.C.

5000 WATTS (Day and Night)

Mutual Broadcasting System

CKLW

15 Consultants to CBS "Air School"

(Continued from Page 1)
The Advancement of science and of "School and Society," is serving as chairman of the consultants board. Other members of the board are:

Dr. Roy Chapman Andrews, honor-
ary director of the American Museum
of Natural History; Miss Katy V.
Conroy, Richmond, Virginia, presi-
dent of the Department of Classroom
Methods of the National Education
Association; Miss Regina C. M.
Curtis, associate superintendent of
schools, New York City; Miss Dorothy
Halladay, of Trenton, New Jersey,
secretary of the Association for Arts
and Childood; William J. Carr, Wash-
ington, D. C., secretary of the Educa-
tion Policies Commission.

Belmont Farley Included
Dr. E. Elicker, Washington, D. C.,
executive secretary of the National
Association of Secondary-School
Principals, NEA; Belmont Farley,
Washington, D. C., director of public
relations and radio coordinator of the
National Education Association; Miss
Alice Hale, Darien, Connecticut,
author of "The Grade Teacher"; Major
W. Kent of the radio branch
United States Army's Bureau
of Public Relations, director of the
council of the Chicago Board
of Education and president of the
National Association for Education by Radio;
Charles H. Lake, Cleveland superin-
tendent of schools.

Dr. Chris Meister, president of the
American Science Teachers Associa-
tion and principal of the New York
High School of Science; Miss
E. Monahan, chairman of the
Committee of the Department
of Elementary School Principals, Na-
tional Education Association; Miss
Belle Pitts, president of the
National Educators National Conference
and professor of music education at
Columbia College, Columbia Univer-
sity; and John W. Studebaker, United
States Commissioner of Education and
chairman of the Federal Radio Edu-
cation Committee.

CBC To Print "Manuals"
Canadian Broadcasting Corp. plans
to publish 10,000 copies of the "Teach-
ing Manual" (Canadian Edition) to be
used in conjunction with Colum-
bia School of the Air of the Amer-
ican Broadcasting Co., according to P. S. Lambert,
national adviser to CBC, prior to
his departure yesterday following
two days of conferences at CBS with
Levine, assistant educational
director of the Columbia network.
Aspects of Canada's participation
in the 1942-43 "School of the Air"
were discussed during Lambert's
visit.

CBS is taking all of the science
literature series of the "School
of the Air" during the next school
year.

Phone Co. On WGAC
Atlanta, Ga.—Southern Bell Tele-
phone Company has taken a series of
announcements on WGAC, of this
city.

PROMOTION

WPAR Birthday Fete

To celebrate its seventh birthday
recently WPAR, Parkersburg, W. Va.
aired a special program at which time
the entire staff of announcers, engi-
neers and executives passed before
the microphone telling the listening
audience of their experiences, their
affiliation with the station and their
time spent in the industry. Those
who were instrumental in putting the
station on the air, that fateful day
seven years ago and who struggled
along for some time afterward but
who have moved on to higher posi-
tions in the field were also mentioned
during the program. The large studio
was filled with bouquets sent by
sponsors and faithful listeners of the
station. All cards carried congratulatory
messages and good wishes for the
future. The program was ar-
ranged by the program department,
headed by Len Carl, a member of
the staff since the station began
operation.

Farm News Via Phone

Demands of the war on station per-
sonnel and on gas and tires leave
Clair B. Hull, manager of WDZ, Tus-
cola, Ill., unperturbed. Gas and tire
rationing made it difficult to tour the
station area to gather material for
broadcasts on farm conditions in that
territory. His solution for the daily
noontime series is to telephone farm-
ers at random, putting pertinent ques-
tions to them, and broadcasting the
conversations that ensue.

Hull has also had installed in his
office, a microphone through which
he delivers brief early morning chats
and with which he can cut in on the
program schedule at any time during
the day when he feels his services
will be of help.

KNX Rubber Salvage

Part played by KNX and the CBS
Pacific Network in the national Rub-
ber Salvage Campaign was fostering
of a rally which brought in 16,000
pounds of rubber in six hours. Stars
of radio and screen who participated
included Edward G. Robinson, Mary
Astor, Neil Hamilton, Edward Arnold,
Jean Parker, Victor Mature, Andy
Devine and Mary Brian. In addition
to special events programs, the net
gave a total of 186 announcements for
the campaign.

"Magic Empire"

Radio stations in the Tulsa, Okla.,
commercial area, characterized by
the City's Sales Executives Club as
the "Magic Empire," receive favor-
able notice in a promotional pamphlet
issued by the organization, it is re-
vealed by KVOO. Breakdown in the
booklet of resources in the territory

Wedding Bells

Homer J. Bliss, director of educa-
tion for WHAM, Rochester, N. Y., and
Avis Brooks, also of that city, last
Saturday.

as compared to the state as a whole
includes land area, population, sugar
ration cards, sales taxes, effective buy-
ing income, retail sales, War Bond
pledges signed and annual pur-
chases. Pamphlet, which is being sent
to every manufacturer in the United
States who does business with stores
and other business firms in the terri-
tory, urges use of radio as an adver-
tising media.

Conservation Problems

Problems of the Minnesota De-
partment of Conservation are being
aided in solution by a special series
of broadcasts over WCCO, Minnea-
polis-St. Paul. Wartime responsibil-
ities such as the adequate supplying
of raw materials—iron ore and timber
—for war production, and providing
recreational facilities for war work-
ers are covered.

Programs built around these chal-
lenges are of quarter-hour length.
Series was initiated with the sending
of WCCO's mobile unit to Duluth
for annual Midwest Fish and Game
Commissioners meeting, recording
interviews with commissioners from
Minnesota, North and South Dakota,
Wisconsin, Iowa and Illinois, as well
as a program telling the part State
and Federal governments are playing
in the forestry picture. Utilization
and transportation of timber and
valuable iron ore and urging people
to save gas and rubber by staying
at home are other bases for programs
in the series, principal objective of
which is to inform the public and
enlist its cooperation as widely as
possible.

NAB Calls Meeting Of Wage-Hour Group

(Continued from Page 1)

NAB, who has been making a sur-
vey of the tri-cornered announcer
situation.

In the meantime, as revealed in
RADIO DAILY (July 22) an opinion had
been handed down regarding the an-
nouncers of AFRA who come under
its code and contract provisions by
Charles H. Livengood, Jr., chief of
the Wage and Hour Section, Solicitor
Office, Labor Dept., against overtime
rates and special fees. The NAB fears
that this may be taken in too final a
status by the stations or sponsors.
Livengood ruled that, on the basis of
AFRA contract, the "talent fee" was
part of the announcers regular sal-
ary.

Solution Being Sought

It is pointed out that certain Wage-
Hour angles have been more of a
headache to the broadcasting indus-
try than most industries and that a
solution to satisfy all parties is being
approached just as rapidly as pos-
sible.

Arnold On WOR Tuesday

Thurman Arnold, Assistant Attor-
ney General of the United States,
will discuss "The Abuse of Patents
and its Effect on Small Business" in
a talk that will be heard over WOR
Tuesday from 11:15 to 11:30 p.m. Ad-
dressing the annual meeting of the
American Business Congress, Mr.
Arnold's talk will deal with the Anti-
Trust Division's new war-time policy
in connection with prosecution of
patent monopolies.

WHICH NETWORK?

... is the first (and only) to offer complete
freedom in selecting supplementaries, so you
can pick precisely the hookup you want.



Take a peek at page 7

PROGRAM REVIEWS

Jack Stevens

Jack Stevens, the lad whom the sports world gave high praise when he succeeded Sam Balter on the Mutual Network's "Inside of Sports" some time back, is now doing his stuff in New York over Station WNEW. Stevens should cut as wide a swath here as he did in New England on the Yankee Network and across the country on Mutual, for he has everything to enable him to make the grade—a crisp, sparkling delivery plus a knack of being able to project his engaging personality into his voice; a sound knowledge of sports to say nothing about his personal background, for he was a four-letter man in baseball, basketball, tennis and track during his undergraduate college days.

Stevens not only projects himself well over the air—he's an excellent writer who knows how to tell a story as well. Caught last night he talked about the Madison Square battle of last evening which tied in nicely with his time back-trekking story of the experience of two newspapermen during the first Dempsey-Tunney fight. He also spoke about Satchel Paige, the number one Negro baseball hurler who, Jack said, like Joe Louis, "placed another flower on Abraham Lincoln's grave." Roundup of late baseball scores polished off his ten-minute period to perfection. Stevens is heard Tuesdays, Thursdays and Saturdays from 7:50 to 8:00 p.m. Sessions are sponsored by Edelbrau Beer Co.

WAR-PROGRAM IDEAS

Fighting French

First of a weekly series of Fighting French programs will be heard over WAAT, Newark-Jersey City, starting Sunday, July 26, at 7:15 p.m. The broadcasts will be handled by Henri Milo, vice-president of United Free France and chairman of the France Forever Committee in New Jersey. The first personality to appear will be H. Adrien Tixier, representative of Gen. Charles De Gaulle in the United States. Arrangements have been made on subsequent programs to have such outstanding personalities as Mme. Eve Curie, Mme. Genevieve Tabouis, various French diplomats and refugees, and Fighting French soldiers and sailors who are arriving in this country for rehabilitation before joining the forces of the United Nations. On the first program a cable from Gen. De Gaulle will be read to the 250,000 Fighting French in this area, encouraging them to "carry on" until the tricolor flies again in France.

WSB Farm Series

"Georgia Farmers Speak" is the name of a new series of four 15-minute programs to be broadcast by WSB, Atlanta, Ga., in the near future. Each show will be the dramatization of one of the best four letters received by Farm Director Bill France in answer to his query to farm men and women and 4-H boys and girls: "What are you doing to help whip the Axis?" Letter deadline was July 20 and the first program will be ready soon. Letters include ideas about food production, caring for farm machinery, and salvage campaigns.

Re Production Speed-Up

Vital need for intensified production speed of war materials is dramatically presented in spot announcements currently on WTAG, Worcester, Mass. Background is sound effect of a clock ticking the seconds away, over which a voice makes such announcements as "Are you killing time?" (followed by shattering of glass). Kill time and you kill our chances of winning. Speed up your war production. (Ticking of clock accelerated and intensified into sound of machine-gun fire.)

Second typical announcement opens with the ringing of an alarm clock, followed by "Wake up! Speed up! And America will clean up! Every minute counts in war production!"

Suggested and written by members of the Worcester Chamber of Commerce, announcements are scheduled at WTAG news periods, many of which are broadcast to coincide with shift changes at the factories in order to reach the workers. American Steel and Wire, Grafton and Knight, Wyman-Gordon, and Norton, among war manufacturers applauding series.

Dive Bomber Remote

First known time on record that a broadcast was made from a dive bomber in action occurred this week when Leslie Harris, special events chief of WQAM, Miami, described a dive from ten-thousand to fifteen-hundred feet from the cockpit of a new Vultee "Vengeance" dive bomber. Short-wave pickup from the dive bomber was part of a broadcast celebrating the opening of the Vultee Aircraft Corporation's new factory in Miami. Bomber was flown to Miami by the U. S. Army so that employees of the plant might have an opportunity to see a fully completed ship in action.

Airing Mexican Stage Shows

Mexico City—Several of the local radio stations are going out of their way to present different and diversified entertainment for its dialers. XEY, for the first time in local radio history, has begun a series of broadcasts direct from the stage of the Teatro Ideal, where it airs the portions of the comedy show now on the stage headed by Anita Blanch and assisted by her sister, Consuelo Blanch. Station XEY has just paid \$5,250 for the exclusive right to broadcast the musical concerts by the Symphonic Orchestra of Mexico. This is the highest price ever paid in Mexico for such rights.

Fordham Pigskin On WJZ

Exclusive broadcasting of all Fordham University football games over WJZ this fall, have been assured by completion of agreement with station. Negotiations were handled through John F. Coffey, graduate manager of the university's Athletic Association and Joe Hasel, WJZ sportscaster.

GUEST-ING

JOHN UPTON TERRELL, author of "Plume Rouge," discussing the American historical novel, on "Good Men and Books," tomorrow (WABC-CBS, 2:05 p.m.).

DICK TER BEEK, RAF aviator and aide to Queen Wilhemina of the Netherlands, and SAMUEL LOGAN, U. S. Navy machinists' mate, spent some time in a Japanese concentration camp, on "We, the People," Sunday (WABC-CBS, 7:30 p.m.).

JAY JOSTYN, on the Army-Navy program, Sunday (WJZ-Blue Network, 4:30 p.m.).

JAMES BARTON, star of "Tobacco Road," and Jean Jellico, collector of rare watches, on Dave Elman's "Hour by Lobby," Tuesday (WABC-CBS, 8:30 p.m.).

TED DE CORSIA, NBC character actor, on "Nellie Revell Presentations," Wednesday afternoon (NBC Radio, 12:30 p.m.).

HELEN HAYES, BARRY WOOD and BURNS & ALLEN, on the premiere of the "Stage Door Canteen" show, Thursday (WABC-CBS, 8:30 p.m.).

MRS. ROBERT GREIT, of the "Columbia Ladies" division of the American Red Cross, on the "Thus We Live" series, Thursday (WABC-CBS, 9:45 p.m.).

MAJOR ALEXANDER P. SEVERSKY, designer and author on aerial warfare; MAJ. GEN. P. B. MALONE, retired commander of the 9th Corps Area and of the Field Army in the first World War; CAPT. CLAUDE BANKS MAYO, U. S. Navy, retired, superintendent of California Maritime Academy; WILLIAM B. ZIFF, publisher of "Engineering and Popular Aviation," discussing "Can Air Power Plus Nerve Bring Victory," on "America's Tomorrow," Meeting of the Air," Thursday (Blue Network, 9 p.m.).

Canada Radio Casualties

Montreal—Sergeant Observer J. Godbehere, formerly in the commercial department of CFCF of this station has been reported as being killed in action during operations of the Canadian Air Force over Germany. Reginald MacWilliams, former CFCF studio control engineer with the Ferry Command, sustained injuries recently in a plane accident near Montreal. MacWilliams sustained a fractured thigh and burns on face and arms.

Schaefer Extends WEAF

Schaefer Brewing Company contracted for an additional 15-minute period weekly on WEAF beginning Friday, August 28. This week its "Schaefer Revue" schedule is thrice-weekly on WEAF, Monday, Wednesday and Fridays at 7:30 p.m.

WHICH NETWORK?

... is the first (and only) to grant discounts up to 50%, 60%, 75%... scaled according to size and number of markets covered (the more stations you use, the less each one costs).



Take a peek at page 7

He Will Enjoin Proposed AFM Move

(Continued from Page 1)
 Department of Justice that the move would be made a respondent in litigation also.
 Prior to the announcement of the move to institute legal restraint, James L. Fly of the FCC had urged both NBC and Petrillo to make full statements of the facts leading to the cancellation of the broadcasts of concerts by students at Ann Arbor, Mich. FCC move was made upon the suggestion of Senator Charles McNary of Michigan, and had protested to the FCC last

Text of Letter
 letter read:
 I have received a letter from Arthur H. Vandenberg of Michigan, suggesting that the commission obtain information concerning the recent cancellation by the National Broadcasting Company of a broadcast by the National High School Orchestra from Interlochen, Mich. The commission would appreciate your would at your earliest convenience send us a full statement of facts relating to the cancellation of the program."

The commission also directed its legal counsel to advise it on procedure for further study into the musical programs as they affect radio broadcasting. Authority to undertake an investigating project has been granted in the Commission's winning fight to subpoena and inquire into communications arising under the provisions of the Communications Act or related enforcement, in a ruling handed down by the United States Court of Appeals, some time back, in a case involving James Stahl, publisher of the Nashville, Tenn., "Banner" and the FCC's investigation of joint newspaper radio operation. Court had declared:

Court Decision
 "We, we think, includes authority to obtain the information necessary to discharge its proper functions, and would embrace an investigation aimed at the prevention or disclosure of practices contrary to the public interest."
 Decision of Attorney General Biddle to start legal action against Petrillo, was closely upon pressure brought on radio stations throughout the country, after the NAB had urged all to make protests.

Belgian Diplomat On WMCA
 Serge Theunis, Ambassador-at-Large of the Belgian Government, is speaking in connection with the anniversary of Belgium's independence, will be heard over WMCA at 7:00 p.m. tomorrow, when he appears as guest on the Johannes Steel program.

Husings Handicap For Husing
 Husing, assisted by Jimmy Donovan, covers the Yonkers Handicap in CBS broadcast from the Empire Race Track tomorrow at 4:30-5:00

Mutual New Purchasing Plan Reveals Discounts Up To 75%

(Continued from Page 1)
 of Rate Card No. 10, effective August 3, listing markets, call letters, time zone, and power, frequencies and gross rate per evening hour of the stations in the "A" Markets (basic); "B" Markets and "C" Markets are listed across the card and minimum number of stations needed to earn volume discounts. Various other data helps the prospect time buyer to work out his requirements and see at a glance what his cost would be on various sample hookups up to the full 204-station network. All major discounts require 52-week contracts and the maximum application of the discount will require a five-time weekly buy for at least one year.

Plan follows out approval given by the network's board of directors and stockholders at the recent Chicago meeting. At a luncheon for the trade press yesterday at the Hotel Astor, Mutual executives outlined many of the new rate card's features and explained the volume frequency discount ranging from 20 per cent for 13 times to 50 per cent for 260 times, including a 26-time discount of 25 per cent. Non-volume discounts are included, ranging from 5 to 25 per cent for smaller hookups.

Market Classification
 In classifying its lineup of 204 stations into three market groups, the "B" groups shows the larger supplementaries and "C" classification includes all others (than the basic "A" group). Minimum requirements for volume discounts have been lowered to 56 stations, instead of 80, to include 42 "A" stations plus 14 other outlets. It was pointed out by Robert A. Schmid, Mutual sales promotion director, that more stations an advertiser uses, the less each station will cost, even that of the 50,000 watters. Mutual will continue to offer

Doug Storer Concern
 Douglas F. Storer, producer and director, has incorporated his activities as the Broadcast Feature Inc., as an entity apart from his work with NBC. According to papers filed with the Secretary of State, Albany, N. Y., corporation was formed with one hundred shares of stock, no stated par value. Both Storer and John Curtiss are listed as directors. Bernard L. Miller is the filing attorney.

3 Renew McBride Show
 Three renewals have been received for participations in Mary Margaret McBride's WEAf program, Mondays thru Fridays, from 1:00-1:45 p.m. Manhattan Soap Company has renewed through September 25 in the interests of Sweetheart Soap, and Dif Corporation continues through April 16, 1943, in the interests of its household cleanser. Both renewals are effective as of July 20. J. L. Prescott continues its Bulldog Blue participation through April 30, 1943, beginning Monday, August 3.

fer its advertisers free choice of supplementary outlets.

Six salient points, apart from other sales advantages, are outlined as follows:

- Features Outlined**
1. Provide coast-to-coast coverage on 56 stations for as little as \$4,801, utilizing five quarter-hours, daytime, weekly—\$3,745 for a half-hour, evening, weekly—\$6,626 for three quarter-hours, evening, weekly.
 2. Offer complete freedom in selecting supplementary stations so that advertisers can pick precisely the hookup they want, and provide special inducement for the purchase of additional stations.
 3. Recognize market-size as the proper gauge of market-value to the extent of classifying its entire station list and discounts on that basis.
 4. Devise a discount plan which provides the greatest economy in reaching the smallest markets, a plan never extensively utilized before by network advertisers.
 5. Offer 204 stations for a half-hour, evening, for about \$6,000 weekly.
 6. Grant discounts up to 50-60-75 per cent, scaled according to size and number of markets covered.

Various other aspects of the new plan were explained by Schmid in answer to questions. Over 5,000 of the new rate cards are being mailed next week to the trade. Card was designed by Schmid assisted by Richard Puff, the network's chief statistician.

Card also includes a 2 per cent cash discount for payment within 10 days.

Warn 'Language' Men Anent New Personnel

(Continued from Page 1)
 trol Committee, last night mailed a letter to the some 160 outlets throughout the country carrying such programs.

At the same time it was learned that members of the FLRWCC would meet in conference in either New York or Washington the first week in September.

Stating that anyone having anything to do with the preparation or presentation of foreign language shows should undergo this scrutiny, the letter recommended that names of prospective employees be dispatched to Lee Falk, foreign language radio chief of the Office of War Information for thorough investigation.

Move is consistent with policy of ridding stations of undesirables associated with foreign language broadcasts, and is designed to forestall any replacements rendering such policy in any way ineffective.

Stanback Renews On WINS
 Stanback Co., Ltd., has renewed its contract for one year on WINS, New York, increasing its schedule to 40 one-minute announcements per week. Contract is effective August 1 and was placed through Klingler Advertising Corp.

Steiger Co-Author
 New book, "Soviet Asia," being released this week, has as its co-author, Andrew J. Steiger, CBS short wave foreign news reporter. Steiger traveled extensively in that territory as correspondent for AP and other organizations.

WHICH NETWORK?

... is the first (and only) to offer coast-to-coast coverage at costs starting at:

1 Half-Hour Evening	\$3,745
5 Quarter-Hours Daytime	4,801
3 Quarter-Hours Evening	6,626



Take a peek at page 7

Los Angeles

By JAC WILLEN

PAULINE DRAKE, better known as "McNulty" of the "Big Town" show, will perform at the Pasadena Community Playhouse, starting July 27th, in "Clarence." Performance was arranged at the invitation of the famous Community group.

Amos and Andy script for July 21 was written in the Cedars of Lebanon hospital father's room while awaiting the arrival of Barbara Joan Correll, born at 11:38 a.m., weighing 7 pounds 14½ ounces. Correll, the Andy of the team, and Mrs. Charles J. Correll, his wife, are proud parents of another daughter, two years old.

Sylvester Cross, head of American Music Publishers, Inc. of Portland, Oregon, plans opening of local offices on the Sunset Strip next week.

Fleming Allen, Hollywood manager of the company, will continue handling the musical catalogue among radio and film contacts with headquarters at the new Sunset Blvd offices.

Jack Kenney, motion picture actor and comedian, seems to be going places since he determined to enter the songwriting and publishing field. First two numbers, "Three Kisses" and "Before We Say Goodnight" are currently hitting the airwaves. Kenney's collaborator is Mannie Groobin.

Radio conductor Billy Mills spent last weekend at San Diego Marine Corps base, rehearsing the big Marine Band for their NBC network concert to be aired next month.

Dinah Shore, whose Blue network song program will emanate from Hollywood until December, seems to be in daily conferences with picture officials at Warner Bros. studios and is expected to shortly sign a contract for a major musical film for fall production.

Rudy Vallee last week inserted paid advertisement in the "Personals" sections of newspapers all over the United States in his search for the missing Joan Davis, asking Joan, if in town, to return to his program, and the appeal stirred editors from coast to coast to query their Hollywood correspondents for details. Note: Joan's still missing.

Bob Carroll's singing stint on NBC Meredith Willson-John Nesbitt summer series, has brought him to the attention of Metro-Goldwyn-Mayer studios, who are paging him for a part in "Dubarry Was a Lady."



MAIN STREET

OL' SCOOPS DAILY

Well, For Typing Out Loud . . .!

● ● ● We're an all-out hater of all louts who "know there is plenty of gasoline, rubber, etc., but we are being rationed to convince the American people that we are at war." That's a lot of nonsense that shouldn't even be dignified with type but whenever we hear one of those oral Springfields shooting off his mouth it provides us with inkspiration for a paragraph like this.

★ ★ ★

● ● ● We get a tremendous kick out of watching people make good. Out of seeing a guy like Jerry Wald, for instance, whom we remember as a radio columnist on the now-defunct "Graphic" and as a gossip spieler on WMCA for a furniture sponsor, hop to the top and become a producer at Warner's. Out of remembering midnite meetings at NBC with a sultry-voiced siren who couldn't see herself going anywhere with her late-at-nite sustainings and wondering what Dorothy Lamour thinks of them now. Out of recalling the small dim room in a 60th St. third-rate hotel where a young fellow was willing to rot as long as he was allowed to write and how one successful play picked him up and placed him at the pinnacle—Clifford Odets.

★ ★ ★

● ● ● Wish we had a dollar for every guy who can make a typewriter stand up and sling sonnets and who is right now ghosting for some less talented but more fortunate person. Wish we had a dollar for every singer on small stations all over the country who can make a lyric lie down and leave listeners limp but who may never be heard by more than a handful of people. Wish we had a dollar for every musical genius sweating out a score for some suave maestro who will conduct it later and bow like mad for the interpretation of a work with which he had nothing to do. We wish we had a dollar. . . .

★ ★ ★

● ● ● We like people who laugh out loud. Laugh holder-backers hold back a lot of other things, too, and there are few things we wouldn't do for a guy in whose sincerity we believed. We cry at sad movies and mentally tag ourselves jerks for doing it, but we wish they wouldn't light up the theater right after the gal walks out rather than interfere with the career of the guy she loves. We've tried gin rummy and can't get excited about it. To us, it's the same old seven-card rummy except your opponent gets three more cards to make his hand easier—and you get three more to complicate yours.

★ ★ ★

● ● ● Hate hot weather but worse than that we envy people who manage to keep cool in hot weather. They say it's a question of mind over matter, but give us a cold shower, an electric fan blowing on the bed and we'll settle for mind over mattress. We have a standing offer of ten-to-one with any friend (no "s" on that, Mr. Printer, please) that 80 per cent of the people emerging into a humid evening after attending an air-cooled movie will make some crack about the weather.

★ ★ ★

● ● ● Sudden thought: Just to prove absolutely nothing at all, we wonder what is the most thankless job in radio. A press agent will tell you his is. Speak to an arranger and you're sure it's his job. And so on. What do you think?

★ ★ ★

—Remember Pearl Harbor—

To the Colors!

HENRY DUPRE, program director on WWL, New Orleans, and member of ceremonies on the station's "D-busters" program, has joined U. S. Marines and left this week for San Diego, where he will undergo preliminary training.

—VVV—

BYRON LOWREY, announced on WQAM, Miami, has been called to duty in the U. S. Navy and will shortly assume his duties with the 1st Marine Division as a member of Lieutenant (JG).

—VVV—

CHARLES VANDA, director of programs for the CBS western division who has spent the past several months producing and directing "The Law" in New York, has been commissioned as a captain in the U. S. Army and assigned to the Special Services branch.

—VVV—

JAMES CIPRIANO, of the announcing staff at WBRY, Waterbury, Conn., and formerly with WTHI in Hartford, has resigned his position to go to Lexington, Ky., for preliminary training in the Signal Corps of the U. S. Army.

New Salvage Project To Give Stations Income

(Continued from Page 1)

by Jerry Crowley, administrative executive. The new organization is manned primarily by volunteers and will confine itself to non-commercial ideas, as distinguished from the government's own promotion of ideas and such. VC expects to assist stations in promoting salvage safety campaigns, or war bond stamp drives, etc., and distribute them among radio stations, papers, chambers of commerce, and other clubs for use throughout the country.

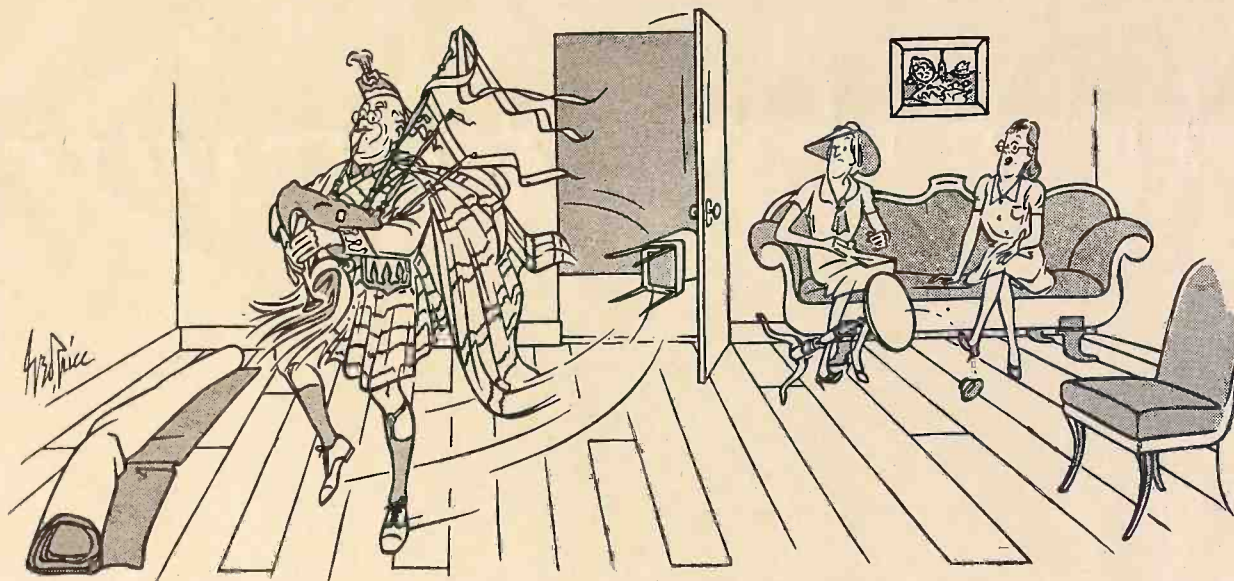
Organization is not planning to go on the air with its own program, but is trying to sell two national advertising spots. The idea of remaining on the air after the expiration of their current contracts, as good will sponsors, is the plugging going for "Victory Ter" and war winning ideas, instead of a priority hit product.

Move for the VC was initiated by Nathaniel Singer, president of Soft-Lite Lens Co., who put up \$100,000 of the funds financing this project. Others contributing financially are Elliott Sanger, vice-president and general manager of WQXR; M. S. Rukeyser, financial writer on the N. Y. Journal-American; and Malcolm Schuster, of Simon & Schuster, book publishers. Present funds have been set up for a first three months of operation to test the Victory Ter idea. There will be no subscription, Crowley stated.

Locally, first in the radio industry to rally to the support of the project, according to Crowley, are WMCA and WINS, in addition to course to WQXR. Support, in any instance, will consist of carrying announcements for the organization cooperating with war-winning efforts as they may fit into the radio schedule.

He's been like that ever since he saw

THE NEW MUTUAL RATE CARD!



Whether or not your heart's in the Highlands, you'll be mightily pleased at the way the New Mutual Rate Card meets *your* needs and *your* budget... offering you dominant stations, in the important U.S. markets, at the lowest cost in network radio.

HERE'S HOW THE NEW RATE STRUCTURE WORKS:

- All stations are classified in one of three market-size groups.
- Discounts are based on number and size of markets covered.
- The more stations you use, the less each one costs.
- Minimum network for volume discounts is 56 stations instead of 80.
- Individual selection of all supplementaries is available.
- Maximum discounts for each market group range up to 50%, 60%, 75%.
- Typical weekly costs, at 52-week rates:

	56 STATIONS	100 STATIONS	204 STATIONS
ONE HALF-HOUR EVENING	\$3,745	\$4,204	\$ 6,015
FIVE QUARTER-HOURS DAYTIME	4,801	5,509	9,125
THREE QUARTER-HOURS EVENING	6,626	7,403	10,950

Get acquainted *now* with Mutual's new passport to profit... Rate Card No. 10.

THE MUTUAL BROADCASTING SYSTEM



Coast-to-Coast



PORTLAND, ORE., park keepers report a big increase in the number of visitors since Art Kirkham, conductor of "This and That" on KALE, began a series of special comment calling attention to play and frolic facilities within bus, trolley or foot distance of most Portland homes. In all, Kirkham described about 100 parks and the facilities they offer for sport, picnicking and recreation. Much favorable reaction came from persons who followed up Kirkham's suggestion of leaving their car in the garage and discovering what a play area they could reach while saving gas, rubber and wear and tear on the family omnibus.

Marion Reynolds of WELI, New Haven, is in New York on a vacation. During her stay she will visit BMI and Ascapi for the purpose of clearing songs for the New Haven Advertising Club's new song book. Miss Reynolds is chairman of the club's music committee.

Robert Haag, is now playing the role of Harry Davis in "When a Girl Marries" (NBC-Red—5:00 p.m., EWT; Mondays through Fridays), replacing John Raby, who had the role for three years and is now in the United States Army at Camp Upton, New York.

Earl J. Glade, KSL vice-president, acted as Master of Ceremonies at the recent induction of the first platoon of the Mormon Battalion into the U. S. Marines. The present battalion is being recruited in an effort to emulate the record made by the first Mormon Battalion which was gathered while the Mormon Pioneers were crossing the plains to Utah in the years 1846-47. The induction ceremonies were held on the steps of the Utah State Capitol Building and were broadcast by KSL.

WGN, Chicago, will again carry Dick Jurgens and his orchestra from the Aragon Ballroom there, when the band opens for its sixth consecutive year, October 30. He had been a sustainer for 5 years via WGN two and three times a night. Jurgens opens August 4 at Meadowbrook, Cedar Grove, N. J., with lines on WOR and WABC.

The official opening ceremonies of the local Salvation Army Red Shield Service Club will be broadcast direct from the stage of the club's headquarters, next Thursday evening. A distinguished guest list headed by Mayor Bernard Samuel, members of the Salvation Army Advisory Boards and civic and social leaders will be present. The entertainment for the opening celebration has been arranged by Stan Lee Broza, program director of WCAU. Half-hour will bring before the microphone the entire cast of "Dixiana," featuring Bon Bon and the Dixieland Orchestra, the Swanee Singers, Frances Smith and Romaine Brown, pianist.

Roselynd Largman has taken over Frieda Bloom's continuity work for WFIL, Philadelphia, since Frieda left to get married. That leaves Mrs. Largman with two jobs on her hands:—WFIL continuity, and continuity and music for W53PH, WFIL's FM station. To make this double life situation more serious, she is leaving both jobs for her two-week vacation on July 27th.

Outstanding Four H Club members of Central Florida were special guests "At Home with Sally Martin" recently over WDBO, Orlando, Fla. As a special feature of the achievement program, every Four H girl in the studios sang from the Four-H club song book the prize winning Four H song, which was acclaimed from coast to coast a few years ago. Words and music of the song were composed by Sally Martin, director of WDBO women's activities, who composes under her own name, Myrtle Louise Carry.

Five local theaters are currently using five-minute spots across the board on KGVO, Missoula, Mont. Feature is called "Your Entertainment Time" and presents reviews of current shows and times. . . . In a tabulation of war effort announcements donated by 8 CBS-Pacific stations KGVO ranked second to KOIN, Portland, Ore.; latter led the list with 4,778 war effort announcements and was followed by KGVO with 3,368 announcements.

Donn Sutton, editor of NEA Service, will guest on Martha Deane's WOR program, 2-2:20 p.m. today. Sutton, who has just returned from a seven week trip to England and Ireland, will offer accounts of our American troops in the British Isles.

When Mary Barber, food advisor to the U. S. Army Quartermaster General, was in Denver last week, she was interviewed by Lora Price, conductor of KOA's "Home Forum" participating program. Miss Barber is temporarily on leave from the Kellogg Company, where she is chief nutritionist, to serve the army's food authorities on diet. She explained many of the Quartermaster Corps problems during her appearance on the KOA homemakers' program. . . . Denver residents now know what an air raid siren sounds like, thanks to Aubrey Blake, a KOA engineer. Blake supervised recording of the "shriekingest" siren in the city at the Public Service Company's Denver plant which was used later at a simulated air raid attack.

"I Sing For You," a morning feature with Wayne Van Dyne, romantic tenor, and organist Len Salvo, debuts this week over WGN, Chicago. Quarter-hour programs will be heard twice weekly. . . . June Baker, WGN home economist, has returned from a short trip to New York, where she inspected work being done in behalf of soldiers in that area. She will visit Fort Knox, Ky., next weekend to gather further material for her daily series of programs.

Mary Grattan, assistant to Bill Miller in the NBC Press Department's magazine section, has left to go into government service after two years in the department. She will work in the Special Reports Division of the Overseas Bureau, Office of War Information, New York. Margaret Wyvill, now in NBC Sales, takes over the magazine post. . . . Irene Kuhn, NBC Coordinator of Program Promotion, will address the Omaha Rotary Club on July 29, at the Hotel Fontenelle. She also will speak before the Omaha chapter of the Business and Professional Women's Clubs while in the Nebraska city.

Dinah Shore, whose current series of song sessions are now heard from the West Coast each Friday at 9:30 p.m. on the Blue Network, will sing the new lyrics which have just been written by Harold Adamson for Lou Alter's "Manhattan Serenade," long the theme of "Easy Aces" on her program today. With Gordon Jenkins' orchestra supplying the background, Dinah will also render "How Come You Do Me Like You Do?", her original version of "Sleepy Lagoon" and "Idaho."

Sidney Robbins of WWRL, Woodside, N. Y., and Walter Myer both members of the sales staff of the station have been ordained as ministers. Mr. Robbins is now preparing to accompany Ben Tucker and Senator Coughlin to Washington for his first sermon. Mr. Myer intends to remain in New York and preach sermons for the Church of the Christian Fellowship.

J. B. Conley, general manager WOWO-WGL, Fort Wayne, named as co-chairman of the committee to choose Allen County's American hero on American Heroes' Announcement of the man chosen made on a special remote broadcast from the street in front of the tingham House Building. During broadcast most of the talent WOWO-WGL was interviewed added their pleas to those urging public to buy war savings bonds stamps.

Clarence Talbot has been appointed night operations manager KOIN, Portland, Ore., in charge of midnight-to-dawn broadcasting. Frank Hemingway, stage actor entering radio, replaces Talbot as director of KOIN's Baker Theatre. To KOIN-KALE's muster of announcers add: Charles Jackson, Portland; Ralph Langley, former KTUC, Tucson, Ariz.; Ronald transferred from KFPY, Spokane, Wash., and Herb Smith, of Reno, Nev.

"Death Valley Days," sponsored by 20-Mule Team Borax, has entered Skippy Homeier, juvenile actor, in this week's production, giving young actor his first role in a western. Account is handled by McCannison.

WJNO, West Palm Beach, has been instrumental in securing four more servicemen stationed at Moffield and Camp Murphy via its programs about those camps. WJNO is presenting a weekly of popular dance music by Ted Sergeant Albert Chemay and Music Masters; entire musical is based at Morrison Field. . . . tions to the WJNO staff: Murieville, continuity; Stewart Carr special features; Larry Roller, production manager.

1942 BIRTHDAYS

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

July 24

Bill Bates	Templeton Fox
Chuck J. Grant	Allen Klaus
Raymond Edward Johnson	
Glenn Riggs	Basil Ruysdael
	Hollace Shaw

July 25

Ralph Dumke	William Gemann
Nan Grey	Bob Mabry
Al Pearce	Hal Peary

Bill Shea

July 26

Gracie Allen	Charles Butterworth
Buddy Clark	Stanley Harris
John J. Karol	Tom McGowan
Ruby Mercer	Don Voorhees

Carl O. Wyman

Going to NEW YORK

Stay "Where Radio City Meets Times Square"

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

600 ROOMS, each with bath, from \$2

Reasonable All-expense Tours. Write for details.

HOTEL VICTORIA

AT RADIO CITY 7th AVE. at 51st ST. NEW YORK

RONALD A. BAKER, Manager

Bond-Wagon Under Way

B Ready For Action in Eve Of AFM Suit

Washington—Following up the government's notice to file an injunction against James C. Petrillo and the National Association of Broadcasters advised its membership and by the transcription committee, warned against "precipitate" action, urged local publicity, and announced plans to open New York City to handle this battle. NAB also, having found advertising agencies "generally awake" to the effect of Petrillo's demands, and in line up with the industry. Stations are advised to take a stand
(Continued on Page 5)

Accept Angell Membership Nat'l Educational Org.

Acceptance of membership of Dr. Rowland Angell, NBC Public Relations Counsellor, to membership in the National Council of Education of the National Education Association, has been announced. Term of membership is for six years. Elected at the Denver meeting, added duties of the president-emeritus will conduct educational problems and determination of NEA policies.

Calls Special Meet To Discuss Army Songs

Eminent song writers will hold a meeting tomorrow night at the Central Hotel, beginning at 6:30 p. m. for the purpose of discussing the types of Army songs and creating a program to carry out the idea. Speakers and guests will be invited from ASCAP, BMI, the armed
(Continued on Page 4)

NBC Colors

Radio has been honored by other industries in naming products in the past, but this must be a "first": The Sherwin-Williams Company, in redecorating Hollywood's Radio City, has created "NBC Green No. 1," "NBC Green No. 2," and "NBC Dado Green," official trade designations of the colors in the future. The company has sponsored NBC's "Metropolitan Auditions of the Air."

Coffee Bureau Mulls Future Radio Plans

It is indicated that radio will play a definite part in the Pan American Coffee Bureau campaign which account has been assigned to J. M. Mathes, Inc. effective August 25. Placement plans are now being developed. Full campaign is being worked out by a joint committee composed of representatives of the bureau and the National Coffee Association. Bureau represents the Latin American coffee growers, and the
(Continued on Page 3)

Stanton Account Exec For American Tobacco

Carl M. Stanton, for the past three years in charge of all Lucky Strike broadcasts for Lord and Thomas, N. Y., has been appointed account executive for all phases of the tobacco firm's advertising through the agency. Stanton has been with Lord and Thomas for seven years.

Over 600 Stations Accept U. S. Treasury Offer To Become Issuing Agents; Campaign Going Strong

More Summer Ratings Show Current Leaders

Summer program vacations and seasonal listening habits are reflected in the mid-July Hooper ratings, which reveals the "Lux Radio Theater" in first place with a rating of 19.7 as compared to the previous month's rating of 21.8 when it ranked third among the first 15 national program ratings. As a result of summer layoffs of seven shows, the re-
(Continued on Page 7)

CBS Issues Rate Card Carrying New Discounts

Latest rate card of CBS, just issued, confirms series of individual changes made over recent months and for the first time reflects the new two-way revision in network discounts, which includes the weekly station-hour five per cent and the full network discount of 15 per cent on net billing,
(Continued on Page 2)

To Market Radio Scripts On Home Phono. Records

Home record albums containing disk versions of favorite radio scripts will be on the market shortly through arrangement made between Ruth-
(Continued on Page 5)

More than two-thirds of the standard broadcasting stations in the country had accepted the Treasury Department's call for stations to be issuing agents for War Bonds, it was revealed over the week-end by the Treasury, with additional telegrams and letters of acceptance completed, steadily to Henry Morgenthau, Secretary of the Treasury and the cent F. Callahan, Director of Finance and Press for the War Savings Administration. Latest undertaking on the part of the radio industry, to date some 600 taking part, got under way officially
(Continued on Page 7)

WOR Sales Rose 24% In Past Six Months

As a result of a new sales promotion policy, instituted shortly after America entered the war, WOR's sales increased 24 per cent during the first six months of this year, compared with the figures of 1941. In addition, a check-up reveals that 47 new advertisers, or twenty-three
(Continued on Page 3)

Will Offer "Counter Spy" To Some Local Sponsors

Plans to offer "Counter Spy," starting on 58 Blue Network stations for Mail Pouch Tobacco Company September 28, to other network outlets for local sponsorship, follow acceptance
(Continued on Page 2)

★ **THE WEEK IN RADIO** ★
... Spot Business Picks Up
By BOB LITZBERG

Waking 'Em Up

Youngstown, Ohio—Reveille is being given a big way for the Naval Training Station at Grove City College, Pa., these days. WKBN has transcribed bugler, and opens its transmitter with reveille. Encampment picks it up and puts it out over a PA system. Trainees get the minutes of news immediately afterward.

Foundling

Oklahoma City—Broadcasters may get remarkable gifts, but probably the most startling yet is the one left on the doorstep of KTOK. Weighed eight pounds, seven ounces and was wrapped in blue blanket. Staff wanted to adopt the baby girl, but someone said "No"; consequently the baby is now in City General Hospital.



Vol. 20, No. 19 Mon., July 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. 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 W15consin 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

R (Friday, July 24)

NEW YORK STOCK EXCHANGE				
Role	High	Low	Close	Net Chg.
Monc				
John & Tel.	116	115 1/2	115 3/4	+ 1/2
Electric	26 1/2	26 1/8	26 5/8	+ 1/8
Common	3 3/4	3 1/4	3 1/4	- 1/8
Stat First Pfd.	55	54 1/2	54 1/2	- 1/2
Yor Highhouse	68 1/2	67 1/2	67 5/8	- 1/8
h Radio	13 1/2	13 1/8	13 1/8	- 1/8
OVER THE COUNTER				
Farnsworth Tel. & Rad.			17 1/8	2 1/2
Stromberg-Carlson			5 1/4	6 1/4
WCAO (Baltimore)			15	17
WJR (Detroit)			19 1/2	

WHOM Adds Air Time For War Effort Shows

Six quarter-hours a week have been added to time on the air of WHOM in order to devote more programs to the war effort. Normally going off the air at 12:15 a.m., EWT, station will keep open until 12:30 a.m. Programs scheduled for additional time are: Mondays—Navy Recruiting program, Tuesdays—"Let We Forget," Wednesdays—"Let's Be Neighbors," Thursdays—Price Control program, Fridays—U. S. Marine Recruiting and Saturdays—"You Can't Do Business With Hitler." Last period is flexible and can be replaced with special war programs.



"Every time I hear those recruiting spots on WFDF Flint, Mich., I feel all at sea."

★ THE WEEK IN RADIO ★

... Spot Business Picks Up

(Continued from Page 1)

for through McCann-Erickson advertising agency.

Office of War Information granted a double-A priority to the Red Cross recruiting drive, which places the Red Cross announcements on the "must" list of war-effort announcements for the next two weeks. In an effort to insure the continuation of radio's part in the war effort the Board of War Communications last week established a list of essential radiomen, setting up six classes of technical workers and three classes of skilled program personnel; 48 separate classes were listed in the various subdivisions of the commercial radio communication services; shortwave, telephone, cable, etc., received varying numbers of classes. The entire list of classifications has been forwarded by the BWC to the War Manpower Commission, the Selective Service System and the U. S. Employment Service without recommendation and awaits the approval of the first-named agency before a public announcement of the details.

"Geared to war-time economies" is the description given by the Mutual Broadcasting System to its revolutionary six-point purchasing plan, designed to offer greater network coverage and at the same time to allow discounts ranging as high as 75 per cent. MBS also published its new Rate Card No. 10, which goes into effect on August 3. ... James C. Petrillo, president of the American Federation of Musicians, was target of attack from several directions last week, the most serious of which was the authorization of an injunction suit by Attorney-General Biddle to restrain the AFM from carrying out the ban on recordings and transcrip-

tions after July 31. Stanley Hubbard of KSTP, St. Paul, who was continuing negotiations with the AFM local, was Petrillo's severest critic. FCC Chairman Fly, prompted by a letter from Michigan's Senator Vandenberg, announced that an investigation would be made of Petrillo's ban of the airing of the National Music Camp's network program. ... Ascap clarified the issue of granting gratuitous licenses by releasing a letter from Thurman Arnold, assistant attorney-general. ... Cheese industry announced an advertising drive to sell surplus stocks of the industry.

The week's business activity included the taking over of a full network on CBS by Eversharp, Inc., and the Curtiss Candy Co.; the renewal of its news program on an NBC-Pacific Coast network by Richfield Oil Co. for the 12th consecutive year; signing of a new network sponsor, Mail Pouch Tobacco Co. on the Blue Network; purchase of Bob Garred newscasts by the Mennen Co. on CBS-Pacific; addition of a new weekly series on MBS, featuring Walter Compton, by Conti Products; signing of large contracts by Roma Wine Co. and Longines-Wittnauer Watch Co. on Don Lee; and placing of the first teamed sponsor, Minneapolis-Honeywell Regulator Co., on the Blue. ... Coast-to-coast commercial origins from Hollywood showed sharp increases in a survey released last week. ... United Press announced the expansion of its radio news service, both internationally as well as regionally. ... NAB called a meeting of its wage-hour group to iron out special angles in the labor relations between stations, announcers and sponsors.

Will Offer "Counter Spy" To Some Local Sponsors

(Continued from Page 1)

tance of several stations of "Gang Busters" on the same basis. "Gang Busters" stations outside the commercial network start local sponsorship September 18, and "Counter Spy" offering is being considered for locals for the same starting date. Latter series is sustainer at present.

Firestone Adds Two

"Voice of Firestone" adds two Minnesota stations to its NBC network, WEBC, Duluth-Superior, and WMFG, Hibbing. Series is one of those being beamed to U. S. fighting forces abroad over short-wave stations WRCA, WNBI and WBOS.

Bogert To CAB Committee

Appointment of John L. Bogert, vice-president in charge of research and product development of Standard Brands Inc., to membership in the governing committee of the Cooperative Analysis of Broadcasting, has been announced.

CBS Issues Rate Card Carrying New Discounts

(Continued from Page 1)

while concurrently with card's issuance, it was announced that KGDM, Stockton, Cal., had been added as a bonus station to all advertisers using the Pacific Coast group, effective on or about September 1.

Rate card, numbered 29, is presented in new format, with top stapled to open in pocket notebook fashion, rather than in single, folded-sheet style.

U.P. Adds Four Outlets

Four stations will begin broadcasting United Press news within the next week. WMAL, the Blue Network's outlet in the nation's capital, has added the U.P. wire to its existing facilities, effective August 1. On the same date, KUTA, Salt Lake City, affiliate of the Blue, will inaugurate U.P. news coverage. On July 28 the U.P. radio wire will begin delivering news to the studios of WMBS, Columbia outlet in Uniontown, Pa., and to KVAK, Atchison, Kansas.

COMING and GOING

S. A. CISLER, president and manager of Mutual outlet in New Albany, Ind., spends few days in New York on station and news business.

G. P. RICHARDS, commercial and sales manager of WTBO, Cumberland, Ind., returns from Maryland for visits with the local representatives of the station.

WILLIAM T. LANE, station manager of WSYR, Syracuse, has returned to his Salt City quarters after spending the latter part of week here.

ROGER W. CLIPP, general manager of WPHL, Philadelphia, was in town Friday for some time at the offices of the Blue Network.

LYMAN BRYSON, CBS director of education and chairman of the network's Adult Education Board, is in Washington today for the "People's Platform" program. Will conclude his stay in the Capital tomorrow night.

HULBERT TAFT, Jr., general manager of WKRC, Cincinnati, is spending his vacation in Michigan.

ARTHUR FELDMAN, special events supervisor, left Sunday for Fayetteville to direct a picnic of the "Army Hour."

MICHAEL GOODWIN, of RADIO DAILY, business department, left early Friday evening on his annual vacation.

PAUL WHITEMAN appearing this week at Tower Theater in Kansas City, Mo.

WILLIAM F. MALO, commercial and advertising manager of WDRG, Hartford, at CBS Friday conferring with Bill Schudt, of the work's station relations department, after which he left on a two weeks' vacation.

EDDIE KASPER, of Kasper-Gordon, Inc., was in New York Friday on a short business trip.

GEORGE B. STORER, president of WVAW, Wheeling, arrived from West Virginia on Friday and went into conference at the headquarters of the Blue Network.

LESTER O'KEEFE, of the NBC production department, left on Friday to spend his vacation at Colorado Springs.

OTTO BRANDT, of the Blue Network station relations department, at Goodhart, Mich., two weeks of golf and other vacational diversions.

JACK M. DRAUGHON, president and station manager of WSIX, Nashville, who spent week in New York, has returned to Tennessee.

PATRICK J. MONTAGUE, commercial manager of WHYN, Holyoke, came down from Massachusetts on Friday for a short visit on station business.

VAUGHN MONROE and the members of orchestra and program company are in Washington, D. C., for the airing of tonight's CBS program from the stage of the Capitol Theatre.

"EASY" GWYNN, formerly of WSVA, Hamburg, has arrived in Augusta, Ga., to take his new duties as director of the WGAC "Club" program.

SIDNEY ALEXANDER, time buyer for WJG, Geller, expected back today from his annual vacation.

MILTON BOULTON, host of the "We, the People" program, in Chicago yesterday for the broadcasting of the show from the Chicago Service Center.

GEORGE NIXON, the NBC engineer, off on annual vacation.

FOR SALE!

• Acetate and film recording equipment including Presto and other makes.

REEVES-MORSE Lab. Technical Service
1600 Broadway Cl 6-6686 New York, N. Y.

R Sales Rose 24% n Past Six Months

(Continued from Page 1)

three-tenths per cent of the total
 acts signatred in this period,
 time on the station, nullifying
 ne cancellations. A total of 201
 isers bought WOR time be-
 January 1 and June 30, 1942.
 A analysis of the type of adver-
 accounts obtained in this pe-
 discloses new product trends.
 on received twice as much ad-
 ing as it ever had from the
 ment industry. Other increases
 tobacco, magazine and hotels.

War Inevitabilities Faced

ic plan, which the sales depart-
 adopted as a means of coping
 changes brought on by an in-
 izing war, consisted of estimat-
 sociological developments and
 et shifts. Most important, and
 first step taken was facing the
 us, that some products would
 f the air, and that new ones
 to be found. Promotion depart-
 then drew up a confidential
 ep for its sales and program de-
 cisions, outlining possible devel-
 opments as the war progressed, and
 ing out how to make the most
 hat would be available. High-
 old in the report were the fol-
 g: (1) Continued shifts in lis-
 ing habits brought on by changed
 ough hours; (2) increased pur-
 ching power among the lower-in-
 r groups as a result of increased
 mployment and better wages in de-
 industries; (3) re-examination
 ip show sponsors of the old idea
 Monday to Friday makes a week,
 y due attention to Saturday and
 ay listening as one of the out-
 ns of new working schedules; (4)
 eeing of interests in all types of
 oads broadcasts by advanced work-
 oughs; (5) shifting of attention
 o show ratings as quantities, to
 ol for audience quality, moving
 o "how many listeners have I?"
 hat kind of listeners are they?";
 enerally, selection of station on
 as of "universal" appeal developed
 ough the years by sustained pres-
 ion of one or more specific types
 ows to the exclusion of others.

See Music Demand

the programming department,
 eplan pointed out the likelihood
 ecreased desire on the part of
 audiences for nostalgic music, mem-
 yprovoking incidents, behind-the-
 eies news or commentaries on the
 here and abroad, light comedy,
 variety entertainment, foreign
 domestic news. Memo urged at-
 tion to growing demands for pro-
 as devoted to physical fitness,
 an defense, navy, army and air
 ra.

Sales department was adjusted, fur-
 so that an intensive campaign
 all "ideas" prevailed. Staff has
 e keyed to watch for new prod-
 Cited as an example of the suc-
 s of the station's new and modify-
 sales policy is the report that
 ng a recent three-week period
 lmen made 87 calls and landed
 counts, a return of seventeen
 two-tenths per cent.

Washington Front

Washington Bureau, RADIO DAILY
 Washington—Federal Security Ad-
 ministrator Paul V. McNutt, in a let-
 ter to NAB President Neville Miller,
 has congratulated the broadcasting in-
 dustry for its "dramatic achieve-
 ments" in helping the FSA recruit
 students for nursing schools to meet
 wartime needs. McNutt's letter, the
 latest testimonial to an industry do-
 ing its patriotic best to further every
 phase of the government's war effort,
 reads as follows:

Dear Neville:

About the middle of May, the
 Health and Medical Committee of
 this agency reported a serious lag
 in the recruiting of nurses for the
 nursing schools to meet wartime
 needs. It was necessary to obtain
 nearly fifty per cent more than the
 usual number of recruits.

Schools of nursing were closing
 their registrations for the new
 semester during the latter half of
 June. Time was short and we elect-
 ed to make our contribution to the
 final stage of the recruiting drive
 almost entirely by radio. Under the
 allocation plan nearly ninety net-
 work sustaining and commercial
 shows carried the appeal for stu-
 dent nurse recruits. The need for
 nurses also carried an "A" priority
 for local stations and we have re-
 ceived enthusiastic reports from
 the field on the local stations' co-
 operation with the nursing schools
 and the recruiting agencies.

My thanks can best be express-
 ed in terms of results. The final
 figures are not in but at the height
 of that campaign applications were
 pouring into the recruiting agencies
 at the rate of some 1500 a day. The
 quality of the applications was ex-
 ceptionally high; preliminary anal-
 ysis of the returns showed 87 per
 cent were rated excellent and that
 another 10 per cent highly prob-
 able prospects for nurse training.
 About June 15 most of the schools
 reported that they had all the ap-
 plicants they could handle for the
 semester just opening.

My congratulations to the radio
 industry for this dramatic achieve-
 ment.

Very cordially yours,
 Paul V. McNutt, Administrator.



With the network and baseball allo-
 cation plans for government messages
 now working smoothly, the radio bu-
 reau of the OWI disclosed over the
 week-end that it is drawing up two
 new types of allocation systems which
 should cover all sections of the broad-
 casting industry which do not come
 within the scope of the presently
 functioning programs. First of these
 is for national spot advertisers, and
 will probably begin the week of
 August 10th, according to Seymour
 Morris, who is in charge of the allo-
 cation program for OWI's radio bu-
 reau. Subsequently, a plan for local

spot advertisers, many of whom have
 been clamoring for an opportunity to
 blend government messages with their
 own, will be instituted.

The national spot plan was outlined
 by Morris recently to 850 advertising
 agencies, who were asked to list the
 names of their national clients cur-
 rently broadcasting in five or more
 cities, spot radio programs or regional
 network programs running five min-
 utes or longer. About half of these
 agencies have been heard from to
 date, according to Morris, and they
 have reported on an estimated 200 to
 300 clients in this category. The plan
 itself will be explained to the co-
 operating agencies shortly.



Shows carrying war bond an-
 nouncements for the next few weeks
 are requested to stress not only pa-
 triotic reasons for buying bonds but
 also the gainful reason for buying
 bonds—from purchaser's point of
 view.



OWI today will begin plugging a
 very important aspect of the OPA's
 price control plan. This involves re-
 questing consumers to look for posted
 prices, and asking dealers to be sure
 their prices are posted.

Coffee Bureau Mulls Future Radio Plans

(Continued from Page 1)

association. George C. Thierbach of
 Jones, Thierbach & Co., San Fran-
 cisco, has been appointed chairman
 of the joint committee, and Roberto
 Aguilar of El Salvador has been
 named secretary.

Int'l Radio Telephone Banned As Defense Move

Washington Bureau, RADIO DAILY

Washington—The Board of War
 Communications over the week-end
 announced termination of interna-
 tional radio telephone communica-
 tions in the interest of "national se-
 curity and defense and the success-
 ful conduct of the war." BWC Chair-
 man James Lawrence Fly ordered the
 prohibition of all non-governmental
 business or personal radio telephone
 calls to or from any foreign point
 outside the Western Hemisphere ex-
 cept England, unless the call is made
 and sponsored by government agen-
 cies with prior approval from the
 chief cable and radio censor. Calls
 by press agencies, approved by the
 censor, or to addressed radio program
 service and Cue channels, excepted.

Non-governmental point-to-point
 radio telephone circuits between the
 United States and Australia were
 designated for closure at midnight,



IT SELLS FASTER IF IT'S
WSAI IDENTIFIED
 CINCINNATI'S OWN STATION
 NBC & BLUE NETWORKS • 5,000 Watts Day and Night • Represented by Spot Sales, Inc.

Los Angeles

By JAC WILLEN

JAMES W. CHRISTOPHER, whose first 9 years in the advertising field was spent with the St. Louis "Post-Dispatch" and for whom he wrote all spots over KSD; later becoming assistant advertising manager of Stux, Baer and Fuller and finally advertising manager of Colonial Finance Company, has joined the Dan B. Miner Company as chief copy writer and account executive.

Elaine Barrie stars opposite Elliot Lewis in the Hollywood Theatre's production of "Tam O'Shanter's Miracle" to be heard on KFI at 7:30 p.m., Friday, July 24.

Hedda Hopper's weekly "my hat's off" tribute goes to lovely Greer Garson on "Hedda Hopper's Hollywood" today.

KNX, key station of CPN, Hollywood, is now one of the first major radio stations to be cited by the United States Treasury Department in recognition of the purchase of War Bonds by employees of KNX under the payroll plan. The citation is in the form of the Department's "Minute Man" flag, awarded recently with due ceremonies.

Mrs. Chester "Lum" Lauck, of radio's Lum and Abner team, recently was the victim of a freak accident, breaking an ankle while lying in bed! One foot became wedged under her as she started to rise. So Lauck is learning how his Bachelor Lum of the radio script lives, whipping up his own pancakes in the morning.

C. J. Marshall, KHJ credit manager, and Herbert Smith, KHJ purchasing agent, will check out of their jobs this month to become members of the United States Army. Marshall left July 24. Smith will leave July 31.

Meredith Willson's new truck driver song, "My Ten-Ton Baby and Me," aired for the first time last week on Willson's Thursday-night program, was written at the request of the Office of Defense Transportation and donated to that body.

It will portray the influence of mother and the rest of the family on the success of Uncle Sam's future flying officers, and will be broadcast direct from the West Coast Army Air Forces Training Center at Santa Ana. It will be directed and presented by a 100 per cent Army cast, including Captain Melville Ruick, former "Lux Radio Theatre" announcer; Pvt. Ben Gage, ex-Bob Hope announcer; Pvt. Hal Gibney, former Blue Net announcer; Corp. Thomas D'Andrea, radio monologist and scripiter.

Written by Captain Frederick Hazlitt Brennan, famed magazine fictionist, "Uncle Sam Presents" will also feature a 36-piece soldier orchestra under the direction of Eddie Dunderstedter.



Reporter At Large . . .!

• • • Whatever happened to the "smart boys" who predicted that "Info, Please" wouldn't be renewed? . . . Both Pierre Huss and Roy Porter landed commercials as a result of their appearance on "This Is the Truth"—but the show itself did an early fadeout. . . "Listen America" going off for the summer. . . Irving Strouse has resigned as program director of WINS with Mrs. Bower handling the post temporarily. Wm. Harding and Ed Oates taking care of production. . . Leif Eid leaving NBC press dept. this week to take over their Washington news and special events chores. . . Allen Prescott describes his new show this way: "Now doing a Saturday nite show and five matinees a week" . . . Still unsponsored, the Blue's "Basin St." show continues to be a springboard for new stars. First Dinah Shore, then Diane Courtney—and now Zero Mostel. Zero's first picture, incidentally, will be "DuBarry Was a Lady."



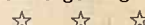
• • • Time Marches On: Hi Brown turned 32 this week and celebrates his 15th year in radio. During that time he's turned out over 15,000 shows—once having 35 going each week! . . . Brenda Marshall and Pvt. Bill Holden still having honeymoon trouble. She did a guest spot on the Blue Barron show yesterday. . . Dorothy Kilgallen vacationing from her column for a month—but will continue with her air shows. . . Lou Levy put in 4-F. . . Barry Wood will sing "I Left My Heart at the Stage Door Canteen" on the opening broadcast on the 30th. . . Bobby Byrne getting nine air shots a week from the Edison Green Room. . . Jay Jostyn realizes his ambition to appear on the stage this week—but it's on behalf of War Bonds. . . The FBI could look into that nite spot on W. 58th street which is patronized for the most part by Nazy sympathizers. . . "Ellery Queen" returning to the air Oct. 10. . . Bob Hannon grabbed the permanent singing spot on the Texaco summer show. . . Walter Tibbals joining BBD&O Aug. 3 in a director-producer post. . . Ted Steele, one hour after he was signed exclusively by the Stork Club, was offered the Geo. Gershwin role in pictures.



• • • Charlie Martin had Gracie Allen set for a "Playhouse" appearance on the 31st—but here is the reason she won't be there: Gracie had planned to use the entire stipend to purchase an ambulance and donate it to the Govt. She was informed, however, that the money couldn't be deducted from her taxes inasmuch as she had already used up her 15 per cent "philanthropic allowance." As a matter of fact, the money she would get from the show would push her into a higher tax bracket causing her to pay an additional three grand in taxes. Thus Gracie cancelled the booking. She didn't mind working for nothing, she said, but she didn't want to pay \$3,000 for the privilege!



• • • I wonder if the people who applaud at the movies talk back to their radios. . . If some radio comics haven't got more hair on their jests than they have on their heads. . . If the reason daytime serials put so many people to sleep is because they come into the homes on ether waves. . . If it's true that many radio gag-writers are investing heavily in U. S. Steal. . . If it shouldn't be called "The Bureau of Missing Persons"—considering the way radio's "Mr. D.A." manhandles the baddies. . . If some execs don't make the mistake of giving an actress a ring before getting her number.



• • • Critic's corner: Irene Beasley packs more sock into her 75 second musical spots than most singers put into a complete routine. . . Victory Theater's premiere with "Phila. Story" retained much of its caustic charm despite its cutting. That Hepburn gal is hep in any medium—stage, screen or radio. . . John Nesbitt's stuff about the "smallest newspaper in the world"—"Free Belgium" was plenty stirring.

To the Colors!

LT. WALLACE BEEBE, formerly news announcer on KIT, Yakima, Wash., has been called to service in the U. S. Army and is now stationed somewhere in the Pacific war zone. R. LEE BLACK, also of KIT, is now serving as public relations specialist at Camp Adair, near Corvallis, Ore. —VVV—

TOD SWALM, formerly of RADIO DAILY editorial staff, has been assigned to the Officers' School of the Army Air Force Training Command, Squadron No. 578, Miami Beach, Fla. —VVV—

GENE AUTRY will have his official induction into the U. S. Army Air Force in Washington on Saturday. He will hold the rank of sergeant. —VVV—

MAX KIMBREL, engineer at WKRC, Cincinnati, has enlisted in the U. S. Navy and is stationed at the Great Lakes Naval Training Station with the rank of petty officer second class. —VVV—

HAROLD C. MILLER, former editor of the West Virginia Network news department, is now attending the school for aerial gunners at a Florida naval base. Miller enlisted in the Marine Corps and left WCHS Charleston, a few months ago.

SPA Calls Special Meet To Discuss Army Songs

(Continued from Page 1)

forces and Congressmen as well as others.

Sigmund Romberg, president of the Song Writers' Protective Assn. under whose auspices the meeting will be held, stated that there was a need for songs to be sung by the fighters rather than at them.

Morale and propaganda spokesmen for the armed forces who will be at the meeting will take a hand in aiding the members of the SPA to emphasize the need for different songs and devise ways and means to meet it.

Guests and speakers will include Lt. Commander Charles B. Cranford in charge of welfare and recreation for the Third Naval District; Cap Charles E. Clapp, Jr.; morale officer of the Army Air Forces; Congressman Sol Bloom, New York, Chairman of the Foreign Relations Committee; Congressman Charles Kramer of California; Edwin L. Hughes, President of the National Music Council; John G. Paine, General Manager of Asca; Merritt E. Tomkins, General Manager of BMI and Walter Douglas, Chairman of the Music Publishers' Protective Association.

MOWW Elects Weiss

Los Angeles—Lewis Allen Weiss executive vice-president and member of the board of directors of Mutual was elected Commander of the Southern California Chapter of the Military Order of the World War at the annual meeting of that organization. Weiss served as Captain of Cavalry in the regular army during World War I.

Have You Met The Voices

GILBERT MACK ? LEX. 2-1100

NAB Ready For AFM Action; May Again Open N. Y. Office

(Continued from Page 1)

with their transcription company even if a reduction of service takes place, because it would be "unwise for broadcasters to take technical advantage of transcription companies during a common fight." NAB's counseling on this score becomes important with the disclosure that at the start of the battle, transcription companies were reported throwing down the gauntlet to NAB's head, Neville Miller, during a nearby conference, demanding tangible support from the stations instead of lip service from execs of the Association. Companies are still burned up over the raw deal they received in the Ascap fight when, upon the promise of support from the NAB, library services went full steam ahead with non-Ascap catalogues. When fight ended, transcription men were left with costly, unmarketable combinations. Transcription companies have not been cautious thus far.

Difficulties Seen

Asking its own stations for support of the transcription companies is not the simple matter it appears on the surface, trade biggies bring up, because both transcription and record companies have to be appeased, though one is competition to the other. Stations, however, might be inclined to hesitate an all out for the transcription companies, aware that they get along much more cheaply with records. It is NAB's headache to keep these rival factions in line, so that the common cause is not jeopardized.

NAB further states that while hasty action is deemed unwise, stations are counselled to advise local unions of any danger to continued employment which may result if there is interference with station revenue or programming, while stations with contractual provisions providing for access to transcriptions and records should consult their lawyer to make sure there is no waiver or abandonment of their legal rights.

Stress Petrillo "Threat"

To drum up enthusiasm among the stations, the NAB editorialized that Petrillo's position is a threat not only to all broadcasting stations, but to library services. These along with phonograph record supplies will speedily deteriorate in quality and number, and commercial transcriptions will rapidly become unavailable.

A second phase of legal advice by NAB recommends that the stations publicize the issue far and wide, stressing that the AFM action is not a strike but a boycott since Petrillo's ban might be the means of pressuring the platter companies into withholding product from the broadcasters unless the stations hired more musicians. According to the NAB logic, Petrillo is trying to coerce record and transcription companies into an illegal conspiracy with the union.

"This is an essential point to keep in mind," says NAB. "In our opinion,

it will constitute an illegal restraint of trade if any recording or transcription company tells you that you cannot have their records or services unless you hire a stated number of musicians or pay a stated tribute to a local musicians' union."

In further regard to advertising agencies, the NAB holds that it is maintaining contact with agency representatives "in order that advertisers who feel the pinch with respect to specific programs may have a central point to which they can come with their problems."

Seek Industry Reps for Action

At a New York meeting between Neville Miller and the several trade representatives affected by the Petrillo ban, it was decided that the record companies, the transcription firms, juke box interests, and advertising agencies meet among their own classes to unify matters and that each group appoint a representative to huddle with the NAB.

The opening of New York offices for NAB will be the second move in that direction. Empire headquarters were set up for the fight with Ascap. There has been no announcement of the head of such an office.

James C. Petrillo was in town over

AGENCIES

RADIO COVERAGE in the New York City area is being planned on behalf of the National Salvage Co. by the Frank Kiernan and Co., agency just appointed as advertising representatives of the concern. Plans will be more definite in a fortnight. Frank Hudson is account executive.

RETIREMENT of G. Monro Hubbard, president and director of Doremus & Co., was announced Friday by William H. Long, Jr., chairman. Hubbard will become an independent consultant in advertising and public relations, with quarters in the New York office of Doremus.

the week-end, but the AFM headquarters reported there was no statement to make other than that they had expected such a move as reported by Attorney General Biddle, and were ready for legal action. Spokesman assured RADIO DAILY that the Federation and the locals had no intentions of ordering or trying to order stations to abandon records, aware that their contracts do not cover those phases. Union rep accused the NAB of stirring up issues which did not exist. Attorneys for the major networks conferred much for the past few days, and were on the verge of issuing a statement, but at the last minute held back.

QUEST-ING

TER STRATTON and COLWARD, on the "Columbia p" program, today (WABC-30 p.m.).

R DAVIS, orchestra leader, Elman's "Hobby Lobby," to (WABC-CBS, 8:30 p.m.).

R EASTMAN, PATSY CAMP-ACK SMART, RAY JOHN-ANN THOMAS, on the "tan at Midnight" program, (WJZ-Blue Network, 8:30

UNRO LEAF, author of "Ferthe Bull," discussing wartime for children, on "Children Are People," Wednesday (CBS, 4:30 p.m.).

NY BARRIE, on Bill Stern's Newsreel of the Air," Satur- (BC-Red, 10 p.m.).

Market Radio Scripts Some Phono. Records

(Continued from Page 1)

Ryan agency and Street & publishers who will handle distribution of "The Shadow" currently heard under local ship by Blue Coal. "The Sha-ll be put out more or less in re of a feeler and if proven, additional script shows will be marketed in similar man-ame cast as heard locally over utual will do the recorded ot. Disks will probably be pro- y the WOR transcription di- Ruthrauf & Ryan is also the controlling the Blue Coal ad- g account.

Tuttle Produces Both uttle, producer of the "Shad- es, also will direct production ome record album versions. of the series is expected to the newsstand next month. Smith through its distrib- ities including the American Co. will place the disks on hroughout the country. Rec- ll be 10-inch in size and each ll carry a three-minute episode ll will carry over despite the eness into the other side. elisks in each album will ap- te the 15-minute radio scripts

ommercials will be included, rious sponsors and stations g to gain indirectly. Price et yet been determined on what ed to be the forerunner of moves by other detective type iller radio programs.

Do You Want PROGRAM DIRECTOR

ld's listener audiences, writes and us? Executive with network and pendent station experience. Write B, Radio Daily, 1501 B'way, N.Y.C.

IN
METROPOLITAN
CINCINNATI

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

L. B. Wilson

CBS

FIFTY GRAND IN POWER

NEW BUSINESS

WRC, Washington, D. C.: Capital Fur Co., thru Kal, Inc., Washington, evening anns. for eight weeks; Hot Shoppes, Inc., (Restaurants), thru Romer Agency, Washington, renewal of Monday, Wednesday and Friday spots on "Home Forum," 13 times; Hub Furniture Company, thru Kaufman Agency, Washington, time signals Monday thru Saturday for 52 weeks; Jandel Furs, Inc., thru Kal, Inc., Washington, Monday, Wednesday, Thursday and Friday station breaks, 32 times; A. Kahn, Inc., (Jewelry), thru Kal, Inc., 63 station breaks daily except Wednesday and Saturday; Press Cafeteria, thru Ferguson Agency, Washington, 56 spots Tuesday, Thursday and Saturday; Rock Creek Ginger Ale Co., thru Kaufman Agency, Washington, renewal of anns. for four weeks; Charles Schneider Baking Co., thru Ryan Agency, Washington, renewal of Monday thru Saturday spots for 13 weeks; W. R. Winslow & Co. (Paints), thru Lewis Agency, Washington, renewal of 23 spots on the "Home Forum" program, Monday thru Friday.

KQW, San Francisco: Kellogg Co., Battle Creek, Michigan (Rice Krispies), thru J. Walter Thompson Co., Chicago; ten 1-min. ET anns. a week for twenty weeks; Saturday Evening Post, Philadelphia, thru BBD&O, New York; eight 100-word anns. a week, for indefinite period; Rosefield Packing Corp., Alameda, Calif., thru Sidney Garfinkel Agency, San Francisco; 30-min. transcribed dramatic program once a week for 13 weeks. Listing: "Hollywood Theatre," for Skippy Peanut Butter; New Century Beverage Co., San Francisco, thru M. E. Harlan Agency, for Belfast Sparkling Water; five 15-min. newscasts a week for 26 weeks; American Cigar & Cigarette Co., New York, thru Ruthrauff & Ryan, Inc., New York; thirty-four 1-min. ET anns. a week on behalf of Pall Mall cigarettes, for 7 weeks; Langendorf Bakeries, Inc., San Francisco, thru Ruthrauff & Ryan, Inc., San Francisco, six chainbreak announcements a week, for indefinite period, on behalf of "Hollywood" bread; Johnson & Johnson, New Brunswick, N. J., thru Young & Rubicam, New York, three 1-min. ET anns. a week for 22 weeks, on behalf of "Bandaid"; Acme Breweries, San Francisco, thru Brisacher, Davis & Staff, San Francisco, four 1-min. anns. for 4 weeks; Chemicals, Inc., Oakland, thru Botsford, Constantine & Gardner, San Francisco, 5 chainbreak anns. a week for 52 weeks; Lever Bros. Co., Cambridge, Mass., thru Ruthrauff & Ryan, Inc., New York, eighteen 1-min. ET anns. a week for 8 weeks; Langendorf Bakeries, Inc., San Francisco, thru Erwin, Wasey, Inc., San Francisco, seven one-min. ET anns. a week, for indefinite period, on behalf of "American Meal" bread.

Miller Salutes Camp Chaffee

Camp Chaffee, Ft. Smith, Ark., will be saluted by Glenn Miller on his "Moonlight Serenade" Wednesday, Aug. 5 on CBS.

WORDS AND MUSIC

By SID WEISS

LONG has it been the contention of this dept. that program standards—and product sales—would soar if sponsors would only realize that radio's yesterday gave birth to the best in radio today. Drift along the dials and be convinced. Bing Crosby, Kate Smith, Connee Boswell and Lanny Ross, to mention a few, all radio grounded and radio reared. And that brings us to the return of the 15-minute period as the program unit. We remember when Ben Bernie got his start in a 15-minute series. He is back to 15 minutes for Wrlgley—the same sponsor who practically gave daytime drama its start (at night, ironically enuf) by presenting "Myrt & Marge" at 7 p.m. over CBS. The Mills Bros., "Clara, Lu 'n' Em," Frank Parker—they're all back and in 15-minute programs. These old favorites can accomplish near miracles in that much time and Mr. Sponsor should awaken to the fact that these folk—old in experience—possess the newest in radio program ideas. Consider the two Irenes, for example: Irene Wicker, whose "Singing Lady" series was a radio classic that should be brought back for children and adults alike—and Irene Beasley, radio's outstanding singing salesgal, who offers a sponsor tops in talent, programming, audience and sales value.

THE HIT PARADE: WHO? Maybe it's Geo. A. Putnam—who has clock and dial covered these days with "Second Husband" at 11 ayem, "Mary Marlin" at three and "Portia" at 5:15... I HEAR YOU CALLING ME: Could be Betty Garde's theme these days, so glad are the local directors to have her back from her West Coast holiday... NURSIE, NURSIE: It's lucky for the profession that not all folks have the stamina of Geo. F. Putnam, who not only presents 12 quarter hour news airings Monday through Saturday, but on Sunday does six broadcasts... COMES LOVE: Closer and closer to a wedding climax for Radio Registry's Doris Sharpe, who has registered in a big way with announcer Nelson Case.

PORTRAIT OF A BROADWAYITE: (as offered by Hal McIntyre) He has a genius for everything and a talent for nothing... His chief claim to literary fame is his relationship with a bookmaker... He hates the struggling phony but he'll bow down to the guy who's made a success of it... He's convinced that it's guys like himself who make the street what it is and he likes to speculate on what would happen to the Old Town if he were gone... His reading is confined to the columns and the comics—but he'll argue with anyone on anything... He has contempt for the kids who follow a Big Shot for an autograph—but it's okay for him to follow the same guy for a touch... He's never made a friend but what he didn't think the other guy was getting the best of the bargain... He knows how to keep his eyes open but never learns when to keep his mouth shut... He doesn't think a man's personal dignity is his best possession—because it's one of those things you can't borrow from him... He has a playful disposition—likes to play the horses, women and all the angles... He likes a good laugh the same way he likes a good meal—when it's at somebody else's expense... He has no reputation to speak of—except to speak of disparagingly... He's dedicated to the principle of life, liberty and the pursuit of slap-happiness... He believes that all work and no play makes for a dull person—but try and convince him that all play and no work is just as bad... In sum, he's a guy who's willing to change anything—except a dollar bill.

CUFF NOTES: Jackson Beck vacationing until Aug. 7th... Juliana Taberna turning in a nice job as "Claudette" on the Red's "Helpmates"... Blue's accident prevention series, "Men, Machines—Victory," doing such a good job that it's being extended five weeks to Aug. 24... Pinky Herman's "I'd Like to Kiss Susie Again" looks headed for the "Hit Parade."

—Remember Pearl Harbor—

PROGRAM REVIEW

"Parade's Weekly Revue"

There are four sponsoring groups to this new series, though the program is still a sustainer. Involved somehow are WHN, "Parade's Magazine," the Astor Hotel and Duffy's Canteen. Whether or not the services of the talent are on a commercial or volunteer basis is part of the involvement. What is contributed or paid for, however, is for the benefit of the Canteen, plugging of the hotel, the magazine and the canteen is more than trifling confusion to the listener, sounded as though there were many hands in the pie.

As entertainment, the program stands up fairly well. Don Allen's house band lends heroic support, most in the opening session Thursday night was Larry Adler's harmonic playing. He's terrific on all occasions and brought glory again to "The Beguine," at this session. Vincent, delivered "Joe American" a combination song and recitation tribute and part josh, for an industrial worker in a defense plant. Dick Stabile, orchestra leader, offered a saxophone solo which kept the boys talking for a while. A vocal by Gracie Barrie left the listener wanting. Other weeks included a session awarding the ever baton to Lili Damita for her Cross services. An account of activities hardly warranted the award. The item had to be picked on persons more worthy of heroic classification, if the feat were to toss the phoney aroma. Hy Cerner, press agent for the Astor, headed the show with a script which seemed all the idling bromides. There was an attempt to combine folksy with the Broadway, but the elements didn't blend.

Hereafter the program will be Thursdays between 10 and 10:30, though the premiere was delayed about ten minutes by the fire-side delivered by Secretary of State Wendell Willkie. Broadcasts will originate from the Astor's Coral Room, so 500 service men can be entertained.

WICC Closes N.H. Studios

New Haven—WICC of Bridgeport, Conn., has announced the closing of its New Haven studios, effective this week. With the shut-down, John La Haye, supervisor of New Haven offices, severs his connection with the station, which he joined in 1939 as an announcer. He was manager of New Haven offices for the past two years.

Paramount On WABC

Signing of Paramount Pictures as participating sponsor on Arthur Godfrey's early morning WABC series brings to 10 the number of commercials participating. Paramount is to build for forthcoming picture "Holiday Inn," opening in New York August 4. Series starts July 22 and was placed by Buchanan and C.

More Than 600 Stations Now In Fold As Issuing Agents For Bonds—Stamps

(Continued from Page 1)
 Friday with special programs, including a transcribed talk by Mordecai Richman.
 This 10-minute message relating the industry on its position in the past and his thanks to stations for so willingly accepting the new assignment. Richman's message, which was the transcription read as follows:

Text of Message
 Over a year now the radio of this country have been home to us the full meaning of the War Bond and Stamp campaign as a vital part of our war activity. The support of the War Bond effort has been given willingly and patriotically. And when I say "given," I mean just that. They have given us a truly remarkable job.

Last week we invited all stations throughout the country to take on a greater responsibility. We asked them to do a job that will be easier for you to buy War Bonds with ten per cent or more of your own money. Until now most of you have been able to buy War Bonds at post offices, and savings and loan associations. We have found, however, that if we increase the number of places where bonds can be purchased we can also increase the sales to reach our national quota of one billion dollars a year.

'Delighted' With Results
 "I am delighted to report that hundreds of radio stations have agreed to sell Bonds and Stamps as direct agents of the Treasury Department. This will mean that in many cases, when banks and post offices have closed for the day, you will be able to buy Bonds and Stamps through your local radio station. Needless to say, I am confident that the radio stations in your area will handle this responsibility in a way that does them credit."

How the system will work in your own locality has been determined by the management of this station. A representative of the management is waiting now to give you the news, and I hope that you will listen carefully to what he has to say."

Live Talks by Execs
 A transcription was followed in the past with five minute live talks by station executives explaining how War Bond sales would be handled. Several noteworthy examples follow:

WJLW, Cincinnati is promoting the sale of Bonds through tie-up with the Grand Opera House. Bond sales in eight downtown theaters managed by Junior League girls. Each booth has a direct wire to the station. All stars who come to the theaters are used in publicity on the radio. In newspapers and invited to sell Bonds in one of these booths. Theaters also publicize this program on the screen and mention it

in newspaper ads. Meanwhile the radio station promotes this function on all its programs.

WFIL, Philadelphia is building a Victory Booth on Chestnut Street in front of their studios. Each announcer on the staff is being given a definite period of time in the booth each day to sell Bonds. The announcer who sells the most Bonds during the week is given a \$25 Bond as a prize. In addition to the announcer contest WFIL has a "Bond Wagon" on the streets of Philadelphia each day. The Bond Wagon is a real farm wagon—carrying a five-piece band—using a P.A. System. The announcer is dressed as Uncle Sam and sells Bonds to the public. A real circus barker exhorts the public to buy Bonds. A president of a bank makes a one-minute speech each day at 12 o'clock from the Bond Wagon.

"Commando" Show in Buffalo
WGR and WKBW, Buffalo has initiated a youth movement called the Commando Corps of the Court of Honor—a program broadcast weekly from a local auditorium. On this program that announcer, acting as "Commanding Officer" makes awards and promotions to local youngsters for their sales of Bonds during the week. Each youngster has a rank which is raised when his weekly sales of Bonds increase to warrant it. (\$25 makes him a Corporal, \$50 a Sergeant, etc.). The young "Commandos" make a report on the program each week. In approximately two months this program has sold and delivered over forty-seven thousand dollars worth of Bonds and Stamps.

Amateur Singers on WHIZ
WHIZ, Zanesville, Ohio is inaugurating a program calling on important citizens in the city to come up and sing a song. If they sing, they must buy a Bond or Stamps, in accordance with their financial ability. If they refuse to sing, they must buy twice as many Bonds or Stamps. They are also planning an outdoor rally along same lines. A member of the station staff has been appointed to handle sale of Bonds, and the station is arranging with local Boy Scouts and Western Union to deliver Bonds.

WINX, Washington, D. C., has its Bond program underwritten by local taxi cab company which finances the Bonds, takes the orders sent to WINX and delivers them personally to the purchasers. Names are chosen from phone book and calls are made asking people to buy Bonds during broadcast and their names are mentioned on the air. After broadcast, a taxicab delivers Bond applications to applicants, gets check drawn to Treasury, delivers same to Bank, buys Bond and takes it back to purchaser. This program has sold \$14,000 worth of Bonds on seven broadcasts.

WKIP Beats Gun
WKIP, Poughkeepsie, New York, arranged to get Bonds several days ahead of July 23rd and hence started

its promotion early. WKIP sells War Bonds by a series of radio auctions. A specific example: A Poughkeepsie furniture store donated a \$45 chair to the cause. The chair was auctioned off. The person getting the chair bought and got \$1,500 worth of Bonds—the chair cost him nothing. In order to get his article of merchandise the buyer must appear within 24 hours with the money and take actual delivery of the Bonds. Station manager has already called Federal Reserve for a greater supply of Bonds. His original allotment is sold out.

Empty Store Window Used
KVAK, Atchinson, Texas has secured an empty store next door to the radio station. In the window has placed pictures of all the boys from that city who are now in the service. Outside the store has placed a booth to sell Bonds. They are producing a one-hour live show daily with theater personalities and prominent citizens. They are making arrangements to fill Bond orders by mail and also have Bond orders delivered in the city by Western Union messengers.

Many other outlets throughout the country are doing similar promotional work, as well as putting into practice the 10 per cent payroll allotment plan by its employees.

SMPE Sets Up Agenda For Oct. Sessions in N. Y.

Plans for a three-day meeting, composed of eight technical sessions beginning October 27, in New York, have been completed by the officers of the Society of Motion Picture Engineers. The meeting will spend virtually all its time in reading and discussing technical papers dealing with recent advances in motion picture, radio and television art, and the applications of the new developments to help the war effort and further national morale. The gathering is the 52nd semi-annual meeting of the society and will be in charge of William C. Kunzmann of Cleveland, convention vice-president. The meeting is subject to cancellation if such action is later deemed advisable in the national interest. One highlight of the meeting will be the 52nd Semi-Annual Banquet and Dance to be held on Wednesday, October 28, at headquarters, the Hotel Pennsylvania. Presentation of the Progress Medal and the Society's Journal Award will be made at the banquet.

Takes WKRC Racing Program

Cincinnati — Burger Brewing Co., co-sponsor of the play-by-play baseball descriptions on WKRC, has also signed a contract for sponsorship of the daily 15-minute program broadcast by Andy Cunningham, turf authority, from the River Downs Race Track. Scratches, odds and other racing information is given.

More Summer Ratings Show Current Leaders

(Continued from Page 1)
 maining programs moved up, generally speaking, to the top of the list and seven newcomers have made the first fifteen. Among the new programs, "Your Hit Parade" is the only one to surpass a show on the previous month's rating. Other new shows on the list are: "Information Please," "Star Theater," "Treasure Chest," "Gay Nineties Revue," "One Man's Family," "Monday Serenade."

The following is a list of the first fifteen evening programs from the report with their current Hooper ratings: "Radio Theater," 19.7; "Walter Winchell," 16.3; "Mr. District Attorney," 15.9; "Kay Kyser," 15.4; "Fanny Brice and Frank Morgan," 15.2; "Rudy Vallee," 13.3; "Music Hall," 12.6; "Your Hit Parade," 12.3; "Take It Or Leave It," 12.2; "Information Please," 11.7; "Star Theater," 11.1; "Treasure Chest," 10.8; "Gay Nineties Revue," 10.8; "One Man's Family," 10.7; "Monday Serenade," 10.2.

The "Continuous Radio Use Index" stands at 22.2, down 3.0 from the June 30th report, but up 3.2 from the corresponding report of last year. The "Network Program Audience Index" is 7.6, down 1.1 from 15 days ago but up 1.5 from last year. 54 programs showed losses of audience since last month's report; 27 showed gains and three were unchanged.

"Hymns" Starts Fifth Year
 "Hymns of All Churches" returns to its fifth year on CBS today for a three-a-week series for General Mills in the interests of Cheerioats. Programs to be heard Monday, Wednesday and Friday, 9:45-10 a.m., EWT.



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Coast-to-Coast



GUESTS of Kathryn Cravens on "News Through A Woman's Eyes," aired on WNEW, New York, next week, include Hannah Baker, comics editor of "PM," Monday, July 27th; Alexander Kirkland, Wednesday, July 29th; and Sir Norman Angell, Friday, July 31st. The program is heard daily at 12:45 p.m.

Bob Allen, whose orchestra is aired via an MBS wire from the New Pelham Heath Inn, will celebrate his first anniversary as an orchestra leader on August 9. In his first year Allen has established a coast-to-coast reputation as a result of his broadcasts and has been signed by movie interests for a short as well as a full-length motion picture. Allen is also a Beacon label recording artist and was vocalist in the late Hal Kemp's band before he went on his own with his present band.

Jean Hytone, night switchboard operator at WHO, Des Moines, has been awarded one of the senior scholarships at Drake University, where he is majoring in radio. Broadcast appeal of Herb Plambeck on his WHO newscasts resulted in the return of "Nellie," a plow horse owned by E. M. Blakley of Ralston, Ia. Horse was much needed for the summer harvest when she decided to stray. Plambeck aired one appeal resulting in the return of the wandering animal to its owner.

Recent poll by Paul Roberts, emcee of the WOWO, Ft. Wayne, "International Club," midnight mythical ballroom show, shows Glenn Miller as the ranking favorite with the fans. Tommy Dorsey occupied the number two spot and Cab Calloway came in third. Roberts is slanting his show especially for the benefit of war workers in the Fort Wayne area who come off the late shift just as his show hits the air waves.

Wayne Griffin, program director of KFYZ, Bismarck, up to last week, has taken up his duties as a staff announcer for the Blue Network out of Chicago. Announcer Bob MacLeod takes over "Griff's" position as program director, and Cal Culver, recently of KFIZ, Fond du Lac, Wisconsin, has started announcing chores at KFYZ to round out the hole in the announcing staff.

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

July 27
 Mabel Albertson Fox Case
 Arthur B. Donegan Lillian Okun
 Fern Persons

WWDC, Washington, D. C., originated its first Atlantic Coast Network program Thursday, broadcasting the speech of Secretary of State Cordell Hull. The broadcast came direct from the office of Secretary Hull and was released to all other stations of the Atlantic Coast Network.

E. Christy Erk, radio editor of the Waterbury, Conn., "Republican-American," daily newspaper, is vacationing on the dunes of Cape Cod. Erk also conducts programs via WBRY, which is owned by the newspaper. Charles Batters, formerly of the WBRY staff, is now handling "Good Morning From Syracuse," which is being fed by WFBL to the CBS network.

Ronny Liss, veteran child actor who appears on "Bright Horizon," "Bess Johnson" and other programs, was featured on "This Is Our Enemy" Sunday (10:30-11:00 p.m., WOR). Ronny, incidentally, is celebrating his 10th anniversary.

Russell Bennett, formerly chief engineer with WLOF, Orlando, Fla., has joined the engineering staff of WQAM, Miami. Two WQAM executives are away from the station this week. F. W. Borton, president, is in North Carolina on a vacation; and Norman MacKay, national advertising director, is in New York for a round of the agencies.

Appointment of John E. Murphy, Scripps-Howard newspaperman, as publicity director of WCKY, was announced this week by L. B. Wilson, president and general manager. Murphy has been staff writer on the "Cincinnati Post" for the past eleven years. Elmer H. Dressman, continuity writer and former publicity director of the station, will devote his full time to continuity.

Completion of towers on WALL, new station in Middletown, N. Y., was made last week, according to an announcement by Fred Germain, Jr., program-commercial manager of the outlet. Station has been auditioning programs in preparation for the official opening.

Ocean City Concert Orchestra, under the direction of J. Fred Mann, is currently being aired on Friday and Saturday evenings over WCAU, Philadelphia. Half-hour program of light summer music originates on the Municipal Pier in Ocean City, N. J.

Most recent addition to the sales staff of WPAR, Parkersburg, W. Va., is Frances Inslee. Newcomer is new to radio and was formerly in the insurance business.

B. F. Fredendal, NBC engineer in New York, has been transferred to the Chicago Division as transmission engineer, succeeding P. J. Moore, now on leave for Army service.

Professional wrestling and boxing at the newly erected Victory Arena has been placed on the broadcast schedule of WCBI, Columbus, Miss., as a regular feature. Arena is in the new Armory Building in Columbus. WCBI has had the entire building wired for remote broadcasts. Sports broadcasts will be aired by Buck Hinman and Bert Craig of the staff under the sponsorship of the local Pepsi-Cola Bottling Co.

CKBI, Prince Albert, has announced the addition of Gerry Tonkin, formerly manager of CFAR, Flin Flon. He will act in a commercial capacity. Two new CKBI shows are "Who's Who In Podunk Center" and "Come To The Fair." Former salutes the towns and merchants in the station's coverage area and is a remote broadcast. Latter ballyhoos a local exhibition with a definite "war effort" slant. Margaret Herron of the CKBI traffic department is vacationing in Calgary.

Ralph Kish, formerly of the advertising and sales promotion department of Gotham Gold Stripe Co., has joined the announcing staff of WWRL. Jocko Maxwell, sports director of WWRL, has been signed to write a column on baseball for the "Baseball Digest," national sports monthly published in Chicago.

Katherine Younger, control room operator for KABC, San Antonio, is back on duty after a two-weeks' vacation period. Tommy Reynolds, member of the sales and announcing staff is off on his vacation far away from microphones and radios. KABC is now airing the full hour-long Mutual Old-Fashioned Revival Hour each Sunday evening. Penny Wise is also being aired by KABC from the Mutual Network.

Marjorie Hazelwood, commentator of "Hollywood Highlights" which originates in the studios of KXYZ, Houston, and is aired through the stations of the Lone Star Chain for the Grand Prize Brewing Co., is on a vacation period in Hollywood where she will gather more intimate facts concerning the stars about whom she

speaks in her daily broadcast. In her absence, broadcasts will be presented by William "Buster" Brown and local newspaper editors filling as guest stars.

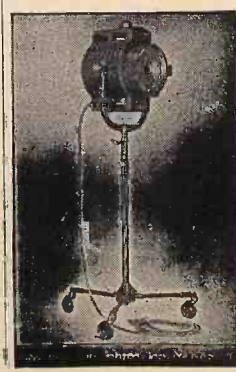
Partial list of sponsors using Kasper-Gordon syndicated program titled "Know Your Furs," include following: Gimbel's, Pittsburgh; Ser-Lilienthal, Columbus, Ga.; Man's Specialty Shop, Green Bay, Wis.; Klein's Department Store, Burlington, Ia.; Abrahamson & Low, Jamestown, N. Y.; Ward Binghamton, N. Y.; Durnil's Department Store, Muskogee, Okla.; Fur Co., Grand Rapids, Mich.; Dell Fur Co., Stevens Point, Wis.

Van Patrick, conductor of Mutual's Baseball Roundup, Monday through Friday at 6:15 and Saturday at 7 p.m., EWT, will originate network sports show from WCLEVELAND, from Aug. 2 through. During his absence from WCLEVELAND, Rock Island-Davenport-Moline, he serves as sports director, Patrick local shows will be handled by Edward Emich, WHBF news editor, also conducts a daily morning program and usually assists in preparation of "Mutual's Baseball Roundup."

William J. Thomas Signs As KDKA Newscaster

Pittsburgh—Signed as a news commentator on KDKA, beginning August 1, under the program title, "A Main Street Editor," at the News, William J. Thomas, editor of the Clearfield (Pa.) "Press," will analyze the week's developments from the point of view of an experienced newspaperman and a large American town.

Thomas promises no excursions and no inside information. He contends that a small-town editor with good experience and education should be able to analyze the news as intelligently as his metropolitan brothers, since both receive the same stuff from the wire services. His programs will be slanted definitely from the "Main Street" point of



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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



NEW YORK, N. Y., TUESDAY, JULY 28, 1942

TEN CENTS

NO. 20

James C. Petrillo Easing Ban

Report On CBC Asks Removal Of Murray

Criticism of Major Gladstone Murray, CBC general manager, suggested that he be assigned to duties other than those of a general manager or executive head of the CBC, are the highlights of the report of the House of Commons committee on radio broadcasting, which has been tabled in Parliament. The report also called for increased control of private stations and a warning of the danger of monopolies. Recommendations regarding broadcasting in Canada, including a suggestion that the committee favor the continuance of the public broadcasting system, were also included. (Continued on Page 7)

Change Wartime Scripts With Russian Agency

Coast Bureau, RADIO DAILY—Sample radio scripts, with motion picture scenarios, start work, publicity and affiliations are now being coordinated by a special committee of the Radio Writers Mobilization headed by Henry Meyers, and will be turned to Moscow within two weeks as part of the plan to exchange scripts. (Continued on Page 2)

Hope To Appear In Amos 'n' Andy Show

Los Angeles—Bob Hope is scheduled to appear in the Amos 'n' Andy CBS program, making an unprecedented, unannounced appearance on some night this week (July 27-31). Plans to write-in the comedian and let the audience guess as to what night he will appear. (Continued on Page 2)

Concert Cancelled

Chicago—Failure of agreement between KSTP, St. Paul Red affiliate, and AFM, caused the cancellation Saturday night of network broadcast of the Grant Park Concert, which have been the pride and joy of James C. Petrillo, president of the AFM. Concerts were cancelled by AFM to avoid its being broadcast to KSTP.

Premiere Delayed

"London by Clipper," first of Norman Corwin's "An American in England" series broadcast last night from England and which was to have been heard over CBS, was cancelled on this side of the water because of atmospheric difficulties. Hence the series debut, as far as America is concerned, will take place next Monday.

Colgate Closes Deal For Al Jolson On Red

Chicago—Contract was signed yesterday by Sherman & Marquette, Inc., agency for Colgate-Palmolive-Peet Co. for a new half-hour radio program to feature Al Jolson on NBC-Red starting October 3 at 9:30-10 p.m. EWT. Show will originate in New York with Carlo DeAngelo, radio supervisor of Sherman & Marquette, as director and producer. Product to be plugged was not announced.

The Jolson show, heralded by the agency as an "all family" program, will feature Hildegard, Eve Arden, and others. (Continued on Page 2)

Hall Bros. Add 20 Outlets To "Meet Your Navy" Web

Hall Brothers, Inc., has added 20 stations, making a total of 113, to the lineup for its "Meet Your Navy" airings on the Blue Network beginning August 21. Program, originating at the Great Lakes Naval Training Station near Chicago with a cast composed entirely of commissioned and enlisted personnel. (Continued on Page 2)

Cloudburst Delays Radio Folk But Skeds Move Unhindered

Columbia Pictures Buys Rights To 'Crime Doctor'

Columbia Pictures has acquired exclusive screen rights to Max Marcin's radio program, "The Crime Doctor," and Warner Baxter has been signed to star in a series based on this popular air feature. Under the terms of the contract, Baxter will star as the doctor. (Continued on Page 2)

Indications That He Will Hold Off For Duration, Currently In Evidence; Capital Dubious On U. S. Move

NBC's 10% Discount Absorbed By Network

New overall discount plan of 10 per cent to advertisers using the complete NBC 125-station network was officially announced yesterday by Niles Trammell, president. The step, the announcement said, was taken with a view toward increasing NBC network service in war time and expanding its reach. (Continued on Page 2)

U.S. Stresses Importance Of 'Agricultural Radio'

Importance of agricultural radio is duly emphasized in the current "Extension Service Review" publication of the United States Department of Agriculture which devotes three articles to the use of radio in support of the war effort on the farm front. First of these articles is by Ruth Trammell. (Continued on Page 5)

Commandos' Own Stories On New Thesaurus Disks

Men who took part in the Commando raids on Vaagso and St. Nazaire are revealing their stories for the first time in the transcription shipped yesterday to Thesaurus subscribers. (Continued on Page 2)

While the NAB continues to groom its battlefield, sources close to James C. Petrillo, president of the American Federation of Musicians report that he will be yielding to friendly counsel to withdraw his ban on recordings and transcriptions within another day or two. Action would take on a postponement of the ban for the duration of the war "in the patriotic interests of our country and the morale of the people." Same sources have reported that many legal minds in the industry have admitted to him that the union's ban would hold up firmly in the legal showdown being fought. (Continued on Page 6)

WLW Staff Conclave; New Plans Readied

Cincinnati—New WLW commodity study plan in which the recall method is being replaced by actual store inventories was described here yesterday by Robert E. Dunville, vice-president of the Crosley Corp. and general sales manager of the broadcasting division. The plan was evolved at the semi-annual meeting of the station. (Continued on Page 7)

Ft. Monmouth Program Debuts On Five Stations

Fort Monmouth, N. J.—Debut of "Fort Monmouth Reports," a new series of weekly Signal Corps transcribed soldier-talent broadcasts, was scheduled for this week. (Continued on Page 5)

"Atta Boy, Girls!"

Phoenix, Ariz.—Among the first of the women in the radio "fraternity" to join Uncle Sam's armed forces is Lillian Winter Reilly, who is taking the officer training course at Fort Des Moines in Iowa. She is the wife of John A. Reilly, who holds the position of station and commercial manager of KOY, Arizona Network and CBS outlet in this city.

Most seriously affected were those living in Westchester and Connecticut. (Continued on Page 6)



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

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

FINANCIAL (Monday, July 27)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., Gen. Electric, RCA Common, RCA-First Pfd., Stewart-Warner, Westinghouse, Zenith Radio, OVER THE COUNTER, Bid, Asked. Includes values for High, Low, Close, Net Chg.

Colgate Closes Deal For Al Jolson On Red

(Continued from Page 1)

Parkyakarkus, Ray Block's 21-piece orchestra and Fred Uttal, who will act as Jolson's straight man as well as the show's announcer. Comedy writers engaged are Eddie Forman and Al Lewis, who wrote the recent Jolson stage show "Hold Your Hat," and Don Prindle and Allen Lipscomb.

Donlevy On "Vox Pop"

Last guest interviewer replacing Parks Johnson on the "Vox Pop" program before the latter returns from his vacation is Brian Donlevy of the films, who will be on CBS with Warren Hull from the Marine Barracks at San Diego, Cal., in a broadcast coincidentally celebrating the premiere and release of the motion picture, "Wake Island."

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

NBC's 10% Discount Absorbed By Network

(Continued from Page 1)

tending the distribution of popular entertainment, news and commentaries to smaller radio stations in less populated areas of the country. The new plan goes into effect Aug. 1.

"The discount plan is being introduced to encourage full use of the network by companies having national distribution," Trammell said. "Nevertheless, advertisers who use a smaller number of stations because of limited distribution will not be penalized by an increase in present rates."

Cost of the discount plan will be absorbed by NBC, the announcement stated, thereby benefiting the listening public, affiliated stations and advertisers.

"The informative and morale-stimulating qualities of broadcasting are well-recognized," Trammell's statement also said, "and the owners of the 56,000,000 sets in the United States constitute one of our strongest forces for united war effort."

"For sometime there has been a growing demand for more of the top radio shows in the smaller and more isolated communities of the nation. The plan now advanced should go far to meet that demand."

Hall Bros. Add 20 Outlets To "Meet Your Navy" Web

(Continued from Page 1)

enlisted personnel of the U. S. Navy, has been aired as a Blue sustainer since mid-January and is currently heard Friday from 10 to 10:30 p. m., EWT. The show will continue in this spot.

Stations added to the network are the Florida, Arizona and North Mountain Groups, WSM, Nashville, Tenn.; KMA, Shandoah, Ia., and WDAY, Fargo, N. D. Henri, Hurst & MacDonald, Chicago, handles the Hall account.

Exchange Wartime Scripts With Russian Agency

(Continued from Page 1)

change wartime works and ideas of writers and artists of the United Nations. Formation of the committee followed a request by VOKS, Moscow agency described as an "all union society for cultural relations with foreign countries" for the exchange of cultural material with the view toward strengthening of friendly relations among the United Nations.

Collection of wartime radio scripts, motion pictures, books, plays, songs and posters is now under way and following receipt of similar material from Soviet writers and artists, the committee plans to extend the work to include the other United Nations.

WDEL Boosting Power

Power of WDEL, Wilmington, Del., jumps from night rating of 250 watts to 5,000 watts day and night, effective about the middle of August. NBC affiliate has been operating on daytime power of 1,000 watts.

Commandos' Own Stories On New Thesaurus Disks

(Continued from Page 1)

scribers by NBC's Radio-Recording Division. Transcriptions, one 15-minutes and the other 30-minutes, were made available through the courtesy of the British Information Services.

Lord Louis Mountbatten, Chief of Combined Operations, introduces the men in his first words for broadcast since the intrepid Briton took over direction of Commando operations. The exclusive story of the Vaagso raid is told by Lt. J. Michael Hall, Lancaster Fusiliers, and Sgt. R. George Herbert, D.C.M., M.M., of the Fifth Northants Regiment. Both are attached to the No. 3 Commando, which carried out the Norwegian raid.

The men who tell the St. Nazaire story, in which one of the overage American destroyers was driven full speed into one of the largest dry dock establishments in Europe and there exploded, are Lt. Thomas W. Boyd, D.S.O., Royal Navy Volunteer Reserve; and Chief Engine Room Artificer Harry Howard, D.S.M., of the Royal Navy. Included are details of blasting the vital power supply for the repair base.

RAF Squadron Leader John D. Nettleton, V.C., one of the few survivors of the air attack on the diesel works at Augsburg, which supplied power plants for Nazi submarines, tells the story of that brilliant exploit. Riggs also interview Flight Lt. Carrol W. McColpin, D.E.C., of Buffalo, N. Y., who is a member of the RAF's famous Eagle Squadron.

Columbia Pictures Buys Rights To 'Crime Doctor'

(Continued from Page 1)

Crime Doctor in two pictures a year. A CBS coast-to-coast program, "The Crime Doctor" has been playing for more than two years to a weekly audience of several million listeners.

Graham Baker, Hollywood scenarist and former co-producer of the Towne and Baker pictures, has been assigned to write the screenplay for the first of the series, scheduled to go into production early in November.

Bob Hope To Appear On Amos 'n' Andy Show

(Continued from Page 1)

he will actually be heard as part of the format of characters on the Freeman Gosden and Charles J. Correll airshow. Concurrent with the Hope visit will be the nightly radio appearances on the airshow of the Golden Gate Quartet, who, too, will be written into the nightly scripts as an integral part of the program.

SAMUEL FRENCH SINCE 1830 AUTHORS' REPRESENTATIVE PLAYS FOR RADIO, STAGE & SCREEN 25 West 45th Street, New York 811 West 7th Street, Los Angeles (Catalogue of Plays on Request)

COMING and GOING

LEIGHTON BLOOD, of the press department RAY GUY, engineer, and JAMES WOOD, vacationers, are back at their desks following two weeks spent at various resorts.

WILLIAM FAY, general manager of WHA Rochester, is in town for conferences with Kiggins, Blue Network vice-president in charge of stations.

E. S. WHITLOCK, station manager of WHA Richmond, arrived yesterday from Washington with the local representatives of the station.

JOE B. CARRIGAN, owner and president of KWFT, Wichita Falls, Texas, is expected to return from Washington. He is on an extended key centers of the East and Middle West.

GLENN MILLER and his band in Buffalo, N. Y., will originate at Shea's Buffalo Theater.

GORDON P. BROWN, president and chief engineer of WSAY, MBS outlet in Rochester, N. Y. and visited yesterday at MBS headquarters.

MITZI KORNETZ, of WTAG, Worcester, Mass., town for several days.

HENRY JAFFE, AFRA attorney, spent vacation at Cape Cod this week. Expected next Monday.

LT. JOE THOMPSON, of the War Department radio branch, to Fort Bragg, N. C., for tomorrow broadcast of the "Pass in Review" program Mutual.

BOB JONES, of the Blue Network station in New York, has returned from Nashville, Tenn., where he spent a 10-day vacation.

TED HUSING is in Falmouth, Mass., to emcee tonight's General Motors-War Department program which this week comes from WJTB, Falmouth.

J. ROY DABADIE, sales manager of WJTB, New Orleans, in town and visiting at the New Orleans office of the Mutual Network for a meeting with John H. North, station relations manager.

CLIFF PAUL, formerly of NBC and radio man, second class, in the U. S. Navy, a social call yesterday with his erstwhile associates at Rockefeller Center.

PARKS JOHNSON and WARREN HULL at Biloxi, Miss., today. They broadcast tonight's stanza of their "Vox Pop" program from the nearby Keesler Field.

GENE AURTY leaving Chicago for Washington, D. C., on Wednesday. He will officially join the U. S. Army Corps on Friday.

AP Signs KXEL

Waterloo, Ia. — KXEL, new 5000 watt station in this city has contract for 24-hour AP news through Associated Press, Inc. Station went on air on July 14.

What about WOL? It serves the highest family income group in America (over \$1,000,000,000)! Get the facts from WOL - WASHINGTON, D. C. Affiliated with MUTUAL BROADCASTING SYSTEM National Representatives. SPOT SALES, Inc.

NBC

ANNOUNCES A 10%

FULL-NETWORK

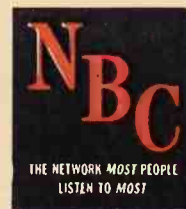
DISCOUNT

Moving to extend the distribution of the nation's top-ranking radio programs to smaller stations in smaller communities, the National Broadcasting Company announces a plan which will permit advertisers to use the entire NBC network of 125 stations at a substantial saving over current card rates.

Effective August 1, 1942, a flat 10% discount will be allowed to advertisers who contract for the full NBC network of 125 stations for 13 weeks or more. This is an over-riding discount, and applies after all other discounts and rebates.

The new plan involves no rate-increase, nor does it penalize advertisers who do not wish to use the full network. It is simple in concept and operation and is being adopted at considerable cost to NBC in the earnest intention of bringing the informative and morale-stimulating benefits of outstanding commercial radio programs to the less populous sections of the country. The plan will enable many advertisers to expand their coverage to new markets at a lower cost-per-thousand listeners.

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service



Los Angeles

By JAC WILLEN

THE Western Conference of Teamsters of AFL presented "Curtain America" from 6:30 to 7:00 p.m., yesterday, over KHJ Don Lee Mutual Broadcasting System. With this first presentation is offered a one hundred dollar War Bond for the best and most suitable name submitted for the program, with the selected name to be used of future programs that are now being planned as a series. Eddie Robinson of KHJ produces the show. Earle Hall handles the scripting chores.

A press agent's dream came true for Al Rackin, RKO radio contact man, when he was invited up to the microphone by Irwin Allen to fill out the final two minutes of his Hollywood News broadcast over KPAS and originating from the Hollywood Casino, where Rackin had taken starlet Sally Wadsworth for a guest appearance. Rackin started plugging every RKO picture from "Once Upon A Honeymoon" to the latest Ed Kennedy comedy. The Allen program ran over two minutes before they could flag down the fack. No kick-back occurred and all were happy.

When Bob Garred, CBS newscaster and Nelson Eddy announcer, completes his role in Columbia Pictures "Spart of Stanford," he will do the narration for several short movies similar to the "America Calling" airplanes series he did recently for the government.

Dick Joy CBS-KNX announcer-newscaster, has been asked by the editor of his town paper, the Putnam, Conn., Patriot, to write a weekly column of Hollywood radio news. The column, which will be known as "Joy's Radio Jottings," will also be syndicated to various weekly newspapers and small dailies in nearby New England communities.

Maxine Gray, off on her vacation to Lake Tahoe and a visit to San Francisco prior to her return to the "California Melodies" program on which she is featured vocalist, August 8.

Harry W. Flannery this week begins a tour of West Coast shipyards under the aegis of the U. S. Maritime Commission. The CBS commentator will tell defense workers about the Nazi production methods he observed during his years as war correspondent in Berlin.

Edna May Oliver is scheduled to return to her "The Remarkable Miss Tuttle" program August 2. Meanwhile her friend, Mary Boland, continues in the program spot in order to allow Miss Oliver sufficient time for complete recovery from overwork which caused her absence from the program for a few weeks.

RADIO ARTIST?

Call

LExington 2-1100

FIRST AND FOREMOST

MAIN STREET

OL' SCOOPS DAILY

Between Us And That Lamp Post. . . !

• • • GOV. LEHMAN: When is N.Y. going to follow the lead of California in sponsoring an air show in the interest of Civilian Defense? Plenty of important defense info still lacking here. . . AL MCCOSKER: The Treasury Dept. is sending a new show to MBS about the middle of August.

• • • BRIG. GEN. HERSHEY: Since your report listing broadcasting as an "essential industry," at least half a dozen radio small shots are now tagging themselves as "war workers" . . . IRVING BERLIN: I like Bing Crosby's description of you—that you're one Berlin America can be proud of. . . JIMMY JAMES: That's a wonderful story Earl Mullen is telling about how you got the nickname of "More Families" James. . . MARK WARNOW: So you're on the verge of a merger? Congratulations. . . BOB HOPE: Is it true that you haven't been on speaking terms with the head of the agency handling your show for over a year now? . . . EDDY DUCHIN: Never figured that Glenn Miller would be one of your boys. But he's due at the Great Lakes Naval Training Station shortly.

• • • GOODY ACE: Heard Dinah Shore sing the new Harold Adamson lyrics to "Manhattan Serenade," theme song of your "Easy Aces" program. Awful good. . . TED COLLINS: The last thing Bill Maloney did before resigning as p.a. for Kate Smith was to spot a 5,000 word story in the Aug. 15th Satevepost with a four-color picture job. . . ED BYRON: Jerry Devine, your co-writer, is proving an able director on "Mr. D.A." while you recover from your operation—so rest easy. . . CAROL ERWIN: Funny that Maysie Bolhower, who has as much radio "savvy" as anybody we know, still hasn't been grabbed up by the agencies. . . DAVE LEVY: That elaborate tour which had been planned for "We, the People" has been cancelled for the usual reason. Lack of transportation facilities. . . JOHNNY THE CALL BOY: There's still hope for you in the army. They just made Billy Rose 1-A and he's only an eyebrow taller.

• • • FULTON LEWIS, JR.: There's a big deal cooking with you set to do a daily syndicated column. . . EZRA STONE: Despite reports elsewhere, your sponsor is definitely returning your "Aldrich Family" to its NBC Thursday nite spot on Aug. 13h. . . MARTIN BLOCK: Agencies are watching your band poll with an eye toward those new fall musical shows. . . MILTON BERLE: Is it true that you're quitting pictures after your next? . . . RED BARBER: You're a popular guy with everybody but the turf men. Your baseballing has shunted Clem McCarthy to Chicago with his famous "R-r-racing fans!" . . . LES PAUL: How come, in your list of 12 favorite guitarists, you omitted the name of Alvino Rey—who's merely considered one of the best? . . . RED NICHOLS: Nice going. Understand it's Major Nichols now. . . JOAN EDWARDS: Did you know that you're set for a musical this fall? . . . ED WYNN: Sorry to see your vaude show close. It was one of the best buys in town. . . VAUGHN DE LEATH: Hear that you just landed a nice commercial in Buffalo. Also that you and your ex, Irving Rose, have resumed correspondence.

• • • THE KING SISTERS: No wonder "The Singing Sands of Alamosa" is one of your favorite tunes. Two of the quartette were born there. . . TOM TULLY: Why don't you let the radio directors know that you specialized in comedy on the stage? . . . NTG: Hear that you're fed up with Hollywood already and are planning a local spot soon. . . MILTON BLOW: Did you know there's practically an influx of movie names from the coast—with many of them planning to stay in the east permanently? . . . GEO. ABBOTT: Get a load of Dorothy Claire with Bobby Byrne's crew—and thank us. . . GREGORY RATOFF: Since your guest appearance on "Info, Please," that composer-wit is calling himself "Oscar Lewant."

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Chicago

By FRANK BURKE

HORACE HEIDT will share billings with his pianist-composer, Frankie Carle, in radio, theatres, and all future engagements. A sequel to a contract entered with Carle at Indianapolis past week end. Carle, whom MCA sought to buy Eddy Duchin's band, becomes a leader and co-owner of the "Treasure Chest" band. It's first time on radio that contracts call for specific names of two leaders with one alternative. NBC officials point out it may lead to confusion in radio listings with probable result that neither Eddy nor Carle will be listed.

Haven McQuarrie's "Noah Webster Says," is scheduled to originate at the local NBC studios Saturday, August 1st.

WGN, in cooperation with Floyd M. Showalter, chief of training division, Army Air Corps, launch a new series of programs shortly from Chanute Field at Moulton, Ill. The radio shows will feature of the Air Corps' current recruiting campaign by which it aims to add 20,000 new men to the service.

'Telegram' Promotes Cook With Bagar Doing Radio

Alton Cook, for the past 8 years radio editor of the N.Y. "Daily Telegram," has been upped to the post of motion picture editor and critic. Prior to joining the "Telegram" Cook for five years did dramatic movies for the St. Paul "Daily" where Cook succeeds the late Wm. Bagar.

Robert Bagar, music critic who has been doing the radio column in "Telegram" for the past three years while Cook was on vacation will continue in the radio post for the time being.

To Honor Femme 'Spit

Montreal—Fern Blodgett, radio operator, only woman life-member of the Marine Officers' Guild, will receive a special tribute of Gallantry in Daily Living" on July 28. Miss Blodgett, a former stenographer, gave up her position to take the place of radio-operator on a wartime ship.

The Carnation Company is sponsoring the broadcast which will feature Miss Blodgett.

920 CLUB
One of
America's Greatest
Local Radio Programs
WORL

Remember Pearl Harbor

AGENCIES

WILLIAM E. JONES, veteran Chicago radio producer, has resigned from the Wade Advertising Agency and will open new offices on N. Michigan, Chicago, early in August. Jones has been associated with the Wade Agency for the past nine years, producing the Akla-Seltzer's National Barnyard on NBC and the Morris B. Berman Amateur Hour, Chicago local. Associated with him is Marian Johnson, his assistant for many years. New firm will devote itself to advertising and production, serving radio advertising agencies.

AL W. SCHULLINGER has been placed in charge of radio advertising for The American Tobacco Company. His account, it has been announced, will be handled by Ed & Thomas. Schullinger joined Ed & Thomas in 1937, and for the past three years has been supervisor of production of Lucky Strike radio.

WENNE MC CARTHY, formerly of the Huff and Ryan's radio department, has been named as radio department of William B. Agency.

LYD SEIDMAN, an account executive with Donohue & Coe, New York, has been named a vice-president of the agency.

ELY, ZAHNRDT & KELLY, has been reappointed as the Chicago Hour agency for the eighth consecutive year. New series which will start late in October as a live radio show on MBS and on transcription on other stations throughout the country is expected to use an even greater station list than last year when over 300 outlets were used.

POINTMENT OF Ted Bates, Inc., has made advertising for Royal Gela and Puddings, Royal Baking Powder, Fleischmann's Gin and Fleischmann's Preferred and Bond issues has been announced by Ward Brands, Inc. Change will be effective September 1.

THRAUFF & RYAN, Inc. announces the transfer of Nate Tufts to the New York Radio Department in Hollywood as director of radio in the Hollywood office.

Staging Program As Welcome To KXEL

National affiliation of KXEL, Waterbury, with the Blue Network, will be occasioned by a special half-hour program on Thursday at 8:30 p.m. when the featured speakers will be EC Chairman James Lawrence, Senator Clyde L. Herring of Iowa and Edgar Kobak, executive vice-president of the Blue Network Company. Names will be picked up from Washington, Waterloo and New York City, and the musical portion of the entertainment originating in Chicago. KXEL will also be saluting this week on a number of Sunday broadcasts from New York and Chicago.

NEW PROGRAMS—IDEAS

WFIL Platter Show

Believing that listeners prefer to hear more than one or two platters per program of their favorite bands, as has been the usual procedure with recordings on transcribed broadcasts, WFIL, Philadelphia, has instituted a new type of recording series, a group of 15-minute programs, each featuring a top band, and one band only. Thus a Glenn Miller fan knows that at 2:00 p.m. he may tune to WFIL and get a dose of his favorite leader, un-interrupted by pieces by other orchestras. Typical of the orchestras thus featured "in bunches" are Jimmy Dorsey (recordings at 3:15 p.m.), Xavier Cugat (2:45 p.m. Monday thru Saturday), Horace Heidt (7:45 a.m. Mondays thru Saturdays); next week Wayne King will be added to the series, at 6:15 p.m. Tuesday, Thursday and Saturday.

"Write That Story"

New radio program, the only one of its kind in the New York area aimed at helping the amateur writer up the literary ladder of success, is being aired over WWRL, Woodside, N. Y., on Saturdays at 7:30 p.m. Titled "Write That Story," with weekly tips to writers, it is conducted by Frank Gogel, well-known fictional writer. The program advises writers

on how to develop story plots, what publications are looking for articles and stories, and features interviews with established writers and editors. Series covers fiction and non-fiction writing, as well as poetry, song-writing and scriptwriting.

Civic Progress Forum

Problems affecting the community are discussed over WJNO, West Palm Beach, Fla., in the new series, "Forum of Civic Progress." Members of the various civic clubs in the Palm Beaches are invited to participate with Dr. Carl Herman acting as moderator. "What Can the Palm Beaches Do to Stimulate Business for the Coming Winter Season" was the subject of the panel at the first airing. Members of the panel were: John J. Carter from the Rotary Club, Stanley Peeler from the Kiwanis Club, Arthur Black from the Junior Chamber of Commerce, Robert Oglesby from the Civitans, and Bob Johnson from the Lions' Club. Concrete suggestions were made by the panel, with a committee of one appointed to present a written report of the forum to Mayor J. O. Owen of West Palm Beach and the Chamber of Commerce. "Can the Name of the City of West Palm Beach Be Improved" was announced for the next forum discussion.

Ft. Monmouth Program Debuts On Five Stations

(Continued from Page 1)

made over the past week-end on five stations within a 50-mile radius of this army camp, with one additional station to be scheduled sometime this week. Five stations, already listed and all of whom will air the programs at different times during the week, include WPAT, Paterson; WCAP, Asbury Park; WTTM, Trenton; WFPG, Atlantic City; and WWRL, Woodside, N. Y.

The new Fort Monmouth series is a decided departure from the usual soldier-variety and quiz broadcasts. Recorded in the Post Public Address Station, and produced by the Public Relations Office, the series will tend to exploit such war effort promotions as the sale of War Bonds, Army Emergency Relief, Soldier Mail, and several informative sketches based on the ever-important Silence Campaign. The cast and musical portion of the new series consists entirely of Army personnel. Lt. Spencer Allen, assistant public relations officer and former WGN-Mutual announcer and producer, announces the programs, while Sergeant Tom De Huff, who was affiliated with the NBC promotion department before his entry into the Army, writes the scripts for the program.

Others in the cast include Pvt. Frank Danzig, former WHN and WMCA announcer; Pvt. William Marks, member of the Pasadena Playhouse and Los Angeles Radio Players; Pvt. William Morgan, a

U.S. Stresses Importance Of 'Agricultural Radio'

(Continued from Page 1)

Crawford, the Department's Home Demonstration Agent in Josephine County, Ore., and relates the part that the local outlet, KUIN, Grants Pass, Ore., has played in organizing an emergency organization of farm men and women to assist in the nation's fight against the Axis. In another article, Charles E. Eshbach, New England radio news service agent of the Agricultural Marketing Administration, describes the vital part that radio plays in the work of a county agricultural agent.

The third item in the "Extension Service Review" gives an account of radio forums for rural youth in Minnesota, with specific mention of the cooperation of WCCO, Minneapolis.

Wedding Bells

Flint, Mich.—Jon Robert McKinley, sales manager of WFDF of this city was married last week to Jean Brandes, local girl. They are honeymooning in northern section of Michigan.

veteran ten-year free-lance motion picture player; Pvt. George Breakston, producer of "Strange Tales," a radio mystery story popular on the west coast; and Pvt. Sam Newman, who has played many years in summer stock, in addition to making numerous appearances on all three major networks and several New York stations.

GUEST-ING

MAURICE EISENBERG, 'cellist, on the "Keyboard Concert" program, this afternoon. (WABC-CBS, 3:30 p.m.).

TED DE CORSIA, on "Nellie Revell Presents," tomorrow afternoon (NBC Red, 12:30 p.m.).

BILL THOMPSON—the Mr. Wimple of the Fibber McGee and Molly show—on the Rudy Vallee program, Thursday (NBC-Red, 10 p.m.).

PROF. H. E. WESSMAN, head of the department of civil engineering at New York University, and **WALTER D. BINGER**, Manhattan Commissioner of Works, discussing "The Resistance of Structures," on "The Engineer at War," Thursday (NBC-Red, 6:30 p.m.).

NORMAN H. DAVIS, chairman of the American Red Cross, on the General Mills "Thus We Live" show, Friday (WABC-CBS, 9:45 p.m.).

JOSEPH CURRAN, president of the National Maritime Union of the CIO; **PROF. CARTER GOODRICH**, Columbia University economist and chairman of the governing body of the International Labor Office; **MORRIS WEISBERGER**, vice-president of the Seafarers' International Union, AFL, and **CAPT. ROBERT C. LEE**, of the Office of the Chief of Naval Operations, United States Navy, discussing "Safety at Sea," on the "People's Platform," Saturday (WABC-CBS, 7 p.m.).

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

HELEN MEARS, author of "Year of the Wild Boar," relating her experiences while a resident of Japan, on "Of Men and Books," Saturday (WABC-CBS, 2:05 p.m.).



Among 60 cities, Denver is America's best test market. KOA is "first in Denver" in sales results. To reach more people at less cost... have your say on KOA!

Chosen by Eastern newspaper

KOA 50,000 WATTS

FIRST IN DENVER

Represented nationally by Spot Sales Offices

See Petrillo Easing Proposed Record Ban

(Continued from Page 1)

planned by the Department of Justice on the anti-trust theme.

Lest Petrillo keep his original stand, NAB has let it be known, that from now on, the association would carry on the war against the musicians' union for the whole trade. Nothing further has been done about building up a war chest, though talks on the subject continue. Association will adjust its strategy according to the returns on questionnaires which have been mailed to members and associates. Survey would give NAB a complete picture of live talent costs and station relations with locals of the AFM. Questions are detailed.

Definition of "Patriotism"

One of the factors said to be influencing Petrillo to withdraw at this time is difficulty in keeping tabs on production for "patriotic purposes" which he had exempted from his ban. Line of demarcation has become so confused that rather than risk accusations of hampering the morale program, he would forego the whole project until after the war.

Washington Bureau, RADIO DAILY

Washington—While FCC Chairman James Lawrence Fly expressed doubt yesterday as to what beyond its present "basic inquiry" the Commission might do to restrain AFM chief James Petrillo from hamstringing the broadcasting industry by his ban against the use of recordings, Fly indicated that recommendations for congressional legislation to meet such situations might be an outgrowth of the Commission's investigation.

Since his last press conference on July 20, when the investigation by the FCC was announced, the Department of Justice has stepped into the field, announcing it would file an injunction suit against the union and its leader under the anti-trust laws. "That, of course, presents a somewhat different facet of the problem," Fly pointed out yesterday. The FCC chairman continued, "We ourselves have not determined what we shall do, if anything. We are investigating the matter. It is rather dubious as to whether or not we have any jurisdiction to act directly, and that always leaves open the question as to whether we might look extensively on the situation with a view to possibly enacting legislation."

Announcement Shortly

Fly said that inquiry on basic and factual questions would probably draw some announcement within a week. He said it had not been determined yet whether there would be hearings. He also revealed that he has not yet received any answer to the identical letters he sent last week to Petrillo and NBC President Niles Trammell asking facts of the case.

It was rumored here yesterday that an appeal to Petrillo to call off his projected ban in the interests of national unity and the war effort would be forthcoming from Elmer Davis, OWI, director. However, this could not be confirmed.

PROGRAM REVIEWS

"Death Valley Days"

Sponsored by 20-Mule Team Borax, this western is one of the oldest half-hour dramas on the networks. Aired Thursday nights, 8:30, EWT, over CBS, "Death Valley Days" still packs the same wallop it did twelve years ago. The locale of last Thursday's drama was the famous "Arizona Strip" which was used as a hideout for some of the most notorious badmen of the West. Story was neatly woven around the lesson a ranger-parent taught his son that a promise is a promise and must be kept regardless of the person to whom it is given. Even though the idea backfired somewhat—young Billy took it literally and made a promise to keep the identity of a dangerous bandit a secret until he had a chance to escape—it really worked out all right in the end, for the badman gave Billy some good advice about going straight.

Jack McBryde, as the "Old Ranger," handled the narrations with true western flavor; Skippy Homeier was excellent in the heavy role of the youngster and handled the western accent with ease; Tom Tully, as Billy's father, was completely at home in one of the typical character roles that have made him famous on the air waves; Paul Nugent and Frank Butler gave authentic characterizations of the bandit and "Curly" respectively. Program is well directed by Lillian Steinfeld and is handled by McCann-Erickson.

"Nothing Serious"

When the series started a few weeks ago, this reviewer, upon hearing the first program, thought WOR was just pulling a gag. Show sounded as though everyone were being deliberately hokey and amateurish, as if satirizing. Surely the station could not be serious in proffering the conglomeration of boredom as a continuous entertainment package, was the impression in this corner.

The impression was evidently misconceived. The program is still on, dragging along Sunday evenings, 9:30-10 p.m., and billed as a variety attraction. That it hasn't fallen apart before this is amazing. Program moguls may have had in mind a casual, light comedy of subtlety, but this package achieves none of those qualities.

Caswell Adams, sports writer on the New York "Herald-Tribune," just is neither an emcee nor a comedian, as per his performance on these programs. His material is equally vacant. George Matthews, his shadow, is limp, trying to portray a funny stooge whose medium would be misused vocabulary or some such demonstration of lesser mentality.

On the initial program, Frances Mercer was encouraging as the vocal relief, but on last Sunday's installment her singing lacked expression. It was rigid, precise, and colorless. Practically every factor hereon contrib-

"They Live Forever"

For dynamic drama, for some of the best radio directing and producing, sustaining or commercial, this hard-hitting realistic series deserves not only its return to the airways, but more widespread publicity. It is leaps ahead of practically everything in its class. If the "This Is War" series had the punch and finish evident on the first of the returned series, Sunday, 10:30-11 p.m., on CBS public acclaim would have kept the project going even until now. William Robson, his directors and writers should be able to arouse more patriotism in specific channels such as buying bonds or conserving fats and greases, than twenty star-studded revues. This, however, is no suggestion that the airwaves discard the candy-coated approach, for a steady diet of either would fall short of success.

"Forever" formula, for all its might, is so simple. It consists of a series of short dramas, which tell the story of some actual hero in the current war. And the heroes are not the colonels or majors or generals. They are persons taken from the average patterns, such as a private in the army, or a defense plant worker. All are taken from the official reports which more often than not appear in the daily newspapers too. The story of the individual's heroic conduct—the performance of duty which cost him his life—is dramatized in straightforward style. At the close of each, announcer offers a few words addressed directly to the hero and his family, varying the presentation but usually meaning, "You will live forever."

For the inaugural on this return trip, "Forever" included the story of the New England shipyard "beauty contest" which netted \$193,000 worth of stamps and bonds when workers picked out their homeliest colleague; the story of a young, unknown gunner who had enlisted and who had volunteered for a job which meant certain death; of an American ambulance driver in Libya, of a Serbian rebel, etc.

In between dramatic episodes, the program hammers away at arousing the public to support the war program, and herein there is no mincing of words. Approach is brazen, but in good taste, and should wrinkle a few stiff-necked listeners. When the narrator challenged with: "Do you want your wife fondled by a Nazi storm trooper, or your daughter outraged by a foot soldier?" No one could mistake the sincerity of the program, and the seriousness of the situation.

The government would do well to transcribe the series for distribution throughout the country that every hamlet might listen in.

uted to the show's shortcomings. If the station still means this as a gag, it is about time that the program hit the denouement.

Schedules Do Okay As Storm Delays Many

(Continued from Page 1)

cut. Versatility of actors, announcers and production men made it possible for those able to reach the studios to take over roles of those among the missing, but work in many of the executive departments was slowed by delayed arrivals of key men from out of town.

MacHugh Late

Artists reported late or missing on the day went on included Edward MacHugh, "The Gospel Singer"; Joan Blaine, star of "Valiant Lady"; Howard Petrie, announcer; Joy Hathaway of "Amanda of Honeymoon Hill," and Jimmy Meehan, of "How in the Country."

Among the executives who were through involved processes to get their desks were Phillips Carlin, Blue Network vice-president in charge of programs; Charles Barry, his assistant; George Benson, Blue Network eastern sales manager, marooned in Scarsdale two hours; Charles Hubbard, also of Blue sales, and Robert Garver and Clarence Doty of W. sales. NBC officials who found themselves involved with the downpour included Frank E. Mullen, Roy W. Mer, William Parsons, Robert Myers and John McKay.

Doty a Hitch-Hiker

Typical of the experiences so far went through was that of Doty, who hitch-hiked from Mamaroneck, Larchmont, boarded a train which took him a mile and stopped, finally reached his office by one p.m.

For the first time in 15 years of broadcasting, Edward MacHugh, who lives in Westport, Conn., was late a program. Arriving at the studios three minutes after air time, he found Irving Miller's orchestra substituted for him. Wet, but undaunted, he stepped to the microphone, explained that after waiting an hour for a train he had finally found a cab which took him all the long way to the city and the studios.

Joseph Bell Substitutes

Substitutions became the order of the day as it became apparent that artists would be held up. Joseph Bell, veteran producer, who directs "How in the Country," took over the role of Jimmy Meehan when the latter was marooned in his own country home; Helen Payne, 24-year-old production worker on the CBS "Valiant Lady" series substituted for Joan Blaine, star of the series; Joan Blaine assumed the role of Joy Hathaway in "Amanda of Honeymoon Hill," Ed Herlihy stepped to the microphone for Howard Petrie, who normally announces "Studio X," but was stuck at his home in Stamford.

Joan Blaine Delayed

Joan Blaine's experience also marked the first time she had missed a broadcast. The "Valiant Lady" actress left her home in Bethel, Conn. to catch a 6:05 a.m. train to New York. A washed out third rail stalled the train, so Joan waded water three feet deep and scaled a wall along the tracks. It took two cars and a taxi to get her the rest of the way.

Report On CBC Asks Removal Of Murray

(Continued from Page 1)

ship principle in radio broadcasting, were embodied in the 5,000-report tabled by the committee chairman, Dr. J. J. McCann, M.P. Crawford. It is not likely that Murray will be asked to concur with the recommendations of the committee, which are expected to act as a guide for any action deemed necessary.

Hold Board Responsible

The CBC board of governors was held responsible by the committee for admitting conditions reported in the report before the committee hearing, to continue. The committee held the governors, who, it said, had actually lost confidence in Major Murray's ability to handle affairs, to the continuance of conditions which were not as they should have

been in April, 1941, action had been taken to prevent some of the defects of the CBC administration. Evidence presented to the committee showed the board "removed responsibility for technical and commercial operations, internal management and the finances of the corporation to the man in whom it had been placed because he was found unfit to discharge such responsibilities."

"Other Capacity" for Murray

Murray has rendered great service to Canadian broadcasting, but in view of the board's loss of confidence in his ability in financial matters and his attitude with regard to own expenses, and in view of the material placed before the committee, your committee recommends the board of governors consider the services of Mr. Murray could be used by the corporation in another capacity than that of general manager or executive head," the report

wording of this by-law the committee appeared to give to the executive committee the powers of management previously exercised by the general manager," the report said. A second limitation provided that the assistant general manager was to be in charge of technical or commercial operations and "be responsible for the internal management of the corporation."

Provides for Comptroller

The third change provided for the appointment of a comptroller of the corporation. These changes were rendered necessary on account of lack of confidence in the board of governors and in Murray's ability in financial matters," the report said. "Evidence before the committee on the large expenses of the general manager and on the manner of accounting for these expenses gives some indication of what the board of governors may have had in mind. . . ."

The reasons which led the board to believe the general manager of the corporation should have led to a completely different action. Your com-

WARTIME PROMOTION

Sports Buildup

KABC, San Antonio, known as "The Sports Station," has rearranged its sports schedule in order to give even more complete sports coverage to its listeners in this area. Station is also making it possible for defense workers and others interested in sports to keep up with the sporting world. The daily sports feature, "On the Sports Record," with Bill Michaels, KABC sportscaster, has been moved from 6:15 p.m. to 7:15 p.m. When the Missions are in town, Michaels will broadcast from Tech Field, where he will give the day's baseball scores and interview members of the ball club. Michaels airs the play-by-play account of the Missions ball games through sponsorship of Wheaties and the San Antonio Seven Up Bottling Co. When the Missions are on the road, sportscasts will originate in the studios of KABC. Three new baseball-score periods will also be aired, one at 12:00 noon, 5:57 and immediately after the ball games themselves. These broadcasts will be of three minutes duration and will give the latest scores, standings and schedules. In addition, the baseball results of the preceding night will be aired each morning on the Top of the Morning program.

The committee recommends that the amendments to the by-laws referred to above be reviewed so as to put the responsibility where it properly belongs.

"Indicative of this situation is the situation of the expenses of the general manager, which the committee feels were out of all reason, and much confusion was caused by the slack and unbusinesslike manner in accounting for these expenditures. Detailed vouchers were not submitted, extraordinary and unclassified expenses were included which it was felt were unnecessary.

"Mr. Murray is unwilling or unable to state to whom many of these payments were made. His explanation of their purpose is obscure.

"Referring to Murray's expenses for travelling and entertainment generally both Mr. Murray and Mr. Baldwin (Harry Baldwin, CBC treasurer) gave evidence that these expenses were justified, that they were not out of line with the expenses of persons in similar positions," the report said. "If this is so, it is high time that expenditures of this character and on this scale were stopped everywhere."

See Lack of Checks

"Your committee believes that the treasurer did not impose adequate checks on the general manager's expense accounts and consequently recommends that his duties be clearly defined. The expedients adopted are a clear indication of the extraordinary nature of the situation with which the governors were faced. It is with profound regret that your committee has reached the conclusion that the expedients adopted were insufficient and that the situation should have

Beauty Contest

Sponsorship of a "Miss Greater Cincinnati" beauty and talent contest to select an area representative to the "Miss America Health, Beauty and Talent Pageant" at Atlantic City the week of Sept. 7 has been announced by L. B. Wilson, president and general manager of WCKY, Cincinnati. "A series of civic projects and affairs for men in the military service is to be held in connection with the local contest," Mr. Wilson said. The winner of the local contest is to be sent by WCKY, with a complete wardrobe and all expenses paid, to the "Miss America" pageant. Contestants in the "Miss Greater Cincinnati" contest, now in progress, will be presented publicly for the first time as hostesses at a "Canteen Night" to be held Tuesday, July 28, in the Hotel Gibson Ballroom. Twenty-five semi-finalists to be selected Thursday, July 30, will be featured in a "Smokes For Service Men" benefit show at Crosley Field, Saturday night, August 1.

Radio auditions on WCKY will be given the 25 semi-finalists, who will make personal appearances at the Albee Theater, Monday, August 10. Seven finalists will be judged Monday night, August 17.

been dealt with in a more fundamental way and should be dealt with now."

"The board of governors, therefore, cannot escape responsibility for allowing the condition of affairs disclosed by the investigation to continue."

The report further states that the office of general manager should be filled by one fitted to discharge all the duties of executive officer of the corporation. He should preferably be a Canadian, of character and integrity.

Private Ownership Treated

Restriction of ownership of private broadcasting stations to prevent control of a group of stations by any one person or interested group was recommended in the report, which urged that "except in the most unusual circumstances, no one should hold more than one license."

The committee reported it had received evidence which showed that at present eight stations are owned or controlled by one interest and six by another. Under existing power, Munitions Minister C. D. Howe has power to license private stations on the recommendation of the CBC and a license may not be transferred without the permission of the Minister.

To prevent "dangerous concentrations of broadcasting stations in private hands," the committee recommended changes in this practice. The recommendations were:

- (1)—Neither the ownership nor shares evidencing ownership of a station shall be transferred without the authority of the minister;
- (2)—A station shall be owned and operated by the holder of the license;
- (3)—Except in the most unusual circumstances no one shall hold more than

WLW Staff Conclave; New Plans Readied

(Continued from Page 1)

corporation which started here Friday and ended Sunday.

Under the new plan, one store will be used for each 18,000 population group in the WLW territory, which will be divided geographically and by income areas. A total of 142 stores will be used. This total, Dunville stated, is considerably greater than previous commodity tests indicated would be required to make the study statistically sound.

Concerned With 22 Commodities

The studies will concern themselves with 22 basic commodities and will be published four times yearly. However, Dunville pointed out, the continual flow of information to the station will indicate any obvious weaknesses as well as the strong points of the merchandise handled by WLW clients. The new plan, the executive added, will be the guide-post for directing sales and merchandising efforts of the station.

Other features of the plan include a "Consumer Pantry Study," in which WLW field representatives will visit homes throughout the station's area, also an accurate advertising index on all radio, Magazines and newspapers.

Adoption of the new AAAA spot radio contract, recently approved by both the 4A and the NAB, was announced by Dunville during last week's meeting and the details outlined to the representatives.

A plan also was evolved for concentrated drive for the selling of time between 1 a.m. and 5 a.m., but further tests will be made before action is taken. Dunville pointed out that the potential number of listeners in the inverted market, as a result of defense work in the area, compares favorably with the 7 a.m.-8 a.m. period.

Two Field Trips Made

Attendants at last week's meeting made two field trips, one for the inspection of a store where a WLW inventory was actually under way, and another to "Everybody's Farm," to watch an actual noon-day broadcast from the center of an oat field.

Gregor Zeimer, WLW's expert on foreign affairs, appeared personally at the meeting and announced his signing of a new agreement with the management of WLW.

- (4)—The responsible minister and the corporation shall have the power to obtain all information necessary to carry out these provisions and to ensure that private stations are operated for the benefit of the nation and of the communities in which they are located;
- (5)—If necessary the revenue, profits, and expenditures of privately owned broadcasting stations should be ascertained in order to see whether the license fees payable by them to the government are adequate and if the public services rendered by them is commensurate with the direct and indirect profits and advantages enjoyed by them from the right to use a broadcasting channel.

★ ★ Coast-to-Coast ★ ★

HARRY BROWN and Sol Tepper, first class seamen and formerly trumpeter and saxophonist respectively of the staff band of WINS, New York, were back at the station last Saturday for a guest shot. Boys previewed the next day's activities of the station, which were dedicated to "Know Your Navy Day."

July 31st marks the first anniversary of "The Camel Caravan," reads the frontispiece of the current program folio of WSM, Nashville, Tenn., and follows up with a plug for the station, which was the originator of the first unit of the camp-touring groups of entertainers. Station also takes the opportunity of thanking both sponsor and its advertising agency.

"Radio Revue" of WTAG, Worcester, Mass., served as background for Film Actor Walter Pidgeon, male star in the current movie hit "Mrs. Miniver," when he recently made a personal appearance in Worcester. Mayor William A. Bennett's official greeting to Walter Pidgeon was broadcast. On request of the mayor he appeared on the stage of Loew's Poli Theatre to promote the sale of War Bonds and Stamps. The "Radio Revue" was prepared by William T. Cavanagh, WTAG program director, and featured station talent.

Dean Thueson has been shifted from the news department of WELI, New Haven, Conn., to the announcing staff, with Frank Ruetz taking over in the news room. George Pethick has been assigned the role of relief announcer during the vacation schedule. . . . Announcer Jack Lawrence is now a featured player in the cast of "Across The Bridge," heard each Monday night at 9:00 p.m. The drama is written around the familiar pattern of life in a small New England Town.

Dick Gilbert, the Radio Troubadour of WHN, New York, has signed for another 13 weeks with Barricini Candies, sponsors of "South American Sway," heard Saturdays at 10 p.m. Program, which started in January, features 45 minutes of Latin rhythms with Gilbert's vocal-emceeing.

Hub Jackson, Manager of KTHS, Hot Springs, Ark., until July 1st has been appointed Sales Manager of WGAC, Augusta, Georgia. Before joining KTHS in 1941, Jackson was associated with the Texas State Network handling programming and production.

KDYL, Salt Lake City, covered the Intermountain region's "Covered Wagon Days" again this year as Utah celebrates the ninety-fifth anniversary of the entry of the pioneers into the Great Salt Lake Valley. Festivities were started with an exclusive broadcast of the coronation of the Queen of Covered Wagon Days. Other broadcasts of the week included Abbott & Costello in their appearance at Fort Douglas and special shows from the Covered Wagon Days' Rodeo, street shows.

Jim Crusinberry, news editor of WBBM, Chicago, is furnishing station executives, department heads, salesmen and similar personnel with a twice-daily resume of the news. Summary is mimeographed, condensed to a single page, distributed at 11:00 a.m. and 3:00 p.m. daily to keep the WBBM staff informed on news of the war.

Bob Caffey formerly chief announcer at WJHP, Jacksonville, Fla., has joined the announcing staff at WIOD, Miami. One of his chief assignments at WIOD is the announcing spot on the popular "Reverie" program broadcast each week day 11:30 p.m. . . . Other additions at WIOD include Alfred Wilson and Joseph Kirkland to the engineering staff and Roy Verret, formerly with WHJB, KQV and WKAT, to the program department. . . . Margaret Duane, Secretary to S. A. Vetter, commercial manager, WIOD, is recovering at Jackson Memorial Hospital in Miami, after a serious operation. She expects to be back at her post within the month.

J. B. Fuqua, manager of WGAC, Augusta, Ga., is on vacation in Virginia for a few days after which he will combine business with pleasure by going on to New York and Chicago.

Fred Hayes, formerly of WBLK, Clarksburg, W. Va., has joined the announcing staff of WSAZ, Huntington, W. Va.

New assistant manager of the Tele-news Theatre in Denver is Bill Welsh, former news editor of KFEL, Denver. Welsh, who resigned the Mutual station's staff after six years, will also handle the several newscasts per week emanating from a special booth in the theatre's lobby and broadcast over KMYR, also in Denver. . . . Tivoli Beer is now sponsoring nine newscasts per week over KMYR, Denver. The news shows are broadcast both from the studio and from a booth in the Tele-news Theatre, downtown Denver.

Vacationists at KMOX, St. Louis, include Grace Thompson, secretary to chief engineer Harry Harvey, who has gone to New Orleans to visit friends; Mary Tendone, secretary to auditor Robert De Voe, who is at Lake Michigan; and Willie Mansfield, studio engineering supervisor, who is touring through Colorado. . . . Ben Feld and the entire KMOX Concert Orchestra, made a visit to Scott Field, Ill., recently, where they entertained the aviation cadets in a two-hour show. Included on the program was Joan Roberts, who is currently appearing in the current production of the St. Louis Municipal Opera Association.

Hazel Freeman, has been added to WLAC's staff in the traffic department.

KOY, Phoenix, vacationers include business manager Al Johnson, on a camping trip in Northern Arizona; Marlene Ayres, songstress, on the California coast; Ed Janney, sports-caster, visiting folks in Colorado and Les Mawhinney, news editor. . . . KOY inaugurated its War Bond selling appointment with an hour-long program, high-lighted by the appearance of Governor Sidney P. Osborn; Phoenix Mayor Newell Stewart; a 35-piece Infantry Band stationed in the territory, and numerous enlisted men from the flying fields in the area. Every staff member was assigned a part in the production which was written and produced by Paul Charles Benard, staff scripiter.

Betty Barton, women's commentator on WWNY, Watertown, N. Y., has been consulted by the United States Army on her recipes. A short time ago, she had as her dinner guests, members of the Fourth Armored Division now stationed at Pine Camp. All agreed that the meal was delicious. The men went back to the camp talking about the carmel pudding which was served them. Saturday, an officer of Pine Camp called at the WWNY studios asking for information on how to make enough carmel pudding for the members of his company. Thus another service has been added to the many which WWNY is doing for Uncle Sam's men.

Five Ambassadors aired on KWTO, Springfield, Mo., continue their series of salutes to neighboring Ozarks communities by saluting the following towns during the first two weeks of August: August 4, Lebanon; August 6, Licking; August 8, Versailles; August 11, Noel; August 13, Marshfield; August 15, Yellville, Ark. The salute programs featuring the music of the Five Ambassadors are heard each Tuesday, Thursday and Saturday evening at 5:45. The programs are written and produced by George Earle, KWTO staff writer, from information furnished by mayors, postmasters, and civic organizations in the cities to be saluted.

Dick Kingston, veteran WSFA, Montgomery, Ala., announcer is temporarily ill in a Florida hospital. Marvin Reuben, formerly of WJLA, has been added to the WSFA announcing staff. . . . Joe Petranka, WSFA's violinist and commercial manager is now in the service at Anniston, Ala. . . . Davenport Smith, Union Bank Trust Company's special commercial announcer, and his troop left today for parts unknown. . . . WSFA now producing two shows week direct from Maxwell Field and also carries half-hour "Varieties" from all of the downtown USO centers.

A survey of the response to the "1600 Club" presided over by Ed Barr on WWRL, Woodside, N. Y., revealed that more than 2,000 requests have been received in a 2-month period. Since its inception May the daily 3-hour record program has enrolled 1,100 members while membership per week has increased to 1,000 pieces. Five repeat requests are obtained every new one showing a sustained listening interest.

John B. Hughes, KHJ-Mutual D Lee news commentator, will conduct a series of six Monday night lectures under the auspices of The College Life at Los Angeles. Lectures scheduled to begin on October 5 will be given as a teachers' institute credit course at the First Congregational Church of Los Angeles. Material for the series was gathered by Hughes on his recent tour of the nation, when he visited major war production industries in the United States.

WMBD, Peoria, Ill., is 100 per cent on the 10 per cent payroll deduction plan. Station was the first company in its community to announce employees participation in the plan according to Vernon Nolte, program director of the outlet.

Eddy Howard, band leader and composer, was interviewed recently in the studios of KROS, Clinton, by Jack Hubbard, program director of the outlet. Studio audience received autographs and pictures of orchestra leader through the purchase of war stamps.

BIRTHDAYS

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

July 28

Bernie Armstrong
Thomas B. Campbell
Harry David Fields
Bill Goodwin
Lawrence Gray
Robert F. Hurleigh
Felix Mills
Wynn Murray
Hal Totten
Fred Uttal
Rudy Vallee
Foster Williams
Roy C. Witmer

COVER
A \$2,000,000,000 MARKET
WITH One STATION
WOW
OMAHA
590 K. C. + 5,000 WATT
John J. Gillen, Jr., Gen'l Mgr.
JOHN BLAIR CO., REPRESENTATIVE

Mills Heads Songwriters

WPB Raises Priority For Radio's Copper

Washington Bureau, *RADIO DAILY*
 Washington—A WPB order issued yesterday to enable communication broadcasting companies to obtain preferential treatment at a higher priority rating for contracting, construction, maintenance and repair purposes is expected to be of great assistance in the carrying out of essential operations.

The new ruling, which amends the War Relocation Authority's order, raises the copper priority rating for radio, telephone, telegraph and telegraph equipment.

(Continued on Page 6)

Local Political Time Buy Under Way Over WMCA

Washington Bureau, *RADIO DAILY*
 Washington—A deal bought by the affiliated Young Democrats of New York Inc. Check up among other stations here disclosed that all the others are hardly aware that a primary campaign was sitting on their door-

Only possible exception would be WQXR which has a contract, signed about a month ago, with the

(Continued on Page 2)

Capital Shortwave Bureau in Administrative Switch

Washington Bureau, *RADIO DAILY*
 Washington—What emerged less than a year ago as the Washington Bureau of America's First Federal Bureau devoted exclusively to the production of news and propaganda spot features for short-wave will go out of existence this week as an administrative unit, it was learned on

(Continued on Page 2)

War Effort

During July, Mutual devoted 5½ hours of radio time to programs specially geared to keeping the war before its radio listeners. At this time—all non-commercial—5 hours were regular quarter and half-hour programs. One to five-minute spots account for the balance of the time devoted to the bolstering of America's morale during this emergency period.

WJZ's Bond Wagon

They're driving two white horses when they come to New York's Radio City from Broadway theaters for WJZ's participation in the radio War Bond drive. Steeds draw 1853 model Brewster Park Braker bearing stage celebrities who go on the air from the lobby of the RCA Building daily for the campaign's duration.

Bond-Sale Discussion By N.Y.-N.J. Radio Men

Vincent F. Callahan, director of radio and press, of the Treasury Department's War Savings Staff will meet with the New York-New Jersey broadcasters today at the Roosevelt Hotel to discuss details of the direct sale of war bonds by the radio stations. In attendance will be representatives from 21 stations, from the four networks, and from 12 station reps. The meeting, which is open to

(Continued on Page 3)

Spot Allocation Plan Formally Pushed By OWI

Washington Bureau, *RADIO DAILY*
 Washington—Formal proposals on the OWI's forthcoming national spot allocation plan, reported Monday in *RADIO DAILY*, were sent yesterday by the OWI's radio bureau to 53 national advertisers who are sponsoring such programs. Additional sponsors will be asked to take part in this plan, which

(Continued on Page 2)

Elmer Davis Writes Petrillo Asking Him To Reconsider

Grindlay On NBC Leave To Take Washington Post

Granted a military leave of absence by the network, Idella Grindlay, office manager of the production division at NBC's New York headquarters, leaves for Washington August 15 to become administrative assistant to the Army Air Force head of radio public relations. Miss Grindlay will work

(Continued on Page 2)

As General Manager He Will Develop Long-Range Plans For Which SPA Has Always Been Desirous

Local 802 Disk Fees \$522,000 Since Feb. 1

Over \$522,000 have been paid members of N. Y. Local 802 of the American Federation of Musicians for services in making records, transcriptions and sound tracks by local companies between February 1 and July 15 of this year. The largest proportion, about seventy per cent, was paid for phonograph records; twenty

(Continued on Page 6)

NBC Latin-Amer. Network Adds 14 Mex. Affiliates

Acquisition of 14 new Mexican affiliates to the NBC Pan-American Network brings total of affiliated stations in North, Central and South Americas to 139.

New additions are associated with

(Continued on Page 2)

Affiliates' Union Tiffs Lose Them MBS Remotes

Radio's troubles with the American Federation of Musicians opened on another front Monday night, when James C. Petrillo, AFM president, ordered dance band remotes off the

(Continued on Page 5)

At the meeting last night of the Song Writers' Protective Assn. held at the Park Central Hotel, Sigmund Romberg, president of the organization officially announced that E. C. Mills, had been appointed general manager. Recently resigned Ascap official will immediately engage in long-range planning for the song writers, carrying out ideas in the offering for some time. It is expected that the SPA will move to larger quarters shortly in one of the Rockefeller Center buildings.

Majority of the SPA members are

(Continued on Page 3)

Blue's M&O Nat. Spot Show Big Sales Rise

Income from national spot sales on managed and operated stations of the Blue Network for the month of July are reported as far ahead of income for corresponding 1941 period. Optimism over fall business was, as a result, indicated in announcement

(Continued on Page 2)

Three WLW Departments Realigned By Shouse

Cincinnati—Realignment of three departments of WLW was announced here yesterday by James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting. The

(Continued on Page 4)

"Local Thomas"

Pittsburgh—Mondays through Fridays, KDKA carries Lowell Thomas at 6:45 p.m. August 1st, Bill Thomas, editor of the "Clearfield Progress," starts a series of weekly news commentaries on Saturdays at the same hour. As with any broadcaster starting a new show, he comes in for his share of ribbing. Friends now call him "Local Thomas."

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FINANCIAL

(Tuesday, July 28)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	116	115 1/2	116	+ 1/4
CBS B	12 1/2	12 1/2	12 1/2	+ 3/8
Gen. Electric	25 5/8	25 1/2	26 3/8	...
RCA Common	3 3/8	3 3/8	3 3/8	...
RCA First Pfd.	54 7/8	54 7/8	54 7/8	- 1/8
Westinghouse	68 1/2	67 3/4	67 3/4	- 3/8

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	1 7/8	2 1/8
Stromberg-Carlson	5 1/4	6 1/4
WCAO (Baltimore)	19	22
WJR (Detroit)	16	18

Blue's M&O Nat. Spot Show Big Sales Rise

(Continued from Page 1)
made by Murray B. Grabhorn, network's national spot sales manager. Increases in such sales are reflected as follows: WJZ, New York, 65 per cent; WENR, Chicago, 91 per cent, and KGO, San Francisco, 90 per cent. National spot income for the first two stations for that period is largest in their history.

"Victory Dance" Over WCAU

Philadelphia—WCAU on Tuesday, Aug. 4, will broadcast the third of Philadelphia's "Music for Victory" dances on Benjamin Franklin Parkway. The program, which will be heard at 11:25 p.m., will feature either the Tommy Dorsey or Joey Kearns band. The previous dance of the series drew 20,000 soldiers and sailors.

— Remember Pearl Harbor —

FOR SALE!

• Acetate and film recording equipment including Presto and other makes.

REEVES-MORSE Lab. Technical Service
1600 Broadway Cl 6-6686 New York, N. Y.

Capital Shortwave Bureau In Administrative Switch

(Continued from Page 1)

Monday. This was part of the set-up originally known as the Foreign Information Service of the Coordinator of Information and which, recently became part of the overseas branch of the Office of War Information.

Several members of the staff are being assigned to the New York office—now OWI's international press and radio bureau, under Joseph Barnes, at 270 Madison Avenue. The rest of the staff will be absorbed by the OWI news bureau under Robert Horton. This is a section of the domestic operations branch under Gardner Cowles, Jr.

There the transfers will compose a so-called united nations section of the OWI's master news room. Henry Paynter will head the section, it is understood, while Robert Bishop remains as assistant director. Richard Hollander, now in charge, is scheduled to follow his predecessor Irving Pflaum, former United Press correspondent abroad, into the London office being set up by the OWI.

This reorganization entails the relinquishment, by playwright Robert E. Sherwood, OWI's overseas branch chief, of this Washington staff. However, since the group remaining here will continue to service the New York headquarters for government-sponsored short-wave broadcasts, in close contact with Washington representatives of the United nations' governments, the significance of the reorganization is believed to be primarily administrative.

NBC Latin-Amer. Network Adds 14 Mex. Affiliates

(Continued from Page 1)

the 43-station network headed by Mexico City's XEW. They are: XEKJ, Acapulco; XEBJ, Ciudad Victoria; XEJT, Celaya; XESA, Culican; XEBO, Irapuate; XEDW, Minatitlan; XEGL, Navojoa; XETQ, Orizaba; XEMU, Piedras Negras; XETL, Tuxpam; XERK, Tepic; XEUF, Uruapan; XEU, Vera Cruz, and XEGC, Zamora.

Spot Allocation Plan Formally Pushed By OWI

(Continued from Page 1)

provides for broadcasting of government messages in spot radio programs as systematically as these are now carried on network and baseball programs, as soon as all of the 905 advertising agencies asked for data on spot programs have replied. About one third of the agencies have been heard from to date. The plan is expected to go into operation the week of August 10.

Grindlay On NBC Leave To Take Washington Post

(Continued from Page 1)

at the War Department post under Capt. Howard L. Nussbaum, former NBC assistant production manager. She has been with the network since March 4, 1929.

Local Political Time Buy Under Way Over WMCA

(Continued from Page 1)

Communist party for the general state election. Deal spread the broadcasts out over June, July and August.

WMCA's sale calls for a series of eight broadcasts, which started last night, and run to August 11, primary election date. Time has been bought in behalf of Municipal Court Justice Harold J. McLaughlin of Brooklyn, as candidate for County Judge. McLaughlin will be the featured speaker on each program, with a schedule as follows: Tuesday, July 28, 7:03-7:15 p.m.; Wednesday, July 29, 8:03-8:15 p.m.; Thursday, July 30, 7:03-7:15 p.m.; Monday, August 3, 6:45-7 p.m.; Wednesday, August 5, 6:45-7 p.m.; Thursday, August 6, 7:03-7:15 p.m.; Monday, August 10, 7:03-7:15 p.m., and Tuesday, August 11, 7:03-7:15 p.m.

WINS Resumes Programs Recorded At Ft. Wheeler

WINS, New York, will resume airing "Welcome To Wheeler" transcriptions on August 2, under arrangements concluded between the station and the public relations office at Camp Wheeler, Ga. Show was carried for six months ending last January and is produced by Lieutenant Chauncey Brooks, Jr., formerly of WBAL, Baltimore, Md., with Sergeant Harry Blake, former New York newspaper man, doing the announcing. ETs will be aired on Sundays at 3 p.m. and carry the "hello mom and pop" greetings of soldiers from the New York metropolitan area as well as musical selections from groups stationed at the post. Original series was launched by Captain Edwin P. Curtin, formerly of the New York World's Fair and BBD&O.

Savings Banks Buy Spot As Anti-Inflation Move

In a cooperative campaign to urge the public to save, as an anti-inflation measure, the savings banks of New York, through their association the Savings Bank Association of New York State have bought time participation on WOR's Bessie Beatty program, Mondays through Fridays, for a thirteen week stretch. Contract went into effect yesterday, and is looked upon as a forerunner of other such cooperative drives on current war economies addressed to women listeners Agency—Ruthrauff & Ryan.

'WABC Adds 2 Sponsors

WABC this week added two new sponsors to its schedule, with Penn Tobacco Company taking over "News of the World" starting August 3rd for a Monday, Wednesday and Friday series, and Savings Banks of New York State participating in the "Woman's Page of the Air" Mondays, Tuesdays and Thursdays. Penn Tobacco sponsorship, in the interests of Julep Cigarettes and Willoughby Smoking Tobacco, was handled through H. M. Kieswetter Advertising Agency, Inc. Savings Bank of New York State account was placed by Ruthrauff & Ryan.

COMING and GOING

FORREST WALLACE, business manager WWJ, Detroit, spending a few days here on station and network business.

KEN CHURCH, director of national sales promotion for WKRC, Cincinnati, has left for a short visit in Louisville.

IRENE KUHN, NBC coordinator of program promotion, in Omaha today where she is scheduled to address the Omaha Rotary Club and the Business and Professional Women's Club.

JACK TRAPKIN, chief engineer at WMMJ to Lake George to spend two-week vacation.

ROGER W. CLIPP, general manager, and JOHN E. SURRICK, sales manager, of WFIL, returned to Philadelphia yesterday after spending three or three days in town.

LT. JIM LUCAS, formerly of Muzak and nephew of Uncle Sam's mechanized forces, visiting transcription companies yesterday and displaying the new gold shoulder bar indicative of his newly-won rank.

A. A. SCHECHTER, NBC director of musical and special events, on a short business trip to Washington.

GENE L. CAGLE, station manager of KFTX Texas State Network outlet in Ft. Worth, in New York for a short stay on station business.

ED HITZ, assistant to the NBC vice-president in charge of sales, has left town on his annual vacation.

OVELTON MAXEY, representing WTTM, Trenton; WFPG, Atlantic City, and WSNJ, Bridgeport, has arrived from South Jersey on another of his brief business trips.

J. E. "CHICK" SHOWERMAN, eastern sales manager for NBC, left yesterday for Canada a few days on network business.



NEW YORK'S STATION OF DISTINCTIVE FEATURES
Now 5000 WATTS

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

1 The feature boxes of newspaper radio program pages.

2 The large number of famous advertisers on the station continuously year after year.

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

WEVD

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

C. Mills Joins SPA as General Manager

(Continued from Page 1)

Ascap members and some of them are also Ascap as well as SPA officials. It is pointed out that in the past, Mills whenever offered propositions away from Ascap always stipulated that he would never engage in any move that might be considered inimicable to Ascap's interests. Thus, while the song writers are their own special problems, they do not at present have any move in mind that concern Ascap as an organization, outwardly. Ascap officials informed RADIO DAILY that under no circumstances should it be construed that Ascap had anything but the highest regard for Mills and that they wished him at the SPA all the luck in the world—that there was no conflict between them. Further, they believed that for Mills to head the SPA was a very logical move.

Romberg Tribute

Romberg told the SPA members, in part: "Our Association has now completed the first 10 years of its existence, and what we have accomplished for our membership in the way of standard contract and other improvements in our working conditions is well known to all of you.

The time has come for the next great step forward. When Mills recently resigned from Ascap I regarded it as an exceptional opportunity to persuade him to put his unusual talents at our service. The Council concurred unanimously, and Mills has agreed to join our cause."

Later in introducing Mills, Romberg said:

"His reputation as an organizer, negotiator, copyright authority and business executive is international. It is known to be a fair and just man. Publishers no less than writers, have been the recipients of millions of dollars in royalties from sources which were non-productive of revenue until Mills showed us how to get the money."

Mills To Plan

Mills told the song writers in part: "A lot of the rules are going to change. The old order, the control and compulsion of capital, will inevitably yield to a new rule of order and more generous rewards to the actual producers and creators of the world's products, both material and intellectual.

"I propose that the songwriters, as the very important segment of the producing and creating class, shall enter the new order come into their own."

Government Speakers on Hand

Improvement in contractual relationships between writer and publishers; certain amendments of the Copyright Act; establishing a close liaison with other protective groups of creative workers; organizing the songwriters into a world-wide group, establishing the U.S.A. after this war as the new center of world culture music, are just a few of the objectives toward which I hope the SPA will successfully lead the American

PROMOTION

Agency Promotion

Reiss Advertising of New York has just completed a study of wartime advertising themes. Study is titled "How 70 Advertisers Answered: 'How Shall We Advertise During the War?'" and examines the advertising themes developed in recent months by advertisers of all sizes and industries. Outstanding work is cited but the study reveals the apparent fact that both manufacturers and agencies have been too busy with wartime problems, up to the present, to work out sound dramatic wartime advertising campaigns on a par with their peacetime efforts. The study, one of series by Reiss Advertising, is designed to function as a mental spark plug for advertisers and is distributed without charge to those requesting it.

"Contact Keeps 'Em Listening"

Theme of new brochure prepared for KGW-KEX, Portland, Ore., is "Contact Keeps 'Em Listening." Idea of the promotion is to give a record of the station's different types of advertising and publicity during the year. Reproductions of various paid newspaper ads, posters, carcards, billboards, etc., are revealed in the 24-page brochure which is printed by photo-offset. Complete picture stories of promotional tieups with local motion picture theaters and retail stores, via window displays are also described in an interesting manner in the brochure.

Other items that are included are personal appearances of KGW-KEX artists, news stories, sampling, special programs.

New Study Adds Proof Of Big Summer Audience

Another indication of increased summer listening as a result of gasoline rationing is indicated in a tentative analysis of a small segment of radio population released this week by The Pulse of New York, Inc., research firm. Study shows that from June to July decline in radio listening in telephone homes where there is more likelihood of car ownership amounts only to 2 per cent as compared to 12 per cent in non-telephone homes. Using a sample consisting of the lower portion of the middle class income, the survey revealed that in auto homes, 47 per cent of the sets were in use, whereas in non-auto homes 42 per cent of the receivers were in use.

Analysis tends to indicate that non-phone homes, which possess fewer autos, go through the expected seasonal trend (decrease in radio listening).

The figures released are as follows: Sets in use decline from June to July—Telephone homes, two per cent and non-telephone homes, 12 per cent. Auto ownership—telephone homes, 44 per cent and non-telephone homes, 21 per cent. Sets in use in July—Auto homes, 47 per cent and non-auto homes, 42 per cent.

Named Kastor Radio Head

Edward Aleshire has been named head of the radio department of H. W. Kastor & Sons advertising agency. He succeeds Robert G. Jennings who has resigned to join the nation's armed forces.

songwriters in the very near future."

Speakers on hand for the meeting included: Lt. Commander Charles B. Cranford, in charge of welfare and recreation, Third Naval District; Capt. Charles E. Clapp, Jr., morale officer, Army Air Forces; William B. Lewis, Chief Radio Bureau, Office of the OWI.

More than 300 writers attended the meeting, and greeted the speakers with hearty applause.

Bond-Sale Discussion By N.Y.-N.J. Radio Men

(Continued from Page 1)

all broadcasters who may be in New York, is scheduled for 4 o'clock in the afternoon.

Executive List Impressive

Those attending are: WABC—Samuel R. Dean and Mefford R. Runyon; WBNX—William C. Alcorn; WBYN—Griff Thompson; WEAJ—R. J. Teichner and Sherman D. Gregory; WOR—Alfred J. McCosker; WEVD—Henry Greenfield; WHN—Herb Petey; WINS—Major Stoer; WJZ—Mark Woods and Jules Alberti; WLIB—Elias Godofsky; WNEW—McGrath; WNYC—Morris Novack; WOV—Harold LaFont; WQXR—Elliott Sanger; WWRL—Edith Dick; WMCA—Don Shaw; WHOM—Joe Lang; WPAT—George H. Jaspert; WGBB—H. H. Carman; WAAT—A. B. Schillin; WFAS—Frank Seitz.



THERE'S NOT ANOTHER LIKE IT!

Nowhere else has Nature duplicated the unique formation known to generations of tourists as Natural Bridge in Virginia.

Nor is there another combination "just as good" as Southern New England's favorite station in conjunction with a primary listening area that leads the nation with a per family buying income 66% above the national average*.

Make the most of WTIC's proved ability to bridge the gap between your product and the responsive, friendly (and able-to-buy) audience it reaches. Plan your own test—and let WTIC prove its ability to get results.

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

Los Angeles

By JAC WILLEN

SYDNEY B. GAYNOR, KHJ commercial manager, back from three weeks visit to New York and Chicago. "People Are Funny" seems funnier and funnier to everyone but the traffic police around Radio City and Hollywood and Vine Streets. Last week the "street gang" was really terrific.

Two Monday airshows, the "Cavalcade of America" drama series and "Hawthorne House," episodic tale, move to different times on KFI this week as a new program, the "Inter-American University of the Air" takes its place on the airlines. (Monday—7:30-8:00 p.m.). "Cavalcade" will be heard on its accustomed day (Monday) in the 8:30 to 9:00 p.m. time slot, with "Hawthorne House" airing at 8:30 to 10:00 p.m. Monday nights.

"Uncle Sam Presents," a new type of Army program, started over the NBC airlines yesterday at 9:30 p.m., PWT.

Three WLW Departments Realigned By Shouse

(Continued from Page 1)

changes result in promotions for two members of the Crosley broadcasting organization and in the establishment of a new public relations department.

In the public relations division, Roger Baker, baseball announcer, has been named as director. He will continue, however, with his baseball broadcasts. Bill Barlow, during the past three years a member of the station's publicity department, has been placed in charge of that department, which will come under the direction of the new public relations division.

The two other departments included in the realignment are the special events department, headed by Jim Cassidy, and the talent booking division, which is directed by Bill McCluskey.

In making the announcement of the new set-up, Shouse stated: "I believe, bearing in mind the particular abilities of the men involved in this reassignment, that we can expect to materially strengthen the public relations end of our business. It is an important part of radio and I do not believe that any station in the country—not even excepting the networks—can show as strong an alignment of abilities in this field as can be found in this group."

Shouse pointed out that the services and talent of the new division are available to the administrative program and news departments.

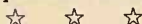
Sissle's Booking Office

Albany—Noble Sissle, negro band leader has just formed his own corporation for booking and managing negro talent. Incorporation papers were filed by Simon S. Feinstein, attorney, who is listed as secretary of Negro Talent Inc., along with Noble and Ethel Sissle as directors. Feinstein said the agency would handle talent for radio, night club and theater attractions.



Jingle, Jangle, Jingle . . .

● ● ● It's no longer news that Tommy and Jimmy Dorsey kissed and made up at their father's funeral recently—but what is news is that Tommy and his estranged wife, Toots, likewise made up at the same time. Geo. Marlo, incidentally, takes over the professional chores in the new Dorsey Bros. music publishing firm. . . . Producer's nightmare: Someday, when Johnny the Call Boy yells out: "Call for Philip Morrisssss," some wise guy in the audience will holler back, "Here," and break up the show! . . . Harry Wismer, former Michigan State gridiron star and more recently a mid-western sports announcer, signed by the Blue for football this fall . . . Jack Slocum new publicity director for the N. Y. Yankees.



● ● ● Taking a tip from the movies, government radio has developed a highly successful writer-director team in Frank Telford and Elwood Hoffman. This combination scripted the transcribed series, "You Can't Do Business With Hitler," the grand-daddy of all anti-Nazi shows and are currently doing "This Is Our Enemy" . . . Eddie Davis and Guy Bolton have knocked out another musical tagged, "Ankles Aweigh," which Harry Delmar will produce. . . . Bobby Sanford, well-known local theatrical producer and director, is the latest to join the ranks of press agency. Bobby is beating the drums for Geo. Lasker up at WORL and will no doubt inject additional color into their popular "920 Club" series.



● ● ● Critic's Corner: Many times zero equals much more than zero—when it's Zero Mostel monologizing on "Basin St." His humor bites while it tickles—and in the right places. . . . Buying Phil Lord's "Counter Spy" was smart sponsoring. The show packs a courageous punch and isn't afraid of jabbing at "respectable" jaws, like the G-men are doing these days. . . . That new Columbia series, "Suspense," has promise—but its thrilling opener suffered from the monotony of feminine voices. This might have been avoided with a male narrator. . . . Wish some news commentators would stop playing prophet by announcing the date when the Japs will Pearl-Harbor Siberia—or when a 2nd front will be opened and where. Americans favor baseball over the crystal ball, and vital news can become a dangerous news-sance when "experts" paralyze with prophecy rather than analyze with facts. Newsmen at the microphone have as grave a responsibility on the morale front as generals have on the fighting front. And while we're on the subject, people's faith in news-integrity is shaken when certain commentators take items out of information bulletins sent to ALL newsmen—and then pass them off as "exclusives."



● ● ● Ellen Heagerty, Johnny Johnstone's comely secretary, got one of those 'phone calls the other ayem. It was from a woman and she was plenty excited. Seemed she had a beef against a comment aired by one of the newscasters and she wanted his home 'phone. Said something about her husband being jailed because of this commentator's remarks. Tho' strictly against the rules, something in the woman's voice made Ellen give her the number. Talking with the woman corroborated some of the commentator's suspicions—with the result that within 24 hours, the FBI had lodged the woman in an adjoining cell to her husband!



● ● ● Ted Straeter has been a bandleader and choral director for years. Occasionally he would sing with his band in society clubs—but he never sang on the air. Recently it was announced that he had organized an octette of girls called the Eight Singing Sirens. Last week he maneuvered an audition for them at the Blue Network, accompanying them at the piano and singing one number himself. The upshot of the thing you can guess yourself. The girls were dropped—but Ted was signed to a new daily series as a vocalist!

Chicago

By FRANK BURKE

AL BERNIE, young mimic and comedian currently scoring a hit at the Chez Paree, has been submitted for a network commercial scheduled for Fall, according to Leo Salkin, Morris Agency exec. Bernie does his own scripts.

Smartest piece of institutional mail advertising circulated by a local radio station for some time is the WLS area coverage map which gives the station's listening area at a glance. Piece comes from the office of Don Kelley, WLS promotional director.

Dale O'Brien, new WGN publicity director, already well established behind the desk of Bruce Dennis who left recently to accept a lieutenant's commission in the Navy.

Popularity of the Red Skelton show on the air is credited with helping the box office drawing power of Ozzie Nelson and Harriet Hilliard in Kansas City, Omaha and Minneapolis theaters. Attraction is doing phenomenal business.

Looks like Eddy Duchin's band will have to break up unless MCA produces a new leader for the crew. Frankie Carle of the Horace Heidt aggregation was all set to head the Duchin outfit until Heidt topped the MCA offer and named Frankie as co-leader and co-director of the Treasure Chest band. Co-incidentally both Duchin's and the Heidt bands are booked by MCA.

Judith C. Waller, public service director of the NBC central division, busy lining up a series of four University of Chicago Round Table broadcasts which will deal with political, economic and social problems of the future. First will be "The Post War World" on Sunday August 2, at 1:30 p.m., CWT.

Jean Dinning, who with her twin sister, Ginger, are two of the three Dinning Sisters, singing trio, on NBC will be married soon to Howard Mack of Oak Park, Ill. Jean will continue, however, as a member of the radio singing trio.

Lots of interest at the NBC-Northwestern University Summer Radio institute in the announcement of Harry C. Kopf, vice-president and general manager of NBC central division, that a full scholarship will be awarded the student making the best scholastic record at the institute this year. Faculty will judge the winner of the scholarship.

Mrs. Isabella King Beach, who gives homemakers cooking hints during the commercial announcements on the "Vic and Sade" programs, is doubling at the typewriter these days. She is writing a book on cooking and homemaking for the New York "Herald-Tribune."

RAY WINTERS ANNOUNCER

5 Years With Paramount Newsreel
2½ Years With Manufacturers Trust Co. LA 4-1200

TEST-ING

LINE DIETRICH, on the Wlee program, tomorrow (Re 10 p.m.).

ATHERN, on "Post Toasties" tomorrow (NBC Red, 8 p.m.).

BERT MONTGOMERY, in "Man Hunt," on the Morris Playhouse," Friday (BS, 9 p.m.).

MacINNES, author of "Asst. to Brittany" and "Above" on "Information Please," (BC Red, 8:30 p.m.).

RA STANWYCK and EVINE, on the "Soldiers" program, Saturday (BS, 8 p.m.).

W. BIDWELL, of the New Council of Foreign Relations; HARTON PERRY, Harvard philosopher, and RICH-CKEON, dean of the Divi-manities of the University, on the subject, "Should the Next Peace Now," on Sunday (NBC Red, 2:30

Musicians' Union Tiffs
Them MBS Remotes

Continued from Page 1)
roadcasting System, follow-down of negotiations be-union's locals and KFRC, and WARM, Scranton, ates. House band services withdrawn from the two AFM order does not how- bands off the air at their so that the 16 bands with in and around New York onue broadcasting. Same of bands on WGN, Chicago, Los Angeles. The network ing used, instead, to supply with other programs fed from tations.

ise Evident in Early July
the AFM-KFRC negotiations eaning the impasse was first y RADIO DAILY, July 8, when et in San Jose, KQW, was g difficulty with the local. y 1, KQW complied as had B) and KPO (Red) affiliates encisco, leaving the Mutual alone. (RADIO DAILY July amental point of dispute, to early reports, had been demand for a general salary e" about ten per cent. Wil- abst station manager at is currently quoted as object- the union's request to in-

J. VALENTINO, Inc.
SOUND EFFECT RECORDS
OFFERING THE "LAST WORD"
IN SOUND EFFECTS
SEND FOR CATALOG
10 BROADWAY NEW YORK, N. Y.

WAR-PROGRAM IDEAS

Home Front Thoughts

Public service presentation currently being aired on WSLI, Jackson, Miss., is titled "Reflections from the Home Front." Program features semi-classical music by a string trio under the direction of station's musical director, Armand Coulet. Each program contains short talk by a local personality who explains how his or her group is helping in the war effort. Organizations and drives so far represented include: scrap rubber, war bonds, nurses training, records for our fighting men, etc. Program is produced and announced by Ward Coleman.



"The Army Calls"

A weekly half-hour to aid the Army in enlisting men with special skills and professions has been built by WWJ, Detroit. First broadcast of "The Army Calls" opened with studio talent, then moved to Fort Custer for authentic military background. Show was carried with marches and novelty music by the Reception Center Military Band, and brief script interludes set forth attractions of specialized services in the Army. Second in series comes from Army War Show at University of Detroit Stadium.

Blood Bank Airing

KTSA, San Antonio, has arranged a special 30-minute broadcast direct from the floor of the local Blood Bank. Station will air the experiences of a group of members of the Alpha Beta Alpha fraternity who have volunteered to donate their blood to the bank. Complete procedure will be broadcast from the time the applicant signs the application paper on down through the regular withdrawal of the blood until the final stage when the applicant is given a steaming cup of coffee and cakes as a stimulant. Aim of the broadcast will be to acquaint listeners with the method of withdrawal of the blood and that the complete procedure is painless and leaves no ill effect on the donor.



War Messages For Women

Effectiveness in getting governmental war effort messages over to housewives in convenient form has been worked out in a daily quarter-hour series by KSTP, St. Paul-Minneapolis. Directives and information are scanned for relative importance and condensed in as concise form as possible by Corrine Jordan, the station's program director. Broadcasts, heard at 8:00 a.m., include interludes of transcribed music.

crease employment of the musicians one hundred per cent, from six to twelve hours. About 12 men are included in the house band.

Disruptions at WARM, Scranton, while said to be recent, and involving wage increases, are really a return engagement. Back in March, (RADIO DAILY, March 24, 1942) when Mutual was having a bit of uneasiness with the AFM over WSIX, Nashville, and WGRC, Louisville, WARM came into the picture owing salaries to the musicians' local. Arrears were said to be between \$7,000 and \$8,000 on a two year contract station had signed, July, 1940. Contract has currently expired. At that time Bert Henderson had tried arranging a compromise with Dale Robertson, WARM's commercial manager. Station had a four man house band, and then dropped to two.

WSIX Service Had Stopped

During Mutual's last crisis involving the AFM, network cut off both commercial and sustaining service to its affiliate, WSIX, Nashville, to avert a network wide strike threatened by Petrillo. This marked the first time that a network had discontinued service to its affiliates.

Petrillo's move against Mutual this time, went into effect Monday night when he called upon his locals to withdraw their remotes. In the first few moments of confusion, bands were yanked even off local stations, but those broadcasts were later resumed when locals and Petrillo were informed of the independent set up among the Mutual affiliates. Unlike the NBC arrangements, affiliate pick-ups on the Mutual are guaranteed only

through the home station. So that the discontinued service throughout the network in no way affects the location contracts.

Just how Mutual will handle the new bout with the AFM was still undecided. Fred Weber, general manager of MBS, was on his way to Florida when the strikes were pulled, and is reported, now, returning to New York. Statement, issued under his name, however, from Mutual is as follows:

Text of Statement

"With reference to the banning of remote dance bands feedings to the Mutual Network by our various originating stations, the network office was not notified directly by Mr. Petrillo, president of the AFM of this action. Instead, this ban has been put into effect through the local musicians' unions in each affected area. Locals in turn notified the stations. The trouble has arisen as a result of union disputes at KFRC and WARM, both Mutual affiliates.

"Mutual has tried unsuccessfully all day to reach Mr. Petrillo. In the meantime we are doing our utmost to present substitute service of a high quality to our affiliates from coast to coast."

Petrillo's order Monday night cancelled service from WOR and WGN. Cancellation yesterday took in KHJ, Los Angeles, WCAE, Pittsburgh, and WKRC, Cincinnati. Some of the bands whose dance music has been confined, now to local broadcasting as a result, are Dick Stable, Richard Himber, Jan Savitt, Bob Crosby, Henry Busse, Eddie Howard and Tiny Hill.

AGENCIES

ROBERT N. FARR RADIO PRODUCTIONS has been organized as a radio writing and producing agency with headquarters at Harbor Heights in Greenwich, Conn.

D'ARCY ADVERTISING COMPANY, New York, has been appointed to handle the account of the Winchester Repeating Arms Company of New Haven.

THOMAS F. CONROY AGENCY, of San Antonio, Tex., announces the addition of a radio continuity department. Pat Hanna, of the staff of WOAI, will be in charge.

BURSON KNITTING Company, Rockford, Ill., is launching an advertising campaign to popularize its new brands of spun-nylon shortsocks for women, according to Ralph Hinchliff, president of the company. Hicks Advertising Agency, of New York, has been engaged to handle the firm's advertising. Francis Marquis is the account executive.

VADSCO SALES CORP. has appointed Wortman, Barton & Goold, Inc., advertising agents, to handle publicity for Mavis, Djer-Kiss and Deletrez toiletries.

Kathryn Cravens Resigns
As WNEW Commentator

Kathryn Cravens, commentator on WNEW, has resigned, and will wind up her affiliation with Friday's broadcast (July 31.) Her program, "News Through a Woman's Eyes" will have been a year old in September. Aired daily, five days a week, 12:45-1 p.m., her program included interviews with noted personalities in and around New York, as well as news and comments of interest to women. She plans to continue as a radio commentator, and will announce her new affiliation in the near future. No successor to her has been named.

Navy Talk By Dickstein

Rep. Samuel Dickstein, New York Democrat, speaks on "The Challenge for Service in the Navy" over CBS on Tuesday, Aug. 4, from 10:30-10:45 p.m.

NOT JUST MONROE COUNTY
but WHAMland
5305 factories swell buying power for 900,000 radio homes.
WHAM
Natl' Rep. George P. Hollingbery Co.
50,000 Watts... Clear Channel... Full Time... NBC Blue and Red Networks
ROCHESTER, N. Y. "The STROMBERG-CARLSON STATION"

WPB Raises Priority For Radio's Copper

(Continued from Page 1)
cable companies from A-3 to A-1J. Since a previous WPB copper conservation order restricted deliveries of copper to A-1K or higher ratings yesterday's ruling enables communication companies and broadcasters to obtain materials in conformity with this order.

In other words, the amendment relieves broadcasters of the necessity of filing separate PD1A applications for priority ratings on equipment for which no higher rating than A1-J is required.

Since the majority of broadcasting equipment contains copper in some measure—from a little in tubes to large quantities in transformers and coils, this amendment should be helpful.

One WPB official pointed out, "military requirements are increasing. It is therefore encouraging that we have the facilities to give higher preference ratings on such an essential item as copper at this time."

Meeting Again Aug. 13

Industry advisory committees now meeting with the radio section, communications branch of the WPB, under Frank H. McIntosh, are reportedly evincing a sincere desire to cooperate in the important task of simplifying and standardizing equipment in the interest of the war effort. The committee on radio replacement parts meets again on August 13.

Station operators may obtain copies of yesterday's order on copper priority ratings from the Radio Section, Communications Branch, War Productions Board. They should refer to this as Preference Rating Order 129, as amended July 28, 1942.

Rotating Band Policy For New Camel Program

Hollywood—The new Camels Cigarette show which is slated for a fall debut with Bud Abbott and Lou Costello in the seat of honor, will feature a system of name band rotations, to be booked by Music Corp. or America. Each band will remain on for between four and six weeks, depending upon availability. Radio bookings of the bands, naturally, will coincide with the hotel, night club or ballroom dates of bands in the Los Angeles area. Named, but as yet unsigned, for the first three bands in this cycle are Benny Goodman, Gene Krupa and Harry James. Network is still undetermined also at the present time.

Wedding Bells

Albany, Ga.—Second Lieutenant Starr Smith, Army Air Corps, formerly special events announcer at KALB, Alexandria, La., was married recently to Virginia Seifert of Alexandria. Smith is now stationed at Turner Field here where he is public relations officer.

Elmer Davis Writes To Petrillo Asking Him To Reconsider

(Continued from Page 1)

called attention to hardships on many stations due to the ban.

Neither Petrillo nor his assistant Harry Steeper were available yesterday for comment on the Davis letter. Petrillo staying at his Waldorf-Astoria Hotel suite refused to accept phone calls; Steeper was in Detroit on a business trip.

Text of Letter

Davis' letter to Petrillo follows in full:

"Dear Mr. Petrillo—On December 27, 1941, you wrote an open letter to the President and the people of the United States. In that letter you said—'Each and every member of the federation and its officers pledge themselves on this occasion to do everything possible to aid in the fight for freedom—to fight with every weapon at their command.'

"In this fight we realize that morale plays a most important part, and in the building of morale the federation and its members can and will do its share. For music has always been and is today one of the finest media for maintaining high public morale and the business, the profession, and very life work of the federation and its members is music.

"To this new slogan, this new theme for the new year, then, the federation dedicates itself—music for morale."

"Despite this public and published pledge you sent a communication on June 25, 1942, to all companies engaged in the making of phonograph records, electrical transcriptions, and other forms of mechanical recording of music advising them as follows—

"From and after August 1, 1942, the members of the American Federation of Musicians will not play or contract for recordings, transcriptions, or other forms of mechanical reproductions of music."

Predicts Long Court Fights

"I am informed that if you enforce this edict three direct consequences will be the elimination of new electrical transcriptions for the use of radio stations, the elimination of new popular records for so-called 'juke-boxes,' and the elimination of new popular and classical records for home consumption. I am further informed that this move in all probability will

lead to court fights, possible strikes, and definitely curtailed musical service to the public in the critical months ahead—months which may well decide the fate of this country's war effort.

Sees War Effort Hurt

"Since several hundred small, independent stations which are cooperating wholeheartedly with the government in the war effort depend for their major sustenance on electrical transcriptions, your order may well force them out of business and thus seriously interfere with the communication of war information and messages vital to the public security. Since, as you say yourself, 'music is today one of the finest media for maintaining high public morale,' the elimination of records for home use, for use in restaurants, canteens and soda parlors where members of the armed forces go for recreation, and for use in factories where war workers use juke-boxes for organized relaxation, can scarcely fail to have a negative effect on morale.

Urges Pledge Adherence

"Therefore, on behalf of the people of the United States and on behalf of the War Department, the Navy Department, the Marine Corps, the Coast Guard, the Treasury Department, the Office of Civilian Defense, and the Office of War Information, I sincerely urge that you consider it your patriotic duty to stand by your pledge of December 27, 1941, and withdraw your ultimatum of June 25, 1942. Sincerely, Elmer Davis, Director of War Information."

Houston, Tex.—At a special meeting of the 13th district of the NAB, held here yesterday to discuss the music situation, it was unanimously resolved that "Whereas a great emergency exists and the energies and efforts of the nation should be united in the winning of the war, we greatly and deeply deplore the action by Mr. James Petrillo in disrupting the united efforts of broadcasters to serve the people both civil and military at this time, and in hampering the war effort of our leader and disrupting the morale of the nation." O. L. Taylor is the District Director.

Stork News

Fresno, Cal.—Paul Bartlett, manager of KFRE, and Kenneth Aitken, station announcer and technician, both became fathers on July 18. Peter Richard Bartlett, seven and a half-pounds, was born to Mrs. Bartlett, while Karen, daughter of the Aitkens, weighed in at eight pounds, six ounces.

Mitchell A. Curtis, assistant radio news editor of Press Association, is the father of a daughter. Newcomer is the second child born to the Curtis family.

Giants'-Dodgers Game on WMCA

WMCA will carry, exclusively, the Giant-Dodgers twilight baseball game, August 3 at the Polo Grounds. Broadcasts had not originally been scheduled for this game, but station added it to the program in behalf of the Army and Navy Relief funds which will receive the gate receipts. Mel Allen will handle the mike.

Press Association Signs WAPO

Chattanooga, Tenn.—R. G. Patterson, WAPO general manager, has announced the acquisition of the 24-hour special AP radio news wire from Press Association, Inc.

Local 802 Disk Fee \$522,000 Since Feb

(Continued from Page 1)

per cent for electrical transcription and five per cent for the sound reductions. Figures are revealed by Local 802, which in February of last year had set up a collection agreement through which all waxers supposed to pay musicians' salaries. The Union's board authorized such collection service as a means of rehearsals and determining over Union, estimated that an additional \$10,000 in salaries may have been paid directly to musicians.

Though the statistics as reported by Local 802 represent the bulk of the industry (Chicago and Los Angeles retain about thirty per cent of the work) figure is minimum, according to estimates made by the makers themselves. In an AFM report in June, 1941, recording transcription industry was listed as a three million dollar figure for musicians' salaries. Held that production this year jumped manifold, and come close to the four million for the full year if the ban is drawn.

Assert Most Suffer

Union execs report that though money figure appears great, a handful of name bands have lost the bulk of it, so that membership in general has lost by the ban.

Union's recording scale minimum for three hours a day for each half-hour overtime. Transcription rate is \$18 for 15 minutes or less, and \$6 for each minute of overtime.

"Holiday Inn" Plugs Using Film Sound

Campaign on WJZ through 4 for Paramount Pictures' "Holiday Inn" opening in New York uses film's sound track for through Friday mornings of minute shows. Gilbert Martineau of the Paramount newsreel and WJZ staff man, handles announcing. Promotion is also through the "Breakfast in Bedlam" program. Bedlam & Co. handles the advertising account.

"Armstrong" On Blue Moves Up Starting

"Jack Armstrong, All American Boy" starts on the Blue Network, General Mills, Inc., on Wednesday, August 31, instead of September 14 opening date previously announced. Program goes on at 5:30 p.m., local time zone, Mondays through Wednesdays. Serial makes the third sponsor of the network. General Mills on the network two being "Lone Ranger" and "The Lone Ranger and Jim." "Jack Armstrong" placed through Blackett-Hummert, Chicago.

TO EXECUTIVES:

NOW YOU CAN HELP

Even More...

**New Treasury Ruling Permits Purchases
UP TO \$100,000, in any Calendar Year, of
Series F and G WAR BONDS!**



The Treasury's decision to increase the limitations on the F and G Bonds resulted from numerous requests by purchasers who asked the opportunity to put more money into the war program.

This is not a new Bond issue and not a new series of War Bonds. Thousands of individuals, corporations, labor unions, and other organizations have this year already purchased \$50,000 of Series F and G Bonds, the old limit. Under the new regulations, however, these Bond holders will be permitted to make additional purchases of \$50,000 in the remaining months of the year. The new limitation on holdings of \$100,000 in any one calendar year in either Series F or G, or in both series combined, is on the cost price, not on the maturity value.

Series F and G Bonds are intended primarily for larger investors and may be registered in the names of fiduciaries, corporations, labor unions and other groups, as well as in the names of individuals.

The Series F Bond is a 12-year appreciation Bond, issued on a discount basis at 74 percent of maturity value. If held to maturity, 12 years from the date of issue, the Bond draws interest equivalent to 2.53 percent a year; computed on the purchase price, compounded semiannually.

The Series G Bond is a 12-year current income Bond issued at par, and draws interest of 2.5 percent a year, paid semiannually by Treasury check.

Don't delay—your "fighting dollars" are needed *now*. Your bank or post office has full details.

Save With . . .

War Savings Bonds



This space is a contribution to America's All-Out War Program by **RADIO DAILY**

Coast-to-Coast

SPOT campaign for 13 weeks has been placed on KFEL, Denver, by the Federal Advertising Agency, New York, for the National Biscuit Co.... KFEL has received letters of appreciation from both Republican and Democratic state chairmen for the extensive coverage given to conventions of both political parties recently. Special events broadcasts were handled by KFEL news manager Wally Reef.

Radio personalities, who participated in the recent entertainment for the U. S. Coast Guard Training Station at Manhattan Beach, N. Y., included Dick Gilbert, disc jockey at WHN, New York; NBC's Ross Sisters, and Mary Ann Mercer, who flew in from Chicago for the date.

When "America's Town Meeting" broadcasts from Seattle, Wash., Aug. 6, via the Blue Network, Palmer Hoyt, publisher of the Portland "Oregonian," which owns and operates radio stations KGW-KEX will be one of the participants. Another Pacific Northwest figure, Saul Lewis, publisher of the Linden, Washington "Tribune," will take part in the broadcast. In addition to his work with the "Oregonian" and KGW-KEX, Hoyt is chairman of Oregon's War Bond and Stamp drive.

Rupe Werling of WIBG, Philadelphia, has resurrected the Gibson Girl to add new punch to spot announcements carried on station by Gibson Furniture Company of Philadelphia and Trenton. The "1942 Gibson Girl is smart, modern and thrifty!—she's taking advantage of the most sensational August furniture sale since the days of the first Gibson Girl!" according to the copy read by WIBG announcers these days.

Francia White, recent soprano star of the "Telephone Hour," returns to the airwaves after a brief vacation when she appears as soloist with the Andre Kostelanetz orchestra Sunday, Aug. 2, on "The Pause that Refreshes on the Air," 4:30 p.m. on CBS. She will sing two colorful Mexican songs: "La Golondrina" by Serradell and "Cielito Linda" by Fernandez. Other selection on her program is "Sweethearts" by Victor Herbert.

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

July 29

David Anderson	Joseph Curtin
Florence Freeman	Lewis James
Sidney Reznick	Sigmund Romberg
Estelle Meyers	Ralph H. Patt

Two new additions to the staff of WTRY, Troy, N. Y., are Al Gerard, former chief announcer at WGKU, Charleston, W. Va. to the announcing staff and John Lindsay, ex-program director of WEIM, Fitchburg, Mass., to write copy and handle a short announcing trick each morning.

So successful was Dave Elman, the "Hobby Lobbyist," in auctioning off Greer Garson's costumes worn in "Mrs. Miniver" at the Des Moines premiere for the benefit of the War Bond campaign, that other film companies are soliciting his services in a similar capacity. Elman keeps in trim for his film auctions by conducting a similar public sale at the studio after his CBS "Hobby Lobby" broadcasts. Rare collectors' items are donated by the program's guests and sold for sums of War Bonds and Stamps.

Setting records for continuous performance and sponsor renewals is "The Korn Kobbler" transcribed radio show produced by Frederic W. Ziv, Inc., Cincinnati. Sponsors who have now broadcast more than 300 consecutive Korn Kobbler programs include The Rubel Baking Company who sponsor the show 15 minutes before play-by-play baseball on WKRC, Cincinnati; The Fesenmeier Brewing Company, WSAZ, Huntington, W. Va., and WCHS, Charleston, W. Va.; Southern Select Brewing Company, KGKO, Fort Worth; Falls City Brewing Company, WAVE, Louisville; Roma Wine, KARM, Fresno. Show features Alan Courtney as master of ceremonies, Kay Lorraine as female vocalist, Charlie Wayne, male vocalist, Redd Evans and Stan Fritz, comedy, and the novel instrumental and vocal arrangements of the Korn Kobbler's orchestra. Show is currently on more than 150 stations with an unusual record of renewals. July production schedule completed 26 additional 15-minute sides, Ziv reports.

WDRG, Hartford, is cooperating with the Connecticut League of Women Voters in the publicizing of the League's program to acquaint the Connecticut public with the importance of the coming election. The League, a non-partisan organization, has been given a 15-minute period Sunday, Aug. 2, during which Mrs. John C. Lee and Mrs. Allen C. Smith will discuss the importance of choosing able Congressmen.... WDRG commercial manager William F. Malo is off on a two-week vacation. During his absence G. Arthur Peterson is in charge of the station's commercial department.

"Harmony House" over WWDC, Washington, D. C., has as its new hostess Mary Dorr, recently of Oakland, Calif., circles. During her half-hour, five times weekly program, she interviews "victory visitors" and gives Capitol comment to the ladies, in addition to featuring the latest music.

Lieut. Thomas C. Griffin, of Chicago, one of the U. S. Army fliers who participated in the bombing of Tokio, was interviewed last Sunday night, over WKNY, Kingston, N. Y. A special interview was arranged when Lieut. Griffin and other Army officers stopped over in Kingston during a war-plant tour.

New show on WSPD, Toledo, Ohio, presents Norma Lane, woman's editor of the station, in a five-a-week morning series titled "On the Home Front." Quarter-hour programs are built on the home economics theme.

Charles Singer, in charge of the transmitter of WOR, New York, is leaving that post shortly to take a civilian Signal Corps position in Washington. He will be the director of the Maintenance Unit of the Operational Research Group of the U. S. Signal Corps. He will take a short vacation before assuming his new duties.

Dolph Gobel, musical director and organist at WWRL, Woodside, N. Y., has been named by the Treasury Department to make personal appearances each Sunday at Forest Park, Forest Hills, L. I., in behalf of the sale of war stamps and bonds. Gobel will be featured at the Hammond organ supplying the music for community sings and rallies.... WWRL was the recipient of a certificate of achievement from the N. Y. City USO Joint War Appeal for "excellence of performance" in its 1942 fund-raising effort in behalf of the Army, Navy, Marine Corps and the Coast Guard.

"Musical Clock" on WFBL, Syracuse, N. Y., did not feature live talent for the first time in three years during a broadcast last week. Reason for the use of ETs was because of a personal appearance made by the regular orchestra directed by Claude Bortel at a local "Bomb Berlin" breakfast. Musical unit has been making personal appearances at various times but last week was the first instance where it interfered with the broadcast schedule.

Amanda Brown has been added to the continuity staff of KTSA, San Antonio replacing Burr Sullivan who has enlisted in the armed forces. Miss Brown comes from a post as secretary to Peggy Sweet of "Glamour" magazine.

Dad Pickard is now being heard over WOAI, San Antonio, in a series of solo broadcasts. Dad has left the rest of the famous family in Hollywood where they have just completed making several pictures. He is presenting a session of old-time songs which is pulling a heavy mail and telegram response. The remainder of the family will join him in a few weeks for a series of programs featuring the entire family over WOAI.

"Man Your Battle Stations," series of radio programs presented by the U. S. Navy Recruiting and dramatizing the heroic of our fighting Bluejackets in a branch of the Navy, was inaugurated over WTAG, Worcester, last. The fifteen-minute program broadcast weekly every Monday 7:30 p.m.

John J. Gaines, former ad manager of the Athol (Massachusetts) Daily News, has become associated with the local sales staff of V Manchester, N. H.

Dick Enroth, ballcaster at W Albany, N. Y., is working a schedule while regular staff members are on vacation.... John WABY studio manager, is vacating for the next two weeks at Luzerne in the Adirondacks. Gren Rand is acting studio manager. Duell Richardson, assistant manager of the station, has returned from Marblehead, Mass., where he is associated with Mrs. Richardson.

Bob Hansen and Verne Johnson the special events department manager of the Athol (Massachusetts) KUTA, Salt Lake City, handled exclusive airing of Bud Abbott and Lou Costello during their recent stay in Salt Lake in connection with Treasury Department's 10 percent payroll deduction plan. Program aired from the Hotel Utah.

The 12-piece Pine Camp, N. Y. Dance Orchestra is currently performing a weekly half-hour program on WATN, Watertown, N. Y. Program for the show is handled by Ed Schafer, former radio producer of Treasury Department's broadcast stage producer of "Babs in the Corral" and "Sascha London in the orchestra, which originated last program from the Black River canteen.

Starting this week "The Salties" Lithuanian Hour," shifted to WGES, Chicago, will be aired five times weekly at 8-8:30 p.m. Program was originally an hourly weekly airing. It is written and produced by the Salties Radio Advertisers headed by Paul E. Salties.

"Breakfast At Sardi's" Getting More Blue

"Breakfast at Sardi's," new program from the Hollywood network, will have additional casts Mondays through Fridays on the Blue Network starting August 1. New series will be heard at 9:30 a.m. on EWT, with the west coast continuing to go on at 9:30 a.m. Programs, built around in with celebrities, are being broadcast nationally on the same basis as the Pacific coast cha-

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



NO. 22

NEW YORK, N. Y., THURSDAY, JULY 30, 1942

TEN CENTS

Pledge 100% Bond Co-Op

Complete Radio Plan Assure Materials

Comprehensive plan for maintenance of broadcasting on its currently available materials, is being completed. This follows suggestion of the Wall Street "Journal" that broadcasting days and materials rationing were in the offing because of the growing shortage of other technical essentials, a situation which these industry executives believe can be avoided. Essential of the plan, being turned over to radio committees of the

(Continued on Page 2)

Setting Programs for Forces in Pacific

San Francisco—KDKA will hark back to its pioneering days of broadcasting with the first of a series of special broadcasts on its regular channel of 1,020 kilocycles to United States troops in all New Zealand, Tasmania and the islands of the Pacific.

Its early days, KDKA has been known as a "DX" station. It was picked up on its regular

(Continued on Page 3)

Owners Of KYA Revamping The Staff

San Francisco—An almost complete revamping of the KYA staff has been completed by Palo Alto Radio Station in the first week after taking over the station from Hearst. Program manager Deane and sales coordinator Lillian

(Continued on Page 2)

Handy Stuff

San Francisco—Studio associates of Don Anderson, former "Minute" director for WFBL, collected a gift when he enlisted their aid. No decision was reached as to what should be given, so the matter was held by staff. Appeal was held at Fort Meade, Md. for one month for furlough in N. Y. C. He paid him \$25.00 from fund with no speed.

Guest—Of Honor

Irving Berlin, who tomorrow night will appear as guest on the Cities Service Concert over NBC, will be doubly honored in that the entire program will be devoted to works composed by him. The show will be aired as part of the drive in conjunction with the Navy Relief Benefit premiere of "Holiday Inn" at the Paramount next Wednesday.

Savings Bank Assn. Drive On 10 Outlets

Experimenting with an entirely new approach to the problem of checking inflation, the Savings Bank Association of New York State has bought participating time on ten outstanding women's programs throughout New York state, directing the anti-inflation copy to women listeners, on the theory that the woman does most of the household shopping. Copy will urge listeners to market wisely, and

(Continued on Page 2)

Special NAB N. Y. Office May Be Opened This Week

The National Association of Broadcasters will open its New York office to handle its battle against the AFM ban on recordings and transcriptions, later this week. Neville Miller, president, is expected to be in town today to put the okay on the address and office personnel. Two offices in the

(Continued on Page 2)

Enthusiastic Trade Reception Greet's NBC's 10% Discount

Ascap Files Its Answer In Theater Monopoly Suit

Ascap filed an answer to a suit in the New York Federal Court yesterday in which 13 Brooklyn theaters charged the society with maintaining a monopoly. Answer to the theater's charges reviewed the history of Ascap and stated that dissolution would cause stupendous and prohibitive

(Continued on Page 2)

N. Y.-N. J. Radio Men Discuss Methods Of Direct Sales; Fed. Reserve Bank Will Help Broadcasters

KSTP Settles Dispute With Musician Union

The American Federation of Musicians ironed out difficulties with the National Broadcasting Company and its affiliate, KSTP, St. Paul, yesterday afternoon. Problem with Mutual Broadcasting, involving two affiliates on that network remained unchanged, with the exception that the station manager of one of the affiliates,

(Continued on Page 5)

Prudential Renewal For CBS "Family Hour"

Prudential Insurance Co. of America has renewed its "Family Hour" program featuring Gladys Swarthout and Deems Taylor on CBS on Sunday afternoons for an additional 39 weeks effective with the broadcast of August

(Continued on Page 3)

Winchell And Blue Web Reply To Patterson Action

Washington Bureau, RADIO DAILY Washington—Answers of Walter Winchell and the Blue Network Broadcasting Company to the \$400,000 libel suit brought by Eleanor Patterson, publisher of the Washington

(Continued on Page 6)

Strong group of New York and New Jersey radio men augmented by out of town broadcasters and station reps gathered in the Library room of the Hotel Roosevelt yesterday afternoon to discuss ways and means of putting over the direct-sales plan of war bonds and stamps. Vincent F. Callahan, director of the radio and press section of the War Savings Staff of the Treasury Dept. and Ralph E. Burgess of the Federal Reserve Bank presided.

Callahan frankly stated that neither

(Continued on Page 3)

WNRC Readies Plans For Women's Bureau

To promote its National Information Bureau on Women's War Activities, the Women's National Radio Committee is planning to prepare five-minute scripts, and will ask broadcasters to air the material once a week. This will constitute the bulk of its radio publicity campaign,

(Continued on Page 7)

Writers' War Board Scripts To Schools

Writers' War Board, working in cooperation with the Association for Education by Radio, is sending a monthly "War Script of the Month" to schools and colleges active in local educational broadcasting. Scripts,

(Continued on Page 2)

Frank

Don Norman, conductor of "Your Date With Don Norman" on WOR, still is chuckling over the most unusual answer he has yet received to the question, "Are You Married?" put to one of the women he interviewed recently on the program. The lady, quick as any professional with a comeback, replied, "I was married when I was 42. I caught the last train."

Los Angeles

By JAC WILLEN

WILLIE BURNS, brother of George Burns, is all smiles these days, he broke 80 for the first time, over the Hillcrest Golf course, in 78 strokes.

"I'll Find My Way," dramatic serial heard over KHJ-Mutual Don Lee net Monday through Friday will be heard at a new time over KHJ, when the program airs at 10:15-10:30 a.m., PWT. Program was formerly heard at 10:45-11 a.m., PWT.

Dinah Shore, Blue Network singer who recently climaxed a War Bond drive at Chico (California) Army Flying School by "blind dating" a soldier-subscriber whose name she drew from a hat, was notified this week that the drive brought the U. S. Government a total of \$90,915 a year under the payroll deduction plan.

Shirley Temple, Brian Donlevy and M. F. K. Fisher, authoress of "How To Cook A Wolf," are the headline guests who will be presented by Bob Crosby on the Kraft Music Hall show when it is heard today, over NBC.

CBS actress Lurene Tuttle has figured out a decorative scheme for her blackout curtains so that they're an important and functional part of her breakfast room. The curtains are made of plaid "tafetized" gingham lined with blackout material. The wall is "papered" with the same material and insures a bright room—blackout or not.

Thomas S. Lee, Lewis Allen Weiss and Willet Brown, president, vice-president and general manager, and assistant manager of the Don Lee Broadcasting System, respectively, were invited to represent the Mutual Don Lee Broadcasting System and station KHJ at a luncheon held yesterday, to discuss radio support for the Army Relief football game to be played at the Los Angeles Coliseum on Sunday, August 30. The game will feature the Army All-Stars, coached by Major Wallace Wade, and the Washington Redskins of the National Pro Football League.

Meredith Willson has been requested to write words for the famed Arthur Pryor composition, "Whistler and His Dog." Some months ago Willson provided the lyrics for the music of a Sousa composition, "The Liberty Bell March."

No Music—No Pepsi-Cola

Last week, at the opening of the Pepsi-Cola bankrolled canteen for service men, in Duffy Square, Local 802 of the AFM banned the free use of musicians. Subsequently, parched musicians have ambled up to the canteen's cola counters for the nectar, but dispensers in retaliation have refused to sell the thirst quencher to the tootlers. It's "poison" to walk in with a musical instrument or a case that looks as though it might contain one.

Stork News

Chicago—Al Chance, WBBM producer, became the father of a son last week. The newcomer has been named William Forrest.



The Big Paradio. . . !

● ● ● Philip Morris shows definitely shifting to the coast in the fall. One of them will probably fall in conductor Dave Rose's lap. . . Raymond Clapper-White Owl deal practically set on the Blue. . . Due to the success of their campaign on navy recruiting in the east, BBD&O has been given the green light by the Navy Dept. to expand the campaign clear across the country. . . Street Scene: Lili Damita, strolling down B'way in a flaming red dress—completely ignoring the dim-out orders! . . . Radiotes in the Merchant Marine School taking up a course in navigation include: Ed Dunning and Bill Von Zehle, of WINS; Frank Palmer, of Benton & Bowles and Bill Wilson, of Rambeau. . . NBC press dept. losing three of its staff to the service—Leighton Blood, who will probably get a Major's commission; Dan O'Brien, rating a Captaincy in the Marines and Alton Kastner, who is getting a navy berth.

● ● ● Adrienne Ames (WHN) came up swinging with both fists aimed at those who've been condemning the movie and radio lads for entertaining at the army camps—instead of being there in uniform. Coming to their defense in a lusty manner, she explained, among other things, that MacDonald Carey was turned down by the Marines due to color blindness—Bob Stack has a bad knee from school athletics—Errol Flynn's heart is his drawback, and so on. Most of them, she pointed out, are serving in the best way they know how. Walt Disney has given up feature length pictures to make studio space available for government propaganda. Mervyn Leroy and Carey Wilson are directing shorts for the "World in Action" series. No need to go into detail about how the Bob Hopes and Jack Bennys, etc., are giving up most of their time to help boost camp morale.

● ● ● Idle thought: Wonder why the radio writers rarely if ever use the "office" theme for their serials. With the exception of "Tillie, the Toiler," there hasn't been a single top-notch that we can remember dealing with this subject. The movies haven't done so badly with it, as witness "Office Wife," "Take a Letter, Darling", etc. Another thing radio could use right now is a good boy and girl team on the order of Peter de Rose and May Singh Breen, Jack & Loretta Clemens and Ginger & Lanny. As a matter of fact, there isn't an outstanding boy and girl team on the networks today to the best of our knowledge.

● ● ● Nice wire Sigmund Romberg received the other night from FDR on the occasion of the songwriters meeting. It read: "It gives me great pleasure to send hearty greetings and good wishes to your meeting because the creative genius which you represent is an asset of incalculable value to the nation in this time of peril. Particularly do we need the sustaining power of song as an inspiration to our fighting forces and to strengthen the hearts and hopes and aspirations of those who carry on at home. Yours is a grand opportunity to lighten the burdens which all must carry until victory is achieved. I know you will meet the challenge to service which is yours."

● ● ● Radiokays: Nellie Revell's ad libs on her weekly interviews. Nellie can swap 'em with the best—but the networks still haven't realized what she's best suited for. About three years ago Nellie did a thing called "Neighbor Nell," which was full of inspiration, courage, guts, hope, humor and everything we need to keep smiling these days. Now's the time to bring back "Neighbor Nell"!

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

GENE AUTRY'S "Melody Ranch" show on CBS has been retitled "Sergeant Gene Autry" and will continue on the air. The first program under the new title will be broadcast from the CBS Wright Building studios on Sunday, August 2, from 5:30-6 p.m., CWT. Theme show will be stories of heroes of Army Air Corps personnel.

The "Chicago Tribune" third annual Fashion Show will be aired over from 9:30-10 p.m., Friday, August 7, with Jack Russell's orchestra furnishing the music. Program will feature 30 designs by fashion experts competing for "Tribune" awards.

Earl Horrigan, formerly of Hibbard - Spencer - Bartlett Company replaces Ed Harvey on the WB news writing staff. Harvey is an ensign in the U. S. Navy.

Viola Hartgenbush, daughter of J. Hartgenbush, NBC central div. ventilating engineer, will be married August 1, to William Rice of Chicago.

Bill Ray, NBC public relations working overtime lining up talent for USO-American Legion campaign to raise USO funds.

Joe Emerson's "Hymns of Churches" returned to the WB. CBS airlines this week for General Mills.

Morris Silver, veteran Wilcox Morris Agency exec, has a new "Roll Up Your Sleeves, Buddy" which has been published by M. M. Cole Company. Tune dedicated to Mayor Edward J. Kane. Barnett Hodess, corporation counsel and James E. Coston, theater executive.

John C. Wooden Supervisor For Ascap In Middle West

John C. Wooden has been named supervisor for the Mid-Western district of Ascap, succeeding R. W. Wood who is now Lieutenant Junior Grade U. S. Navy. Wooden was formerly district manager for Ascap with headquarters in Des Moines, Iowa. He has succeeded in Des Moines by Martin Meltzer, formerly of Ascap's New York staff. Lieutenant Rome was in Chicago early this year from Boston, Mass., where he was in charge of the Society's office covering New England. He is at present in training at Northwestern University, prior to entering active service in the Navy.

Reynolds Joining WEIM

Greenfield, Mass.—Robert F. Reynolds, sports writer for the Springfield Union for the past three years has resigned to accept the position of director of sports and special features at WEIM Fitchburg. In recent years he has done considerable broadcasting from WHAI. He has also worked at the local station in broadcast major sports events and during the winter conducted his own sports program weekly. In addition to his duties as director of sports and special features in Fitchburg, he will head the news bureau and assist in announcing.

QUEST-ING

S. LUDLE FOSTER McMIL...
recommends Civil Service Com...
discussing women's work...
armaments, on the "Wo...
series, Sunday afternoon...
12:15 p.m.'.

CALIFODANYA, soprano, on...
of the St. Louis Muni-...
Oper. Co., Sunday (WABC-...
4:30 p.m.).

EGOR ITELBERG, in a second...
as guest conductor on...
Mus Hall on the Air," Sun-...
WJZ, the Network, 12:30 p.m.).

ETH CHILDKRAUT, star of...
the "Dear Adolf" ...
Suncy (NBC Red, 5 p.m.).

ANCIWHITE, soprano, on the...
Columbia program, Sunday (WABC-...
4:30 p.m.).

ETON FADIMAN, emcee of...
"Radio Please," and CARL...
DORR, Pulitzer Prize biog-...
discussing the works of Ring...
on "Invitation to Learning,"...
(WBC-CBS, 11:30 a.m.).

Seles Dispute
Win Musician Union

(Continued from Page 1)
M. Scranton, is scheduled to con-...
th AM execs today.
St. Paul-Minneapolis, James C.
o, prident of the American
tion of Musicians, engineered
promi by permitting the locals
h of th twin cities to negotiate
dually for contracts with KSTP
operes studios in both jurisd-
ns. Though the Minneapolis lo-
ll do not yield to the com-
aged to by the St. Paul
nd KSTP, the opposition makes
ferene under the new set-up,
se the Minneapolis studio con-
nas rather year to run. Local
St. Paul, thus, signed the com-
se yearday afternoon, and as
ult th AFM notified its New
and Cst locals to resume dance
remot service on the Red net-
(Originally, the AFM had in-
d a ngle contract for both
at ths time, though only St.
was spiring, and had allowed
three elegates in negotiations
KSTP St. Paul's delegates were
g to empromise, but the Min-
lis delegates held their ground.
void alemating any further,
lo recommended continuation of
ater contracts.)

Contract for Two Years
controversial issue which had
t local strike, i.e., request
musician who had worked four
consutively be guaranteed a
employment, was settled this
The ation has agreed to in-
its aff of musicians ten per
and t maintain the minimum
for a full year. Union in turn,
now prmitted the station to
e the eronnel if any musician

Washington Front

Washington Bureau, RADIO DAILY
Washington — On the "unqualified"
recommendation of an FCC inspector
that KGMI's present equipment is
obsolete and that it has a new trans-
mitter on hand, the FCC yesterday
granted a construction permit to the
Little Rock, Ark., station to install
the transmitter. The licensee is the
Arkansas Broadcasting Co.

An estimated 60 applications for
construction permits for new FM
stations already have been dismissed
by the FCC under its war freeze order,
according to FM Broadcasters,
Inc. The association faces the situa-
tion philosophically, pointing out that
"If we can't build our FM stations
in a free, unthreatened world, then
we had better not build them at all."

FM Broadcasters also report that
W49BN, in Binghamton, N. Y., is now
program testing while the General
Electric's Troy station, formerly
known as W2XOY is open daily from
3-10 p.m. for commercial business,
under the call letters W85A. This
brings to 29 the total of FM stations
operating commercially. In Rochester,
station W51R has reported to FM
Broadcasters that it has to use elec-
tric heat this summer to prevent ice
from forming on its transmitting an-
tenna. The FM trade group also re-
vealed that Major Edwin H. Arm-
strong has extended a blanket release
whereby all firms manufacturing
equipment under his FM patents for
use in America's war effort pay only
a token fee of one dollar for utilizing
the FM circuits he developed through
years of research.

In a statement marking the first six
months of its existence, Broadcasters

should be found incompetent, and
stipulated the four weeks' disengage-
ment notice, provided the minimum
number is always on hand. Contract
will run for two years.

As mentioned in yesterday's RADIO
DAILY, AFM's issue with WARM,
Scranton, is over the \$7,000 which
the local holds is still due on musi-
cians' salaries. Dale Robertson, sta-
tion manager, is scheduled to confer
here today with the union execs in
an attempt to iron out the matter.
Point of dispute has been rumbling
since last March.

At KFRC, San Francisco, difficulties
center about rebroadcast privileges
and the use of transcriptions. Up to
press time, no conferences between
Mutual execs and those of the AFM
had been scheduled to solve the
KFRC matter. Fred Weber, general
manager of Mutual, is due to return
from Florida, but had not yet reached
town yesterday.

St. Paul—Officials of KSTP, Red
network outlet in this city, com-
menting on the settling of the dis-

Victory Council this week stated that
the radio industry-government rela-
tions are "getting into consistent
harmony." That represents a com-
plete reversal of the situation a half-
year ago, according to the BVC, when
"everyone seemed to be pulling on
a different oar and nobody gave a
hoot about the rudder." BVC at-
tributes this change not only to its
own efforts but also to the coopera-
tion of government agencies which
have been making a consistent effort
to understand the industry's problems.

With the first anniversary of the
Atlantic Charter drawing near, sta-
tions are about to be asked by the
Office of War Information to prepare
special commemorative programs for
the date, August 14. A number of
program suggestions are contained in
an Atlantic Charter Day Kit which
the radio bureau will mail to all
broadcasters.

Pointing out that the Charter was
the cornerstone of the United Nations
ideal, OWI is pointing out that spe-
cial radio shows on that date should
stress (1), the Four Freedoms and
what the Charter means, tangibly, to
the man-in-the-street; (2) the Char-
ter's world-wide scope, and (3) the
importance of the United Nations idea
in winning the peace as well as the
war.

Stations carrying the transcription
series, "You Can't Do Business With
Hitler," may supply listeners with
requested program scripts, it was
pointed out here by the OEM. Re-
quests should be forwarded directly
to Mary Louis McLarney, Office of
Emergency Management, 1516—14th
St., N. W., Washington, D. C.

pute between the broadcasters and
the local union of the American
Federation of Musicians, stressed the
fact that the station has acceded to
a number demands which it has at
all times been ready to meet.

See Local Situation Settled
On the other hand, the station ex-
pressed gratification that the union
finally agreed to the justice of the
station claim that its orchestra should
not be "frozen" by being required
to retain a musician for a whole year
after he has worked only four weeks,
regardless of how he fitted into the
musical organization.

The signing of the contract settles
the local situation. It is felt that
there is no further likelihood of any
ban being placed on a name band
on the pretext that their music might
be carried by KSTP, the station de-
clared.

Stork News

To Budd Hulick of "Studio X" on
WEAF and Mrs. Hulick, a girl, Vic-
toria Marilyn, born July 28.

AGENCIES

CHARLES HOTCHKISS of Black-
ett-Sample-Hummert, Inc., has been
named head of a new department
specializing in new program develop-
ment and talent contact.

KAY BARR, former KPO publicity
writer and previously with KDKA,
Pittsburgh, and NBC in New York,
has joined the newly formed A. E.
Nelson agency in San Francisco.

ROY S. DURSTINE, INC., has an-
nounced the acquisition of the fol-
lowing advertising accounts: Edelbrau
Brewery, Inc.; Absorbo Products; C.
R. Daniels, Inc.; National Electric
Instrument Co.; and A. L. Wilson
Chemical Co.

WILLIAM E. BERCHTOLD, vice-
president of J. Stirling Getchell, Inc.,
has been named a director of the
firm.

FRED SHACTER has been appoint-
ed account executive of the Morton
Freund Advertising Agency. Associ-
ated with the organization for five
years, Shacter was formerly with
Lord & Thomas.

Hedda Hopper Adds 7

Effective August 3, Hedda Hopper's
Hollywood program for California
Fruit Growers Exchange on CBS three
times weekly will have seven addi-
tional stations to its present station
list. New stations are WKBW, KRNT,
KMBC, WPRO, WREC, WGBI and
KDAL. Agency handling the account
is Lord & Thomas.

Admiral Woesche On CBS

"War Effort of the Coast Guard" is
the title of a talk to be delivered over
CBS on Sunday by Vice Admiral R. R.
Woesche. The program, which will
be heard from 7-7:15 p.m., will be
broadcast from the Mall in Boston in
connection with "Coast Guard Week,"
celebrating 152 years of the organiza-
tion's service.

Buy "Shadow" Drama Rights

Dramatic Rights to "The Shadow,"
MBS program sponsored by D. L. &
W. Coal Co., have been acquired from
Street & Smith, publishers, by Lew
Cantor and Hugh Skelley, who plan
to produce the vehicle as a stage play.

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

NEW BUSINESS

WEEI, Boston: Kathryn Kenny Beauty Salon, thru Harry M. Frost Co., Boston, one-min. participations in "Good Morning, Ladies"; Adams & Sweet Cleansing Company, thru Wendell P. Colton Co., Boston, one-min. participations in "Caroline Cabot's Shopping Service"; Plotkin Bros., Boston, thru Bresnick & Solomont, Boston, one-min. participations in "Caroline Cabot's Shopping Service"; Eastern Racing Assn., (Suffolk Downs), thru Harry M. Frost Co., Boston, evening anns.; Thayer McNeill Co. (Shoes), thru Ingalls-Miniter, Boston, one-min. participations in "Caroline Cabot's Shopping Service"; California Fruit Growers Exchange, thru Lord & Thomas, Los Angeles, day and evening anns.; Quaker Oats Co. (Muffets), thru Sherman K. Ellis Co., Chicago, daytime anns.; R. B. Davis Co. (Cocomalt), thru Murray Breese Associates, Inc., N. Y. C., one-min. participations in the "WEEI Food Fair"; Kellogg Co. (Rice Krispies), thru J. Walter Thompson Co., Chicago, one-min. participations in Carl Moore's "Coffee Club"; M. Alpert Furniture Co., Inc., Jamaica Plain, Mass., thru Simon & Newman, Boston, one-min. participations in "Caroline Cabot's Shopping Service"; Statler Toilet Tissue Co. (Facial tissues, paper napkins and towels), thru Chambers & Wiswell, Boston, anns. adjacent to "The World Today"; Gruen Watch Co., Cincinnati, thru McCann-Erickson, N. Y. C., sponsorship of "The Herald Traveler News."

Winchell And Blue Web Reply To Patterson Suit

(Continued from Page 1)

"Times-Herald," because of statements made by Winchell in a broadcast last March were filed in the District Court here on July 23 and 28, it became known yesterday. In companion briefs, Winchell and the network both deny Mrs. Patterson's allegations and present grounds for dismissal of the suit.

Defendants Stress "Intent"

Winchell in his Jergens broadcast on March 15, linked the late Senator Ernest Lundeen with the convicted Nazi agent, George Sylvester Viereck, and said that Lundeen had inserted an isolationist "Times-Herald" editorial in the Congressional Record. He also pointed out that the "Times-Herald" "buys but suppresses and handcuffs my daily articles," adding, "It fascinated me to see how the pieces of the jigsaw puzzle fit together." Mrs. Patterson, who was not mentioned by Winchell, called these "false, scandalous, and defamatory words."

The defendants answered that Winchell "did not mean, and could not have been understood to mean the innuendoes asserted by the plaintiff, that she had been guilty of treasonable and unpatriotic conduct and collaboration with disloyal elements." The answering briefs also declared, "Insofar as the utterances complained of consist of statements of fact, the

PROGRAM REVIEWS

"News of the World"

Ned Kalmer, formerly a rewrite man on CBS's news staff, has taken over the news reporting chores on that network's 11 p.m. spot Sundays. His is a brief news roundup, to lead into comments by Eric Severeid from Washington, D. C.

When heard Sunday, Kalmer was impressive. Firstly, he has a quiet manner which is quite refreshing among most of the others who have assumed omnipotent and omnipresent airs. He has a pleasant voice, seems capable of reading rapidly and clearly. Pronunciation is unaffected.

If he selects and edits his own material, than he deserves additional commendation. He packed in more essential news summaries, than most of the others are prone to do. His material is compact, brief, and complete. There were no dilly-dallies or ahems and haws.

Eric Severeid turned in one of the neatest, thoroughgoing and outspoken editorials coming this way out of the Capital in a long while. He confined himself to the meaning and importance of submarine sinkings and the manner in which the government has handled the release of such information. It would seem that his copy was just inside the censor's line. For those who read, and who take time out to do a little thinking of their own, he pointed the way for getting more out of the official releases, even, if read in between the lines. His sober analyses served, more than do most of the commentators' discourses, to check public gullibility. He

same are true in substance and fact. Insofar as said utterances consist of expressions of opinion, they are fair comments made in good faith as the honest expression of the defendant Winchell, without malice, concerning a matter of public interest and concern to wit: The proceedings of a legislative body of the United States, judicial proceedings of the United States, and public editorial comment in a newspaper relating to the bearing upon the foreign policies of the United States."

The answers were filed in the District Court by Attorney John J. Sirica, Washington counsel for the Blue Network, who is associated in the case with Couder Brothers, the chain's New York attorneys. Mrs. Patterson's original complaint named NBC among the defendants, but this was amended on May 28 to list only Winchell, the Blue Network and the Andrew Jergens Company, Winchell's sponsor.

Trial Late in Year

The Washington publisher, sister of Capt. Joseph Patterson, publisher of the New York "Daily News," is asking for compensatory damages of \$100,000 from each of the defendants, and an additional \$100,000 for punitive damage against Winchell. While preliminary motions may be entered, it is expected that the defamation suit will come up for trial in November or December.

"News Through A Woman's Eyes"

Kathryn Cravens conducts this quarter hour daily, 12:45-1 p.m. over WNEW in a reserved manner, combining news, features and interviews. She has a smooth, deep tone to her voice, and a clear speech. These, plus the fact that she is not inclined toward the gush and goo approach, give her program a favorable character.

On the show caught, Wednesday, July 29, she had as her interview subject, Alexander Kirkland, actor-director, now in the current legit hit, "Junior Miss." He held up his end of the deal well, speaking informally and engagingly of his own work, naturally, and that of other actors in the war program. His professionalism was readily recognizable, and went for the good of the program. Stilted manner of stock interviews never crept in.

The news which Miss Cravens gathers for her program consists of simple items of particular interest to women. They were not vital bits. Her mite manner, however, would lend itself to a program of more depth and significance.

would prevent over-optimism resulting from superficial consumption of bland, vague and tardy government releases. His attitude, remained, throughout, constructive, removing any critical reaction charging that he was simply taking pot shots at the authorities. His style of "take this for what it is worth," is readily palatable.

KDKA Starts Bond Drive; Sells \$900 In 25 Minutes

Pittsburgh—KDKA this week, sold \$900 worth of War Bonds in 25 minutes during the inaugural program in the station's bond campaign. The program, originating on the steps of the City County Building, Pittsburgh, featured the 104th Cavalry Band and talks by Major James P. Barr, of the U. S. Army Air Corps; John J. Kane, Allegheny County Commissioner, and Arthur E. Braun, Pennsylvania State Chairman of the USO. Mary Martha Briney, featured singer on the station, led the crowd in the National Anthem.

The bonds were sold by girls of the KDKA staff at a booth located at the scene of the broadcast. Special programs in connection with the drill will be scheduled each week.

Westinghouse Dividend

Dividends of common and preferred stock of Westinghouse Electric & Manufacturing Company were reduced to 75 cents as against \$1.00 on both issues of previous quarters, it was announced yesterday. Dividends are payable August 28. First six months of this year, the organization manufactured a total of \$238,271,213 of equipment, most of it for the war effort.

To the Colors!

MIKE LAYMAN, manager of WSAZ, Huntington, West Va., has joined the U. S. Navy, as has JACK BRADLEY, announcer. BILL HANSHER, technician, has joined the U. S. Marines and TED ARNOLD, announcer, has been accepted for service in the U. S. Army. The station is now flying a four-star service flag.

CORP. TOM DE HUFF, formerly of the NBC-New York advertising and promotion department has been advanced to the grade of Technical Sergeant. Sgt. De Huff is on duty with the Public Relations Office of the Army Signal Corps at Fort Monmouth, New Jersey and is currently writing, directing and producing a series of transcribed radio programs entitled "Fort Monmouth Reports."

JIMMY HAYES, former apprentice announcer with KOY-Phoenix, is United States Naval Reserve Cadet taking pre-flight training at St. Mary's College, California.

FRANK GALLODORA, first saxophonist in Henry Sylvern's WJLB house band, has joined the United States Army.

CHARLES HARTBAUER, pe boy at KMOX, St. Louis, has joined the Navy and is now stationed at Lambert Field, Missouri.

C. J. MARSHALL, KHJ executive manager, and HERBERT SMITH, KHJ purchasing agent are leaving to become members of the United States Army.

JASON H. BERNIE, son of J. H. Bernie, has joined the Army Corps and is stationed at the classification center in Nashville.

NEAL MOYLAN, director of special events at WFBL, Syracuse, has been accepted by the Army Air Corps and is awaiting his call to service. ED LEONARD, of the commercial staff, left Monday for the Army.

ALL HOUGHTON, announcer at WSRR, Stamford, Conn., is now in the U. S. Army, having left this week for Camp Upton.

WILLIAM THEODORE GILBERT, of the WKZO control room staff at Kalamazoo, left the station this week for service in the U. S. Army.

WORL Opens Chicago Office

Boston—WORL of this city completed negotiations for the opening of a branch office in Chicago under the management of Dana Baird according to an announcement by George Lasker, general manager of the station. Baird has been with WORL for the past three years and will take up his new duties immediately.

Gets Traffic Post At KFRE

Fresno—Bette Jean Minor has been named traffic manager and secretary at KFRE, here, replacing Evelyn who has left to join her husband in St. Louis.

10% Discount Ready Reception

(Continued from Page 1)

web are the Kay Kyser show, American Tob. Co. (Luckies) Jimmy Dorsey show for Brown Williamson Tob. Co. (Raleighs).

ten per cent discount plan has enthusiastically received by all agents with whom I have been in contact or indirect communication," he told RADIO DAILY yesterday. "We are particularly enthusiastic about the simplicity of the plan—its flat 10 per cent discount with no penalty of any kind. It is easy to understand and easy to see quickly how it will benefit them."

Expect Immediate Reaction

There are a number of advertisers who will immediately save money by switching to 125 stations, and there seem to be according to the present indications a great many others who are showing an unexpected interest, even though it will involve their adding a considerable number of stations. "There is a strong tendency on the part of a few advertisers who can actually save considerable money on this plan through the savings, together with a saving of more money, in buying additional time and thus furnishing still more programs to the entire country covered by the 125 NBC affiliated stations."

Sam S. Hedges, Vice-President of NBC, in charge of station relations, has had many enthusiastic messages from the stations. Such as: "Congratulations on your move to the national network a truly national advertising network." — Gordon L. Guernsey, WLBZ, Bangor, Me.

Col. Wilder Felicitates

"Congratulations on new policy which will mean so much to us. We certainly play ball.—Herb Holman, KANS, Wichita, Kansas.

"I think this is an excellent idea which meets with our heartiest approval.—H. C. Wilder, President, Syracuse, N. Y.

"It seems to me a good plan, partly because as I can see no penalty for those who can't use that many stations in their distribution. To my mind it is important that our medium be flexible at all cost its flexibility. I think that the increased billing which will bring to NBC will more than make up for the initial loss in revenue." — W. Morency, General Manager, Hartford, Conn.

"I will letter to affiliates Hedges' plan and point out four important points. They are as follows:

Text of Letter

"National Broadcasting Company is announcing that effective August 1st an additional over-all discount of 10 per cent will be given to stations who use 125 affiliated stations a minimum of 13 weeks.

"The plan will cost NBC a considerable amount of money because we are absorbing the additional discount as well as the 10 per cent discount presently offered. No part of these discounts is being absorbed by affiliates. There will be no

WARTIME PROMOTION

WJZ's "Say It With Music"

Sales presentation in the physical form of typewritten sheets, photostats and clips from publications mounted on rough blue stock bound into a 14 x 10 inch book carries latest promotional messages of WJZ's all-night, all-music program, "Say It With Music."

Emphasis is laid on the program's reaching night shift war production workers. Other audience coverage is indicated in reports that listeners in 23 states and Canada, students at 25 schools and colleges, men at 12 army camps and training fields, and a wide variety of night workers, have written commendatory letters. Range of interest in the late category is revealed in the fact that communications have been received from such varied night workers as a hospital ward attendant, an air raid warden, a night editor and a dental surgeon on the late laboratory shift.

Describing the all-night market at which program is directed, promotional piece says that six per cent of New York City's 7,500,000 are working or living a normal life awake while the remaining 94 per cent of the population sleeps, and also displays map of counties in the station's primary area where OPA has frozen or reduced rents because of war industries.

KGNC Merit Awards

John Ballard, general manager of KGNC, Amarillo, Texas, has started a unique practice of giving Merit Awards to men and women of all ages who have performed some act or service of an outstanding nature. The Award is open to civilians as well as members of the armed service. First Merit Award went to William Wood Ellison who recently won a

departure from regular station compensation.

"Unquestionably a number of our present advertisers will take advantage of this plan. Some of these advertisers, due to their present line-ups of stations, are in a position to effect an immediate saving while others will find it to their advantage, we believe, to order the full 125-station network since they will be able to do so at a very slight additional cost. Advertisers in both of these categories can decrease their over-all cost per thousand listeners.

Four Advantages Listed

"We are confident this new discount plan will produce four important results:

"1. It will bring the informative and morale stimulating benefits of outstanding commercial radio programs to thousands of additional listeners, during these war times.

"2. It will increase network commercial traffic and revenue to many affiliates.

"3. It will enhance the position of many affiliates in the local and national spot field through the prestige

distinguished award from Yale University. The second went to Lieutenant Jimmy Daley of Amarillo now serving in the RAF, and recently decorated by the British Government. The third went to Laura V. Hammer, Panhandle writer and author of several books.



KYW Car-Sharing Activity

Through the media of special announcements, transcriptions, car cards and official stickers, KYW, Philadelphia, is actively participating in the car-sharing program conducted by the Philadelphia Metropolitan District Council of Defense. From the first, KYW has worked closely with Robert A. Mitchell, War Transportation Administrator for the area, in planning the entire program based on a KYW-created "Victory Driver" idea. Based on the KYW plan, schools are being opened and manned by volunteers to register drivers for car sharing. Almost the entire publicity and promotion efforts so far have been conducted by the station. Frequent announcements have been made and special ET's have been cut by prominent men to carry the campaign message throughout the territory. All KYW car cards in busses and trolleys also have been turned over to the drive. One of the outstanding features was the printing of 100,000 automobile stickers which will be awarded all participants. The sticker is in two colors with a shield on one side and space for the names of the car sharers on the other. In addition nearly 1,000 lines of newspaper advertising has been planned. Among the prominent men who have recorded campaign talks are Governor James, Mayor Bernard Samuel of Philadelphia, Judge Harry S. McDevitt, of the Court of Common Pleas and others.

C. Alden Baker Named WCCO Asst. Sales Head

Minneapolis—Appointment of C. Alden Baker of Washington, D. C., as assistant sales manager for WCCO has been announced by William E. Forbes, general manager. Baker, former sales manager of WINX, Washington, arrived in Minneapolis last week with his family. Prior to his association with WINX, he was national sales director for WKBN, Youngstown, Ohio. He is a native of Damascus, Virginia.

gained from top-ranking web shows.

"4. It will insure present advertisers' continuance on NBC because while encouraging full network use it does not impose any penalty on advertisers who for distributional or other reasons are not in a position to take advantage of it.

"Although this plan substantially reduces NBC's revenue, it will strengthen many stations and thus strengthen NBC,—your network,—as a whole."

WNRC Readies Plans For Women's Bureau

(Continued from Page 1)

so far, no commercials being contemplated. Other publicity for the NIB will be sought through newspapers and magazines. These preliminary activities were made public yesterday, at an organizational luncheon held at the St. Moritz, to sound out organizations, which are affiliated with the WNRC.

In an opening announcement last week, the WNRC explained that the NIB would be a clearing house for those organizations needing volunteer services of women, and those groups which were ready to supply such womanpower. Explained, at the luncheon session, that policy of including commercial employment placement had not been determined, though sponsoring group was considering an occupational survey among its seven-million million affiliate memberships.

Much Cooperation Promised

Spokesman for the Committee reported that several local stations have promised to cooperate with the project, and upon receiving acceptable copy, would air the programs which are not of the amusement variety. They will be confined to factual presentations of the project.

At the luncheon, the following speakers talked on some phase of the endeavor: Miss Margaret Bondfield, former Minister of Labor of Great Britain, who described how England handled the problem of mobilizing womanpower; Miss Lisa Sergio, news commentator of WQXR, who urged a change in American trend of thought from "checking the enemy" to "winning"; and Dr. Lena Madesin Phillips, president of the International Federation of Business and Professional Women, who urged middle aged women to take more active part in the war effort. Also on the program were Prof. Fred G. Hoffherr, executive vice-president of "France Forever" (formerly Free France), and Lt.-Colonel Lewis F. Latimer, U. S. Army, Second Corps Area. Mme. Yolanda Merio-Irion, president of the Women's National Radio Committee, presided.

Grenfell Program On Mutual

Sir Gerald Campbell, former British Minister in Washington and United Kingdom High Commissioner in Canada; the Hon. Francis B. Sayre, former U. S. High Commissioner to the Philippine Islands, and Commander Donald B. MacMillan, USNR, leader of many Arctic expeditions, will participate in a special Mutual broadcast Tuesday, August 4, from 6:45-7 p.m., commemorating the 50th anniversary of the founding of the Grenfell Association, an organization which maintains for the people of Labrador and Newfoundland hospitals, nursing stations, schools, supply vessels, and clothing distribution centers at stations stretching through thousands of miles of Arctic territory. The broadcast will originate from WNAC, Boston, and WOR, New York.



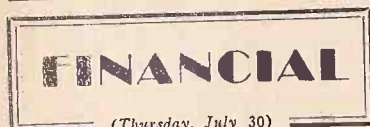
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MARVIN KIRSCH : : Business Manager

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(Thursday, July 30)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	116	115 1/2	115 3/4	+ 1/4
CBS A	12	12	12	—
Gen. Electric	26	25 3/4	26	+ 1/4
Philco	8 1/4	8	8	— 1/4
RCA Common	3 3/8	3 3/8	3 3/8	—
RCA First Pfd.	55	55	55	—
Stewart-Warner	6 3/4	6 1/2	6 3/4	+ 1/8
Westinghouse	66 1/2	66	66 1/2	+ 3/8
Zenith Radio	14 1/4	14 1/4	14 1/4	+ 1/8

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	17 1/8	2 1/8
Stromberg-Carlson	5 3/8	6 3/8
WCAO (Baltimore)	15	17
WJR (Detroit)	19	22

Lever Bros. Switching Agency On "Horizons"

(Continued from Page 1)

up of the program in which Richard Kollmar, does the lead will be the elimination of the afternoon repeat shows. Cast remains the same, with the addition of Renee Terry, juvenile actor.

KROC Appoints Wing To Succeed Gentling

(Continued from Page 1)

by Gentling before his death would be carried out. Previous to present position Wing held posts at the station as vice-president, studio director and assistant manager.

"Col. V" Speaks Sunday

"Colonel V," mysterious anti-Axis agent said to be the leader of saboteurs who plan the destruction of Germany from within, will break a long silence to address "We, the People" listeners from London over WABC and the CBS network on Sunday at 7:30 p.m., EWT. Brig. Gen. Harold L. George, who served on Bataan, also will be heard

CBC Board Mulls Group Resignation

(Continued from Page 1)

nors think the matter one of sufficient urgency to have justified an earlier meeting, but Chairman Rene Morin, of Montreal, has fixed it for mid-August.

When the board meets it will deal with a report of a Parliamentary committee almost as critical of itself and its methods, particularly the rarity of its meetings, as of Major Gladstone Murray, the general manager. There is no criticism of him as a radio man, his standing in that line is regarded as superior, but certain negligences in financial affairs are charged.

Since the report was presented, many sources have rallied to Major Murray's defense. They claim that many irregularities have been magnified and that the general manager has long been the "victim of intrigue" on the part of an opposing faction.

Some of the Governors have expressed the view that the board should resign in a body. Others are prepared to wait for the discussion but think that in view of the reproaches cast by the report, its consideration ought to have been at the earliest date at which the board could convene.

FCC Foreign Monitoring "Intelligence Service"

(Continued from Page 1)

given a new name. It is now the Foreign Broadcast Intelligence Service. The change was authorized by the Commission since the term "Monitoring" describes the single operation of listening, whereas the service also involves news intelligence and news analyses.

Robert De Vere Leigh, as stated in these columns at the time, was appointed director of the service a few weeks ago.

Marjorie Arnold On Two

Marjorie Arnold, of the new Fred Astaire film, "Holiday Inn," hits the NBC air for a double guest appearance tonight. After going on with Bill Stern on his sports broadcast at 6:45 p.m., Marjorie heads for the "Cities Service Hour" featuring tunes from the show.

Kilgallen To Vacation

Dorothy Kilgallen, following her "Voice of Broadway" program next Tuesday will vacation for three weeks, leaving on Wednesday for Hollywood. She will broadcast the Aug. 11 and 18 stanzas of the CBS feature from out-of-town points.

G.E. Shortwave Series

Schenectady—Nola Luxford, commentator and correspondent has signed with General Electric's WGEO to write, produce and emcee the "Anzac Hour," a bi-weekly series beamed to Australia and New Zealand. The series will feature personalities of international importance and Anzac flyers speaking to their families "Down Under" while on leave in New York.

WBYN Closes AFM Pact; Musicians Return Aug. 24

(Continued from Page 1)

strike which had been called when the station sought to reduce the house crew to three, claiming lighter revenue during the summer. Union was willing to permit a status quo on the old contract, a concession in view of the increases obtained in its contract renewals with practically all the other stations in town, but objected to the cut. Increases in other station contracts were based on the rise in the cost of living. Maintaining that the station was financially unable to meet the musicians' costs brought on a strike.

As signed yesterday, the pact retains all scales and conditions prevailing in the expired contract, stipulating a crew of six, at \$50 per. Contract will expire March 31, 1943.

Silen, Manila Radio Man Reported As Jap Captive

(Continued from Page 1)

confirmed earlier reports that Don Bell, with whom Silen made the eyewitness radio report of the December 9, bombing of Manila, had been killed and mutilated by the Japs. Silen is said to be interned in that city at Santo Thomas college with other American correspondents. Silen, who built the Manila station, KZRH, was its manager when the Japs struck.

Manpower Conservation Series Extended On Blue

(Continued from Page 1)

uled eight to 13 weeks has been announced. Weekly quarter hour will continue to present industrial leaders and stars of stage, screen, radio, to help curb mounting accidents in war production centers. First of extended program tonight presents Irene Dunne and Theodore F. Smith, director and president of Oliver Iron and Steel Corporation of Pittsburgh.

NAB's Plans Proceed For New York Offices

(Continued from Page 1)

ball rolling during his recent visit to New York City. The new offices will be located at 535 Fifth Avenue, Miller is expected in town this morning to check on construction of the premises.

Oboler Play Movies

General Motors has started production on a motion picture based on the radio script, "This Precious Freedom" by Arch Oboler, which was voted the best radio play of 1941. Direction of the play is by Oboler and Claude Rains, supported by a name cast, will be starred. Picture will be exhibited free to GM employees and their families in theaters in their home towns during September and October.

NBC International Moves

Quarters of NBC's International Division in New York have just been moved from second to fourth floor of RCA Building.

COMING and GOING

JAMES L. FLY, Chairman of the FCC in town yesterday on business, including KXEL dedication broadcast over the Blue Network, in which took part.

JOHN H. STENGER, Jr., president and station manager, and A. W. GREBE, office manager, WBAX, have arrived from Wilkes-Barre for few days on station business.

CHESTER "TINY" RENIER, for years the program director at KMOX, St. Louis, is expected about to join the staff of WABC, in New York to make preparations for the taking over of his new duties.

VINCENT F. CALLAHAN, director of radio and press section of the Treasury Department's War Savings Staff, has returned to Washington, D. C., after attending meeting at Richmond. MARJORIE L. SPRIGGS, men's director of the staff, returned to Capital last night from a business trip to New York.

ART DONEGAN, of the Blue Network's publicity department, leaves tonight for two week vacation.

PAUL WHITEMAN is in Omaha today to start of a week's engagement at the Opera Theater in that city.

JERRY WHITE, manager of WFMB, freed is here from Maryland on a short business trip.

DAVID G. JONES, business manager of W. Lawrence, leaves tomorrow for his Massachusetts headquarters after spending the part of the week in town.

JUDY STARR, vocalist, is expected from Chicago this week-end to join Bob Allen, which is filling an engagement at the Heath Inn.

GEORGE LASKER, general manager of Boston, arrived in town yesterday on business trip.

RICHARD NICHOLLS, radio head of International Agency, has left on his vacation.

CHARLES BARNET and his band in town Steel Pier, Atlantic City and will open at the Strand for two weeks.

GEORGE McELRATH, operating engineer NBC, left Wednesday for a short stay in Boston, D. C.

SAMMY KAYE leaving today for a date in Pittsburgh.

"Round Table" To N

"University of Chicago Round Table" coming to New York August 9 and 16 to present discussion on post-war world, with Sir Norman Angell, Nobel Prize winner; Professor Philip Jessup, Columbia U.; Professor Avery O. Craven, U. of Chicago; Stuart Chase, economist; Mr. Ezekiel, Department of Agriculture; and Professor Theodor Yntema, Uni. of Chicago.

Wedding Bells

Chicago—Gladys Heen, NBC heard as Torchy Reynolds in "Guiding Light" series, was married this week to William T. Ragsdale in Chicago.

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Acetate and film recording equipment including Presto and other

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In Joining NAB Dues Too High

(Continued from Page 1)

application, Niles Trammell, NBC president, expressed "concern over lack of unity existing in the Association today."

A multitude of NBC as set forth at the convention, was asserted by Trammell to be unchanged. This was stated as being that the company saw no particular need of any type of membership, that it was opposed to "mandatory placement of a network representative on the association's Board of Directors, and that it considered dues for membership as "unduly excessive."

Unity Is Sought

It is this might be the forerunner of similar actions on the part of other member networks was indicated in official statements by Blue Network officials that though no steps have been taken as yet, the need for unity at the present time was obvious. The Blue is not a member of the network, almost every one of its important affiliates is. CBS immediately joined at the NAB Convention following membership approval of the "web resolution" permit.

Text of Letter

The letter sent by Trammell to the NAB marked for the attention of Neville Miller, follows: "I am transmitting to you with this signed application for network membership for the National Broadcasting Company in the National Association of Broadcasters. At the recent convention of the Association in Cleveland I stated that of our company relative to network membership as being, first, we saw no particular need for any type of membership; second, that we were opposed to mandatory placement of a network representative of our company on the Board of Directors of the Association; and third, we considered the dues for such membership to be unduly excessive. I wish to state that our views relative to the foregoing are unchanged."

"Views Unchanged"

At the Cleveland convention, however, through its democratic processes, I argued against the position I took and am continuing for membership now I am doing so because I feel it advisable to be decided by the decision of the Association.

I have stated many times it is

WBX NEW YORK
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100 WATTS Directional
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PROMOTION

CBS "Discount" Kit

CBS stations, that benefited by the addition of programs as a result of the discount plan, have all received a publicity kit containing samples of the work of the network's publicity department. Idea, which was worked out by George Crandall, CBS assistant publicity director, and Mike Boscia, staff writer, consisted of sending a letter under the signature of Louis Ruppel, publicity head, which told of the network's purpose of reacquainting the recipients with the breadth and scope of CBS publicity activities.

Included in the kit were the various daily releases including the following: the Program Premiere sheet; "Slants," a personality release; "Oddities," a feature service; "News & Notes," personality items; Columbia Biographical Service; Columbia Weekly Music Round Up; "Starlines," brief biographical material; "Mike College Picks"; "News from Collegiate Broadcast Service"; a sample of the network's newspaper mat service; the weekly "Woman's Page" release; the weekly "CBS Pix" service; photos of CBS artists; and a brochure entitled "Your Columbia File of Fax." Divisions of the department are described in a special 4-page release.

Summer Campaign

Series of 12 French-fold mailing pieces, all in summer colors, is being used by WKBN, Youngstown, as part of its summer mail campaign. All follow the same format, with a teaser caption on the frontispiece and one sentence to explain the caption on the inside pages; a WKBN mike of the same size appears in the same place on each folder. Sample of the copy is as follows: "Watch the birdie... Twenty-five news photo displays—spotted at prominent locations—promote your program on WKBN"; "Half a billion... 1,599,819 people in WKBN's daytime primary area spent half a billion dollars in our stores in 1939. Lots more now!", and other slogans of this nature.

Newspaper-Plug Series

KTSA, San Antonio will promote goodwill for its own executives, artists, newscasters, announcers and control room men in a series of articles to appear each week in the San Antonio Light. Articles will appear in the paper's special Sunday Radio Guide Page. Besides a photograph of the staff member a word of personal greeting by the individual will be included as well as a short life history.

Bragdon Joining NBC To Handle Trade News

Ernest L. Bragdon, for 19 years editor of the radio page of the New York "Sun," joins the publicity department of NBC's New York headquarters Monday, as trade news editor, taking over the duties of Leif Eid, who leaves today to become news chief of NBC-WRC, Washington. Bragdon has followed the technical development of radio closely during his career, recently completely revising the Radio Amateur's Handbook, and writing articles under the name of K. W. Strong. Another addition to the publicity staff is Edward Dowden, Jr., formerly of New York newspapers and subsequently publicity man for Loew's, Paramount Pictures and RKO. Most recent assignment was with War Department.

Top-Notch Writers Doing 'Britain To America' Show

Four of England's top-notch writers will write the overseas broadcasts "Britain to America" on NBC for four Sundays starting August 9. They are Monica Dickens, great granddaughter Charles Dickens, writing "Women in Britain"; Gordon Boshell, BBC writer, "London In Wartime"; Basil Woon, scenario writer, "United Nations and Britain," and J. B. Priestley, novelist, "September 3," a tale of the outbreak of World War II.

Will Present "Robin Hood"

Excerpts from one of the best-known American operettas, Reginald DeKoven's "Robin Hood," will be presented on "Great Moments in Music" over CBS from 10-10:30 p.m. on Wednesday, Aug. 5.

our sincere wish to do everything in our power to contribute to harmony in the ranks of the broadcasters. We are subordinating our own views to those evidenced by the large majority of NAB members and are accepting their desire that we become network members with the hope that we can thus make a contribution to industry peace and cooperation.

Sees Lack of Cohesion

"I still feel very strongly that the network companies, and NBC in particular, are paying too high a proportion of the total dues which support the NAB. I trust that this situation can be rectified. I also think it would be more desirable to have network membership on the Board of Directors only if such representa-

tive is elected by the Association through normal procedures.

"I would be less than frank if I did not acquaint you with my concern over the lack of unity existing in the Association today. I feel that immediate steps should be taken to create, develop and maintain a strong, cohesive association in the broadcasting industry, to adequately gather together and represent all of the group interests. The present differences in the ranks of the broadcasters, with many voices speaking in Washington for them, has led to confusion and ineffectiveness for the entire industry, and this situation demands prompt correction. It is our desire to cooperate fully to achieve industry objectives."

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INCREASE IN RATES

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Chicago

By FRANK BURKE

JAMES C. PETRILLO'S action Wednesday in banning band broadcasting from Mutual affects six orchestras playing in Chicago. They are Tommy Tucker and Ralph Ginsberg, at the Palmer House; Art Jarrett at the Blackhawk; Jimmy Joe, at the Bismarck Hotel; Tiny Hill, at the Trianon Ballroom, and Eddie Howard, at the Aragon Ballroom.

Art Van Harvey, of the "Vic and Sade" show, leaves Saturday for a month's vacation at Washington Island, Wisconsin. The show will continue with Van Harvey written out.

Elia Braca has taken over the role of Martha Carvell in "The Romance of Helen Trent."

Josephine Antoine, soprano, star of the "Carnation Contented" program, has signed to appear with three opera companies this fall, the Metropolitan, the Chicago Civic Opera and the San Francisco Opera Company.

Hugh Studebaker of the NBC "Bachelors Children" program is vacationing for two weeks near Rosewell, N. M.

Announcer Bob Brown, of "Backstage Wife," off for a two-week vacation in the north woods.

Dedication of the first permanent U. S. Coast Guard Training Station in the Midwest will be aired on a special Columbia network program via WBBM Saturday from the Battle Creek Training Station.

Officers of the newly-formed Chicago Radio Management Club, formed to assist and counsel with government agencies on radio publicity, are Earl Thomas, secretary, and Lewis Goodkind, of Goodkind, Joice and Morgan, treasurer. Trustees are Ward Dorrell, of Henri Hurst & MacDonald; John Gordon, of Needham, Louis & Brorby, Lt. Holman Faust, of Mitchell & Faust, and Fred Marshall, of Bozell & Jacobs.

Robert Maddock, former night bureau manager for the UP in Milwaukee, joined the WGN news room staff this week. John Lair, for several years music director of WLS, has returned to the station to assist in planning and production of the "National Barn Dance." He spends two days a week at WLS, commuting from Renfro Valley, Ky.

June Merrill has replaced Jane Tucker, who recently resigned and married, conducting "A Women in the News," home front commentary on WLS. Miss Merrill had the same type of program on WIOD Miami, for three years.

Pacific Dealer Meet

San Francisco—Western Furniture Exchange and Merchandise Mart, convening at their Fall Market here from August 3-8, will hold its radio and appliance trade dinner next Wednesday evening. Members of the radio and appliance industries will be addressed by Bonnell W. Clark, vice-president in charge of sales of Westinghouse Electric & Mfg. Co., Pittsburgh. Chairman of the dinner is Charles A. Dostal, Pacific Coast district manager of the same firm.

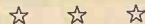


Radio Is My Beat. . . !

● ● ● Insiders say that Vick Knight's sensational Ginny Simms audition record will unquestionably replace the Tuesday nite "Johnny Presents" spot in the fall. . . Dinah Shore has finally dood it. She's signed for her first picture which will be "Thank Your Lucky Stars" with her Wednesday nite mike chief, Eddie Cantor—and her black tresses will be changed to light brown because it photographs better that way. . . New Sunday nite set-up at nine p.m. on CBS will find Campbell Soup with dramatizations culled from "Readers' Digest" . . . When Jack Benny does a "Victory Parade" broadcast, his bandleader will be Meredith Willson due to Phil Harris being on tour. Harris, incidentally, received a 1-B draft classification so will probably be around for the start of Benny's sessions in the fall. . . Because Al Tolson has been flown by army bomber to entertain troops at unannounced bases, his scheduled appearance on "Star Spangled Vaudeville" Sunday, Aug. 9th, has been postponed a week.



● ● ● Radio performance of the week: Corny People's job as the midget on "Manhattan-at-Midnite" Wednesday nite—a magnificent bit of mike pretending. . . John Thomas, auditioning for a bit in "Cisco Kid" the other day, walked out with a contract for the lead. . . For the first time since we can remember, a summer comedy show got a high-spot rating in every metropolitan daily the other day—Tommy Riggs. That wouldn't be Ken (Dandy) Lyons' handiwork now, could it? . . . John Lardner, son of the late Ring Lardner, and Mike Kanin, brother of Garson, have been commissioned to write the new Metro picture built around Bill Stern.



● ● ● Irving Hoffman says that the Selective Service Board is considering reducing the present classifications to 1-A and Wheel Chair! . . . Vaughn Monroe's leading ladies for his first film will be Lana Turner and Ginger Rogers—which ain't bad work these days. . . "Breakfast at Sardi's," top daytime show on the Blue coast lineup, goes network next week. . . Paul Lavalle's orchestra, Edward MacHugh, the Gospel Singer, and Will Donaldson's quartette start a new commercial on the Blue Aug. 9th. . . Every time Ed Jerome appears on an NBC program he feels right at home. The veteran actor was born in what is now Radio City. . . Edna May Oliver will not be back this Sabbath as expected so Mary Boland pinch-hits a third time on "The Remarkable Miss Tuttle."



● ● ● Add Storm Stories: Alan Bunce, leading man on CBS' "Young Dr. Malone," was among the actors caught in the recent storm on the way to the studios. After crawling down an embankment near Hell Gate Bridge, hailing a cab and arriving breathless an hour late for his rehearsal, he discovered that he had exactly one word in the script that day. Ironically enuf, that word was "No". . . Two hours after Don Bernard walked out of Wm. Esty Agency (after differences with Dick Marvin) he received offers from two other agencies—so now his chief problem is picking the right one! Don was handling "Bess Johnson" and the Bob Hawk show and had been with the agency three years.



● ● ● With the draft snaring network musicians almost daily, something has to be done about replacements and, if a suggestion is in order, the chains might try the independent stations as a talent source. The Blue put the finger on Joe Rines and took him from WMCA for staff chores. They might profit by that experience and scan the record of Merle Pitt who makes the music for WNEW. Pitt, a master craftsman at his trade, would make a welcome addition to the conductor staff of any network. He's got Big-Time written all over him.

— Remember Pearl Harbor —

Los Angeles

By JAC WILLEN

GREER GARSON, star of the son's top-ranking picture, "Miniver," wins Hedda Hopper's eted "hat's off!" salute on "Hopper's Hollywood" over CBS, Monday.

Initial Crossley of the new May Oliver program, "The Remarkable Miss Tuttle," hit 12.8, an usually high figure for an opening in the middle of summer.

Hal Styles, whose half-hour elementary, "Facing Facts" is heard day on KFVB at 2 p.m., has had four new participating sponsors: Industrial Loan Company, C. W. ter, Stationers, Forest Lawn Memorial Park and Freeman Barber Beauty Supply Company are not accounts. Contracts run 13 weeks. Styles' punchy, thought-provoking lib comments on everything from love, marriage, pets, health and divorce down to the price of oil has developed one of the W Station's top audiences.

Dedicated to the men of the Navy and dramatizing the feisty heroes in that branch of the ice, Man Your Battle Stations on the air each week over K 9:45 p.m., Thursdays. The new which portrays life aboard ship to stimulate recruiting and is scored and produced by the U.S.

Following his broadcast last Tommy Riggs dropped into the lywood Brown Derby restaurant a snack after his CBS "Tommy and Betty Lou" show, and a surprise of his life when a couple brought in a little girl the exact physical characteristic wearing apparel of Tommy's cotion of his imaginary niece, Lou." The youngster sat with parents in the adjoining booth fixed her big eyes on Tommy, the radio comedian began to uncanny feeling that he was a ghost. He fully expected the girl to say "What's a-Cool in Tommy." She didn't. She just

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HOTEL VICTORIA

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

GUEST-ING

ING BERLIN, on the "Cities Concert" program, today (Red, 8 p.m.).

MAJORIE REYNOLDS, featured on "Holiday Inn," on Bill's "Sports Newsreel of the Air," (NBC Red, 6:45 p.m.).

OSTYAN, on "Armstrong's of Today," tomorrow (WABC-12 noon).

THE FOUR BELLES, on "Ted's Studio Club," tomorrow (Red, 10:30 p.m.).

PT. SERGEI KOURNAKOFF, of "Russia's Fighting Forces"; KANDER KIRALFY, author of "The Pacific"; FORREST S., magazine writer and co-author of "How War Came," and MacCORMAC, "New York" staff member and author of "Africa and World Mastery," discussing "Can a Second Land Front Opened Now," on Theodore's "American Forum of the Sunday" (WOR-Mutual, 8 p.m.).

IN CUDAHY, former United Ambassador to Poland; FRANSWIETLIK, Dean of Law, Marquette University, and LOWELL J. MATZ, Professor of History, Northern University, discussing "What Role in the War," on the "New Stand" program, Sunday (R-Mutual, 11 a.m.).

S. HERMAN RAUSCHNING, of the former president of the Senate and author of "No Reason This Is Our Enemy," Sunday (WOR-Mutual, 10:30 p.m.).

MAC's Gala Program For 20th Anniversary

(Continued from Page 1)

er of the outlet. Entire day's programming will be devoted to celebrating the event.

In addition, WEEL, competing outlet in the area, will air a special broadcast to the Shepard station.

Comparisons With 1922

ent program scheduled to mark the event is "Sunrise Serenade" during which Frank Cronin will include the same organ melodies that were used on the opening program of WAC when the station began operation July 31, 1922; in addition to playing the original songs, Cronin will demonstrate the difference in the organ as compared to the new Yankee Network organ, reputed to be the largest in radio. At 8:15 a.m. Haddfield, senior announcer of the Yankee Network, now in his 18th year at WNAC, will recall some of the highlights of the early days of radio. The changing style in popular music during the past 20 years will be demonstrated on the "Sing and Shop" at 10:15 a.m. as part of the anniversary observance. Rep-

WHO'S WHO IN RADIO
JOHN SHEPARD III

JOHN SHEPARD 3rd, President of the Yankee Network, will celebrate 20 distinguished years in broadcasting today, the anniversary of the opening of WNAC in Boston. Although "third" has always been attached to his name, "first" has always described his achievements. He was among the first to conceive the idea of network broadcasting and on January 4, 1923 his station, WNAC, and WEA, New York, were hooked up for three hours in what the papers of that day described as "a unique experiment involving the most delicate adjustments and connections."

He was the first to recognize the value of sports events as radio entertainment, the first to popularize Frequency Modulation, the first to broadcast a complete opera. He gave radio its first complete weather service; its first independent news gathering service. He was the first to use the half wave vertical antenna; the first to use live and dead end studios; the first to construct studios expressly for FM; the first to conduct a listener survey—he has in fact been first in almost every major development of the industry.

John Shepard started broadcasting on July 31, 1922, when the assets of WNAC consisted of two announcers, a control room, a clothesline antenna, and his own belief in the future of radio. Today, in addition to heading the Yankee Network, he is past president of FM Broadcasters, Inc., president of the American Network, the coast-to-coast Frequency Modulation chain; chairman of the Broadcasters Victory Council, the group selected by the radio industry to act as liaison agents between radio and the government during the War emergency; past president of the National Association of Regional Broadcast Stations; one of the founders of Broadcast Music, Inc.; and a member of the board of directors of the Mutual Broadcasting System.

John Shepard 3rd was born in Boston on March 19, 1886, to an old New England family long prominent in Boston and Providence as merchants. He began his business career with the Shepard Stores in Providence starting—like all the Shepards before him—at the bottom. He had worked his way up to vice-president when radio first came into being, and he became interested in its possibilities. At that time, most people regarded radio as a pleasant fad, but Shepard had faith in its future and he gave up his department store career to devote his full energy to broadcasting. For 20 years he has maintained the same energetic drive, the same pioneering spirit, that he started with in 1922. He has built his radio interests from the original single station to one of the largest regional networks in the country with 21 stations covering New England. His stations have consistently won national recognition for public service, including this year's William B. Lewis Award for the "most effective education of its audience concerning the War Effort."

Station WNAC, though one of the oldest in the country, is the most modern in its equipment, with the first studios ever designed expressly for Frequency Modulation as well as Standard Broadcasting. Elaborate ceremonies will take place today, reviewing its activities of the past 20 years. But personally, John Shepard 3rd will be more concerned with looking ahead to the next 20 years to maintain his record of "firsts" in the even greater radio era which he predicts is to come.



Celebrating

CRC Appoints N. E. Manager

Boston—Jack Stafford, formerly of the Eastern Co. of this city, has replaced Fred Cook, now with the Office of Price Administration, as district manager for the New England territory of the Columbia Recording Corp. Announcement of the appointment was made by Paul Southard, CRC sales manager.

Representatives of three faiths will review the contributions radio has made to religion in the past 20 years in a special morning program titled "Churchmen's Tribute."

Highlight of the celebration will occur at 8:15-9 p.m. when Lieutenant Governor Horace T. Cahill of Massachusetts and other civic leaders in the city and state pay their respects to Shepard. Musical portion of the program will be provided by Bobby

Trenchard At WAAT

Newark, N. J.—Roland Trenchard, long in radio, but more recently head of the promotion department of the O'Mealia Outdoor Advertising Co., has been appointed to the post of public relations director of WAAT. Trenchard will work from the station's new offices and studios atop the Hotel Douglas of this city.

Norris and his orchestra, Ruth Owens, George Wheeler, Ted Cole, Frank Cronin and others. Special feature, supplied by WNAC's engineering staff, will reproduce a portion of the station's first program as it sounded in 1922 when radio's facilities for reproducing sound had very limited tonal range.

Theme of the anniversary will be "Celebrate WNAC's 20th Birthday by Buying A Bond."

AGENCIES

SAMUEL W. MEEK, vice-president in charge of international operations of J. Walter Thompson Co., has announced that seven members of his firm's London office have been killed in action since the outbreak of the war. There are 97 men and 11 women of the London office in various services.

GEORGE KERN of Benton & Bowles, Inc., has received a Captain's commission in the Ordnance Division of the U.S. Army. He leaves on Sunday for a four-week training course.

R. T. O'CONNELL CO. has announced the moving of their offices to 420 Madison Ave., New York. Firm was formerly at 122 E. 42nd Street.

Undivided Frequency Pledged New Outlet

(Continued from Page 1)

gram given Josh Higgins and KXEL as it became a Blue Network affiliate. He spoke warmly of "his old friend Josh Higgins," and lauded the newcomer in the agricultural center of the country. Fly also mentioned the fruits of the North American Regional Agreement concluded at Havana and that the frequency now enjoyed by KXEL once was sought or had by Cuban and Mexican broadcasters. But as a result of the Havana Treaty the good neighbor policy prevailed along with the KXEL directional antenna. The FCC Chairman spoke from New York.

From Washington Iowa Senator Clyde L. Herring was heard in tribute to Higgins and his station. From New York Edgar Kobak, executive vice-president of the Blue welcomed KXEL into the fold, while a musical program by Rex Maupin and his orchestra from Chicago handled its chore nicely along with Betty and Escorts, mixed vocal group. Higgins was heard from Waterloo, giving a bit of his homely philosophical prose. "Voice of Agriculture" was the theme of the dedication which proved an excellent half-hour program.

Guest For "Platterbrains"

Monica Lewis will appear on the "Platterbrains" program over WMCA at 7 p.m. tomorrow.

Ban Holds, Says Petrillo

Says His Action On Records Dictated By Membership

(Continued from Page 1)

released a typed copy of his letter answering James L. Fly, FCC Chairman. He indicated that this letter did not constitute a reply to Elmer Davis' plea, and did not say when that reply, if any, would be prepared.

When queried further about his plans, Petrillo declined to talk any more, pleading fatigue. Earlier in the day he had met with Fred Weber, general manager of the Mutual Broadcasting System, and Dale Robertson, manager at WARM, Mutual affiliate. Conference was an attempt to iron out differences between the Mutual affiliates and union's locals.

Executive Shows Strain
Petrillo showed the strain of the two ordeals. Harry Steeper, assistant to the president, supplemented Petrillo's signed statement and brief interview with explanations on the union's unemployment problem. He declared, too, that no progress had been made in the settlement of the Mutual difficulties, and that it was now up to the individual stations to work out deals with the locals. He reported that no further conferences with Mutual execs were contemplated.

His letter to Fly detailed the union's position on the ban of the Interlochen high school orchestra, and also made replies to accusations coming from the NAB and newspapers. Exec defended his recording ban, and pointed out the union's contributions to the war effort. He said he would welcome a governmental investigation, and repeated his offer to continue production of recordings and transcriptions "for the armed forces of the United Nations," or at the request of the President of the United States.

Text of Letter

Full text of the Petrillo letter to Fly follows:

"In answer to your inquiry of July 22nd as to our objection to the broadcast of the National High School Orchestra at Interlochen, Mich., and also in answer to many press releases reportedly coming from you in the matter of canned music, I will give you the entire picture.

"First of all, the American Federation of Musicians welcomes a fair and impartial investigation of any of its past actions and whatever actions it may take in the future. "It has been stated in the press that I personally am the 'czar' and that these actions are charged to me personally. This is not so. The American Federation of Musicians has a convention every year, and this has taken place consecutively for the past forty-seven years. The Federation action on canned music was taken by its convention in 1941 at Seattle, Washington, by unanimous vote of 518 delegates, representing locals of the United States and Canada. It was referred to our International Executive Board to be put into effect, and the subsequent acts were directed by that Executive Board. I did only what the convention and the Executive Board directed.

"There are thousands, not hundreds, of school bands and orchestras, and these school bands and orchestras in 90 per cent of the cases receive instructions from members of the American Federation of Musicians. In

Interlochen the conductors are also members of the American Federation of Musicians. The fact that the Interlochen band was on the air for some twelve years shows plainly that we were not opposed to these boys and girls being on the air. However, Interlochen is not in as good a position as other school bands and orchestras, because Interlochen is a commercial proposition while in the public schools throughout the country the children receive their tuition free. That is not the case at Interlochen where these children pay \$275 for a period of eight weeks, plus additional fees for private lessons and other items. The fees paid by some of the pupils exceed \$400 per season of eight weeks. This, in my opinion, puts the school squarely on a commercial basis. Radio advertisers pay the musicians and all other participants a commercial price for advertising their commodities, and the same rule should apply to this school.

"SELF PROTECTION"

"That is not the sole reason for the Federation's protest; it is also necessary for the self protection of the professional musician. Since the outbreak of the War, Army and Navy bands are on the air any number of times each day. This of course you can easily understand has taken up much music time on the air, so much so that the American Federation of Musicians was beginning to wonder whether there was going to be any work left for the professional musician. It is easy to understand that the more free music the radio stations receive, the less need for the professional.

"That was the primary reason for opposing the broadcasting of the concerts from Interlochen. It will be a sorry day for the professional musician if two-thirds of the air time is taken up by non-professionals. You must remember that this already is an over-burdened profession. In some of our local unemployment reaches 60 per cent; in some 75 per cent; and in other locals as high as 90 per cent. If this continues, there will be no incentive for our children to become professional musicians, because after having studied for many years they will find themselves in a starving profession. These same children in Interlochen may become professionals ten years from now, then they and their families will resent other children taking away their bread and butter, under the guise of educational purposes.

CITES SCHOOL BAND OK'S

"The originating programs emanate from New York, Chicago and Los Angeles. Each of these three locals has closed shop conditions with the broadcasting networks, in spite of which the American Federation of Musicians in many cases has not objected to school bands and orchestras going over the air occasionally.

"Many of the school boys and girls studying music, and many of them at Interlochen, are sons and daughters of members of the American Federation of Musicians, and if the fathers of these children are not able to make a living, then the children could not get an education because there would be no money to pay for same.

"It has been said that if they do not go over the air there would be no incentive to study music. What incentive did the good old-time musicians have when they studied music in years gone by when there was no radio? In my opinion, that is not a good argument. I understand that these children in Interlochen rehearse all week for one program, but again I say, the broadcast is intended to commercialize the Interlochen Camp.

NOT A "CZAR," HE SAYS

"Let us see what the American Federation of Musicians has done for the happiness of the home in supplying good music. Today, as in the past, its symphony orchestras are permitted to go over the air without any charge to the broadcasting companies. Its name bands are also permitted to go over the air without any extra charge to the broadcasting companies. The final result is that the public gets the benefit. I can truthfully say that for every dollar the broadcasting companies pay for musicians they receive \$4 worth of music gratis. Keep in mind now that I am speaking of the professional musicians, members of the American Federation of Musicians. Is this not a contribution to our great country and musical culture?"

"It has been said in the press that I am a 'czar' and 'dictator', and that the only

music that goes over the air is the kind of music permitted by me. This I say is not true. You must be aware of the fact that some eighteen months ago the broadcasting companies told the public that they would not hear American Society of Authors, Composers and Publishers (ASCAP) music, and therefore the public did not hear ASCAP music for nine months. In this case, the finest writers and the finest music were taken off the air because the broadcasting companies said 'NO'. Because of the ASCAP-Radio fight, some of our conductors who have music libraries worth as much as \$100,000 were prevented from playing their music over the air. Was this fair to the public?"

HIS BACKGROUND MUSICAL

"I personally received my musical education in the Hull House School in Chicago, which in those days was conducted by Miss Jane Addams. I was one of the members of the school band. From there I went to the Chicago 'Daily News' band; so I came from the amateur school, like many other professional musicians of today, and we did not play over the radio. In those days we were not used under the guise of education to commercialize someone's institution.

"I was very much surprised to read in the press release your reference to the colored question. The white and colored members of the American Federation of Musicians have worked together since its inception. As far as I know there has never been any discrimination against our colored members. However, I welcome investigation of this matter by anyone.

"I also read in a press release, supposedly coming from you, that if we stopped the making of recordings and transcriptions, 500 radio stations and many taverns and cafes which cannot employ musicians, will be put out of business. There are some 500,000 juke-boxes in the United States and Canada. These juke-boxes alone have taken the jobs of approximately 8,000 live musicians. There do not employ a single live musician. These radio stations are all classified as big business. They say they need the services of the American Federation of Musicians, but only in the canned kind of music. This part of our business takes away several thousand more musicians who would be employed if we did not make the canned music, to say nothing about the taverns and cafes using Muzak, recordings, etc., etc.

\$3,000,000 TO AFM MEMBERS

"Members of the American Federation of Musicians received \$3,000,000 annually for making canned music. This \$3,000,000 worth of canned music, when distributed around the United States and Canada, takes the place of live musicians who would receive for their work approximately \$100,000,000. Certainly no one can say this is a healthy condition.

"It is said that without our assistance these places would go out of business. The question is, who shall go out of business first? It is not our intent to put anyone out of business. Why can't we all live? Why should all big revenues go into the pockets of these radio stations, officials and others, without paying one dollar to the musicians?"

"The action of the Convention of the American Federation of Musicians in stopping recordings was not taken on the impulse of the moment. It was taken after some fifteen years of deliberation, when the patience of the entire 138,000 members of the American Federation of Musicians was exhausted. Again I repeat, this was not the action of the President of the American Federation of Musicians; it was the action of the entire membership of the Federation.

"It may be surprising to the public to know that 95 per cent of the music in the United States and Canada heard today is canned music. Only 5 per cent is left for the poor professional musician who studied all his life so that he might make a living for his family. This is not a question of being a 'czar' or a 'dictator.' It is a question of a large group of men fighting for their very existence.

ALLEGES 95 PER CENT "CANNED"

"Insofar as I personally am concerned, and as long as I am the President of the American Federation of Musicians, I shall encourage such action on the canned music situation until such time as these people who are getting rich on our services while our people

Charges Govt. Aid Interests Which Oppose AFM

get no money, see fit to employ members of the American Federation of Musicians.

"I will cite one case pending at the moment. A strike was called on the Radio Brothers Circus last June 1st, for an increase of \$2.50 per man per week. The show included 14 colored musicians and white musicians. These men have been out of a job ever since June 1st, because the circus bought records made by our members. These records are now playing the show. Other words, our own men are scabbing on our men. Would anyone say this is a healthy condition? If we had not made these records these 40 men would not be walking streets without jobs. I would like to see someone point out to the Federation worker in any other line of business makes the instrument which puts him out of business. Incidentally, the circus refused to settle this strike by taking back white musicians, and eliminating the colored musicians; but we said the white as well as the colored men went out together, as was only fair that they go back together.

CLAIMS NO SOLUTION OFFERED

"The ice man was put out of business because the frigidaire was installed in his home; but the ice man had nothing to do with the making of the frigidaire. Many other labor saving devices have been created where the displaced worker had to do with the making of same. In case, it is entirely different. We make an instrument which puts us out of business. To continue this policy means suicide for the musicians of the United States and Canada. Many other labor saving devices have been created where the displaced worker had to do with the making of same. In case, it is entirely different. We make an instrument which puts us out of business. To continue this policy means suicide for the musicians of the United States and Canada.

"Not one recording or transcription company has approached the American Federation of Musicians with any suggestion to overcome this problem. "They sit back and say 'we will all abide—the radio stations, recording companies, advertising agencies—and we will bring us on Washington to fight our battles.' That is just what has been done. The Government is spending its good money protecting all those interests which have combined against the American Federation of Musicians, irrespective of any taken, the American Federation of Musicians must protect itself with its own money. This is very unfair. Am I to assume these companies are lily white, and to be investigated in the same manner as the American Federation of Musicians? No agency, not even the Federal Bureau of Investigation, has asked the American Federation of Musicians to be investigated.

POINTS TO "THREATS"

"All we have been getting are threats through the press that unless we do this or that other thing, we are going to be investigated. The American Federation of Musicians resents any investigation in the minds of any one question of patriotism of that organization of its members. No organization has bought more Bonds pro rata than have the members of the American Federation of Musicians. Under the American Federation of Musicians OK'd millions of dollars, I repeat, of dollars' worth of music to be played for the armed forces of the United States and its Allies, and will continue to do so. Insofar as breaking down the morale of fighting men is concerned if we do not make records, I repeat now what I said at the convention last June 8th, that we will be recording and transcriptions for the forces of the United Nations, and make any records requested by the forces of the United States.

"But we cannot make canned music in commercial industries which are getting rich while the musicians walk the streets for jobs. We will not permit any individual to hide behind the Nation's flag, and put members on relief rolls, while they use the product made by us to support our members of the American way of life and to raise their families in the American way.

"Mr. Fly, I hope that the above information that you desire. I am willing at all times to be helpful, and the Commission whenever you will be very happy to furnish you any further information desired."

One Minute

COMMERCIAL

The worth of character cannot be overestimated in person or publication . . . It is that illusive, intangible something that reflects the hallmark of reliability . . .

RADIO DAILY covers its field thoroughly and goes about its job efficiently, intelligently, honestly . . . It is read regularly by radio executives everywhere . . . That's why advertising in RADIO DAILY produces results . . . It is read by the man who actually does the buying.

Sponsored by

RADIO DAILY

Coast-to-Coast

BETH BARNES, writer, completing this week the third in a series of dramatized, fifteen-minute shows on WSB, Atlanta, scheduled to aid in the National Salvage Campaign and in the rubber conservation program. First program advised listeners of advantages of "car pooling," and the next show dramatized the salvage of precious scrap material in the home. The final program in the series which is called "Ya Wanta Fight—Here's How" is to be built around salvage work on the farm... WSB news editor Walter Paschall this week will write the first of his letters to WSB staffers in the service. Items of newsy interest are to be collected from staff members, edited, and multigraphed under Paschall's direction... A "new" second-hand farm tractor has been purchased by WSB for use in maintaining its transmitter grounds.

Those glowing cigars circulating through the studios of WSAZ, Huntington, W. Va., are the evidence of a baby girl whose father is James Martin, news editor and continuity director of station... The newest addition to the WSAZ announcing staff is Fred Hayes, formerly of WBLK, Clarksburg, W. Va.

The help situation should not be so acute at KGNF, North Platte, in the engineering department in a few years. A prospective engineer joined the J. B. Eaves family, this week, when a 5 pound 9 ounce baby boy arrived at St. Mary's Hospital. Mother and baby are doing nicely. This makes three boys and one girl for chief engineer J. B. Eaves.

Eugene G. Pack, chief engineer of KSL, Salt Lake City, is well on the road to recovery, following an accident suffered at his home... Joe Shaw, KSL control operator, will be married next week to Gwen Lee, former member of the KSL Players.

Helen Ann Young, KSL music librarian, has started a new weekly afternoon series titled "The Book Mark" during which she presents reviews of current and best-selling literature... Frank Wise, former night coordinator for KSL, is now at Fort Monmouth, N. J., undergoing training in the U. S. Signal Corps.

The Korn Kobblers' transcriptions have been selected by Marlin Firearms Company (razor blade division) for shipment over-seas to the armed forces through the Special Service Division of the Army. Korn Kobblers' program is produced by Frederic W. Ziv, Inc. Programs have been re-recorded by World Broadcasting System on 12-inch discs to meet the army requirements. Other shows which have been similarly re-recorded for the boys over-seas include "Burns & Allen", "Jack Benny", "Fibber McGee & Molly", "Bob Hope" and "Coca-Cola." Marlin agency is Craven & Hedrick.

WOWO, Fort Wayne, is cooperating with the Fort Wayne Drug Club in the preparation and distribution of special membership certificates which will be displayed on the walls of drug stores throughout the Fort Wayne area.

James Monks, character actor, has been selected for the leading role of "Torben Reimer" on Sandra Michael's "Against The Storm," aired daily on NBC at 11:30 a.m., EWT. "Against The Storm" is the winner of the Peabody Award For Radio Drama. Monks won the role in competitive auditions in which most of radio's top-notch actors participated. "Against The Storm" is produced by the John Gibbs Agency and directed by Axel Gruenberg. Program is sponsored by Procter & Gamble for Ivory Soap and is handled by the Compton Agency.

Hugh Brenneman, who has just joined the announcing staff of WFDF, Flint, Mich., is a full-time worker. Previous to his association with WFDF he was principal and athletic coach of the Mesick (Mich.) High School; regular announcer on WTCM, Traverse City; and in his spare time worked his 160 acre farm.

Army Relief twilight baseball game between the Brooklyn Dodgers and the New York Giants of the National League will be broadcast by WMCA, New York, from the Polo Grounds on August 3. Mel Allen, the station's sports commentator, will give the play-by-play descriptions.

Baroness Helena de Polenzske begins a new series of travelogues about Mexico titled "Know Thy Neighbor" on FM station W47NY in New York City on Tuesday evening. New series is a sequel to the recently concluded weekly programs dealing with South America.

Molly Donaldson, free-lance organist and composer, has just completed six additional modern arrangements of nursery rhymes which will be included in the fifth and sixth books of the "Jack and Jill" series. This new series will be recorded by Musette Publishers this week at the Harry Smith Studios. New arrangements include: "The Mulberry Bush," "Hickery, Dickery, Dock," "Pop Goes The Weasel," and "Jingle Bells." Ted Donaldson, 8-year-old radio actor, is the master of ceremonies of the "Jack and Jill" records which feature a group of professional juvenile singers:

Girl Scouts are in the fore in radio news this week-end, with Betty Bredin appearing with Adelaide Hawley on Friday, at 8:45 a.m. over WABC, New York, and the "Youth on Parade" program saluting the Girl Scouts' war work at 10 a.m. Saturday, over the Columbia network. Betty Bredin is the young Girl Scout who was chosen by Bradshaw Crandell, the well-known artist, as the model for the new Girl Scout "Minute Maid" poster.

Walter Kaner, publicity director of WWRL, Woodside, N. Y., is the author of an article in the August issue of Radio Hit Songs... Wade Dent, conductor of WWRL's "Musical Portraits" is appearing in summer stock at Woodstock, N. Y. and Max Wessels, another of the station's staff, is doubling at one of New York's night spots... Roxy Theater, through Kayton-Spiro, contracted for 19 announcements in behalf of the motion picture "They All Kissed the Bride."

Leon Lloyd, one of the transmitter engineers of WAYS, Charlotte, N. C., has left the station to accept the appointment as chief engineer at WAIR, Winston-Salem, N. C. Lloyd's appointment brings to two the total of engineers who have been connected with WAYS who have been made chief engineers at other stations in the last thirty days, the other being William Cicero Groves who accepted an appointment at WDNC, Gastonia, N. C.

Starting in mid-August, "Mr. Mystery" will again present his Sunday night sleuthings over WFIL, Philadelphia under the local sponsorship of Parisian Tailors... "WFL Kitchen Club" with Jessie Young at the microphone is proving to be one of the most popular programs on the station although its first broadcast was aired on June 1. Program is one of the big mail pullers on the station.

Ruth Raleigh is the new secretary to William E. Forbes, general manager of WCCO, Minneapolis. Formerly a teacher, Miss Raleigh has started a station library of books on radio, salesmanship, music, etc., which will be loaned to staff members... Almost 50 per cent of WCCO's control room

technicians are females at the present time, the latest being Betty Boyer, local girl and Radcliffe College graduate.

War stamps in the amount of \$1,700 (enough to buy quite a hunk of bread to feed Japs) have been given contestants on Noxzema's "Quiz Of Cities" program over WSB, Atlanta, since the show started in October last year. This amount represents only that given to Atlanta contestants. Almost as much has been given away in the Birmingham studios of WABM on the other end of the quiz show.

Mrs. J. Borden Harriman, former U. S. Minister to Norway, is celebrating King Haakon VII of Norway on his 70th birthday in a special Norwegian Information Bureau program at 8 p.m. next Monday on WBNX, New York. The half-hour broadcast will also present Torolf Kandahl, director of the NIB; Gunnar Martin, bass-baritone; and a Norwegian choral ensemble. Mrs. Gladys Petch, Englishwoman to be decorated King Haakon for her service to Norway and broadcasting consultant to the Norwegian Embassy, will conduct the program.

"Corwin Cycle," experiment in living drama's of Norman Corwin will continue throughout the month of August on WNYC, New York, according to M. S. Novik, director of the station. Programs, aired on Tuesday evenings, are directed by O'Brien, formerly Corwin's assistant during the "26 By Corwin" series. CBS, WNYC Orchestra under the direction of Eugene Plotnikoff, provides the musical background.

Special News Roundup On KGO For War Work

San Francisco—Slanting its new cast to cover both the war industry workers and late-hour listeners, want a day-and-night round-up news highlights from home abroad, the P. Lorillard Company new "John Galbraith With the News" sponsored for Sensation Cigar has begun on KGO, Blue web on with an unusual approach to northern California radio merchandising.

Because the bay area has such a large number of defense workers working night shifts, or going to just before midnight, the broadcast is heard at 11 o'clock each night is the second important sponsored newscast to hit local airmen a late hour, the other being C. Hanson's "Victory News" on KGO, sponsored by a large Oakland drug store. Arrangements for the station's program were made by Tonkin, western division manager P. Lorillard Co.; with George F. KGO sales rep. The agency is L. & Mitchell, New York.

BIRTHDAYS

1	9	4	2
10	18	12	11
17	18	19	20
21	22	23	24
25	26	27	28
29	30		

July 31

- Capt. Taylor Branson
 Dick Dickerson Barbara Fuller
 Herb Glover Robert Griffin
 H. E. Hendrick William Hillpot
 Jerry Mann Ann Neil
 John Snyder Chester Stratton
 Howard White

August 1

- Ed Dukoff Alice Frost
 Margaret Maloney Ernie Sanders

August 2

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