



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



Vol. 21, No. 1

NEW YORK, N. Y., THURSDAY, OCTOBER 1, 1942

TEN CENTS

NLRB's Radio Decision

Overtime Exemption To Be Sought By NAB

Washington Bureau, RADIO DAILY
Washington — Decision to petition Secretary of Labor for exemption of the entire broadcasting industry from President Roosevelt's recent order on overtime pay was made here yesterday by the NAB's Wage-Hour Committee. Members of the group, recently appointed by NAB President Willie Miller, are C. P. Lucy, WRVA, Richmond, Va., chairman; James K. KDKA, Pittsburgh; Quincy

(Continued on Page 6)
Buy War Savings Bonds and Stamps
KMPCC's All Day Drive
Frustrated By Treasury Dept.

West Coast Bureau, RADIO DAILY
Los Angeles — Smash success of an hour, dawn to midnight broadcast by KMPCC to boost sales of War Bonds and Stamps has brought request from U. S. Treasury Dept. War Savings Dept. for complete prohibition of such plan could be carried to other cities. Sister station to WGAR, Cleveland, and WJR, Detroit, KMPCC increased its increase in power to 100 watts (directional) on Sept. 19,

(Continued on Page 2)
Buy War Savings Bonds and Stamps
Advertiser's Digest Testing
Over Collegiate Network

Best campaign over four stations in the Intercollegiate Broadcasting System is being conducted by "Reader's Digest" through its agency, W&O. Test, which runs from September 25 to October 15, includes the use of IBS affiliates at Princeton University, Wesleyan University, the University of Connecticut and the University of

(Continued on Page 2)
Fast Track
No weeds will grow under the feet of Parks Johnson and Warren Hall as they head for their next "Vox Pop" originating point at Lakehurst, N. J. Stopping Friday at WCAU, CBS affiliate in Philadelphia, they will be heard on special local broadcasts from the "Victory Garden Harvest Show," where instruction in soil tilling is a highly developed specialty.

Dined!
New England Regional Network, gave a trade luncheon yesterday in the Jade Room of the Waldorf, some of 200 station, agency and station representative folk attending. Paul Morency presided, with only speaker being William B. Ziff, author of the best seller, "The Coming Battle of Germany," who spoke and answered questions on various aspects of the war.

Thomson Pay Lower; Murray Gets New Post

Montreal—Appointment of Rev. J. S. Thomson, president of the University of Saskatchewan, as general manager of Canadian Broadcasting Corp. at a salary of \$7,980 a year and an expense account not to exceed \$3,000 a year, was officially announced yesterday by Hon. Joseph Thorson, War Service Minister.
Simultaneously, it was stated that the resignation of Maj. Gladstone

(Continued on Page 2)
Buy War Savings Bonds and Stamps
WBYN 6-Hour News Period
Commercially Feasible

New continuous six-hour broadcast of news recently inaugurated over WBYN, reveals that such solid programming, though still in the development stage, has thus far shown itself commercially practicable, examination revealed yesterday.
Series running from 12 noon to 6 p.m. daily, necessitates not only

(Continued on Page 2)

Camel Answers FTC Charges; May Be Precedent For Others

Tele Society Fall Forum Gets Under Way Oct. 7

First fall forum of the American Television Society will be held next Wednesday, Oct. 7, at the Hotel Woodstock at 8:30 p.m., according to bulletin sent out by Norman D. Waters, president of the society. It was also announced that one of the local New York stations has offered the use of

(Continued on Page 2)

Expresses Full Recognition Of AFRA In Ten-Month, Old Case Relative To Discharged Employee

Kyser Makes Denial Of Radio Statement

Kay Kyser, acting in capacity as consultant in the radio division of OWI, yesterday denied statements attributed to him which were held derogatory to the radio industry. Band leader's denial of such statements were made in a wire to Paul Keston, vice-president and general

(Continued on Page 6)
Buy War Savings Bonds and Stamps
Laughton's Own Campaign
Sells Over \$300,000 Bonds

Tally of War Bonds sold as a result of Charles Laughton's one-man drive for seventeen hours over WEAJ Tuesday was reported late last night as well over \$300,000 and still going up. Starting on the air at 7:30 a.m., EWT, after having arisen at 3:00 a.m. to

(Continued on Page 7)
Buy War Savings Bonds and Stamps
CBS Sets Political Biz
For WABC—Affiliates

With the advent of the November elections CBS has reported the signing of five contracts for political advertising over affiliated stations in New York and New England. Republic

(Continued on Page 2)

Interpreted in union circles as the most important labor decision handed down in the trade during the past year, the National Labor Relations Board in a lengthy finding, favored the American Federation of Radio Artists in the 10-month old case involving employees of WQAM. Station is owned by the Miami Broadcasting Co. which ran into difficulties with the AFRA local there, particularly in the case of an employee Fred Handrich. NLRB decision was signed by Harry A. Millis, chairman and

(Continued on Page 7)
Buy War Savings Bonds and Stamps

Air Treasury 'Parade' 2,598 Times Weekly

Summary of recent returns received from 686 of the 820 stations broadcasting the "Treasury Star Parade" transcribed programs each week reveals that the series was aired a total of 2,598 times over the reporting stations and that the average number of broadcasts per week was 3.8 times per station. Highlights of the report,

(Continued on Page 7)
Buy War Savings Bonds and Stamps

WHOM Setting BBC Tieup For Polish-Amer. Rally

Going far afield from its usual domestic foreign language broadcasts, WHOM, Jersey City, N. J., is working with BBC to bring to local and

(Continued on Page 6)

For The WAACs
Washington, D. C.—As a result of a recent visit to A. D. Willard, WJSV general manager, the WAACs have two things needed most for the successful prosecution of a recruiting campaign. Although the two lady lieutenants only asked for air-time, Willard offered them the use of an office at WJSV upon learning of their difficulty in obtaining priceless office space here.



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M. H. SHAPIRO : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Wednesday, Sept. 30)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	119	118 3/4	119	+ 1/4
CBS B	11 1/2	11 1/2	11 1/2	+ 1/8
Gen. Electric	27 5/8	27 3/8	27 1/2	+ 1/8
Philco	33 1/2	33 1/2	33 1/2	—
RCA Common	3 1/2	3 3/8	3 1/2	+ 1/8
RCA First Pfd.	56 7/8	56 7/8	56 7/8	+ 1/2
Stewart-Warner	7	6 7/8	6 7/8	— 1/8
Westinghouse	72 7/8	71 1/2	72 7/8	+ 1/2
Zenith Radio	14 3/4	14 3/4	14 3/4	— 1/8

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	2	2 1/4
WCAO (Baltimore)	16	19
WJR (Detroit)	19	21

WBYN 6-Hour News Period Commercially Feasible

(Continued from Page 1) services of four announcers as well as the news editor, but training of entire staff for emergency standby, according to William Norins, station director. Plan was inaugurated, he said, to enable metropolitan area listeners to turn to station any time during afternoon and get news direct from AP and INS wires. News editing is done by George Wells, and Allan Straton. Joe Leader and Ernie Stone contribute to the announcing effort.

Davis Talk On Blue Net

Speaking in his official capacity as OWI director, Elmer Davis' address at annual forum of Foreign Policy Association at Waldorf-Astoria, New York, Oct. 3, goes on Blue Network 10:30-11 a.m., EWT. Theme of forum is "United Today for Tomorrow."

YOUR SALES TARGET . . .

in Central Ohio's Richest Market

WRITE OR WIRE DIRECT FOR STATION DATA

WCOL
COLUMBUS
NBC

KMPC's All Day Drive Hailed By Treasury Dept.

(Continued from Page 1) by cancelling all commercials and devoting the entire day, from 6 a.m. until midnight, to plugging War Bonds and Stamps with the result that bond buyers swamped studio and the switch-board was jammed all day. Names of more than 1,000 bond buyers, from \$100 to \$25,000 worth each, were announced during broadcast and stimulated sales.

Tie-ups were made with Retailers for Victory, Apartment Association of Los Angeles County, Inc., and Los Angeles Building Owners and Managers Association and resulted in posting of placards announcing KMPC's 18-hour Bond-Stamp show in all department stores, downtown office buildings and all apartment buildings with more than 30 units several days in advance of broadcast.

Treasury Dept. invited mayors of 44 surrounding towns, at KMPC's request, to participate; invitations were extended to all local newspaper columnists as well as to industrial, business and labor leaders. Widely spread acceptances provided promotional and publicity fuel.

Mayers Co. handled advertising and Geo. Stiller & Associates directed promotion and publicity campaigns.

Thomson Salary Lower; Murray Given New Post

(Continued from Page 1) Murray as general manager had been accepted and approval granted for his employment as director general of broadcasting at an annual salary of \$12,000. (Maj. Murray, as general manager in the past, had received a salary of \$13,000 and allowances.)

The new duties of Maj. Murray, which were outlined in a resolution, passed by the board of governors and concurred in by the executive himself, will be concerned particularly with the more pressing current problems, among which are the general quality of programs today, Sunday advertising on the air and the character of "soap operas," which have been much criticized lately. He will deal with co-ordination of programs on CBC and privately-owned stations, and will give his attention to Empire programs, especially the short-wave productions now being planned.

Dr. Augustin Frigon, present assistant general manager of the corporation, continues in that post at his present salary of \$12,000.

The changes will become effective Nov. 2.

Kasper-Gordon Included In Govt. Approved List

Boston—Kasper-Gordon Inc. has been approved by the Procurement Division of the Treasury Department for recording and transcription work for government agencies, according to a statement issued here by Aaron S. Bloom, director of the commercial department. This makes a total of 18 independent transcription studios okayed so far.

CBS Sets Political Biz For WABC—Affiliates

(Continued from Page 1) lican State Committee of New York has purchased five quarter-hour airings in the interest of Thomas E. Dewey, gubernatorial candidate, on Monday evenings at 7:15-7:30 p.m. from Oct. 5 to Nov 2. Business was placed by Duane Jones Co. and will be aired over WABC, New York; WKBW, Buffalo; WFBL, Syracuse; WOKO, Albany; WHEC, Rochester; WNBF, Binghamton; and WIBX, Utica.

Four New England outlets are recipients of two separate contracts, one from the Massachusetts Democratic State Committee and the other from the campaign committee of Robert T. Bushnell, candidate for the office of attorney general of the state. First contract placed by Harry M. Frost Co., calls for 8 quarter-hour programs spotted from Oct. 21 to Nov. 2; the Bushnell committee business was placed by John W. Queen and is a one-time shot to be aired on Oct. 28. The stations receiving the contracts are WEEI, Boston; WORC, Worcester; WLAW, Lawrence; and WMAS, Springfield. Except for WLAW, the last-named stations also have received a three one-time shots to be bankrolled by the Massachusetts Republican State Committee on Oct. 29, 31 and Nov. 1; this business was also placed by John W. Queen.

Reader's Digest Testing Over Collegiate Network

(Continued from Page 1) city of Alabama and consists of spot announcements.

In making the announcement concerning the "Reader's Digest" test, Louis M. Bloch, Jr., business manager of the school network, revealed that extensive surveys taken during the past year have shown the campus popularity of college radio. In a survey for the R. J. Reynolds Tobacco Co. it was discovered that, of 98.6 per cent of the students who have access to radios, the college station averages a 64.5 per cent favorite over all other stations. Bloch also mentioned that college radio was in operation in many of the colleges throughout the summer semester despite the greatly accelerated curricula now in operation in all colleges. IBS membership has had a marked increase in the past few months with the addition of Massachusetts State, Syracuse University, Brooklyn College, Haverford College, and the Universities of Michigan, Maryland, Mississippi, Ohio and North and South Carolina.

WBYN

NEWS EVERY MINUTE ON THE MINUTE 12 NOON TO 6 P.M.

NEWS AS IT HAPPENS

• 1430 ON YOUR DIAL •

COMING and GOING

ALEX DREIER, formerly Berlin reporter for NBC has left for London to act as the new news commentator there, replacing ROBE JOHN, who has just returned to these shores. The latter reports a loss of some 30 pounds as result of his strenuous nine months in Italy.

HAROLD E. FELLOWS, manager of WEEI, Boston, who spent a few days here last week in town again yesterday for a visit to headquarters of CBS.

E. E. KOHN, commercial manager of WABC, up from Atlantic City for talks with the reps.

BEA WAIN returns today from Baltimore where on Wednesday she concluded a week of personal appearances at the Hippodrome Theatre.

HAL SEVILLE, of WJEJ, Hagerstown, left for Maryland last night following a few days in New York.

E. E. HILL, managing director of WABC, Worcester, is in New York this week on business.

WILLIAM PARKER, of WBT, Charlotte, arrived from North Carolina on a short business trip and for conferences at CBS.

JIM MARION, NBC announcer, returned last week-end from Spartanburg, S. C., his vacation town, where he has been spending his vacation.

HAROLD ESSEX, sales manager of WABC, Winston-Salem, N. C., was in town yesterday for talks with the New York representatives of the station.

HELEN MORGAN, writer and producer of "Charlie Harper, Grocer," sponsored by California Retail Grocers on KGO, San Francisco, expected back this week from a combined business and vacation trip to Hollywood.

GENE WYATT, commercial manager of WABC, is in town from Buffalo for a few days on station and network business.

Tele Society Fall Forum Gets Under Way Oct

(Continued from Page 1) its facilities to the American Television Society membership for experimental purposes in script writing, producing and acting techniques. Despite curtailment due to the war effort, the ATS board of directors, at a recent meeting, decided to continue all memberships in full force for the duration without further payment dues.

1

CBS 50,000 WATT STATION COVERS BOTH RICHMOND AND NORFOLK DOWN IN VIRGINIA

WRVA

Norfolk Studio
509 DUKE STREET
Richmond Studio
HOTEL RICHMOND

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

St. Louis'
Largest Furniture Store
Selects

KSD

UNION
MAY-
STERN

Union-May-Stern Co. is one of the largest furniture stores in the United States. It is also the largest advertiser of its kind in St. Louis.

Locally, the executives of Union-May-Stern Co. have a reputation for keen discernment in the evaluation of advertising media.

With seven broadcasting stations in St. Louis, Union-May-Stern and its advertising counsel, Olian Advertising Co., selected KSD for its entire radio advertising appropriation.



A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

Los Angeles

By JAC WILLEN

JOHN HOWARD and Connie Haines were starred on the "This Our America" program broadcast over KFVB, September 28.

Dialers won't know the difference, but for the next four weeks the Lum and Abner program will come from the middle of a movie lot, where the pair are making their third film.

Sam Clark, newly appointed Public Relations man for Jack Benny and Jack Benny, Inc., leaves October 7 for Chicago and New York on his first trip as representative of Benny. Clark was with Warner Bros. for 13 years as special field representative.

Second session of the Hollywood Radio Council before artists and production-writing staffs of Hollywood agencies wound up in a blaze of enthusiastic response for 100 per cent support of Chief W. B. Lewis' Radio Bureau proposals, and Kay Kyser's stirring indictment of laggard attitudes toward individual efforts to make each show speak its piece for war efforts.

Clarion call of the meet was the unification of Coast radio into an active and cooperative unit for better service to the war effort through radio's usage, with an end to the "dead ear" era of staid plugs and the beginning of artists' whole-hearted efforts to incorporate selling messages in their programs through their own appeal, plus the fitting in of essential appeals into script-writings without distraction or disruption to the programs' value as entertainment, as pointed out by such radio shows as "Lum and Abner," "Fibber McGee and Molly," the "Kraft Music Hall," etc.

Current new organization plans active board to constantly dig for new presentation methods, with use of stars of screen and radio using their own appeal to get their messages across, but without lessening any of the audience appeal or entertainment value to radio or sponsors.

A Janet Gaynor-NBC package show, written by Warren Lewis and with Arnold Marquis as director, seems ready for sponsorship. New show embodies principal theme of girl who has a year to live and gives that year's efforts toward the slants of morale building for Army personnel and home front efforts. Charles Dant scores the music.

THIS LITTLE BUDGET WENT TO THE "920 CLUB"

WORL
BOSTON, MASS.



The Morning Mail . . .!

● ● ● "Although a bit tardy," writes Don Ioset, of WAGA, Atlanta, Ga., "I do want to commend you on that 'Thought For Today' column in which you elaborated on the fact that radio is the greatest single selling force in the country and that right now Uncle Sam is the biggest client in the book. It may interest you to know that WAGA has started a Bond Selling campaign using remote control broadcasting from the spot at famous Five Points. A large Army truck or some field piece is hauled daily from Ft. McPherson to Five Points where from 12:30 to 1:00 daily we broadcast with live talent, using members of service clubs as bond salesmen. To date, we have averaged better than \$1,600 daily, which does not include the sale of War Savings Stamps. This is just one phase of WAGA's activity in this terrific drive and we are naturally hammering away with announcements over the air which are also bringing results."

☆ ☆ ☆

● ● ● "Here's a short report on a War Bond Rally staged the other night by WTAD at the Washington theater in Quincy, Ill.," writes C. Arthur Fifer. "The show consisted of a name orchestra, Freddy Nagel, with a member of WTAD's staff conducting a Victory Auction, plus the picture, 'Wake Island.' The total amount pledged that night was \$358,400—not bad for one evening's work!"

☆ ☆ ☆

● ● ● From Syracuse, N. Y., comes this unsigned card: (No doubt referring to our recent crack about trembling in anticipation of the first woman announcer to succeed the boys called into service). "There's no trembling in anticipation of the first woman announcer at WAGE, Syracuse. Tune in sometime and hear Wynne Parrish do a straight announcing trick. You'll probably agree—that we can kiss the boys good-bye!" Cruel words them, lady.

☆ ☆ ☆

● ● ● Another critic from WTBO, Cumberland, Maryland, calls us to task on the same point. "WTBO has replaced Willis C. Conover, Jr., one of our best announcers, with Miss Phyllis Browne, of N. Y. C.," goes the note, "and we're NOT trembling with the results. Ina Lee Eichner, office manager and secretary, also pinch-hits because of the shortage of man-power. To date, we've had nothing but favorable comment from both sponsors and dialers."

☆ ☆ ☆

● ● ● The following letter (in prayer form) was received by Dick Keplinger, head of the news and special events dept. at KOMO and KJR: "O Lord, give us newscasters who can read as if they were imparting intelligent information. Give us newscasters who do not view world events as though they were part of a colossal Hollywood production—but who realize that the battlegrounds of Europe are covered with the dead and wounded—and that even now a long line of our boys and girls wait to take their places. Give us newscasters who have a background—historical study and experience—searching for facts. Give us more like Elmer Davis. Let the newspapers handle the trivial gossip."

☆ ☆ ☆

● ● ● CUFF NOTES: Word comes from Minneapolis that Fred W. Birnbach, International Sec'y of the AFM, returns to his desk shortly after a lengthy illness. . . Radio Row is sympathizing with Beverly Marsh who lost her brother (a flyer) recently in the Pacific theater of war. . . Ted Sills off for Hollywood where he will become Vick Knight's assistant. . . Ted Green readying a new show called "Dr. Stork" designed to offer suggestions to young mothers. A timely thing, what with the expected shortage of doctors. . . Curtis Arnall, "Pepper Young" for years, now in the Coast Guard.

☆ ☆ ☆

— Remember Pearl Harbor —

Chicago

By FRANK BURKE

A NEW mailing piece, "Meet the People," devoted to an institution build-up of the staff at WLS has just been released by Don E. Kelley, promotion manager. The piece is well-known and does much to boost the station personalities.

Bluepacker Bill Fischer, who is from Chicago, is credited with conducting the chorus of the Great Lakes Naval station, which are heard on "The Singing Bandmen" on the "Meet Your Navy" show over the Blue Network.

Paul Fogarty, who last year introduced the "An Hour With Elson Anson" on WGN, will have the chore on the new "An Hour With Isbell and Anson." It's Paul's job to keep the show moving and to pick up guest artists for each day of afternoon broadcast. And in his spare time, Fogarty lines up the pick-ups from the Servicemen's centers.

Chico Marx and his band will be heard over WGN-Mutual when the orchestra opens at the Blackboard restaurant in Chicago, Oct. 7.

Seven Chicago stations carried the Treasury Department's "Back Up, America" guest star show originating in the studio of WGN Monday night and was aired from 11:15-12:15 with Ben Bernie as emcee. Stations participating were WGN, WMAQ, WBBM, WENR, WOL, WIND and WJWC. The theater night club entertainment fields contributed their talent.

"Songs of a Dreamer," new 15-minute show, starts on the Blue Network Monday, Oct. 5, and will feature baritone Gene Baker, 1941 Glenn, organist, and home economist Doris Rich under sponsorship of Northwestern Yeast Company. program will be heard Monday, Wednesday and Friday at 9:15 a.m. over WLS, WTCN, KXEL, KEPC, KSO, KOWH, KMA, KFEG, KFBI, KROC, KYSM, KFAM, KOYD, KFYR and KSOO.

The "University of Chicago Round Table" will start its 10th year on NBC with the broadcast of Sunday, Oct. 4.

Louise Massey and Western Union heard on NBC, open a week's personal appearance at the Chicago Theater on October 2.

WHAT'S WHAT IN BOSTON

6-WCOP has done an outstanding job selling WAR BONDS. . . it can sell for you, too!

REPRESENTED BY HEADLEY-REED CO.

WCOP

BELONG ON YOUR SCHEDULE

GUEST-ING

COMMANDER ANTHONY KIMMONS, of the Royal Navy; MAJ. GEN. OLIVER NICHOLS and COMMANDER HAMILTON STUBBS, of the Canadian Navy, on the "March of Time," tonight (WEAF-NBC, 10:30 a.m.).

GLADYS COOPER and WENDY BARRIE, in an adaptation of "The Morning Star," on the "Kate Smith Hour," tomorrow (WABC-CBS, 8 a.m.).

MERCEDES McCAMBRIDGE, MENASHA SKULNICK and ANNE APPEL, characters in "Abie's Irish Rose," on "Nellie Revell Presents," Saturday (WEAF-NBC, 10:30 a.m.).

TANIT IKAO, Indian girl (who hypnotizes crocodiles), and MITZI GREEN, on Dave Elman's "Hobby Lobby," Saturday (WABC-CBS, 8:30 a.m.).

MADELEINE CARROLL and EDGAR KENNEDY, on the "Radio Reader's Digest," Saturday (WABC-CBS, 8 p.m.).

Ted Husing Re-Elected

Ted Husing, veteran CBS sports-caster, has been re-elected president of the Sports Broadcasters' Association for the forthcoming year. Other officers elected at the first meeting of the fall season are Stan Lomax, WOR, first vice-president; Bill Stern, WGC, second vice-president; Dave Driscoll, WOR, secretary; and Bert Lee, WHN, treasurer.

WAR-PROGRAM IDEAS

Negro College Series

"Americans, Too, Who Have Achieved" will be the title of a program which Bennett College for negro girls plans to present this fall over WBIG, Greensboro, N. C., and which is founded on biographical facts. "Americans, Too" is to be scheduled as one of four series of broadcasts which Bennett will feature over WBIG beginning October 5. Titles of the other three series are "Your Health," "An Afternoon of Talent," and "Your Consumer Reporter." They will be heard once a week at the same time, bringing up a straight schedule of Bennett programs Monday through Thursdays from 1:45-2.

Some of the programs will originate in the college's campus chapel; others will emanate from the Bennett Little Theater. This will be the second year in which Bennett has offered such a series of broadcasts over WBIG.



KSD's "Broadway Canteen"

A new musical show of popular recordings under the title of "Broadway Canteen," aired for fifteen minutes, 6:30 to 6:45 o'clock CWT on Monday, Wednesday and Friday evenings over KSD, St. Louis, has been chosen by Union-May-Stern, one of St. Louis oldest and largest specialty home furnishing stores, as its exclusive radio outlet. Union-May-Stern, in taking up sponsorship of this show, goes on the air in the St. Louis area for the first time. Recordings for the program are chosen according to

popularity polls from the service men in camps all over the country to carry out the true theme and name, "Broadway Canteen." Ron Rawson of the KSD staff comes to the microphone to announce the musical hits.



Attic Remote

To encourage listeners to aid in the National Scrap Metal Salvaging Campaign, KGKO, Fort Worth, took its microphones into the attic of the Dallas studios for a special program entitled "Digging For Scrap." Over 500 pounds of unnecessary wiring and other metal articles were salvaged. Participating on the program were Ralph Maddox, announcer and producer; Olin Brown, supervisor of studio control, and Jack Garrett, Chairman of the Dallas County Salvage Committee.



Bond Airing Cooperative

A public-participation program called Victory Community Sing has proven an excellent medium for the sale of War Bonds, and Stamps over WCBS, Springfield, Ill. The program is aired for half an hour once each week from the south lawn of the historic Court House in which Abraham Lincoln practiced law. Based on the community sing idea, the program features music by the municipal band, the Army Air Force Depot Band, and other service organizations. The program is sponsored by a different company each week, and a repre-

NEW BUSINESS

WHN, New York: Quaker Oats, thru R. & R., Inc., anns. for five weeks; United Institute of Aeronautics, 13 weeks, sponsoring George Hamilton Combs three days a week, through J. R. Kupsick Advertising, Inc.; Pinex Co., 22 weeks, 10-minute news periods starting October 12, once a day, Monday through Saturdays, through Russel M. Seeds; Grove Laboratories, inc., 22 weeks, five-minute transcriptions, Monday through Saturday, starting October 5, through Russel M. Seeds; P. J. Leroy, 13 weeks, twice daily for a quarter-hour, started September 28, through Furman-Feiner, Inc.; Fairmont Creamery Co., 32 weeks, one-minute announcements, starting October 4, through Joshua Epstein Co.; RKO Pictures, Inc., eight days started yesterday, spot announcements, on "Pride of the Yankees" through Donahue & Coe; Empire Gold Buying Service, 65 weeks, started September 28, station break announcements, through Harry Oppenheimer; Wesley Radio League, Inc. of Detroit, 52 weeks, recorded religious talks for one-half hour, starting October 4, through Stanley Boynton of Detroit. Contract extensions included Gospel Broadcasting, from March, 1943, to August 1943, and B. C. Remedy Co., on news headlines, Mondays through Saturdays, from October 3 to January 1.

sentative of the sponsoring firm delivers a brief plea for the purchase of bonds, and stamps, that are on sale at the locale of the broadcast.

WXYZ
*will deliver**
LION'S SHARE
of Detroit at
LOWEST COST

Guarantee
* with any WXYZ Champion Show



KING-TRENDLE BROADCASTING CORP. • DETROIT, MICH.

National Representatives: Paul H. Raymer Company

Overtime Exemption To Be Sought By NAB

(Continued from Page 1)

Brackett, WSPR, Springfield, Mass.; A. K. Redmond, WHP, Harrisburg, Pa.; and Norris O'Neill, WSJS, Winston-Salem, N. C. All but O'Neill attended yesterday's meeting at NAB headquarters with President Miller and Joseph L. Miller, the association's labor relations director.

Petition for exemption was decided upon after comprehensive discussion of the president's executive order on overtime pay, as it applies to broadcasting. Order's main effect upon radio would be to call for time and half payment for work on certain holidays. Since radio is a round-the-clock, all-year industry customarily operating on holidays, extra holiday pay is not considered warranted. Moreover, petition will point out that because of the relatively small number of employees in the industry, no particularly inflationary tendency to the country is involved.

Machinery Provided

Machinery for exemption procedure was provided in the President's order. Understood here that the utilities generally will be asking for it. Radio petition will be drafted by the NAB labor relations adviser.

NAB's new advertising director Lewis Avery is expected to accompany President Neville Miller on his forthcoming country-wide tour in connection with NAB district meetings, it also was learned yesterday.

WHOM Setting BBC Tieup For Polish-Amer. Rally

(Continued from Page 1)

transatlantic microphones many notables in connection with the annual Pulaski Day Parade and Polish American rally to be held in New York next Sunday.

Carrying a two-hour description of the Fifth Avenue Parade, station will present through BBC facilities, addresses from London by A. J. Drexel Biddle, Jr., U. S. Ambassador to Polish Government in Exile, and General Wladislaw Sikorski, Prime Minister and Commander in Chief of that government's peoples. Feed from abroad is 3:45-3:55 p.m., EWT.

From New York will be heard Governors Herbert H. Lehman of New York, Charles Edison of New Jersey and Robert A. Hurley of Connecticut; Senators Robert F. Wagner and James M. Meade of New York; Lieut. Governor Charles A. Poletti of New York; Mayor LaGuardia; Jan Ciechanowski, Polish Ambassador to the U. S.; Sylvan Strakacz, Polish Consul General in New York City, and John A. Pateracki, president of General Pulaski Memorial Committee.

Transcriptions of the Biddle & Sikorski broadcasts will be used later at the rally in Central Park Mall to give impetus to the War Bond Drive by Polish Americans with \$10,000,000 as its goal. This goes on WHOM, 5:30-7 p.m.

Camel Answers FTC Charges; May Be Precedent For Others

(Continued from Page 1)

answer is lengthy, going into detail on each item and giving its explanation for the statements alleged to be misrepresentation by the FTC. Reynolds firm is the first of the three larger tobacco companies, against whom complaints were issued, to file its answer. The other two firms are Philip Morris & Co., Ltd. and American Tobacco Co. for Philip Morris and Lucky Strike cigarettes respectively; American Cigarette & Cigar Co. for Pall Malls was also cited.

Action May Set Precedent

Procedure of the R. J. Reynolds Tobacco Co. in regard to FTC complaint is unusual in that most companies in the past have stipulated to cease what the Commission considered objectionable advertising. Reynolds' decision to answer each individual item in the complaint and prepare for hearings on the case may set a precedent to be followed by the other cigarette company plaintiffs. Complete text of the Reynolds' answer to the complaint is as follows:

R. J. Reynolds Tobacco Company, Winston-Salem, N. C., manufacturer and distributor of Camel cigarettes and Prince Albert smoking tobacco, has filed answer to a complaint issued by the Federal Trade Commission, charging false advertising and misrepresentation.

CLAIMS AID TO DIGESTION

The answer admits that the respondent in its advertising has represented that the smoking of Camel cigarettes is good for and advantageous to digestion; that science so proves, and that millions of smokers so attest, and that it has employed language in advertising which might be construed to mean that smoking Camels is an aid to digestion, no matter where, what or when one eats, and keeps digestion working normally, but denies it has represented that Camels will do these things "even when the going is hectic." It denies representing that smoking of Camels enables the eating of favorite dishes at any time one pleases, but admits that it caused to be incorporated in certain advertisements a testimonial written by a smoker of Camels, stating that the smoking of Camels enabled him to eat "what I want . . . when I want it." The respondent admits representing that the smoking of Camels stimulates, assists, and encourages digestion and has a genuinely beneficial and helpful effect on the digestive process, but denies representing that good health follows or is fortified by or sustained by indulgence in Camels, and denies representing that the smoking of Camels causes one's digestion to behave itself and assures one the digestive stamina of an iron stomach. The respondent asserts that the foregoing admitted representations were last published in November, 1937, and if made thereafter were made only sporadically and not as a part of any organized advertising campaign.

EXPLAINS "FATIGUE" STATEMENT

The answer admits representing that the smoking of Camels gives a "lift" in energy and picks up bodily energy but denies representing that it creates and activates the extra energy needed. It admits representing that smoking Camels releases a new flow of energy inside one, but denies representing that smoking of Camels has a capacity to produce and increase bodily strength and vigor. The answer denies that the respondent represented that the quickest way to relieve fatigue is by smoking Camels, but admits incorporating in some of its advertisements a testimonial in which a Camel smoker stated "the quickest way I know to relieve fatigue is by smoking Camels."

The answer admits representing that the effect of smoking Camels is a harmless restoration of the flow of natural body energy, causing such energy to snap back, and that this is a basic discovery of a

famous-research laboratory and throws new light on the subject of cigarette smoking. The foregoing admitted representations, the answer declares, were last published in November, 1938, and if made thereafter were made only sporadically and not as a part of any organized advertising campaign.

The answer admits that the respondent has incorporated in advertisements testimonial letters of athletes and famous champions in which the writers state that they must guard their condition and not take chances and they smoke Camels; denies that it has represented that great athletes and outstanding stars of sport use Camels because from their own experience such use enables them to keep in condition, but admits incorporating in advertisements testimonial letters of such athletes in which the writers state that the smoking of Camels does not damage or affect good condition. The foregoing representations, the answer asserts, were discontinued in September, 1937, and if made thereafter were made only sporadically and not as a part of any organized advertising campaign.

DENIES "CHAMPIONSHIP" CHARGES

The answer denies allegations of the complaint that the respondent had represented that national championships have been won because the winners smoked Camels; that the winner of an auto race was in condition for it, having had a Camel the last thing before the race; that a golf champion naturally was fit for the gruelling contest because he was a Camel smoker, and in general that an aspirant for honors in sports or athletics may improve his chances by smoking Camels.

The answer admits representations that Camels never irritate the throat, are always gentle to the throat, do not leave a cigarette after-taste, and that people with sensitive throats can smoke as many Camels as they like, but denies representing that Camels are different or unique in this respect or that their smoking does not harm the throat; it admits representing that smoking of Camels is soothing to the nerves and protects against nerve strain and tension, but denies representing that smoking of Camels is recommended for gruelling sports demanding "nerves of steel" or that such smoking keeps a speed champion's nerves as sound as the motor in his races; it admits representations that Camels never get on the nerves and may be smoked without risk of keyed-up, jangled or frazzled nerves and has implied that in such respects Camels are different from some other brands, but denies that such comparison, by implication or otherwise, has been made with other "standard brands." The foregoing admitted representations, the answer asserts, were discontinued in May, 1939, and if made thereafter were not as a part of any organized advertising campaign.

DISAVOWS "NICOTINE" ALLEGATIONS

The answer admits representing that Camels are the cigarette of costlier tobacco and that it is a well-known fact that they are made of finer, more expensive tobaccos than any other popular brand, but denies representing that all the finest cigarette tobaccos go into Camels. The answer denies that the respondent has represented that it buys up the best loads and really fine baskets of the year's crop; that the company "doesn't bother with the cheap grades, just goes after the choice tobacco"; that in general the total annual crop of high grade cigarette tobacco is acquired by the respondent or that no kind of tobacco but the highest priced and the finest grown is blended into Camel Cigarettes. The answer denies that it has represented that almost all tobacco planters prefer to smoke Camels or that Camels are far and away the choice of men who grow tobacco. It admits having represented that Camels are the leading or most popular cigarette with planters, but denies representing that tobacco planters know that only the choice, fine or costlier tobaccos are used in Camels.

CITES "SMOKING BOWL" TEST

The respondent denies representing that Camels burn 25 per cent slower than most other competing brands but states it did represent that, according to independent scientific tests, they burn slower than any of the 15 other largest-selling brands tested, and denies that it has represented that Camels contain more tobacco by weight than do most of the largest-selling competing brands. It also denies representing that the smoke of Camels contains 28 per cent less nicotine than

Kyser Makes Denial Of Radio Statement

(Continued from Page 1)

manager of CBS, in answer to a telegram from Kesten. Kyser is at present in Hollywood.

Kyser had been quoted in the press as having told a group of network and advertising agency executives on the West Coast that the "guiding geniuses of radio" were failing miserably in cooperation in the war effort.

Kesten expressed surprise at the statement and pointed out that practically every government agency has been high in praise of radio's war effort. The CBS executive added:

Kesten Statement

"Recent tabulations indicate that, a single week, major networks broadcast 54 separate all-war programs a serious sort, such as 'The Twenty Second Letter,' 'Army Hour,' 'Secret Weapon,' also 130 programs of war slanted entertainment, 29 programs from Army camps, 15 Government war shows, 173 programs of serious war commentary, not counting straight newscasts or superb handling of war messages by stars on commercial programs.

"Knowing your burning sincerity in the war effort, feel you should take immediate steps to correct an impression that you are deprecating other good work."

Kyser's immediate response to the message was as follows:

"I anticipated hearing from radio officials in New York—and rightly so. I was greatly misquoted. Bill Lewis (W. B. Lewis, OWI radio division chief) and all of us were very much upset about it. Please explain to everyone how sorry all of us here are about the whole thing and reassure them no one knows better than I and OWI that, as a whole, radio has done one of the best jobs of all media in the war effort."

the smoke of other competing cigarette brands. The answer further denies representing that Prince Albert smoking tobacco is 86 degrees cooler than most other brands of pipe tobacco and the coolest of all smoking tobaccos. The respondent's representation, the answer asserts, is that it asserted that in recent laboratory "smoking bowl" tests, Prince Albert burned 86 degrees cooler than the average of the 30 other of the largest-selling brands tested—coolest of all.

DEFENDS TESTIMONIAL USE

The respondent admits having used in its advertisements testimonials from users of its cigarettes, for some of which the writers have been paid, but states it has no knowledge that any of these testimonials do not reflect the actual personal experience, knowledge or beliefs of the signers. The answer denies ever having used a testimonial knowing that it was signed by a person who did not smoke Camels or did not smoke any cigarette, or that any such testimonials were signed by the writers without their knowing or being advised of the contents thereof. For a number of years, the answer asserts, it has been the respondent's policy not to accept a testimonial on the writer's unsupported statement, and that before using such testimonial it makes a thorough investigation of it and learns from sources outside the prospective testimonialist that such testimonialist is in fact a user of Camels. The answer denies allegations of the complaint that the respondent has represented in radio broadcasts that certain voices used in such broadcasts are those of persons named by it when in truth such voices were not those of the persons represented as being present.

Hearings will be held in due course.

NLRB Radio Decision Favorable To AFRA

(Continued from Page 1)

William M. Leiserson. According to Emily Holt, executive secretary of AFRA, the decision is the strongest the organization has yet had in its favor.

As per charges brought by the union, the NLRB in its opinion found the station "guilty" of engaging in certain "unfair" labor practices. The board's statement held that Handrich's discharge last December was a case of discrimination "in regard to tenure and tenure of employment," which discouraged membership in the union, and which interfered with, restrained, and coerced its employees in the exercise of the rights guaranteed in Section 7 of the act (National Labor Relations Act).

Itemizes Prohibitions

For remedy, the Board expressed full recognition of AFRA, and ordered the station to cease and desist from: (a) discouraging membership in AFRA or in any other labor organization of its employees, by discharging any of its employees or in any other manner discriminating in regard to their hire or condition of employment; (b) interfering with, restraining or coercing its employees in the exercise of the right to self-organization, to bargain collectively through representatives of their own choosing.

Further, the station was ordered to reinstate Fred Handrich to his former or equivalent position without prejudice to his seniority or other privileges, make up for any loss of pay he suffered, by paying him a sum of money equal to that which he could normally have earned as wages during the period from the date of his discharge to the date of the offer of reinstatement, less his net earnings during such period. (Net earnings consist of a sum less expenses such as transportation, room and board incurred by an employee in connection with obtaining work and working elsewhere than for the respondent which would not have been incurred had it not been for the unlawful discharge).

Must Post Notice

Station was ordered, also, to post immediately and conspicuously at the station, for a period of 60 consecutive days, notice to employees stating that the station will not engage in the practices held illegal by the Board; and that the employees are free to become or remain members of AFRA or any other union, and that the station will not discriminate against an employee because of his union affiliation.

KONO

SAN ANTONIO

92% MUSIC

Ask FOR JOE
CHICAGO-NEW YORK

PROMOTION

Sponsor Exploitation

With the return of Kathryn Cravens' "News Through A Woman's Eyes," on WNEW, New York, Rogers Department Store, sponsor of the series, through its advertising agency, has arranged a series of exploitation ideas. Stickers listing the radio program are pasted on all customers' purchases. On specially printed letter-heads bearing Miss Cravens' picture at a mike, the commentator has sent letters to all other employees of the sponsor in the "all my fellow Rogerites" vein. In addition, large blowups of Miss Cravens at the mike have been on display in a number of the more prominent locations on the sponsor's premises.

Laughton's Own Campaign Sells Over \$300,000 Bonds

(Continued from Page 1)

start preparing the broadcasts, the veteran actor and former British soldier was on 15 programs on the key station, some of which also were heard on the NBC network.

Working without a single moment's respite either from his appeals on these consecutive broadcasts or from answering personally the countless order calls from persons in and around New York, he took time to address some 700 employees of the network's New York headquarters in Radio City's studio 8-H. Appeal to them so moved them that despite fact that the workers had been told to make their pledges only after calculating ability to do so, and despite fact that close to 100 per cent were already on record as buying War Bonds, an additional estimated \$10,000 worth of pledges from them had been received yesterday afternoon.

On the basis of his recent personal appearances at out-of-town rallies for the drive, to which he is now devoting all his time, Laughton pointed out that even figures totalled a day later would not indicate strength of results, and that invariably they kept coming in for sometime afterward.

Among first purchasers to respond was Mrs. Myron C. Taylor, wife of the U. S. envoy to the Vatican.

tions. Board requires that the station notify it within ten days of measures respondent had taken to comply with the order.

Washington Bureau, RADIO DAILY

Washington — Following filing of charges by the AFL union, and issuance of the AFRA complaint by the board last March 30, hearing was held in Miami in April before trial examiner William P. Webb. Webb issued an intermediate report May 28. Oral argument before the board took place here on July 16, and the order now issued by NLRB in the AFRA case is final.

Whether the station would take the case up to the Circuit Court of Appeals is not yet known.

WJR's Blanket Study

WJR, Detroit, has collected data compiled by C. E. Hooper into an attractive regularly-bound book titled "Mr. Hooper tours a blanket." Promotion is attractively illustrated and is handled in the beginning as a narrative story of a tour made by "Mr. Hooper." Frontispiece explains the thesis of the promotion with the following copy: "here starts the story of a curious caravan... which sought the meaning of a word." Narrative explains "how we did it," "where we did it," etc. At least half of book is devoted to maps and charts upon which the narrative is based and which are used to prove the story statistically.

New Service Men Series Starts Tomorrow On CBC

Montreal — A new radio feature series presenting a current history of activities of Canadian fighting men has been jointly announced by the Navy, Army and Air Force. Service personnel will write and take part in the program. Entitled "Comrades in Arms," the series will be heard on Friday nights from 10:15-11 p.m., EWT, over the Canadian Broadcasting Corporation's national network and additional stations.

The first program will be presented Oct. 2, and will be formally opened with a brief address by Prime Minister Mackenzie King. A portion of the 45-minute program will also be heard over NBC in the United States.

Described as "one of the biggest commitments CBC has yet tackled," "Comrades in Arms" will be produced under the direction of Frank Willis, the first program being confined to the Toronto studios of CBC.

Air Treasury 'Parade' 2,598 Times Weekly

(Continued from Page 1)

which was issued by the promotion research section of the War Savings Staff are as follows: 364 stations broadcast the "Treasury Star Parade" 3 times a week, 84 stations broadcast the show less than 3 times a week. 238 stations broadcast the show more than 3 times a week. Of these, one station (WJMA, Covington, Va.) broadcast the Parade 19 times a week and another (KALW, San Francisco) 21 times a week.

Forty per cent of the stations of less than 1,000 watts broadcasting the "Treasury Star Parade," broadcast it more than 3 times, as did 27 per cent of the 1,000 to 7,500 watt stations, 25 per cent (2 stations) of the 10,000-20,000 watt stations and 28 per cent of the 25,000 to 50,000 watt stations.

Evening Hours Predominate

The 686 stations reported having broadcast the "Treasury Star Parade" a total of 2,598 times. 1,477 or 57 per cent of the broadcasts were between the hours of 6 p.m. and 11:45 p.m. 620 or 24 per cent were between noon and 5:45 p.m. 397 or 15 per cent were between 6 a.m. and 11:45 a.m. and 97 or 4 per cent were between the hours of 12 midnight and 5:45 a.m.

Except for the stations of 25,000 to 50,000 watts, the larger stations broadcast the "Parade" proportionately as often in the evening as the smaller stations. 55 per cent of the broadcasts by the stations of less than 1,000 watts were in the evening as were 64 per cent of the broadcasts by stations of 1,000-7,500 watts, 95 per cent of the broadcasts by stations of 10,000 to 20,000 watts, and 38 per cent of the broadcasts by stations of 25,000 to 50,000 watts. The smaller stations did slightly better than the larger stations on the average number of broadcasts per week.

The Coca-Cola Company presents



America's leading bands — playing from War Camps and War Plants

BLUE NETWORK 9:30 P.M. EVERY NIGHT
E. W. T. EXCEPT SUNDAY

COPYRIGHT 1942, THE COCA-COLA COMPANY

Coast-to-Coast

WIN THE WAR series, sponsored by the CIO unions in the New York metropolitan area over WQXR to emphasize labor's unity in the war effort, will return to the air at 9:30 p.m. on Friday, October 9. The series will be continued as before, with network writers and producers cooperating to present in dramatic form labor's war program. The broadcasts aim also to increase workers' production, but do not touch upon controversial labor questions. The Greater New York Industrial Union Council of the CIO is the sponsoring organization for the "Win the War" series, believed to be the first commercial labor program on the air.

News staff of WIP, Philadelphia, has added Dorothy Miller Ogden, who will work with Sam Ettinger, the station's news editor... Bill Carty, WIP announcer, gets the commercial assignment on Atlantic Refining Company's football broadcasts of the Temple University and Villanova College games. Byrum Saam will do the play-by-plays again this year... William Robinson, WIP recording engineer, has been appointed to the staff of Drexel Institute to lecture on radio engineering.

Last week two new stations contracted with Charles Michelson, Radio Transcriptions to carry ETs of "The Shadow" series. They are: HP5G, Panama City, and WRVA, Richmond, Va. Other recent signers for the program are WCSC, Charleston, S. C.; WKRC, Cincinnati; WFMJ, Youngstown; KTSM, El Paso; KTAR, Phoenix; and WROK, Rockford, Ill.

Personnel changes at WJW, Akron, include the addition of the following: Bob Ingham, sports announcer, from KLO, Ogden, Utah; Garde Chambers, formerly of WHBC, Canton, Ohio; and Stan Peighton, formerly of WRRN, Warren, Ohio. Station has also announced that Harry Dennis and D. Withington, engineers, have joined the Army and Navy respectively.

Martin Agronsky, NBC newsman, has signed a lecture management contract with the National Concert & Artists Corp... Latter firm has also booked Don McNeil and "The Breakfast Club" cast, aired on the Blue Network, for a personal appearance at the Arena in Cleveland on October 10.

Continuing its policy of broadcasting the best in music, WNYC, New York, will broadcast the Frick Collection Chamber Music Concerts for the fourth successive year beginning October 11. Broadcasts originate in the auditorium of the Frick Collection, New York, and among those to be heard in performances broadcast from this point are Artur Schnabel, Gregor Piatigorsky, Webster Aitken, the Busch Quartet, Coolidge Quartet, Budapest Quartet and other outstanding chamber music organizations.

Joan Fontaine, Hollywood actress who last year won the Academy Award, broadcast an appeal for Nurse's Aides over WINX, Washington D. C., at a recent recruiting rally staged by the Nurse's Aides, D. C. Chapter, American Red Cross, at the departmental auditorium in Washington. Mrs. Franklin D. Roosevelt headed a distinguished list of speakers participating in the rally. The entire proceedings were broadcast over WINX.

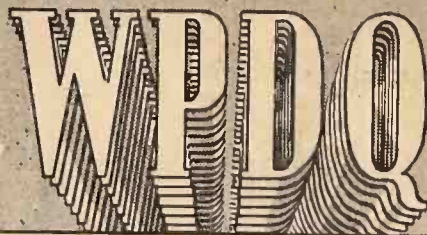
Newest addition to the staff of WLIB, Brooklyn, is announcer Dick Allan, formerly a member of the announcing staff of WTBO, Cumberland and WORL, Boston. Allan is the second member of his family to enter radio, brother Bob Shepherd is a WOR announcer... Paul Gould, program director of WLIB, and a former teacher of physical training at George Washington High School, New York, will spend his evenings this fall directing athletic activities at a Brook'yn recreational community center... Joan Sack, WLIB announcer and scriptwriter, has registered for a course of study of the Russian language at the New School for Social Research, New York.

Raymond Rosen, head of the RCA-Victor distributing company bearing his name, has been appointed civilian recruiting aide for the Army Signal Corps, in Philadelphia. Rosen has named Harry Bortnick, promotion manager of his company, as his assistant in the drive to enlist recruits.

WIL, St. Louis, begins its 11th year of football broadcasting this fall. Games of St. Louis University and Washington University will be aired with Neil Norman giving the play-by-play... Billie Peters of the WIL auditing department, has resigned to become a housewife. She has been replaced by Lucille Hurt, new to radio.

Moylan Sisters, Peggy Joan and Marianne, aired on the Blue Network, saved all the cartoons about Falla, President Roosevelt's dog, which appeared in "Liberty Magazine," and pasted them into a scrap-book which they made up with elaborate decorations, including hand-embroidered edges. They then sent the book to the President. Promptly came a reply from Secretary Early, declaring that the Chief Executive was delighted with the gift and very grateful for it.

NEW AND POWERFUL!



5,000 WATTS • DAY and NIGHT • 1270 K. C.

WHERE? JACKSONVILLE, Florida—covering the rich trading territory and the numerous Army and Navy establishments of northern Florida and southeastern Georgia with the strongest signal in the area.

WHAT? A COMPLETE new radio station with the most modern studio and transmitter equipment, including a 4-tower night-time directional antenna... an experienced staff... a policy dedicated sincerely to the public interest.

WHEN? ON THE AIR October 10 with 17½ hours daily of lively programs... friendly announcers... and Associated Press News on the hour. Why not schedule spots or transcriptions for the historic opening week when public interest will be at a high level?

PROGRAMS? Geared to listening tastes of the rich southeastern market, offering the finest shows the South's largest independent station can produce. Music! News! Sports! Service!

RATES? WPDQ's RATE structure is attractively low despite its blanket coverage of the richest trading area in the Southeast. See Standard Rate and Data or request a rate card.



Meet Pronto!

Pronto is the lively symbol of the spirit of WPDQ. He's on the job every minute, making sales for your products, making friends for you.

Take advantage of the unique position and dominant power of WPDQ in the Southeastern market. Don't overlook the active popular interest in this new station. Take advantage of this interest to schedule spots and transcriptions now.

Station WPDQ

Jacksonville-Broadcasting Corporation
Gulf Life Building
JACKSONVILLE, FLORIDA

Represented by: George F. Hollingbery Co., Graybar Bldg., New York, N. Y.

BIRTHDAYS

1 9 4 2

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

October 1

Curtis Arnall Joe Rines
Maxwell Everett Rosenbloom
Corp. Norman Weiser

Solidarity In NAB Sought

CAB Expands Research On Network Programs

Popularity of network programs will be measured with two separate ratings, from now on, by the Co-operative Analysis of Broadcasting Inc., the combined devices scoring the conscious-impression value of every program and reporting its average audience. The expanded program will go into effect with CAB's October investigations.

A. W. Lehman, CAB manager, outlined the essence of the double rating plan in a letter sent this week to members of the organization. Part

(Continued on Page 6)

Coronet' Considers Radio For Key Market Testing

Chicago—Newest interest of national magazines in using radio as promotional outlet is displayed by "Coronet," which has just appointed Schwimmer & Scott as its agency. Substantial key test in several radio markets is being considered. Walter Schwimmer, account executive announced yesterday. Proposed campaign arouses much interest in broadcasting

(Continued on Page 6)

Davis Offers Opinions On Small Business Plight

Radio circles, especially those making and using recorded programs ordered by smaller business concerns, expressed considerable interest in the testimony yesterday before the Senate Small Business Committee by OWI director Elmer Davis. That independent stations themselves are concerned over this situation which

(Continued on Page 2)

WFIL Exercises

Philadelphia—First graduation exercises for WFIL Navy code school will be held tomorrow 1:20 to 1:30 p.m. WFIL will present diploma and certificate of completion of course to each of ten graduates, all of whom have already enlisted in the Navy. Upon graduation boys will be sent to various Navy radio schools for advanced training.

Runyon Resigns Post For Navy Commission

Mefford R. Runyon resigned as vice-president of the Columbia Broadcasting System yesterday to join the United States Navy. He enters active service in a few days as a Lieutenant Commander in the United States Naval Reserve. Commander Runyon expects that he will be assigned to work in Naval communications after

(Continued on Page 6)

Treasury Dept. Posts In Several Switches

Vincent F. Callahan, Director of Radio and Press for the Treasury Department War Savings Staff, has been made Director of Advertising, in addition to his other duties. Several other changes in the personnel set up of the Radio, Press, and Advertising Sections were also announced.

Tom Lane, formerly with Young &

(Continued on Page 6)

70 Per Cent of '32 Air Stars Still Hold Up, Survey Shows

Muzak Library Approved For South American Use

Budget and policy committees within Office of Coordinator of Information of Inter-American affairs have approved a project which would provide 180 sixteen-inch masters of Muzak library service for distribution and use in South America by the several groups and committees preparing radio productions for the

(Continued on Page 2)

Miller To Make Personal District Tour With Army, Navy, Marine Officers Subsequent to ABA Organizing

O.K. WAPI Kc. Shift; Other Activity By FCC

Washington Bureau, RADIO DAILY
Washington—Action which may clear the way for assignment of an additional clear channel to CBS after the war was announced by the FCC yesterday on application of WAPI, Birmingham, Alabama for change in frequency from 1,170 to 1,070 kilocycles, with power increase to 50

(Continued on Page 7)

Co-Op Strip Series Set For Year On Yankee Net

Boston, Mass.—Fifty-two week contract for a quarter-hour Monday through Friday program to be titled "The Yankee Kitchen" was signed this week by John Shepard, 3rd, president of the Yankee Network, and James M. Murley, Jr. of Broadcast Adver-

(Continued on Page 6)

Divorce NBC's News Dep't From Program Authority

Constitution of NBC's department of news and special events as an entity apart from the program department, under authority of which it

(Continued on Page 2)

Drive to maintain the solidarity in NAB ranks, following the recent organization of the American Broadcasters Association in Chicago, is expected to be made in connection with the personal tour of NAB districts by Neville Miller, president of the National Association of Broadcasters, who will be accompanied by Army, Navy and Marine Corps officers as well as some few officials of wartime agencies in Washington. Ostensibly the tour, which gets under way around the middle of the month is for purpose of bringing war information to NAB member stations;

(Continued on Page 7)

War Dept. Realigns Public Relations Div.

Washington Bureau, RADIO DAILY
Washington—Capt. Frank Pellegrin, former NAB advertising director, has been placed in charge of shortwave activities for the Radio Branch of the War Department, it was learned yesterday.

Capt. Pellegrin takes over from

(Continued on Page 2)

WLW Again Takes Part In Ind. Editorial Meet

Cincinnati—WLW, for the second consecutive year, will take a major part in the annual convention of the Indiana Republican Editorial Association

(Continued on Page 2)

Woman's Prerogative

Kate Smith will attempt to go Charles Laughton one better when on Oct. 6 she will engage in a one-woman drive selling bonds for the U. S. Treasury over CBS, remaining on the air 24 hours, starting at 6 a.m., and appearing on 23 network programs. Laughton was on WEAF and NBC for 17 hours covering 15 shows and taking sales by telephone.

Good Announcing

Montreal—Suggestion as to the manner of broadcasting is made by Major Gladstone Murray in a "Handbook For Announcers" prepared by the Canadian Broadcasting Corp. Three requisites for good radio speech are that it be intelligible to all listeners, free from all local dialect and finally that it be cleanly articulated, free from slovenliness or affected precision.

The other six radio performers who

(Continued on Page 7)



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JOHN W. ALICOATE : : : Publisher
M. H. SHAPIRO : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Thursday Oct. 1)

NEW YORK STOCK EXCHANGE				Net
	High	Low	Close	Chg.
Am. Tel. & Tel.	119	119	119	—
CBS A	113 3/4	113 3/4	113 3/4	— 1/4
CBS B	115 3/8	115 1/2	115 3/8	+ 1/8
Crosley Corp.	7 1/2	7 3/8	7 1/2	+ 1/2
Gen. Electric	27 3/4	27 1/2	27 1/2	—
Philco	9 3/8	9 1/4	9 1/4	— 1/4
RCA Common	3 1/2	3 3/8	3 3/8	+ 1/8
RCA First Pfd.	57	56 3/4	57	+ 1/8
Stewart-Warner	6 7/8	6 3/4	6 3/4	— 1/8
Westinghouse	72 3/4	72 3/4	72 3/4	— 1/8
Zenith Radio	15	15	15	+ 1/4

OVER THE COUNTER		
	Bid	Asked
Farnsworth Tel. & Rad.	1 3/4	2 1/4
Stromberg-Carlson	5 7/8	6 7/8
WJR (Detroit)	19	21

Muzak Library Approved For South American Use

(Continued from Page 1)
furtherance of the Inter-American neighbor policy. Project has been submitted to the State Department for approval. Upon the receipt of that sanction, authorities will then proceed to draw up a contract. Platters average eight tunes a piece and comprise semi-classical, light operatic, and the more popular standard American stock songs.

Davis Offers Opinions On Small Business Plight

(Continued from Page 1)
Davis says "causes complaint among many small business men" has been apparent for some time. Testimony was presented to the committee, which is seeking to prevent obliteration of many lesser organizations finding themselves unable or unequipped to convert to war production. Plight of small manufacturer, retailer and other business men was characterized by Davis as one of bewilderment at the complexity of price regulations necessarily arising from difficult war situations. "Small business men," Davis testified, "seem ready to make their share of sacrifices, but are critical of the government methods involved in the imposition on them of those sacrifices. It is the mode of application of government policies rather than the implied sacrifice itself which causes complaint among many small business men."

"A further decrease," he went on to say, "may reasonably be expected in the forthcoming year as more small retailers are affected by the shortages."

Commenting on the efforts most of these people were putting forth to conform with regulations, Davis said: "There emerges from the confusion, however, the prevailing opinion that price-fixing is a good thing, not only for the customer, but for them. Had it not been for price-fixing regulations, they frequently state, there would have been a runaway market which would have ruined many small retail businesses."

WLW Again Takes Part In Ind. Editorial Meet

(Continued from Page 1)
ciation which opens today at French Lick Springs, Indiana, and continues through Sunday. At the annual banquet Saturday night, Gregor Zeimer, world front observer for WLW and author of "Education For Death," will be the principal speaker. A number of station's outstanding acts will provide a patriotic show, which will be in charge of Bill McCluskey, manager of the talent bureau of WLW. Representing the station will be Roger Baker, chief of the new public relations division of WLW and WSAI, and Bill Barlow, director of publicity.

Political Biz On WLIB

The Socialist Party has purchased four 15-minute periods over WLIB for the pending November elections and will present Norman Thomas as speaker. Quarter-hour talks begin Oct. 4 and will be heard on successive Sundays at 4:30-4:45 p.m.

CRC Adds Carlson

Alden O. Carlson has joined the New York transcription division of the Columbia Recording Corp., according to an announcement by Bob Clarkson, manager of the division. Carlson took over his duties in production and traffic supervision effective Sept. 28.

War Dept. Realigns Public Relations Div.

(Continued from Page 1)
Lieut. Al Warfield, who has arrived in London to join General Eisenhower's public relations staff. Lieut-Warfield is expected to coordinate the Army's radio activities in England and handle the "Army Hour" there. The recent reorganization of the War Department's public relations bureau, which was announced as completed on Wednesday, left the radio branch "as is" except for the addition of two officers, men from the U. S. Army Air Force, whose separate public relations set-up has been abolished. They are Capt. Hal Rorke, ex-CBS press man in New York and on the West Coast, and Lieut. Maurice Boyd, formerly of NBC's Chicago news bureau. Capt. Rorke has been assigned to the radio branch's news and special events section. Lieut. Boyd will work here and in the field with Jack Joy, program production chief for the branch.

Four operation divisions have been established in the reorganized bureau of public relations which consolidates all public relations activities of the War Department. These are the news, war intelligence, executive and industrial service divisions. The radio branch is one of six in the news division, headed by Col. R. Ernest Dupuy, General Staff Corps, and former chief of the planning and liaison branch. Lieut. Col. "Ed" Kirby continues as head of the radio branch.

Divorce NBC's News Dep't From Program Authority

(Continued from Page 1)
had formerly operated, was announced officially yesterday. Recently appointed director of the department, William F. Brooks, will continue to head the section, with Francis C. McCall as manager of operations, assisted by Lathrop Mack in charge of the special events desk and Adolph J. Schneider head of news desk operations. Official order, as presented by Niles Trammell, NBC president, established news and special events operations in the company's various divisions as separate activities from the respective program departments. Under the new arrangement, Brooks will report to Frank E. Mullen, vice-president and general manager and will be responsible for the NBC's news policies and the conduct of the news and special events department. "This move by the company to establish a news and special events activity as a separate department," Trammell said, "is in recognition of the great importance of news broadcasting, and to meet the requirements of operations under war conditions."

Gerard Debuts on WINS

James W. Gerard, formerly United States Ambassador to Germany will inaugurate a new weekly series of programs entitled "Past, Present And Future" over WINS, New York, beginning Sunday, Oct. 4 at 5:30 p.m.

COMING and GOING

- WILLIAM DAWSON and KENNETH BEGHO program director, of WARM, Scranton, Pa. which joins the Blue Network on Nov. 1, town yesterday formulating plans at the Rockefeller Center headquarters of the network.
- W. LEE COULSON, executive manager WHAS, Louisville, has arrived from Kentucky conferences at CBS.
- QUINCY A. BRACKETT, president and station manager of WSPR, Springfield, Mass., in New York for a few days on station network business.
- CY S. YOUNG, station manager of WBZ, Boston, and FRANK R. BOWES, sales manager of the station, visiting at NBC yesterday with James V. McConnell, in charge of spot sales.
- DOROTHY DORAN, radio editor of the "Beacon Journal," a visitor to New York.
- EMILY HOLT, executive secretary of the AFRTS and GEORGE HELLER, executive secretary of the New York local, leave Sunday evening by plane for their annual trip to Los Angeles to confer with Coast officials. They will return to New York Wednesday.
- MAURICE C. COLEMAN, sales manager WAGA, Atlanta, up from Georgia for talks with the New York representatives of the station.
- LYMAN BRYSON, CBS director of education, expected back today from Washington.
- EDGAR BERGFEN, CHARLIE MCCARTHY, DAVID VANS, DON AMECHE, RAY NOBLE and ILLINOIS ORCHESTRA en route to Fort Monmouth, N. J., from which point they will broadcast Sunday night's program for the entertainment of the soldiers at the big Signal Corps post.
- A. H. HILGARTNER, of WFBR, Baltimore, has joined the executive contingent currently in New York on business.
- SAMMY KAYE and the members of his orchestra leave today for Detroit, where they will feature a theater engagement.
- BILL STERN, NBC sportscaster, will travel to Evanston, Ill., tomorrow for the broadcasting of the Dyche Stadium football game between Texas and Northwestern Universities.
- RALPH EDWARDS, HERB MOSS and KATHLEEN DIBBS, of the "Truth or Consequences" program, have returned from a series of personal appearances in Washington, D. C.
- WOODY HERMAN and his orchestra in Milwaukee, Wis., where they open a theater engagement today.
- DON WILLIAMS, radio editor of Worcester, Mass., "Telegram and Gazette" visiting New York network headquarters.
- PAUL WHITEMAN stopped off in Chicago yesterday en route to the West Coast.

Greetings

whereas Sachs Quality Furniture, Incorporated has completed 20 years of consecutive weeks of broadcasting over WMCA, including the 3 years WMCA operated without its present call letters,

whereas Sachs Quality Furniture, Incorporated has, with the continuous use of radio, grown from a small store on Second Avenue employing 40 persons to one of New York's greatest business institutions and over five hundred employees,

whereas Sachs Quality Furniture, Incorporated believes that radio in general and WMCA in particular have been the most constructive forces in our growth,

Sachs Quality Furniture, Incorporated

extends to the management and staff of

RADIO STATION
W M C A

deep appreciation of a most profitable partnership, mellowed with the passing of the years.

J. Sachs
N. Sachs
Wm. Sachs

October 2nd 1942

Los Angeles

By JAC WILLEN

VICK KNIGHT and the Biow Agency finally settled the question of "who gets-the-Pabst-account." A deal has been set for the Vick Knight-Pat O'Brien airshow for the show to start broadcasts within the next 30 days, with priorities and clearance the only obstacles now. In event priorities do squelch the deal, sponsorship of the show is assured in other quarters.

Hollywood Victory Committee has also set Deanna Durbin, Ed O'Brien, Barry Fitzgerald, Abbott and Costello and Connie Haines to record the War Department's transcription of "Mail Call" at CBS last night. Transcription is rebroadcast by shortwave to men in the various war zones.

Don E. Gilman, vice-president in charge of Western Division of Blue Network, back in Hollywood after cross country jaunt to first meeting of Blue Net execs in New York.

Veronica Lake, blonde beauty of the screen, will be the guest on the opening Abbott and Costello program Thursday, October 8. The show will be heard over NBC, 7:00 to 7:30 p.m. PWT.

Milton Samuel, head of Hollywood's Blue net's publicity department, has an idea that gets results. Throughout the studio he has desk pads placed with printed heading that reads... "for Milton Samuel." And below, "Don't keep it a secret—Tell Publicity!"

"Klondike," a 39-episode transcribed serial of Alaskan gold rush days written by Hector Chevigny, has been sold to KFQD, Anchorage, Alaska, for radio sponsorship of O'Harra Bus Lines. Tommy Poluso wrote and directed the original music, with Bea Benederet and Fred Shields taking the leading roles. Ralph L. Power Agency, Los Angeles, owner of the serial, has also reported sale of the serial to the National Commercial Broadcasting Service, New Zealand government radio chain.

CBS Commentator Harry W. Flannery's colorful essays on "Every Man's Fight for Freedom" will be featured each week on the network's "United We Sing" airings until the end of the series in November, it was announced this week.

Radio's hard-luck tale of the week: Joan Davis, comedienne on the Rudy Vallee program, traded her old home-stead in Hollywood, near NBC studios, for a nice new house miles out in the suburbs (and you know Los Angeles suburbs)—on the day before national gasoline rationing was announced!

Another Bout For Adam

Ten round lightweight bout between Bob Montgomery and Maxie Shapiro, Tuesday, October 6, will go on approximately 125 stations of the Blue Network under sponsorship of Adam Hat Stores, Inc. Contest, to be aired from Philadelphia Arena beginning at 10:15 p.m., EWT, will be heard to its conclusion. Glicksman Advertising Company handles the account.



Radio Is My Beat . . . !

NEW YORK HEARS THAT: Paulette Goddard nixed a comedy show appearance here to accept a booking on CBS' "Playhouse" Oct. 9th. She says rather than try to be a comedienne—she'd prefer proving she's an actress, which is sound reasoning... When "Those We Love" starts on CBS Oct. 11th, you can expect cast changes in major roles, due to the war. Already missing from the show is Richard Cromwell, now in the service... Decision due Monday on the Curtis Arnall replacement for "Pepper Young." It's between Lawson Zerbe and Spence Bentley... The Camel Caravan likely to shift to the coast before the month is out, with either Thomas Mitchell or Walter Huston landing the narrator's spot... Bob Shaw, scripter of "Front Page Farrell," working on a second show tagged "War News"... Geo. McCall starts a new series from Washington, to be called "Capitol Hill" and dealing with the non-political scene... Lockheed's entry into the radio field has three other aviation outfits following suit. All three have shown interest in "Cheers From the Camps," which has turned up with the phenomenal Crossley rating of 9.4... Just as we thought, calls are starting to come through to NBC complaining about "Joe & Mabel" fading. But we never figured on the woman who, upon learning that the show was going off because it was unsponsored, asked if \$10 would help, because that was all she could spare!



HOLLYWOOD HEARS: John Garfield, Cliff Odets, Frances Farmer and Morris Carnovsky are forming a Group Theater out there... Orson Welles landed the star role in "Flight of Time" ... Fibber McGee and Molly may publish their first seven years of scripts in book form... Local 47 of AFM cancelling the death and accident policy for all members going into service... Van Heflin will have his appendix out before going in the army... Ginny Simms, who stars in a show handing out free long-distance 'phone calls, can't get a 'phone herself at her San Fernando ranch because of priorities. Incidentally, one lad from B'klyn wanted to get on her show so he could call up Leo Durocher and ask how come!... Cookie Fairchild will take over the music on "Take It Or Leave It" when it hits this town.



SMALL TALK: Blue Network's announcing class, run by Gil Martyn, has already placed two lads—Bob Coslow at WAT, Miami, and Joel Holt at WKIP, Poughkeepsie... Ed Murrow has been under such a terrific strain due to the stepped up war tempo that he plans a short vacation from his Sunday CBS commentaries via London. Noted British journalists will pinch-hit... Street Scene: Among the standees at the crowded Down Under restaurant in Rockefeller Center yesterday was—John D. Rockefeller, Jr.... Jack Johnstone will direct and produce the second of the big Treasury shows on Mutual Oct. 10th... Aside to Dick Pack and Les Gottlieb: Thanx for youknowwhat... Nadine Conner vanishes from the Nelson Eddy show Oct. 28th and a sub is now being sought... Look-alikes: Joan Banks and Jay Meredith. Bill Bacher and Sam Jaffee.



RADIOKAYS: Lois January's early ayem stints via CBS for the service men... The best of the current crop of war tunes: "Praise the Lord and Pass the Ammunition"... Richard (WQXR) James' sock idea as submitted to the Treas. Dep't for spot announcements to speed up Bond sales—something every station ought to go for big. Contact Fred Vosberg, of the N. Y. War Savings Staff, RKO Bldg, N. Y. C., for further info... Josephine Houston's return to the air this Sunday via the Blue Network—one of the finest soprano voices we've ever thrilled to



Remember Pearl Harbor

Chicago

By FRANK BURKE

ORDERS for two more new shows headed the new and renewal business at WMAQ this week, Oliver Morton, manager of local and spot sales announced. The Kellogg Company through J. Walter Thompson, ordered 11:15-11:30 a.m., Tuesdays, Thursdays and Saturdays, for 13 weeks for newscast featuring Dave Garroway, Quaker Oats, through Ruthrauff Ryan, Inc., ordered 7:55-8 a.m., Mondays through Saturdays, for 25 weeks "Readers Digest," through BBD, contracted for 43 transcribed announcements on WMAQ between Sept. 30 and Dec. 30.

Bob Strong, orchestra leader, recuperating from operation in Gr. Hospital.

"Victory Matinee," sustainer WBBM had sold \$50,000 worth of war bonds with the close of Thursday program — half-way mark on the goal to sell \$100,000 worth.

Wayne W. Cribb, station director of WHBL, Sheboygan, Wis., writes that "effective immediately The Foxman Company is appointed national representatives for radio station WHBL."

Kay Armen, contralto, had a gunshot with Roy Shields and company over NBC Wednesday at 11:05 p.m.

The Army's appeal for old radio for use at Army radio technician schools here, netted 300 sets on the first day, with Barbara Fuller, radio actress, making the first donation.

The Danny Thomas sustaining network on Blue Network is now heard Saturday at 7:30 p.m., CWT. "Skeel Gallagher and Buddy Ebsen were Danny Thomas' special guests last weekend. The show is produced by J. Clinton Stanley and announced by Michael Roy.

Ward Calle, producer of the "Victory Matinee" show at WBBM town's busiest radio man these days. In collaboration with the Treasury department he lines up "name" guest talent every day and scripts each show.

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

WAR-PROGRAM IDEAS

"The Four Freedoms"

Internationally famous names studied the guest list of "The Four Freedoms," a radio series by Queens College, heard over WNYC, New York, from 10:00 to 10:30 a.m. on Saturdays beginning October 10. The programs are planned by the Committee on Education of Queens College in conjunction with the Municipal Broadcasting System. Professor Henry ... of the College heads the Committee. The broadcasts will develop the theme of President Roosevelt's "Four Freedoms" as they are expressed in the literature of the four great United Nations, the United States, Great Britain, Russia and China. On the opening, Saturday, October 10, which will be Chinese Independence Day, "Freedom of Speech" will be the topic, and at the microphone will be Dr. Paul Meng, director of the China Institute in America; Jan Struther, author of "Mrs. ..."; and Dr. D. Z. Drynkin, author of "The Russian Voice." The chairman will be Professor Robert H. ... head of the college's Department of English.

October 17 the theme will be "Freedom of Religion," and the speaker will be P. W. Wilson, of the New York "Times," former Member of Parliament, author of "The Christ We ..."; and of "Newtopia"; the Metropolitan Benjamin, head of the Orthodox Russian Church in the United States; and T. T. Lin, former Dean of City at Yenching University. Professor Helen G. Viljoen will be the chairman. "Freedom from Fear," on October 24 will feature Captain Sergei Kourouff, military commentator and author of "Russia's Fighting Forces"; Barbara Ward, economist and author of works on the foreign policy

of Italy and of Turkey, and Miss Helen Kuo, author of "I've Come a Long Way." The chairman for this program in the series will be Professor Emory Holloway.

In the final broadcast, "Freedom from Want," on the morning of October 31, Margaret Bondfield, who was the first woman member of the British Cabinet, serving as Minister of Labor; C. L. Hsia, director of the Chinese News Service, and a drafter of the Constitution of the Chinese Republic, and William Carlos Williams, American poet and novelist. Dr. Robert T. Brittain, who has assembled the entire guest list, will be chairman.



"Furlough Fun"

"Furlough Fun" is the name of a new service show which bowed in on WTMJ, Milwaukee, recently under the sponsorship of the Robert A. Johnston Company, local cookie, candy and cracker manufacturers. Staged at the USO headquarters, the broadcast features interviews between emcee Bob Heiss, WTMJ chief announcer, and a half a dozen service men who are fortunate enough to have their numbers drawn out of a hat prior to the program. The big punch of the show arrives at the conclusion of each interview when Heiss invites the service man to speak to his family over the long distance telephone. A portion of the conversation hits the air, the service man then retiring to the privacy of a secluded corner where he continues his conversation "out of range" of the microphone. Series is set for 13 weeks on WTMJ. Service men in this section are drawn from all parts of the country.



Miss Martha Deane is a highly significant item of contemporary Radiocana

And here are some notes about her for your piano:

She attracts, for instance, an audience of approximately 100,000 homes per day,

Which, as any sponsor will tell you, is not hay.

She gets into every 100 of these homes for as little as seven cents

And, if you're a smart agent, think of the objections that circumvents!

How she sells is the talk of all New Yawk.

In 7 weeks she brought 800 new dealers to O'Cedar and her method was no devious one, because she did even better for Savarin Coffee and a previous one.

There's room now on her show and the bright one who tries 'er

Couldn't make a more economical investment—or wiser.

Our address is

WOR —that power-full station at 1440 Broadway, in New York

THIS SUNDAY NITE
and EVERY Sunday Nite!
AMERICA'S No. 1 QUIP MASTER

FRED ALLEN

Portland Hoffa
Al Goodman's
Orchestra
Famous Guest Stars

Texaco Star Theatre
CBS Network
9:30-10:00 PM 8:30-9:00 PM
7:30-8:00 PM 6:30-7:00 PM

presented by
TEXACO DEALERS

CAB Expands Research On Network Programs

(Continued from Page 1)

of his explanation is as follows: "The change will enable the CAB to provide its members with two separate measurements or ratings of the audience of every network program.

"Continuous Day-Part Ratings: One rating will be provided by the CAB daypart method. Up to now CAB ratings have been based on telephone interviews made eight times a day, each set of interviews recording listening data for the previous two hours (daypart). Now thirty-two sets of interviews will be completed daily, each set reviewing the previous two hours. The two-hour dayparts will overlap each other so that four sets of interviews will be completed every two hours—that is, one set of interviews every half hour. Overlapping will not only reduce the time between the broadcast and the interview, but also make the elapsed time practically the same for every program. This new, continuous daypart method provides the information necessary to determine the conscious impression value of programs.

Research Constant

"As you know, the CAB has conducted many tests over the past twelve years of the value of the different methods of research into radio listening: daypart (recall), coincidental, and meter. Meter tests, carefully conducted by the CAB, have proven the reliability of two-hour daypart.

"Coincidental Ratings: The other measurement or rating will be obtained by the coincidental method of investigation. This rating will supply a measurement of the average audience of the programs. "By conducting these two investigations simultaneously, the CAB will furnish comparisons between the two measurements: Continuous daypart measuring conscious impression and Coincidental measuring average audience. The comparable data will be recorded by the same interviewers at the same time, in the same cities and on the same days.

"Furthermore, the CAB will base each rating on as adequate a sample as heretofore. A complete description of the widened scope of CAB service will accompany the October Program Report."

Co-Op Strip Series Set For Year On Yankee Net

(Continued from Page 1)

tising, Inc. Program will be aired from 2:15 to 2:45 p.m., and will be open to non-competitive participation sponsorship. It will originate at WNAC in this city over 11 stations of the Yankee Network. The Yankee stations which will carry the Yankee Kitchen program are: WNAC, Boston; WAAB, Worcester; WNBH, New Bedford; WLLH, Lowell-Lawrence; WHYN, Holyoke-Springfield; WFEA, Manchester; WCOU, Lewiston-Auburn; WEAN, Providence; WTHT, Hartford; WATR, Waterbury, and WICC, Bridgeport-New Haven.

PROGRAM REVIEWS

RED SKELTON

Brown & Williamson Tobacco Co.
WEAF-NBC, Tuesday, 10:30-11 p.m.
Russel M. Seeds Company, Inc.

THOUGH PRECEDED BY A FULL HOUR OF TOP-NOTCH COMEDY, SKELTON'S SHOW HITS THE MARK ALSO.

To be able to follow "Fibber McGee and Molly," Bob Hope, in that order, and still be funny, takes a good comedian, backed by keen writers and a snappy assisting cast. The sum total is the Red Skelton program. Show maintains the fire-away pace set by its predecessor every week, Bob Hope.

During this week's installment, there were a few minor rough spots which probably went unnoticed by the average layman. One or two cue pickups seemed tardy. Skelton himself veered from script on occasion, pregnant undoubtedly with a better line than was originally prepared, but his hesitancy was noticeable. If his stumbling over "barricaded" and "coop" were not deliberate, he covered up successfully and stirred the belly-laughs. He is prone to that device, though, and may outwear its effectiveness, if he uses it regularly.

Skelton's country bumpkin, "Clem," Harriet Hilliard's female counterpart, "Daisy-June," and the mother and her little brat characters continue to be the show's favorites. There seemed to be the tendency, however, to soft-peddle the "I Dood It" remark. In its delivery on this program, Skelton subordinated it. Also, its effect was less resounding. It may be that the production is trying to wean the public away from the remark lest it become monotonous, or at least to reduce dependency upon it for a laugh. At this broadcast Skelton added another character to his repertoire, a female member of the socially elite—strictly a lightweight, closer to the cracked variety. The idea of varying these character portrayals to supplement the basic ones should enhance the production.

The tendency to use Harriet Hil-

Treasury Dept. Posts In Several Switches

(Continued from Page 1)

Rubicam, who has been acting as Assistant Director of Radio and Press will now act as Chief of the Advertising Section. He will be assisted by Don Miller, formerly of the War Savings Staff Publications Section. Ross Barrett who was Chief of the dissolved Publications Section becomes Assistant Director of Radio and Press.

Barrett in Press Section

Barrett is also serving as Acting Chief of the Press Section, temporarily replacing Milburn A. McCarty who has enlisted in the Marines for foreign duty. One other change in the set up of Callahan's Division will occur on Oct. 18 when Gerald Flood of the Radio Section leaves to accept a commission as Lieutenant in the U. S. Navy.

"FIBBER MCGEE & MOLLY"

S. C. Johnson & Son
WEAF-NBC, Tuesday, 9:30-10 p.m.
Needham, Louis & Brorby

TOP-FLIGHT COMEDY SHOW BACK WITH PLENTY OF WHAT IT TAKES TO KEEP ITS RATING.

The top rated half-hour entertainment for the 1941-42 season resumed broadcasting this week with the old standby personnel back in the lineup, fresh and vigorous. The formula which netted the show an average rating of 36.5 last season seemed plenty good for another run. The zest and good cheer abounding in this half-hour are plenty to revitalize the American public from one week to another in these wearing times.

Marian and Jim Jordan used their first show of the season to reintroduce all the familiar characters such as Mrs. Uppington, Mr. Wimple, Mayor LaTrivia, Old Timer, the little girl, etc. But even with such a continuous parade of characters across the stage, fun prevailed. Bill Thompson, again, takes the credit for the male characters, Isabel Randolph for Mrs. U., and Marion Jordan for the little girl. Billy Mills orchestra and the Kings Men quartette again occupied their respective niches, contributing equally to the matters at hand. Harlow Wilcox, and the sponsor's product are still in good tune with the show's character and quality.

One of the program's major ideas for humor, the incident of Fibber's forgetting the camera on the train, was picked up again, later in the evening, on the Red Skelton show, to provide a laugh there too.

liard primarily in the character and foil roles, and secondary in her song-bird post, which started last season, is even more pronounced now. Ozzie Nelson doubles, again, in the comedy stuff to supplement his job at the head of the band. Comedy lineup winds up with "Wonderful" Smith. Commercials are handled by Truman Bradley.

'Coronet' Considers Radio For Key Market Testing

(Continued from Page 1)

circles, due to the new Campbell Soup "Reader's Digest" series, and reported continuation of "Saturday Post" plans for using the medium.

Plan Network Programs To Celebrate Navy Day

Washington Bureau, RADIO DAILY

Washington—Special network programs are now being developed for observance of the country's first wartime Navy Day, on October 27, it was announced here yesterday. Admiral William D. Leahy, chief of staff to the President; Navy Secretary Frank Knox and Admiral Ernest J. King, commander-in-chief of the U. S. Fleet, will broadcast over nationwide hook-ups, it was said.

Runyon Resigns Post For Navy Commission

(Continued from Page 1)

taking an indoctrination course at the Moroton Naval Radio Training School. Runyon has been a president of CBS for the past 6 years and a director of the network since 1937. He is the fourth commissioner to enter government service, the others being William B. Ewald, now radio director of the Office of War Information; Harry C. Byrd, who is currently in England; and Lawrence W. Lowman, who is major in the Army. Runyon served overseas as a sergeant first class in the Army in World War I. He is a Rutgers University graduate and holder of a Phi Beta Kappa key.

STATEMENT OF THE OWNER, MANAGEMENT, CIRCULATION, REQUIRED BY THE ACTS OF CONGRESS OF AUGUST 24, 1912 AND MARCH 3, 1933.

OF "RADIO DAILY," published except Saturday, Sunday and Holiday, New York, N. Y., for October 1, 1942, State of New York, ss.:
County of New York, ss.:

Before me, a notary public, in and for the State and County aforesaid, personally appeared Marvin Kirsch, who, having been sworn according to the law, deposes and says that he is the Business Manager of "RADIO DAILY" and that the following is, to the best of his knowledge and belief, a true and correct statement of the ownership, management, circulation, etc., of the aforesaid publication for the month shown in the above caption, required by Act of August 24, 1912, as amended by Act of March 3, 1933, embodied in Section 537, Postal Laws and Regulations, on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Publisher, John W. Alciato, 300 Avenue, New York, N. Y.; Editor, Shapiro, 240 West End Avenue, New York, N. Y.; Managing Editor, none; Business Manager, Marvin Kirsch, 1616 E. 29th Brooklyn, N. Y.

2. That the owner is: RADIO DAILY CORP., 1501 Broadway, New York, N. Y.; John W. Alciato, 1501 Broadway, New York, N. Y.; Donald M. Mersereau, 1501 Broadway, New York, N. Y.; Marvin Kirsch, 1501 Broadway, New York, N. Y.; Charles A. Alciato, 1501 Broadway, New York, N. Y.

3. That the known bondholders, mortgagees and other security holders owning or holding 1 per cent or more of total amount of mortgages, or other securities are: None.

4. That the two paragraphs next following, the names of the owners, stockholders and security holders, if any, contain the list of stockholders and security holders they appear upon the books of the corporation, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the stock, bonds, or other securities than stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the twelve months preceding the date shown above is 4,510.

MARVIN KIRSCH

Business Manager

Sworn to and subscribed before me on the 1st day of October, 1942.

(Seal) Jeanette

My commission expires March 30, 1943.

WAPI Kc. Shift; Other Activity By FCC

(Continued from Page 1)
 The commission granted permission to the station, operated by the Alabama Inc. to make a desired change in frequency, but its request for a power increase was denied. Denial, however, was made without prejudice in a memorandum of order thus indicating possibility of favorable later action on request after the end of the war. A subsequent loosening up of broadcasting materials situa-

tion of attorney for affairs of Smith, Jr., operator of WJLS, Lynch, W. Va., to be handled by Charles Joe M. Smith, Sr., during absence in military service was ordered by the FCC, it also was denied. This assignment, applying to son's affairs in connection with license to or controlled by also mentions WKWK and relay station WAIE. Six months after termination of war is specified as date the power of attorney is to terminate. Wodaam Corp.) of New York granted a renewal of operating license for standard and auxiliary stations for the the period ending 1944.

WBAX License Extended
 In another action, FCC extended temporary license of John H. Barnes, Jr., operating WBAX, Wilkes Barre, Pa. from Sept. 30 to Dec. 30. This action is believed to have been taken in view of the fact that the license grant of the 1,240 kc channel vacated by WBAX for another Wilkes Barre station, to be operated by the Northeastern Pennsylvania Broadcasters Inc. has been pending further hearings on qualifications of the company, officers, directors and stockholders. Announcements of further hearings on Oct. 15, followed representations to FCC by the Wyoming Valley Victory Committee.

State Broadcasting Co. of El Paso, Texas operating KTSM was granted a special service authorization to operate on 690 kc, 500 to 1,000 kc unlimited time. Station's application for construction permit to operate on that frequency, increase its transmitter power to 1 kilowatt and install a directional antenna for day and night use was denied. Filed also was a petition from Worcester Broadcasting Corp., San Diego, Calif for a special service authorization to use 1,170 kc frequency, and requests from WCOA, Panama City, Fla. for authority to operate on 1,039 kc with 10 kilowatts, to install a new transmitter, use directional antenna at night. WCOA application was designated for hearing.

John Replaces Ratoff
 Replacement for Gregory Ratoff on "Nation Please" tonight is Robert Johnson, NBC London reporter who returned last Sunday for rest and recreation. Ratoff is scheduled for return in next few weeks.

Miller Tour Of NAB Districts Seen As Solidarity Promotion

(Continued from Page 1)
 However, gossip in trade circles is that the tour was decided upon as a result of the NAB board meeting in Chicago, when the "Peace Offensive" under the slogan of "unity" broke down and a powerful bloc of broadcasters voted to launch a new trade association to be known as the American Broadcasters Association. Little by little, details of the Chicago meeting are circulating in the trade, and it is now said that dissatisfaction with Neville Miller as NAB president became outspoken. Conciliatory groups attempted to hear the breach between the groups under a plan whereby the NAB board would limit the functions of Neville Miller and set up a committee in Washington which could deal with the Government agencies in a diplomatic fashion.

Pacification Sought

Hope was that dissident voices would quiet down if Neville Miller was left to act as industry spokesman for the Petrillo hearings scheduled by the Senate. Under this plan questions involving spot announcements for the government, priorities of men and materials, broadcast regulations and other representations before the respective Federal agencies would be handled by NAB staff members or by a special committee of broadcasters. This idea was sponsored in behalf of the NAB after pleas for "unity" were launched in the trade. It was the aim of the "peacemakers" to bring under the NAB wing such groups as the Broadcasters Victory Council, Network Affiliates, Inc., National Independent Broadcasters, FM Broadcasters and the Clear Channel Group.

Another Meeting Oct. 14

While it is understood that this appeasement plan did go part way in mollifying the secessionists, it did not remove their greatest objection to the NAB's present setup, which concerns membership in NAB by the networks as such. Further, it was understood that the dissatisfied broadcasters wanted not only to bar the NAB to network members, but to make doubly sure that domination of the association would not be gained by the chains by subterfuge at an impasse. The NAB board is understood to have had no alternative suggestions, and has voted by more than 2-1 majority to call another board meeting in Washington for October 14. At that Washington meeting, it was decided that the board would finally vote on the question of whether to support Neville Miller to the hilt or make him walk the plank. Various board members are supposed to have the names of possible successors for the NAB presidency which will be presented at that time in case the board decides to purchase Miller's contract for remainder of its term.

Dopesters are forecasting that the NAB board will temporize again to see how the American Broadcasters

Association is beginning to shape up. In the meantime, Neville Miller will have had time to swing around the country to see if other independent stations are showing indications of a breakaway. It is thought that, if possible, the NAB would attempt to have votes of confidence taken at each district meeting in order to instruct the various board members for the coming vote on Miller's administration. Already pledged to support the American Broadcasters Association are: John Shepard, III, Yankee Network; O. L. (Ted) Taylor, KGNC, KTSA, KFYO and KRGV, Texas stations; Walter J. Damm, WTMJ; James D. Shouse, WLW and WSAI; Eugene Pulliam, WIRE; George B. Storer, WSPD, WWVA, WMMN, WLOK, WAGA and WHIZ, of the Fort Industry group; Harry Bannister, WWJ; Ed B. Craney, KGIR, KPFA and KRBM, Montana stations, and KXL in Portland; Stanley Hubbard, KSTP.

Expect ABA Membership Drive

It is understood that the ABA, after setting up its Washington shop with a paid president and his assistants, will start a membership drive in an ambitious program. Dues are expected to be based upon station time sales but details of the ABA organization plans are not expected until next week.

Chicago—The National Association of Broadcasters yesterday was permitted by Federal Judge John P. Barnes to file a petition as "friend of the court" in the government's anti-trust suit against the American Federation of Musicians and its President, James C. Petrillo. The introduction of the petition was permitted despite the protest of counsel representing the union. The suit resulted from Petrillo's order of last July which forbids members of the union to make recordings for phonograph, radio or other commercial purposes.

Stars 10 Yrs. On Radio Now Number 70%

(Continued from Page 1)
 shared the high ranks with Pearl at that time, and who are still going strong for the coming season are Eddie Cantor, Amos 'n' Andy, Rudy Vallee, Al Jolson, Burns & Allen and Ben Bernie. The death of one member of the team terminated the Myrt and Marge combination, leaving only Charles Winninger of the "Captain Henry's Showboat" and Ed Wynn the only two who have not been signed yet for this Fall.

Pearl and Jolson are returning to the air this season, while the other leaders had been on more or less continuously. Both are reported commanding good prices nevertheless.

Pearl's return will get under way Wednesday, Oct. 14, 9:15-10 p.m. as the star in "Cresta Blanca Carnival." The "Baron Munchausen" tag is being changed to "Alias The Baron," Cliff Hall will continue as his straight man, and Billy K. Wells, his gag writer. Broadcasts will originate from the WOR-Mutual Playhouse, here, for distribution among 63 stations.

Morton Gould's Orchestra Set

Musical reliefs will be provided by Morton Gould and his orchestra, and vocals by Jean Merrill and Brad Reynolds. Frank Gallop will announce.

To back up this radio show which becomes the first network wine account in radio, sponsor, an affiliate of Schenley Distillers Corp., is mapping out an ad campaign in key newspapers throughout the nation, and in "Life," "New Yorker," "Vogue," "Harper's Bazaar," "House Beautiful," "House and Gardens" and "Cue." William H. Weintraub Company controls.

Jolson's return is slated for Saturday, Oct. 3, via CBS, 8:30-8:55 p.m., for Colgate-Palmolive-Peet Co.

Stork News

James M. Gaines, of NBC's station relations department in New York, is father of an eight pound boy, Richard Marshall, born September 24 at Flushing Hospital, Flushing, L. I.

● Advertising Space Salesman

Wanted

... Radio Daily has an opening on its sales staff for a man with a good understanding of the radio industry. Write only—stating qualifications, salary desired and draft status. Address replies to Business Department, Radio Daily, 1501 Broadway, New York City.

★ ★ Coast-to-Coast ★ ★

BOB KELLEY, sports editor of **WGAR**, Cleveland, has been assigned to handle the entire football schedule of the University of Michigan, which is sponsored by Emmco Insurance Co. He is also doing the professional games of the Cleveland Rams gridiron contests. Kelley, in addition to his sports duties at **WGAR**, is secretary of the pro team.

Sam Lyles, transmitter supervisor of **WPTF**, Raleigh, is now serving in the Naval Reserve, entering with a Chief Petty Officer rating. He has been associated with **WPTF** for eleven years. Prior to that he had served a four-year enlistment with the Navy.

Del Mott has left **CKGB**, Timmins, Ont., for Toronto where he is enrolled at the University of Toronto to study modern languages. Recent **CKGB** airing was titled "Three Years of War," a drama written and directed by **Cy Strange**, who acted as commentator during the broadcast. Staff men who participated in the show were **Bill Aldrich**, **Del Mott** and **Les Harting**.

KSD, St. Louis, inaugurates a new half-hour musical quiz program, titled "Tic Toc Time" and sponsored by **Hyde Park Breweries Association, Inc.** Show is an audience participation program originating from the Municipal Auditorium and features **Kay Thompson** and **Don McNeill**.

Terry Long, who claims title of only soccer specialist in American radio, returns to **WBNX**, New York, at 8 p.m. on Saturday, Oct. 3, with a soccer results program. Long is editor of "Irish Echo." This season will be his sixth year of presenting soccer results over the station. Another program to return to the **WBNX** microphones is **Syd Hayden's** "Everybody's Books" which begins its fall series on Monday.

Samuel H. Cuff, whose "Face of the War" program has been presented over the Blue Network and in NBC Television has been booked by the National Concert & Artists Corporation for a ten-week lecture tour in school assemblies in Pennsylvania and West Virginia, beginning this week.

John C. Quill, formerly of **WRUL**, international shortwave station in Boston, has been appointed chief engineer of **WSYB**, Rutland. Quill replaces **Chas. Stinson**, former chief engineer who has entered the armed forces in the radio division of the U. S. Army Air Corps. **Lee Morrison** formerly of **WSUI**, Iowa City, has been appointed to the announcing staff of **WSYB**.

W45V, FM station in Evansville, Ind., is being heard over the public address system of the Sunbeam Electric Manufacturing Co. during the plant's luncheon hour. Station recently installed converters connecting with the p.a. system as part of a campaign to aid in the war-effort. Other plants will be similarly equipped.

Lyric soprano voice of **Ann D'Elia**, singing receptionist of **WTAG**, Worcester, will be heard on **WTAG's** FM station, **WIXTG**, in a new program introduced this week. Billed as the "Singing Hostess of Frequency Modulation," she will offer light classical songs in her 15-minute show, heard Mondays and Wednesdays at 4:15 p.m. A member of the Worcester Light Opera Association, **Miss D'Elia** is well-known in Central New England for her vocal contributions at War Bond programs and for her singing role on **WTAG's** "Noonday Revue."

Announcing staff of **WOL**, Washington, D. C., now includes **William Jeffrey**, who was formerly with **WAAT**, Jersey City. He replaces **Larry Geraghty**, now with the Signal Corps of the U. S. Army. **WOL** commercial department has just added **Rodman Marien** to its sales staff. **Marien** was formerly with **WINX**, also in Washington, and replaces **Harold Sheffers**, now with the U. S. Navy.

Local clothier has signed to begin sponsorship of **Dorothy Thompson** on Sunday at 9:45 p.m. over **WSRR**, Stamford, Conn. On the same day **Stamford** will be the honor telephone city on the Blue Network's "Wake Up America" series. Station is an affiliate of the national chain. Remote broadcast from the annual St. Mary's Church Communion Breakfast has been set over **WRSS** for Sunday at 10-11:30 a.m.

Everglo Vitamin Co., New York, has purchased 21 half-minute spot announcements weekly over **WLIB**, Brooklyn. Contract which went into effect this week was placed through the **Kupsick Advertising Agency** and runs for 13 weeks. **WLIB** is currently airing the OEM series, "You Can't Do Business With Hitler" on Thursdays at 4 p.m.

Alles & Fisher organization has signed a contract with the Yankee Network to broadcast every Saturday starting October 3d, the results of all the major football games in the country, and the results of all the college and outstanding high school games in New England with a specially prepared dramatization of some one of the big games in the territory. **Leo Egan** and **Dick Cobb** will handle the "mike." Broadcast will be heard over **WNAC**, Boston; **WEAN**, Providence; **W A A B**, Worcester; **WCSH**, Portland, **WFEA**, Manchester; **WNBH**, New Bedford; and **WSYB**, Rutland, Vermont. It will be called "J. A. Football News." **Fred Lang** will handle the commercial.

In addition to broadcasting the recent Treasury Department's Victory Day Dinner in **Williamsport, Pa.**, **WRAC** of that city was represented by four members of the staff, each of whom purchased a five hundred dollar bond in order to be present at the function. Guests at the affair were **Paulette Goddard** and **William Gargan**, screen stars, and the toastmaster was **John E. Person**, president of the **Williamsport Sun-Gazette Co.** and an officer of the station.

Land Title Co., Philadelphia banking institution, has contracted for the airing of the half-hour "Sweet Land of Liberty" program beginning Oct. 18 over **WFIL**. Broadcasts are emceed by **Jason Johnson** and are written and produced by **Don Martin**, **WFIL** production manager.

WDRG, Hartford, has started a big drive to herald the opening of the CBS program, "School of the Air of the Americas" on Oct. 3. Program in past years has been hugely successful in Connecticut. **WDRG** Education Director **Sterling V. Couch** says more than 100 communities in the state have public, private and parochial schools listening to the program each morning. State Education Commissioner **Alonzo G. Grace** will speak on the first participating program Oct. 9, delivering a message to Connecticut school children on the part they can play to help win the war against the Axis. More than 3,000 CBS manuals on "School of the Air of the Americas" have been mailed out by **WDRG** to school principals and superintendents, according to **Couch**.

Bill Manns, former high school history teacher and WIP relief announcer, has joined the regular announcing staff of **WIP**, Philadelphia, replacing **Lee Vines**, who has joined the CBS staff in New York. Another newcomer to the **WIP** staff is **Allen Smith**, engineer, formerly with **WHAT** in Philadelphia.

Mary Ann Mercer, vocalist, joins the staff of **WBBM**, Chicago, on Monday. She makes her debut as a member of the station's talent staff on "Victory Matinee" aired on Mondays from 2:45-3:45 p.m. **CWT**, and will be assigned to several local and network shows as yet to be announced.

Hal Shutz, organist, pianist composer, has been named head of the music department at **WSBA**, Pa. New addition to the announcing staff is **Richard**, graduate of the University of Southern California and formerly a teacher of speech at the National Academy of Speech and Drama, New York.

Margaret Dotson, promotion manager of **WCKY**, Cincinnati, acted as cheerleader recently to **Barbara Patterson**, winner of "Miss Greater Cincinnati" at the **A City** beauty pageant. Contest for local winner was conducted on Oct. 1. **John Watkins**, **WCKY** staff announcer, joined the hole-in-one club this week. Witness to the achievement which made at local golf course was his

Actors from the **WGY** Player station **W85A** and from television station **WRGB**, recently united in production of **Stephen Vincent Benet's** "They Burned the Books," which aired over **WGY**, Schenectady. It is released by the Writers' War Fund in cooperation with the Association For Education By Radio. **WGY** production was directed by **A. Wilkes**, with music by **orchestra** under the direction of **Edward Rice** and **Gordie Randall** and a high school choir.

"Morning Melodies" is the title new five-day-a-week morning program **WELI**, New Haven. Show, which placed "House In the Country" to be heard at 11:30 a.m. spot, is emceed by **Frank Ruetz**. **WELI** has been forced to discontinue "Stories of the FBI" as a result of the pressure of business part of **Edward Simons**, head of the **FBI** office, who conducted the series.

Last minute change in schedule brings the **Shell Oil Co.** back to **WGN**, Minneapolis-St. Paul for pre- and post-game broadcasts. **Spencer** will bankroll a 20-minute airing of all University of Minnesota football broadcasts and a 15-minute series after all these gridiron contests. **Bob Murphy** will handle both

Lang-Worth Features Resumes Live Production

Lang-Worth Feature Program, which has specialized in tax transcription library services, is resuming live program production service which had been subordinated to the library in recent years. Major live package was "Two Show String" on Mutual Broadcasting System. **Lang-Worth's** first series under the new policy are "Dick Melody Mustangs," a fifteen-minute program designed for a five-a-performance, and "Szath-Myri's phonic Swing," a half-hour musical. Both units have been transcribed previously, and used by **Lang-Worth** subscribers. Other shows are being considered for production by the firm.

1 9 4 2													
BIRTHDAYS													
17	18	19	20	21	22	23	24	25	26	27	28	29	30
October 2													
Martha Atwood		Rosemarie Brancato		Harold W. Cassillo									
Bonita Kay		Groucho Marx		Cecil Roy		Roy Shield		Joan Shields					
October 3													
Gertrude Berg		Lu Carrothers		Jane Crusinberry		Ben Gage		Cliff Hall		Vincent Lorey		Rico Marcelli Theodore R. Nathan Reinhold Schmidt	
October 4													
Kathryn Card		Yeoman John Conrad		James R. Curtis		Lenore Kingston		C. E. Pfautz		Homer Rodeheaver			

OWI Lauds Radio's Role

My Picks Favorites Radio Programming

Washington Bureau, RADIO DAILY
Washington—Radio producers who had any doubts as to the preferences and dislikes of the average American soldier can resolve all uncertainties by studying the results of a survey just completed by the War Department. Although this report, just released, may prove helpful to the broadcasting industry, it was prepared especially for confidential government use. After interviewing soldiers in camps
(Continued on Page 5)

C Cites Watkins Co. For Toothpowder Advt.

L. Watkins Co., manufacturer of Lyon's Tooth Powder and large amount of radio time, has been ordered by the Federal Trade Commission to stop and desist from misrepresentation of its dentifrice product in advertisements on the air and in other media. Continuity of the sponsor stresses the use of powder just as your dentist does when he cleans
(Continued on Page 2)

NS Files 3 Requests Re Additional Power

Washington Bureau, RADIO DAILY
Washington—Postluding the recent voluntary surrender of its new 50 kw transmitter for use of Government in two-way international broadcasting, West Radio, Inc., of New York filed three different applications with the FCC on Friday. The first of these requests was for a
(Continued on Page 2)

No Barriers

Network staffs, insofar as personnel is concerned, mean less and less these days when the subject in hand is one dealing with the country's war effort. Nora Stirling, who recently joined NBC's script division, is supervising writers' efforts for new "Bond Wagon" series. The programs are to be heard over MBS.

Expect Ease On Tubes In Today's WPB Order

Washington Bureau, RADIO DAILY
Washington—A new preference rating order on broadcasting replacement items containing copper is expected to be released here today by WPB. Anticipated order, to be known as P-133, will replace P-129, which expired Sept. 30. It is anticipated that the new order will assign preference rating A-1-J to all tubes, parts and essential materials necessary to maintain station operation. Also under
(Continued on Page 5)

Thrower Made V.P. Heading Blue Sales

Newly-created post of vice-president in charge of sales of the Blue Network yesterday went to Fred M. Thrower, Jr., the organization's general sales manager, at the regular monthly meeting of the Board of Directors. Elevation to this position, according to
(Continued on Page 3)

Lewis Says Industry Is Giving Most To War Effort Sans Recompense; Asks No Procedural Changes

Returning Fall Shows Attain High Ratings

Return of some of the regular fall-winter network shows is reflected in the "First 15" national program ratings for September 30 prepared by C. E. Hooper, Inc. Edgar Bergen-Charlie McCarthy show for Chase & Sanborn and the Lux Radio Theater, which returned to the air last month after summer vacations, returned to the list
(Continued on Page 7)

Washington Bureau, RADIO DAILY
Washington—Expressing the conviction that radio has given "more fully, and without recompense, of its facilities," than any other industry in the nation, OWI Radio Chief William B. Lewis closed circuit talks that went out from here Friday over all network wires, asked broadcasters not to make any changes in their present methods of clearing government-sponsored war programs until procedures have been worked out with their nearest OWI radio representative
(Continued on Page 3)

Corn Products Underwrites Extra "Canteen" Expenses

In addition to the \$2,500 which Corn Products Refining Company pays the American Theater Wing weekly as sponsor of the "Stage Door Canteen," George M. Moffett, president of the concern has agreed to donate additional funds to underwrite the losses
(Continued on Page 2)

FCC's Legal Talent In Important Exodus

Washington Bureau, RADIO DAILY
Washington—Important exodus of FCC legal talent, including the general counsel and assistant general counsel, is now in progress to the armed services and other government agencies, RADIO DAILY learned over the week-end. Telford Taylor, the commission's chief attorney, whose youth evoked
(Continued on Page 7)

NAB'S Data On AFM Gets Play From Press

Timed to coincide with the Oct. 1 deadline set for the filing of the government's anti-trust suit against the American Federation of Musicians, the "The C Is For Caesar" pamphlet
(Continued on Page 5)

W75NY New FM Outlet Going On Air Next Month

W75NY the FM station of Metropolitan Television Inc. is now making tests and expects to go on the air with regular programs six hours daily some time next month. Metropolitan
(Continued on Page 2)

★ THE WEEK IN RADIO ★

... Ad Tax Deductions
By BOB LITZBERG

FORMULA for determining "reasonable expenses," which may be considered as deductible for tax purposes, was set up by the Bureau of International Revenue in a statement issued last week by Commissioner Guy T. Helvering of the bureau. While no definite rule was set for determining what is "reasonable," deductions will be based on the following considerations: size of the business; amount of prior advertising budgets; future business; increased

advertising costs; introduction of new products; and buying habits necessitated by wartime restrictions. Decision of the National Labor Relations Board, in which the NLRB expressed full recognition of the American Federation of Artists, was interpreted in union circles as the most important labor decision handed down during the past year; decision, in the case which has been hanging fire for the past ten months, requires WQAM,
(Continued on Page 2)

Helping Hand

When wife's away, husband works. This especially applies to Mark Hawley. CBS news commentator, who takes over for his wife, Adelade Hawley, of the network's "Woman's Page of the Air" today, while she goes on lecture tour of women's clubs in the south. The commentator will return to the microphone next Monday.

Bad Year

Chalk down the year 1948 as the worst in radio's history as far as reception and transmission is concerned. Scientific calculations showing the probability of the next period of maximum sunspot incidence in 1948 will be more powerful than any other since 1837 with chances 9-1 the sunspots will be third largest since 1749, says Chicago U's Journal of Astrophysics.



★ THE WEEK IN RADIO ★

... Ad Tax Deductions

(Continued from Page 1)

Vol. 21, No. 3 Mon., Oct. 5, 1942 Price 10 Cts.

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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

(October 2)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	119 1/4	118 3/4	118 3/4	- 1/2
CBS A	12	12	12	+ 1/4
CBS B	11 7/8	11 3/4	11 7/8	+ 1/8
Gen. Electric	28 1/8	28 7/8	28	+ 1/8
Philco	35	34 1/2	34 1/2	+ 1/4
RCA Common	3 1/2	3 3/8	3 1/2	+ 1/8
Stewart-Warner	6 7/8	6 3/4	6 7/8	+ 1/8
Westinghouse	73	72 1/8	73	+ 1/8
Zenith Radio	15	15	15	- 1/8

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	1 7/8	2
Stromberg-Carlson	5 7/8	6 7/8
WCAO (Baltimore)	17	20
WJR (Detroit)	19	21

FTC Cites Watkins Co. For Toothpowder Advt.

(Continued from Page 1)

your teeth" is mentioned specifically as one of the reasons for the cease and desist order.

The respondent is ordered to cease and desist from disseminating advertisements containing the statement "Do As Your Dentist Does—Use Powder," or any other statement of similar import; or which advertisement otherwise represents, directly or by implication, that the respondent's product is similar to or comparable with the powder used by dentists. The respondent also is ordered to discontinue representing that the product is an effective antacid or that it will correct "acid mouth," or that it is free from all grit or that it cannot injure or scratch the tooth enamel.

Miami, to reinstate a discharged employee and to refrain from discouraging union membership among its employees... Tour of the NAB districts by Neville Miller, ostensibly for the purpose of bringing war information to NAB member stations, was announced in Washington last week; accompanied by officers of the armed forces and officials of government agencies, Miller is expected to start a drive to maintain the solidarity of the trade association, following the formation of a new broadcasters' trade association in Chicago week before last.

Scripting is undergoing a wartime metamorphosis, it was revealed last week, in order to meet the psychological factors developed as a result of a nation at war; new shows being peddled for future airing are more mature in subject matter as well as casting... Recognition of the independent recording studios by the procurement division of the U. S. Treasury was established last week when that government agency listed 18 transcription firms which may do business with all government departments; uniform schedule of prices was set for the listed firms... Broadcasters Victory Council has informed stations to consult with their local office of the United States Employment Service in cases where essential employees are called for induction; suggestion was made prior to the announcement by the Board of War Communications that it expects to receive manpower recommendations from its various industry committees during the current week... Recording ban status remained stalemated during the past week, with the NAB planning meetings in the association's 19 districts.

OWI activities included: issuance of an order requiring recipients of

government news releases to assume the expense of receiving such news; denial by Kay Kyser, OWI official, that he had made statements derogatory to radio; realignment of editorial and production staffs under George Zachary... CAB, in addition to releasing its six-month survey, which showed night-time commercials on the increase, announced an expansion of its research activities... Shortwave activities of the War Department were assigned to Captain Frank Pellegrin, former NAB advertising director; two other radio-lites, Captain Hal Rorke, former CBS press man, and Lieutenant Maurice Boyd, formerly in the NBC-Chicago news bureau, were added to the War Department's public relations bureau in a reorganization announced last week... Final schedule of the Atlantic Refining Company's football broadcasts lists 145 college and school gridiron contestants... CBS lost its fourth corporate officer to the armed forces with the announcement that Mefford R. Runyon, vice-president had been commissioned with the rank of lieutenant commander in the United States Naval Reserve.

NBC is completing plans for the sponsorship of an Institute of Inter-American Affairs in conjunction with Columbia University; network also revealed the inauguration of a plan for careful analysis of all NBC programs in the interest of scientific approach to morale qualities of network broadcasting in wartime... NAB, through its Wage-Hour Committee, has decided to petition the Secretary of Labor for exemption of the entire broadcasting industry from President Roosevelt's recent order on overtime pay... R. J. Reynolds Tobacco Co. answered the complaint of the FTC regarding misrepresentation in the firm's advertising.

W75NY New FM Outlet Going On Air Next Month

(Continued from Page 1)

Television Inc. is jointly owned by Abraham & Straus and Bloomingdale's department stores.

W75NY will be known as the "Information Station" according to an announcement from I. A. Hirschmann, vice-president of Bloomingdale's and of Metropolitan Television Inc. "We hope during this experimental period to develop a fresh approach to programs," Hirschmann explained in announcing the plans of the station. "Major emphasis of our programs will be on news, music, and education, with behind-the-scenes information on current events in these fields."

KFIO Joins MBS-Don Lee

KFIO, Spokane, Wash., has been named the Mutual-Don Lee outlet in that city, replacing KGA, former network affiliate. KFIO operates on 1,230 kc with 250 watts, full time, and is owned and operated by Spokane Broadcasting Corp.

WINS Files 3 Requests Re Additional Power

(Continued from Page 1)

construction permit for an increase of power from one to five kw, unlimited time, and installation of a new transmitter, to be set up near Kingsland, N. J. Present transmitter is near Paterson Plank Road, Carlstadt, N. J. Second and alternative application is identical with this, except that power increase requested is from 1 to 10 kw.

Modification of the WINS construction permit for the 50 kw transmitter just relinquished, to extend the completion date two years, constituted the third request made by Hearst Radio in this matter. Original completion date scheduled was Nov. 3, 1942. Company now asks that this be extended to Nov. 3, 1944.

WCAU, Broadcasting Co. of Philadelphia petitioned the Commission for a license to cover its construction permit for the new high frequency station, W69PH.

COMING and GOING

FRED M. THROWER new vice-president of the Blue Network in charge of sales, left the week-end for Chicago. Is expected by Wednesday.

B. A. McDONALD, sales manager of Philadelphia, paying a business call on V. McConnell, NBC's manager of spot sales.

LYMAN BRYSON, CBS director of education who spent the week-end in Washington on Friday, again for the Capital tomorrow.

HUGH B. TERRY, station manager of New York, has returned to his Denver, headquarters.

PARKS JOHNSON and WARREN HULL, Lakehurst, N. J., today, from which point will broadcast tonight's stanza of their "Pop" program from the Naval Air Station.

S. BERNARD BERK, president and manager of WAKR, Akron, has arrived Ohio for conferences at the offices of the Network.

GENE AUTRY is in Chicago, where he has his program last night from the studios of

PAUL DUDLEY, executive producer of Coca-Cola "Spotlight Bands" program for D'Arcy Advertising Agency, is in Philadelphia to supervise tonight's broadcast.

JOSEPH NASSAU, of WMFR, High Point town from North Carolina for a few days station business.

Corn Products Underwrite Extra "Canteen" Expenses

(Continued from Page 1)

Canteen has been sustaining coming to an increased patronage opening of branch canteens. Estimated that the additional expense will run into a thousand dollars weekly. Sponsor's volunteering supplement his original contract allowed a report this week by F. Menken, chairman of the radio division of the Wing, that the organization was operating in the red. Canteens have been opened in Philadelphia, Washington, Cleveland, San Francisco. Moffett's underwriting will enable the projects to continue in solvent state.

RKO Buys Pix Spots

RKO Pictures Inc., has opened eight day spot campaign on stations, tying up its picture, "I of the Yankees" with the Victory Series. At the start of the radio campaign yesterday, announcements gave score and then a fast blurb about the picture. Stations which received the campaign include WJLH, WHN and WNEW. Donahue & handled the account.

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

WB Y N NEWS EVERY MINUTE ON THE MINUTE 12 NOON TO 6 P.M. NEWS AS IT HAPPENS • 1430 ON YOUR DIAL •

is Lauding Radio ks No Change Now

(Continued from Page 1)
nder the new Regulation No. 2. s described this ruling, which e effective last Thursday, as a of super traffic cop" that would wise use of the radio time le for government programs essages. Itself a new step in the ating process which began suance of the OWI Radio War Lewis said that "Number 2" id the groundwork for another hich shortly would be forth- to enable broadcasters to he war effort more efficiently. n as the present regulation gets oning smoothly, details will be ed, he indicated.

Seeks Balanced Treatment
rting that the sole purpose of ation No. 2 was to provide ade- and balanced treatment of all nformation programs, assuring onformity with overall infor- policy, and their factual ac- the OWI radio chief went on, ew regulation is in no way a pe of censorship, putting bars n local broadcasters and pa- groups or government agen- the cordial relations that have up to now must continue if adcasting industry is to keep its job for the war effort."

ewing the new ruling in de- ewis made clear that it applies grams put on locally in coop- with representatives of "any that takes its orders from gton, and which is directly ed with government war

This definition does not em- American Legion posts, P.T.A., and similar groups. s asked stations to establish a ship with their nearest OWI that is no less cordial and co- ve than the one you've main- with us here at OWI head- rs in Washington."

Questionnaires in Preparation
each of the 12 OWI regional ve hope shortly to have a rep- tive who has practical radio ence," he continued, adding, ill understand and appreciate problems. At the same time, eep in constant touch with all rttime situations that exist in egion—plus the fact that he'll e regular directives from Wash- on the actual problems which overnment feels need the most on at any given time."

tionnaires designed to pro- WI branch offices with the in- on necessary for inauguration clearence procedures are being ut to all stations.

**TIMORE'S BLUE NETWORK
OUTLET**

W C B M
Representatives:
SALES, INC. - New York - Chicago - San Francisco

★ PROMOTION ★

Tube-Saver Booklet

Heintz & Kaufman, Ltd., manufac- turers of tubes, have prepared a pocket-size booklet titled "Thirteen Ways to Prolong Tube Life." Promo- tion presents helpful hints on getting the longest service from electronic tubes. It considers plate dissipation, proper tuning of circuits, reduction of "no-signal" plate current in Class B audio amplifiers, minimizing stray circuit losses in Class C stages, ad- justing grid drive, maintaining rated filament voltages, preventing para- sitic oscillations and other subjects. Copies can be obtained from Heintz & Kaufman, Ltd., 1018 Tanforan Avenue, South San Francisco, California.

Accident Prevention Co-op.

Accident prevention series, "Men, Machines and Victory" recently ex- tended on Blue Network, is receiving promotion support of National Safety Council's War Production Fund to Conserve Manpower through series of posters destined for war and domestic industrial plants throughout the na- tion.

Posters, which feature network's name prominently as well as giving

Thrower Made V.P. Heading Blue Sales

(Continued from Page 1)

ing to Mark Woods, Blue's president, brings to a new high a radio career which began in 1929 when he joined NBC. Some four years of contact work in various capacities with that company, particularly in the adver- tising agency and client fields, led to his transfer to the sales depart- ment.

Advertisers' Champion

Thrower is an advocate of service selling, namely that in which the ad- vertiser's interests are constantly con- sidered, rather than forgotten as soon as the contract is signed.

When the Blue Network was formed as a separate entity early this year, Thrower was named to the sales man- agement post. He is a native of the South and was educated in Florida and Kentucky.

Millay Poem On NBC; Based On Lidice Murders

Dramatic poem "The Murder of Lidice" by Edna St. Vincent Millay, portraying destruction of Czecho- slovakian village and its inhabitants is basis for special NBC broadcast Monday, Oct. 19, 10:30-11 p.m., EWT. This is Miss Millay's first poem writ- ten for radio.

War Writers Board, headed by Clifton Fadiman of "Information Please," asked Miss Millay to create the poem soon after inhabitants of ill-fated city had been murdered by German hordes in reprisal for assas- sination of Reinhard Heydrich, Ges- tapo leader in the area.

Scholarship-Bond Contest

Scholarship contest conducted by WHBC, Canton, O., in conjunction with members of the Western Re- serve University faculty will be used to promote the sale of War Bonds. Ideas behind the contest is that pur- chasers of bonds by reason of their purchases will have the opportunity of helping 20 high school students compete for college scholarships amounting to \$13,200. Contest will be in the form of 35 quiz programs on WHBC.

On each program four contestants will be asked questions prepared by the university's faculty. A qualifying exam was held to select contestants. Purchasers of bonds are entitled to vote for any contestant on any pro- gram, with the winners being selected by the number of votes received. Financing of the contest was made possible on a cooperative basis by firms located in the station's listen- ing area.

broadcast times, will go first to some 12,000 safety engineers and plant en- gineers, from whom it is estimated that orders for 90,000 more will be received.

Edgar Bergen Troupe In East For A Month

On arrival at Grand Central station from Hollywood, Friday morning, Edgar Bergen, Don Ameche, Ray Noble and other members of the Sun- day evening show revealed their in- tention of making New York their headquarters for the current month. In addition to their regular NBC pro- grams, Bergen and the cast will en- tertain service men at Annapolis the week of Oct. 11; the Marine base at Quantico, Va., the week of Oct. 18, and at West Point the week of Oct. 25.

In each case, Monday and Tuesday of each week will be devoted to such presentations for service men and Wednesdays to the building of the next network show.

As a result of his tour of Army and Navy bases in Alaska, Bergen said, he was considerably impressed by the need of entertainment for men stationed in such remote places. On his return to the West Coast, he started rounding up such entertain- ment devices as home motion picture projectors and films for shipment there.

Troupe's headquarters while in New York will be at the Waldorf-Astoria.

Blue Adds Penn. Station Bringing Net Total to 139

Continuing its efforts for acqui- sition of additional stations, Blue Net- work announces affiliation of WARM, Scranton, Pa., bringing total to 139 outlets. Owned by Union Broadcast- ing Company, WARM operates full time with 250 watts on frequency of 1,400 kc. Network stations rate is \$80 per evening hour.

Dominant **NBC** Basic Station
In This Area

**SELLING TO A
RICH, BUYING
MARKET**

WDEL

**1150 KC
WILMINGTON
DELAWARE**

WDEL reaches an area— Delaware, southern New Jersey, and parts of Mary- land and Virginia—which is booming for it is located right in the heart of the nation's greatest produc- tion area.

Covering this buying mar- ket with 5,000 watts day and night, WDEL is doing an outstanding job for scores of advertisers.

Your advertising dollars spent on WDEL can pay you rich returns in profit- able sales—write:

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

Los Angeles

By JAC WILLEN

ALTHOUGH Meredith Willson has received thousands of lyrics by mail in his 17 years as a composer-conductor, last week he got the first one that caused him to stand up and cheer. It was a rollicking verse titled "Tuscarora Tar," from a fan in Laguna Beach. Willson is writing the music and will introduce it on his Maxwell House musical chores.

California Fruit Growers Exchange radio plans for 1942-43 are expected to be ready for announcement early this week. Hedda Hopper's three-year contract with the Exchange expired October 30 and she did not renegotiate with the organization for a new contract, as she finds three-a-week daytime shows, plus her other activities, too exhausting to continue. "2-B, or not 2-B" might soon be the Crossley reports greatest interest to radio's top-talent.

Radio functions under wartime conditions will be the Dick Joy theme, when the KNX-CBS announcer and newscaster addresses a "celebrities luncheon" at the Del Mar Club, Santa Monica, on Oct. 7.

Bud Abbott and Lou Costello are having a new-type of radio premiere. Prior to the first broadcast of their new Camel program Oct. 8, the boys have invited a select Hollywood list to help them celebrate the opening of their radio series BUT at a party honoring Army, Navy and Red Cross Nurses. Festivities are to be held at Sid Grauman's Hollywood Roller Bowl. Date of the party is Oct. 6.

Cookie Fairchild will conduct the "Take It Or Leave It" musical portions when the show airs from Hollywood. Jacques Renard will again conduct the show's orchestra when it returns to New York.

William Powell and Hedy Lamarr will be co-starred in the Lux Radio Theater presentation of "Love Crazy" over the CBS airplanes Monday, Oct. 5. Lurene Tuttle, who plays the role of Gildersleeve's niece Marjorie, is captain of 50 radio actresses who will hostess at the Hollywood Canteen on Saturday nights.

Herbert S. Baumgarten, purchasing agent for the Universal Microphone Co., Inglewood, holds open house at his Beverly Hills home for microphone employees on Oct. 3.

Harry W. Flannery, CBS news commentator, and author, is holding another one of his now famous "ersatz" dinners at his home Tuesday, Oct. 6.

Invited guests are hand-picked for their hearty appetites, and will get a surprise "lowdown" on what war food can be like—and according to Flannery, is in Naziland.

Have You Met The Voices

GILBERT MACK

?

LEX. 2-1100



A Reporter's Report Card . . . !

● ● ● KATE SMITH: On your 24-hour bond selling stand via CBS tomorrow, there's a strong likelihood that the various sponsors on whose shows you appear will match the total of bonds pledged on their program

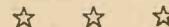
...LAWRENCE TIBBETT: We just heard the reason why the piano was off-key at a recent rally where you sang. It seems the piano tuner went berserk when he heard you were going to be there and in his anxiety to make everything super-perfect, he tuned the lower register in an entirely different key than the upper! WALTER WINCHELL: Did your radio program advice to "hold on to Louis-Conn fight tickets until Oct. 13th" mean that perhaps there will be a fight after all? ...FRED ALLEN: How did you manage to get your old formula—newsreel, Mighty Allen Players and two guests, all into a half-hour! ...BOB HAWK: What is your new radio idea that everybody is mumbling about? ...JACK HURDLE: Welcome home! Is it news to you that you take over the direction on the "Prudential Family Hour" in two weeks—as well as the supervision on "Don Winslow"?



● ● ● VICTOR MILLER: Your Piano Concerto, "Manhattan Panorama," gets a repeat performance tonight via WQXR. ...ANDRE KOSTELANETZ: One of the smaller stations played some of your more outstanding Coca Cola selections the other day—and then came the dub-in: for another cola drink. ...HELEN MENKEN: Clare Boothe Luce didn't show up at that Stage Door Canteen broadcast for a very good reason. She was over at the "Daily News" getting photographed for the roto section. ...GEO. M. COHAN: The Screen Guild's Theater of the Air has secured FDR's permission to imitate his voice on "Yankee Doodle Dandy" dramatization Oct. 19th. ...

JACK ROSENBERG: Has bandleader Leighton Noble seceded from the Union? He's just scrapped his ork to sign with Universal Pictures as an actor. ...BILL DUFFY: Many people get your Duffy's Tavern confused with the radio place immortalized by Ed Gardiner—which isn't bad for either of you. ...ARCH OBOLER: Your new series, "To The President," which debuts Oct. 18th, will come from the coast. ...

IZZY ELLINSON: Eddie Cantor has just signed Charley Marion to help write his radio patter. ...JOAN EDWARDS: Spies report that you were the best rhumba dancer at Hildegard's opening last week.



● ● ● VINCE CALLAHAN: Radio stars, making personal appearances, are credited with that half-million-dollar bond sale campaign on Chicago stations. ...DINAH SHORE: You can no longer say that you've never worked as a vocalist with a dance band. On the last "Command Performance" short-waver, you sang vocal choruses with the T. Dorsey, Count Basie, Lionel Hampton and Spike Jones orks. ...SAMMY KAYE: Because "mechanical difficulties" cancelled your first Spotlight Bands Blue Network remote from Milwaukee, NBC will take no more chances. Yesterday's "Hour of Charm," originally scheduled to come from the San Diego Base, was aired from the Los Angeles NBC studios. ...JACK PEARL: Plenty of interest being shown in your forthcoming return to the air via Mutual. ...ANDREWS SISTERS: You will be the first entertainers to make a second appearance on the "Stage Door Canteen" show this week. ...ED SULLIVAN: That was a great shindig at Madison Sq. Garden last week. ...CARMEN MIRANDA: We're wondering what happened to you in "Panama Hattie." Weren't you supposed to be in the screen version? ...PUBLICITY CLUB: The help situation is going from bad to worse with half of the free lance press agents moaning the blues about lack of talent around.



Remember Pearl Harbor

Chicago

By FRANK BURKE

VICTOR REED, member of the central division news and sports events department, will be married Monday, Oct. 12, at Lapeer, Michigan. Bride, Nora Catherine O'Brien, daughter of Dr. D. J. O'Brien.

Sales executives of CBS closed regional meeting here after discussing wartime radio problems, programs, and a plan to intensify sales efforts. Those attending: Arthur J. Kemp, CBS Pacific Coast sales manager, San Francisco; Arthur Hull Hayes, general manager, New York; Carter H. Ringlet, radio sales, St. Louis; J. K. Smith, radio sales manager of the west division and Dave Sutton, London Owen, William Parker and McLoney of local sales staff.

Howard Wiley, member of the production department since 1932, been named musical-assistant production director for the NBC central division under Charles Urquhart, production manager.

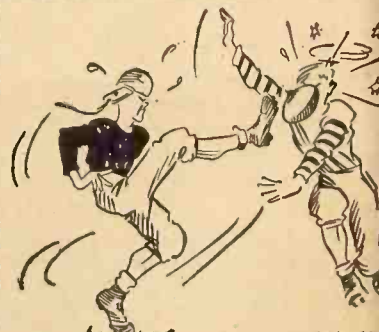
WIND and WJJD begin the consecutive year of broadcasting to the Chicago Board of Education program today. WIND plans to carry educational broadcasts at 1:30 Monday through Friday and WJJD at 2 p.m., on same days. Al Holler, public relations for station, George Jennings, director of the council, are scheduling the program.

Patsy Montana, cowgirl singing star, joins the staff of WJJD and will be featured on "Supper-time from the 'Songs of the Allies,'" transcribed five-minute show, sponsored by General Laboratories, has been placed on Midwest stations starting Oct. 5 from three to five times weekly. Russel M. Seeds Agency.

Red Foley, cowboy singer, returning to WLS after an absence of months. He will be featured on "Stone Barn Dance Party" and "Murphy Barnyard Jamboree" show.

"Road of Life" cast on adopted a ward at Great Lakes Naval Training Station Hospital and plan to keep them supplied with magazines, books and other entertainment approved by Navy. Muriel Brewster is secretary of the show's committee.

Pat Flannigan will present a series of five programs under sponsorship of the Office of Civilian Defense to aid in the Chicago scrap collection drive. Show 10-10:15 a.m., last Saturday.



"Imagine WFDF Flint, Michigan giving credit to that block head!"

Army Picks Favorites Radio Programming

(Continued from Page 1)
Throughout the country, researchers of the War Department's Special Service Division say the average man in uniform prefers broadcasts of dance music, news, comedy and sport events, but doesn't care much for serial dramas, operas, symphonic or hill-billy music.

While only one soldier in about six owns his own radio set in camp, more than half of the men listen to a program at some time during a typical week-day. The majority listen in their barracks. For some unexplained reason, the soldier's favorite listening day is Thursday. Of the majority who say they prefer that day, 26 per cent tune in on morning programs, 42 per cent on mid-day broadcasts, and 52 per cent tune in Thursday night programs.

Three Listening Peaks
Interesting disclosure was that 40 per cent of the soldiers said there were certain programs they would like to hear, but they could not do so, either because no radio was at hand or because the programs came through when they were unable to listen, or did not come through sufficiently clearly over the stations they could tune in.

Listening peak on a typical week-day morning is from 6:15 to 7 o'clock; mid-day from 12:15 to 12:45, and evenings from 7 to 8:30 o'clock.

Popular music, sweet and dance music, is the favorite, with 87 per cent of the soldiers questioned expressing a like for this type of broadcast, 3 per cent expressing dislike and 10 per cent expressing no opinion. Second in popularity are news broadcasts, reports and comments on current happenings, liked by 86 per cent, disliked by three per cent, 11 per cent expressing no preference. Comedy programs, gags, skits and many plays are enjoyed by 85 per cent, disliked by 4 per cent. Eleven per cent voiced no opinion.

Sports Broadcasts Popular
Sports broadcasts, news and reviews of athletic activities are liked by 69 per cent, disliked by 10 per cent; no opinion from 21 per cent.

Variety programs are favored by 66 per cent, disliked by nine per cent, with no opinion from 25 per cent. Popular music of the swing type, scat and jive, are approved by 61 per cent, disapproved by 13 per cent, with 22 per cent not voting. Radio plays, complete in one broadcast, are also approved by 62 per cent, disliked by 13 per cent, and 25 per cent voiced no opinion.

Old familiar music, ballads, folk songs, and tunes of long ago, are liked by 57 per cent, disliked by 15 per cent, with no opinion from 28 per cent.

Quiz programs are also liked by 57 per cent, disliked by 17 per cent, no preference by 26 per cent.

Hill-billy and western music are approved by 42 per cent, disapproved by 33 per cent, and no opinion from 25 per cent.

Special events programs are favored

NEW PROGRAMS—IDEAS

"Army Post Office"

"Army Post Office" is the name of the latest addition to the program schedule of KEX, Portland, Ore. Arden X. Pangborn, managing director of KEX, revealed that the program was originated through cooperation of the Consumer Division of the Office of Price Administration. The program takes the form of a letter, written by the wife of a soldier to her husband overseas. Jean Morrison of the KEX artists staff plays the part of the wife, reading over the letter. Her voice fades out at intervals during the weekly quarter-hour while parts are dramatized. Purpose of the show is to instruct women on their wartime duties. Thus, in the letters, Miss Morrison explains the things she has done around her home, new shopping habits, cleaning shortcuts, time-savers, etc.

WBNS War Effort Series

A series of war effort programs currently being aired on WBNS, Columbus, Ohio, consists of fifteen-minute dramas based on what is being done and what there is to do for listeners in all types of war work. The

FDR On All Webs Tonight Inaugurating Fund Drive

Inauguration of \$170,659,000 fund drive in 625 American cities for Community Mobilization's organized effort is to present President Roosevelt tonight, 10:30-11 p.m., EWT, on combined networks of NBC, CBS, Blue and MBS, and will feature local cut-ins in majority of 625 participating cities which have radio stations.

Break in network programs for local air presentation, will generally be in the form of response to the President's message by chairman of the local community or war chest drive, or some other person equally prominent in city life.

Philadelphia Symphony Set

Sequence of opening program, which is one of many broadcasts approved by OWI and given AA priority rating for the drive, will be presentation by Philadelphia Symphony Orchestra of "Russian Sailors Dance" by Gliere; the address by the President; the local break, and a special presentation of "Blondie."

Campaign encompasses practically all national and local drives of major social agencies with the exception of the American Red Cross and, in certain countrywide phases, USO.

by 39 per cent, disliked by 22 per cent, with no opinion from 39 per cent.

Classical music, broadcasts of symphonies, opera and other "serious" music are approved by 32 per cent, disliked by 35 per cent, and 33 per cent expressed no preference.

Serial dramas found favor with only 16 per cent, while 57 per cent disliked such broadcasts and 27 per cent expressed no opinion.

scripts are written alternately by Jack Price, WBNS program director, and Thomise Staub and Laura Mae Redden of the continuity staff. Production and direction is shared by Price and Tom DeVore, continuity editor. Programs have all been transcribed and replayed at different hours to catch all sections of the WBNS audience.

Musical Memory Contest

WQXR, New York, will revive its "Musical Memory Contest," in a view form, beginning this month. Scheduled for 9:15 to 9:30 p.m. on Tuesdays and Thursdays, the revamped show eliminates studio audience, and, at the same time, enables listeners to test their musical knowledge and compete for prizes. The contest will consist of three musical compositions, played on the air through recordings, with no announcement of titles or composers. Every listener who sends in the correct names of the three compositions wins a subscription for six months to the WQXR monthly program booklet. Any individual can win limitless numbers of subscriptions, and have the booklets sent to friends.

NAB's Data On AFM Gets Play From Press

(Continued from Page 1)
and accompanying statement issued by the NAB, Thursday, received a strong play in the local press, summaries appearing in most of the papers. Fullest play locally was given by the "Herald-Tribune."

Pamphlet contains statements which had been the subject of the questionnaire NAB had sent to the stations early in August. Highlighted in the findings are the following:

"(1) Approximately 225 of the communities in which broadcasting stations are located do not have enough musicians to form a local of the American Federation of Musicians.

"(2) More than one-half of the membership of the American Federation of Musicians consists of non-professionals who are not entirely dependent on music for a livelihood.

"(3) Members of the American Federation of Musicians are engaged in more than 150 other occupations, trades, businesses and professions; and for them music is really only a pin-money sideline."

West Coast Bureau, RADIO DAILY

Hollywood—As an outgrowth of the American Federation of Musicians' ban on the making of transcriptions, Jack Benny will make only one appearance on the air each Sunday. He will be heard at 4 p.m., PWT, on NBC, with the program originating at KFI, in this city.

ET Firm Appoints Michelson

Charles Michelson, Radio Transcriptions, has been appointed exclusive eastern distributor for the Radio Transcription Co. of America.

Expect Ease On Tubes In Today's WPB Order

(Continued from Page 1)

stood to be under way are plans for the allocation of materials and manufacturing facilities to make vacuum tubes available to manufacturers on the A-1-J preference rating, thus eliminating necessity in most instances for filing PD-1A applications.

It is believed likely that WPB will rule on turning in of used tubes for salvage purposes as condition to obtaining new ones. WPB Radio Industry Advisory Committee meetings are contributing to the development of definite programs on tube conservation and care, according to Frank H. McIntosh, WPB chief for civilian radio. Recommendations on conservation and care of transmitter vacuum tubes were made at last week's meeting of the group representing that industry, which turned in a report on all non-military requirements for transmitter tubes.

The advisory committee for the radio receiving tube industry will meet here on Friday, when WPB expects to have program drawn up on meeting tube requests for civilian receiving sets. Meeting on receiver replacement parts is also scheduled, for the near future, but the date has not been announced yet.

Sam Hayes Listing 60 On "Touchdown Tips" ET

New high in his coverage of grid-iron predictions will be set by Sam Hayes, "Touchdown Tips" commentator on NBC's weekly recordings with Oct. 16 release. On that day his forecasts will include scores of 60 games to be played in all parts of the country Oct. 17 and 18. Current sponsors of this Radio Recording Division production include those selling automobiles, bread, banking service, drugs, real estate, beer and beverages, jewelry and furniture.

"Selective Service Book" Being Prepared By NAB

Washington Bureau, RADIO DAILY

Washington — A Selective Service Handbook to assist stations in requesting occupational deferment of "key" men is now being prepared by the NAB, it was announced this weekend. The manual, which is scheduled to come off the press this week, is said to contain pertinent sections of the Selective Service Act and rulings, local board releases, a dummy form on occupational classification and authoritative procedure for prosecuting claims for occupational deferment.

WANTED

Two alert local Salesmen — 50,000 population. Competition 50 KW. Station and morning and evening papers. In southern City. Good chance for advancement if result getter. Wire interest. Box 577, Radio Daily, 1501 Broadway, New York City.

GUEST-ING

HEDY LAMARR and WILLIAM POWELL, in an adaptation of "Love Crazy," on the 'Lux Radio Theater,' today (WABC-CBS, 9 p.m.).

JUDITH LITANTE, English soprano, on he program of the Columbia Concert Orchestra, today (WABC-CBS, 3:30 p.m.).

MADELEINE CARROLL, on "Cavalcade of America," today (WEAF-NBC, 8 p.m.).

JASCHA HEIFETZ, on the Great Artists Series of the "Telephone Hour," today (WEAF-NBC, 9 p.m.).

ELLA LOGAN, vocalist, on Bill Stern's "Sports Newsreel of the Air," tomorrow (WEAF-NBC, 6:45 p. m.).

RONNY LISS, on the Al Jolson program, tomorrow (WABC-CBS, 8:30 p.m.).

E. ROBERT SCHMITZ, French-American pianist, on the "Keyboard Concerts" series, tomorrow (WABC-CBS, 3:30 p.m.).

DR. H. H. BENNET, chief of the soil conservation division of the U. S. Department of Agriculture and co-author of "This Land We Defend," on "Of Men and Books," Wednesday (WABC-CBS, 4:30 p.m.).

JESS - WALTERS, baritone, on "Great Moments in Music," Wednesday (WABC-CBS, 10 p.m.).

ROBERT NICHOLSON, baritone, on "Songs of the Centuries," Wednesday (WABC-CBS, 3:30 p.m.).

SEN. ROBERT A. TAFT of Ohio, SEN. PRENTISS M. BROWN of Michigan, REP. JOHN M. VORYS of Ohio and LOUIS BROMFIELD, discussing "What Should Be the Role of Congress in This War," on "America's Town Meeting of the Air," Thursday (WJZ-Blue Network, 8:30 p.m.).

COL. SAMUEL HARRIS, of the U. S. Army Air Corps, and CASS DALEY, vocalist-comedienne, on the "Kraft Music Hall," Thursday (WEAF-NBC, 9 p.m.).

Lyons' Personnel Shifts

Several personnel changes in the A. & S. Lyons, Inc. agency were announced this week by Arthur Lyons, head of the office, as follows: Richard Barrett, formerly with Sherman K. Ellis & Co., as vice-president in charge of radio; Willson M. Tuttle as head of radio in New York, succeeding William R. Stuhler who resigned; Irene Etkin upped to an executive capacity; Henry Frankel in charge of guest bookings.

In Chicago, James Parks has been appointed to represent Lyons. Wynn Rocamora will continue in charge of the agency's radio activities in Hollywood.

NETWORK SONG FAVORITES

This weekly survey is based on the copyrighted Audience Coverage Index report of the Office of Research—Radio Division, covering the period of Sept. 24-30, inclusive. The survey provides a scientific index of the relative extent to which these popular songs have been heard by a nation-wide sample of radio audiences.

The index is based on three kinds of research data: (1) the total number of performances heard and reported in New York by the Accurate Reporting Service for WEAf of NBC, WJZ of Blue, WABC of CBS and WOR of MBS, 8 a.m. to 1 a.m. daily, EWT; Middle-west performances heard and reported in Chicago by the Radio Check-up Service, 9 a.m. to 1 a.m. daily, CWT; West Coast performances heard and reported in Los Angeles by the Radio Checking Service, 9:30 a.m. to 1 a.m. daily, PWT, (2) additional station-uses for network programs heard in New York and (3) the relative size of listening audiences as based on regular surveys of radio sets-in-use by C. E. Hooper, Inc. and Pulse of New York, Inc., as well as on other special surveys.

The higher a song's Audience Coverage for the week, the greater the extent of its radio coverage. Current radio favorites from the American repertoire of popular music are segregated and presented as "Favorite Standards of the Week."

SONG TITLE	PUBLISHER	ACI	ACI (Preceding Week)
I've Got A Gal In Kalamazoo (Bregman-Vocco-Conn)...		870	1195
This Is The Army Mr. Jones (Army).....		812	557
Idaho (Mills)		804	729
My Devotion (Santly-Joy-Select).....		743	1074
Be Careful It's My Heart (Berlin).....		590	741
He Wears A Pair Of Silver Wings (Shapiro-Bernstein)...		559	691
I Left My Heart At The Stagedoor Canteen (Army)....		540	418
Serenade In Blue (Bregman-Vocco-Conn).....		530	437
At Last (Feist).....		482	777
He's My Guy (Leeds).....		471	352
Take Me (Bregman-Vocco-Conn).....		451	374
Army Air Corps (Fischer).....		439	148
I Met Her On Monday (A B C).....		416	466
Wonder When My Baby's Coming Home (Crawford)...		407	502
Praise The Lord And Pass The Ammunition (Famous)...		395	263
This Is Worth Fighting For (Harms).....		388	257
I Came Here To Talk For Joe (Shapiro-Bernstein).....		387	328
There Will Never Be Another You (Mayfair).....		384	317
Manhattan Serenade (Robbins).....		362	514
Conchita Lopez (Famous).....		359	196
Rolleo Rolling Along (Miller).....		330	—
Mister Five By Five (Leeds).....		320	—
Strictly Instrumental (Cherio).....		318	333
Just A Letter From Home (Atlas).....		293	159
Just As Though You Were Here (Yankee).....		292	405
Jingle Jangle Jingle (Paramount).....		284	534
When The Lights Go On Again (Campbell-Loft-Porgie)		284	222
Dearly Beloved (Chappell).....		265	393
Daybreak (Feist)		263	184
Can't Get Out Of This Mood (Southern).....		260	264
Love Is A Song (Broadcast Music).....		255	312
Kille Kille (Santly-Joy-Select).....		235	166
Every Night About This Time (Warrock).....		233	238
Ev'rything I've Got (Chappell).....		231	264
By The Light Of The Silvery Moon (Remick).....		228	233
I Get The Neck Of The Chicken (Southern).....		220	349
Why Don't You Fall In Love With Me (Harms).....		208	—
Hip Hip Hooray (Robbins).....		195	139
White Christmas (Berlin).....		194	—
Brazil (Southern)		192	249
At The Crossroads (E. B. Marks).....		185	165
Massachusetts (Miller)		178	—
Ten Little Soldiers (Lincoln).....		159	292
When You're A Long Way From Home (Broadway)....		153	—
One Dozen Roses (Famous).....		151	148
Johnny Doughboy Found A Rose In Ireland (Crawford)...		145	161
Boy In Khaki (A B C).....		143	—
I'm Getting Tired So I Can Sleep (Army).....		137	—
Nightingale (E. B. Marks).....		137	—
I'm Old Fashioned (Chappell).....		134	316

(Continued on Page 7)

AGENCIES

GEORGE D. SKINNER, formerly with Albert Frank-Guenther Law, Inc., has joined the public relations staff of N. W. Ayer & Son, Inc.

J. WALTER THOMPSON CO. has loaned the services of L. Raoul Daigneault, director of French publicity in its Montreal office, to the Canadian government to assist in the administration of the Wartime Prices and Trade Board, it was announced by Samuel W. Meek, vice-president in charge of international operations.

C. E. RICKERD, INC., Detroit, has been appointed to handle the advertising of the Michigan Mutual Liability Co.

FREDERICK C. BRUNS, vice-president of Ruthrauff & Ryan, Inc. has been elected to the board of directors of the company.

JOHN V. BREW, account executive with Pedlar & Ryan, has resigned to join Kenyon & Eckhardt in a similar capacity.

Local 802 Protest Causes Shift Of Govt. Bond Show

Frustrating the government's first full-fledged effort to promote the sales of War Bonds over an FM network, Local 802 of the American Federation of Musicians on Friday forced the abandonment of the Treasury Department's specially prepared program of the Perole String Quartet one of the country's outstanding chamber music organizations, which had agreed to play without compensation. Under war conditions, it is virtually impossible for FM stations to hire musicians.

The quartet's series of concerts will be heard on WQXR, starting Oct. 18

Binghamton, N. Y. — During the New York State Conference of locals of the American Federation of Musicians last week, delegates representing 68 locals passed a resolution endorsing James C. Petrillo's ban on recordings. Copies were sent to Senator Clark and members of the Senate investigating committee. There were several indications here, too, that at the annual convention of the American Federation of Labor in Toronto today, attempts will be made to have the delegates representing the internationals of both United States and Canada adopt a similar resolution offering the AFM head moral support.

Los Angeles—Local 47 of the American Federation of Musicians has just issued a broadside entitled, "Bands Give the Punch," which is being mailed throughout the country to call attention to the services of musicians in war time. Promotion contains summaries of activities of both the local and the AFM, purchase of war bonds gratis services, etc. J. K. Wallace is president of the local.

Report OWI Forming New Radio News Unit

Washington Bureau, RADIO DAILY
 Washington—With Arthur R. Force, former NBC night news editor, and one of the most recent additions to the OWI news bureau, plans are under way to be developing for the creation of a special branch of the bureau to furnish special news service to radio stations. Force, who came from New York last week, has staff or facilities organized yet. He therefore refused to make any statement on the contemplated new service.

However, it is generally known here that the OWI news bureau, which has been set up to funnel news of the war agencies almost exclusively for press purposes, has been receiving a number of news requests from stations in all parts of the country. For example, many women commentators want to have interpretations and clarifications of the various orders concerning consumer goods, and this type of inquiry is expected to increase. OWI radio bureau is not up for inquiries of this type.

Currently Cover Press and Radio
 At the present time, representatives of the various news associations, assigned to the OWI press room, cover spot news for both the press and radio. It is therefore expected that the contemplated new service under Force will operate mainly through personal contact with commentators and station representatives, and will also fill requests for news material requiring special research.

It is likely that stations will be informed when the new radio section of the news bureau is "open for business." For the present, however, radio news staffs are not being encouraged to request service.

Drug Assn. On WKRC Inaugurates New Series

Cincinnati—Ohio Valley Druggists' association started a series of broadcasts on Sunday over WKRC. Programs, aired on a weekly schedule from 8:15 to 8:55 p.m., feature Anton Mott and the Cincinnati Quintet and appearance of doctors and public health authorities, who speak on the general subject of "Your Health In Arttime." Harold C. Freking, executive secretary of the retailer organization, introduces the speakers. Series places "1,000 Years of Pharmacy" which has been on WKRC for the past three years.

KGDM Now CBS Bonus Station

CBS has announced the affiliation of KGDM, Stockton, Cal., as a CBS Pacific Coast bonus station beginning October 1, 1942. Station will not be operating full time until approximately November 1. In the meantime, however, all CBS programs reaching the Pacific Coast prior to local onset are to be broadcast over KGDM, Stockton.

New And Returning Network Shows

(WEEK OF OCTOBER 5)

All Time is EWT.

Name of Show	Sponsor	Network Time	Agency
TODAY			
"THE O'NEILLS"	Standard Brands	NBC 10:15-10:30 a.m.	Ted Bates
"DON WINSLOW OF THE NAVY"	General Foods	Blue 6-6:15 p.m. (WJZ 6:15-6:30 p.m.)	Benton & Bowles
TUESDAY, OCTOBER 6			
BURNS & ALLEN	Lever Bros.	CBS 9-9:30 p.m.	Young & Rubicam
AL JOLSON	Colgate-Palmolive	CBS 8:30-8:55 p.m.	Sherman-Marquette
"LIGHTS OUT"	Sterling Products	CBS 8-8:30 p.m.	Ruthrauff & Ryan
"DUFFY'S TAVERN"	Bristol-Myers	Blue 8:30-9 p.m.	Young & Rubicam
WEDNESDAY, OCTOBER 7			
BOB BURNS	Lever Bros.	CBS 9-9:30 p.m.	Ruthrauff & Ryan
"MAYOR OF OUR TOWN"	Lever Bros.	CBS 9:30-10 p.m.	Ruthrauff & Ryan
THURSDAY, OCTOBER 8			
ABBOTT & COSTELLO	R. J. Reynolds	NBC 7:30-8 p.m.	Wm. Esty
"VICTORY AND YOU"	Sustaining	MBS 9:15-9:30 p.m.	
FRIDAY, OCTOBER 9			
TOMMY RIGGS	Lever Bros.	NBC 7:30-8 p.m.	Young & Rubicam
SATURDAY, OCTOBER 10			
"ELLERY QUEEN"	Emerson Drug	NBC 7:30-8 p.m.	Ruthrauff & Ryan
DICK POWELL	Campana Sales	NBC 10:15-10:30 p.m.	Aubrey, Moore & Wallace
SUNDAY, OCTOBER 11			
"THOSE WHO LOVE"	General Foods	CBS 2-2:30 p.m.	Young & Rubicam

WNEW Signs ACA Pact For All Technicians

WNEW and the American Communications Association, a CIO affiliate, reached an agreement, Thursday, Oct. 1, granting wage increases for all radio technicians at the station. Bernice Judis, managing director of the station, and Joseph P. Selly, president of the ACA, signed the contract on behalf of both the parties to the agreement.

Contract affects 20 technicians and supervisors, and grants increases ranging from 9 to 13 per cent. Other terms of the pact include an immediate wage increase of \$6.00 per week, closed shop, a new minimum of \$47.50 per week instead of \$42.00, a new ceiling of \$72.50 instead of \$65, \$2.50 weekly increases semi-annually, four weeks sick leave with pay instead of three, and three weeks paid vacations. The increases total \$5,450 annually.

OWI Program Staff Now Headed By Zachary

Washington Bureau, RADIO DAILY
 Washington, D. C.—Merger of the present production and editorial divisions of the OWI Radio Bureau under George Zachary, who is now production chief, has been announced by William B. Lewis, chief of the Radio Bureau. Amalgamation was affective immediately henceforth reorganized section will be known as the program service division. Lewis' announcement follows the resignation Monday of Bernard Schoenfeld, who headed the bureau's editorial section. Schoenfeld has moved over to OPA. Understood that an editorial assistant for Zachary will be appointed shortly.

Wedding Bells

Elsa Story, secretary to Otto Brandt of Blue Network's station relations department is to be married this week to Lieut. Leroy Sullivan, Jr.

NETWORK SONG FAVORITES

(Continued from Page 6)

FAVORITE STANDARDS OF THE WEEK *

SONG TITLE	PUBLISHER	ACI
Anchors Aweigh (Robbins)		465
Marines' Hymn (E. B. Marks)		249
Night And Day (Harms)		207
I Got Rhythm (New World)		200
Crazy Rhythm (Harms)		174
Take Me Out To The Ball Game (Broadway)		161
Somebody Loves Me (Harms)		157
Begin The Beguine (Harms)		153
La Rosita (Sam Fox)		130
Man I Love (Harms)		127
Twelfth Street Rag (Shapiro-Bernstein)		126

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

FCC's Legal Talent In Important Exodus

(Continued from Page 1)

some questioning at recent congressional hearings becomes a major in the army today. Lucien Hilmer, the assistant general counsel, who came to FCC in the summer of 1940 left late last week for a post in the re-occupation division of the Board of Economic Warfare. Radio circles here consider their departure a major loss for the FCC, since both were regarded as exceptionally able.

Ralph Walker, long known as a fine examiner, was commissioned a major in the Army a few days ago.

Three Lawyers Leaving

Three lawyers "deserting" from the war problems division of the FCC law department are Charles E. Clift, who is leaving for the Army; H. Gifford Irion, who has been commissioned a lieutenant, junior grade, in the Navy; and Oscar Schacter, who goes over to the State Department. Irion is now in training at Dartmouth. Attorney D. Spear, former FCC labor adviser, has transferred to defense housing.

Harry Ockershausen who headed the legal section's administrative unit, is expected to leave shortly for the Army.

No replacements for these men have yet been made by FCC, but are expected in the near future.

Another recent departure from the commission was that of Ed. Breicher, former secretary to chairman James Lawrence Fly. Breicher who is understood to have helped draft the controversial regulations on chain broadcasting, went over to the Board of Economic Warfare a few months ago as senior analyst in the reoccupation division.

Returning Fall Shows Attain High Ratings

(Continued from Page 1)

placing second and third respectively with 22.0 and 20.7 respectively and were surpassed only by Walter Winchell, who led with a rating of 22.1 as compared with his fourth place rating of 14.6 on the Sept. 15 report. Red Skelton, who also returned to the air last month led the list of programs measured by partial rather than full "national" interviewing coverage with a rating of 18.6 ("How'm I Doin'" now off the air).

Following is a list of the "First 15" evening programs from the Sept. 30 report with their current Hooperatings:

Walter Winchell	22.1
Charlie McCarthy	22.0
Lux Radio Theater	20.7
Aldrich Family	20.2
Frank Morgan-Fanny Brice	19.3
Mr. District Attorney	16.6
Kay Kyser	14.7
Rudy Vallee	14.7
Kraft Music Hall	13.5
Mayor Of The Town	13.0
Take It Or Leave It	12.7
Truth or Consequences	12.6
Your Hit Parade	12.3
Kate Smith	12.2
How'm I Doin'?	11.3

*(Now off the air).

★ ★ Coast-to-Coast ★ ★

DICK ROLL, who has conducted the "Sohio Reporter" newscast on WTOL, Toledo, for the past year, has moved to WTAM, Cleveland, where he is continuing the same series.

To promote listener interest in New Hampshire and to publicize its many new shows, WFEA in Manchester, N. H., has inaugurated "Program Reviews," a 15-minute period which is being used to air pre-announcements and sweet music. This program is proving to be so well accepted that it is scheduled to go a full half-hour shortly.

News editor Les Halpin of KOIN-KALE, Portland, Ore., has left the stations to take a position on the radio news desk of the broadcast division in the Office of Censorship. He was with KOIN-KALE seven years. Named to fill the vacant post was Marc Bowman, one of the Northwest's leading newscasters and in charge of continuity at KOIN-KALE. Bowman was for many years engaged in newspaper work, being at one time legislative reporter with the Winnipeg "Tribune" and later, movie and drama editor of the "Oregonian" in Portland.

Two additions to the staff of KSFO, San Francisco, have been announced: **Al Bramstedt**, formerly with KFAR, Fairbanks, Alaska, has joined the announcing staff; and **Howard A. Yuen**, Chinese recording technician, who was with Photo & Sound, Inc., San Francisco transcription firm, is now a member of the studio technician staff. . . . **Merrill DeWitt**, KSFO special events engineer, has been named assistant to **Al Kees**, studio supervisor and chief audio engineer of the station.

Robert Walker, one-time news editor of KGVO, Missoula, Mont., and more recently director of publicity for the Yellow Springs Summer Theater, has joined staff of WTOL, Toledo, as news editor, replacing Dick Roll, who has moved to WTAM, Cleveland. Walker, a native of Bozeman, Mont., and a former journalism student at Montana State University, is doing the "Sohio Newscasts" on WTOL, including the special broadcasts from Lamson Brothers' Department Store, in the campaign to sell War Bonds. In addition to his work at KGVO, Walker also served on the editorial staff of a Livingston (Mont.) newspaper.

University of Kentucky has announced several series of programs to be broadcast via Mutual Broadcasting System and also WHAS, Louisville, during the next three months. On Tuesdays "Americans To the South" will be aired at 1:30 to 1:45 p.m.; on Thursdays at the same time a series titled "Within America's Gate" is scheduled; Saturday program on 1:30-1:45 p.m. spot is to be known as "Stories From the United Nations." In addition to these new network shows "A Century And A Half of Kentucky" will be continued on Sundays via WHAS, to be followed on the same day by a show titled "Hymns And Their Stories." Mondays through Saturdays the school originates a daily agricultural program for WHAS from its own studios on the campus.

New announcer on the CBS "News of the World" program daily at 11 p.m. is **Ned Calmer**, formerly of the net's news desk. . . . **Jim Ameche**, actor and announcer, started new series on WABC, CBS outlet in New York, last week. Show is tentatively titled "Don't You Believe It" and is sponsored by Plough, Inc. once weekly.

Van C. Newkirk, program director for the Don Lee Broadcasting System, has been named chairman of the Executive Committee of the Southern California Broadcasters Association. **Lawrence MacDowell**, former executive committee chairman, has been named president of the association, **Duke Hancock**, vice-president and **Harry Maizlish**, secretary-treasurer.

Jean Tennyson, **Robert Weede** and **Jan Peerce**, singing stars of "Great Moments in Music," have been signed by the San Francisco Opera Company for its season beginning Oct. 9. Miss Tennyson and Peerce will leave New York following their broadcast over the WABC-Columbia Network on Wednesday, Oct. 7, at 10:00 p.m. Weede, who will be the first of the trio to appear in the beautiful War Memorial Opera House in San Francisco, left New York following this week's broadcast and will stop en route for several concert appearances. "Great Moments in Music" will follow its singers to the far west for three broadcasts, beginning Oct. 14. According to present plans, the program will return to New York for the broadcast of Nov. 4.

Cast of "Sing Along" CBS daily song strip program aired at 5:30 p.m., has inaugurated a new policy by broadcasting from the Brooklyn Navy Yard each Tuesday in order to entertain the workers there. The artists heard regularly on "Sing Along" include **Louise Wilcher**, **Curley Marr** and the **Landt Trio**. Miss Wilcher is an organist and composer heard regularly on "Stories America Loves" on CBS and many other network programs.

Departing from its usual setup Sunday, Oct. 4, the American Jewish Hour over WHN, New York, presented **Dr. Clarence Adler**, pianist, at 1 p.m. in the interest of War Bond sales for

the Treasury Department, and the 1:45-2 p.m. period was turned over to the Navy Department. Program usually runs from 1 to 2 p.m. Sundays.

Personnel changes at WCOL, Columbus, Ohio: **Wally Beavers**, for the past eleven years musical director and chief announcer, has been named program director, replacing **Ed Bronson**, who resigned to take a job with the Office of Censorship; **Janice Hagerty**, formerly of the continuity department, has been appointed publicity director of the station and is being replaced in the continuity department by **Roslyn Nichols**, new to radio; **John Fell**, who formerly worked at WCOL, has returned to the station as chief announcer; other newcomers to the announcing staff are **John Lerch** and **Milton Metz**.

Clarence Leich, manager of WEOA and WGBF, Evansville, Ind., is offering the use of his copies of the latest editions of "Jane's Fighting Ships" and "Jane's All the World's Aircraft" to anyone who has a legitimate need of them for reference purposes.

WFBR, Baltimore, fed the Mutual Broadcasting System the ceremonies in connection with the recent awarding of the Army-Navy "E" to **Aberdeen Proving Grounds**. . . . **Hope H. Barroll, Jr.**, WFBR executive vice-president, and **Andrew Hilgartner**, the station's director of national sales were in New York on business this week. . . . **Nancy Kelly**, stage and screen actress, will be the guest of **Martha Ross Temple**, WFBR director of women's programs, on her "Open House" show on Tuesday.

Oscar Silverman, analyst of contemporary books, has returned to the air over WBEN, Buffalo, for the third successive year. The book reviewer is heard on a weekly series aired on Wednesdays at 1 p.m. He is connected with the department of English at the University of Buffalo.

Herbert Anderson and his "Chapel Echoes" quartette returns to WICC, Bridgeport for the 15th year on Saturday, Oct. 10. Anderson was one of the first broadcasters in Bridgeport, starting out with a classical song program.

Ohio State University football coach **Paul E. Brown**, who in his first college coaching year last season lost only one game, returns to the sports broadcasting staff of WBNS, Columbus, with a once-a-week football of Thursday nights, sponsored by State Automobile Mutual Insurance Co. The coach tells what happened the previous Saturday and outlines little about what to expect the following Saturday. Football game with **Bill Corley** doing the play-by-play, are sponsored by Atlantic Refining Co. Corley also has a regular late afternoon sports show on WBNS.

Maxwell Williams, chief engineer, designed a new relay rack for the WCFL, Columbus, Miss., control room. The rack will house a recording amplifier monitor system, remote line patch panel and other associated equipment. Expansion of the station's remote control broadcasts and increasing number of Mutual network programs has necessitated the addition of the equipment necessary. . . . A total of twenty broadcasts each week now originate at the Columbus Army Flying School and broadcast to WCBI by remote control. **Bob Becks** is army post radio director.

WLAV, Grand Rapids, recently celebrated its second anniversary with a special two-hour broadcast, which were condensed the program of a normal day's schedule. **Sydney MBS** features as **Fulton Lewis**, the **Johnson Family** and the **Cheer-Gang** were represented by transcription. During a party, which followed the broadcast, War Bonds were awarded as door prizes by **Leonard Versluis**, station owner.

Deac Rossell, new to radio, has joined the announcing staff of WTRY, Troy, N. Y. . . . The awarding ceremonies of Army-Navy "E" to the **Watervliet Arsenal** on Sept. 30th was the scene of a sustaining broadcast by WTRY. The award was made by **Brig. Gen'l B. O. LeVine**, chief of the Boston Ordnance District. **Brig. Gen'l A. G. Gillespie**, commandant of the arsenal. **Capt. John Phillips** of the Navy presented the pins to the work. **Gov. Lehman** of New York, was guest speaker at the ceremonies.

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

October 5
James S. Appell **Bob Byron**
A. A. Klinger
J. W. Bixler, Jr.



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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

Vol. 21, No. 4

NEW YORK, N. Y. TUESDAY, OCTOBER 6, 1942

TEN CENTS

PWT's Preference Rating

Radio-Gov'l Men Meet Mull New OWI Rule

Washington Bureau, RADIO DAILY
Washington, D. C.—Government, network and local radio writers, commentators, educators and radio information specialists in Washington attend a dinner meeting sponsored by the Washington Chapter of Association for Education by Radio, tonight, to discuss the new rules affecting government radio broadcasts and publications. Representing the Office of War Information leading the discussion will be Milton Lewis, chief of the OWI radio.

(Continued on Page 7)

WPDQ's Formal Debut Set For Next Friday

Jacksonville, Fla.—Gala dedicatory program, headed by the appearance of Milton Lewis, Jr., as the principal attraction, has been set by WPDQ of Jacksonville, which officially starts operation Oct. 9. Program will originate from the studios of the station as well as the Floridian Room of the Hotel Lexington here. Included in the opening show will be previews of the station's feature programs and

(Continued on Page 6)

Radio Execs Tuning Up For Tomorrow's Meeting

At whom the Radio Executives "adopted" at its closing meeting last season, will be presented to members at the club's first luncheon meeting this season, tomorrow at the Hotel Lexington, at 12:30 p.m. will be introduced by Major E. S. Walker, U. S. Army Air Force,

(Continued on Page 5)

Wartime Subs

Denver—KOA of this city is doing right by its married employees now in the armed service. Thelma Long, wife of Berry Long, account executive who is now a Naval CPO, and Vera Brown, wife of ex-news editor Stan Brown, who is now an army officer candidate, have been placed on the KOA staff as receptionist and receptionist-PBX operator respectively.

Got The Idea

"Scramble," Blue Network series, offers youthful air enthusiasts airplane detail charts for ten cents. Power of radio was demonstrated in letter just received from a youngster. "Please send me one of those things you mentioned on the radio. I can't remember what it was, but I know every boy should have one."

Mutual Sept. Billings Shows 33.7% Increase

Gross billings on Mutual Broadcasting System increased 33.7 per cent for the month of September, and 55.8 per cent for the first nine months of this year when compared with September, and the first nine months of 1941 respectively. Total for September 1942 was \$707,283 whereas last year, same month, grosses were \$529,013. For the first nine months of this year, the total was \$7,091,917 which represents an increase of 55.8 per cent over \$4,553,693 for the first nine months of 1941.

See Batteries Limited To Farm Radios Only

Washington Bureau, RADIO DAILY
Washington—As a result of the action of the War Production Board in taking over all production of dry cell batteries for civilian use, it is

(Continued on Page 2)

Benny Repeat Cancellation Charged To Disk Confusion

Set Standing Committees Of N. Y. Advertising Club

Standing committees of the Advertising Club of New York, have all been appointed and are actively at work, according to an announcement in the club's bulletin just issued. Following is the committee set-up for 1942-43 term. The Admissions Committee, under the chairmanship of Director Wilbur F. Howell, has two

(Continued on Page 5)

WPB For First Time Includes Disks For Commercial Purposes On Par With Radio Communications

Kate Smith Bond Plea 20 Hrs. Today, WABC

Kate Smith, who will work before a WABC microphone for 20 consecutive hours today taking War Bond purchase pledges by phone and by wire will state over the air the telephone numbers to be used by the listeners who wish to phone their orders. Bond purchasers will be

(Continued on Page 5)

Lion Oil Co. Sets Show On 8 Midwest Stations

St. Louis—Eight-station network, with the possibility of more to be added later, has been set up for a half-hour show sponsored by the Lion Oil Co. of El Dorado, Ark. Originating at WSM in Nashville, Tenn., the show, which is titled "Sunday Down

(Continued on Page 6)

West Coast Cities Salute Newspaper Week On Blue

West Coast Bureau, RADIO DAILY
Hollywood—Four of the Pacific Coast's principal cities were linked in a special broadcast presented over the Blue Network in a salute to Na-

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Commercial sound-recording facilities take rank for the first time with those for radio communication in the War Production Board's preference rating order P-1333, issued yesterday. To supersede P-129 the new order assigns preference ratings to facilitate acquisition of equipment and supplies for maintenance and repair of both these industries. But it may not be used for expanding, improving, or changing the design of equipment.

Covering only materials needed for

(Continued on Page 3)

Camels Buys CBS Web For New Quiz Program

R. J. Reynolds Tobacco Co. for Camel cigarettes has bought the full CBS network for its new show entitled "Thanks to the Yanks," which will be emceed by Bob Hawk. Program will make its debut Sat. Oct. 31 at 7:30-8 p.m. Repeat show to

(Continued on Page 7)

"Eye Witness" War Series Starts With 52 Sponsors

"Eye-Witness" new syndicated war-news program dramatizing eye-witness accounts of our nation at war as reported by Associated Press correspondents was inaugurated last

(Continued on Page 2)

More Femmes

Hollywood—In keeping with the trend of events arising from war conditions which in all probability will cause a shortage of trained technicians in the field of radio sound engineering, NBC has recruited women from its regular staff to take instruction in sound effects making from Harry Sax, head of Hollywood Radio City's sound effects department.

Cancellation of transcription of Jack Benny opening by AFM Sunday, which was to go on 13 stations of Pacific Coast Blue Network at the old repeat hour of 8:30 p.m., PWT in addition to the live show which came over NBC stations in that general coverage area at 4 p.m., PWT, caused concern yesterday among various network officials as to what constituted use of recordings for repeat and delayed broadcasts.

Though it was not announced offici-

(Continued on Page 7)

RADIO DAILY



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MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Monday, Oct. 5)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	122	119 1/4	121 7/8	+ 2 7/8
Crosley Corp.	7 3/8	7 3/8	7 3/8	+ 1/4
Gen. Electric	28 3/4	28 1/4	28 3/4	+ 1/2
Philco	10	10	10	+ 1/2
RCA Common	3 1/2	3 3/8	3 3/8	- 1/8
Stewart-Warner	7	7	7	+ 3/4
Westinghouse	74 3/4	73 3/4	74 1/2	+ 3/4
Zenith Radio	15 1/2	15 1/8	15 1/2	+ 1/2
NEW YORK CURB EXCHANGE				
Hazelfine Corp.	16 1/4	16 1/4	16 1/4	- 1/4
OVER THE COUNTER				
Farnsworth Tel. & Rad.			17 7/8	2 1/8
Stromberg-Carlson			5 7/8	6 7/8
WCAO (Baltimore)			17	20
WJR (Detroit)			19	21

Samuels To Atlantic Net

Atlantic Coast Network has engaged Hartly L. Samuels as director of promotion and public relations, effective immediately. Samuels, for the past two years, has been associated with CBS, in various departments. His latest post with CBS was assistant to the director of program promotion.

Cleve. Orch. Starts Oct. 24

The Cleveland Orchestra on Oct. 24 will broadcast the first in a series of 26 weekly hour-long Saturday afternoon concerts which will be heard over CBS from 5-6 p.m. The orchestra, now celebrating its 25th anniversary, will be conducted in most of the performances by Dr. Artur Rodzinski.

WBYN
NEWS EVERY MINUTE
ON THE MINUTE
12 NOON
TO 6 P.M.
NEWS AS IT HAPPENS
• 1430 ON YOUR DIAL •

West Coast Cities Salute Newspaper Week On Blue

(Continued from Page 1)

tional Newspaper Week on Saturday, 8:30 to 8:45 p.m., PWT. Portland, Oregon; Seattle, San Francisco, and Los Angeles, all joined the Blue Network tribute to the Fourth Estate, which observes its third annual National Newspaper Week from October 1 to October 8.

Heard on the program were Palmer Hoyt, National President of Sigma Delta Chi, honorary journalistic fraternity, and editor and publisher of the "Oregonian," from station KEX, Portland; Frank L. Taylor, assistant publisher of the "Seattle Star," from KJR, Seattle; L. D. Hotchkiss, managing editor of the "Los Angeles Times," Los Angeles, and William Chandler, managing editor of the "San Francisco Chronicle" speaking in behalf of the California northern city, heard from station KGO, San Francisco.

Don E. Gilman, vice-president in charge of the Blue Network's Western Division, introduced the local newspaper representative, who was heard from Hollywood Radio City.

See Batteries Limited To Farm Radios Only

(Continued from Page 1)

expected that batteries for portable radios will be entirely eliminated for the duration as "non-essential." Radio batteries whose production will be continued will be primarily for farm radio. According to official estimates, output of such batteries will be limited to 35 per cent of the 1941 production for this purpose.

Dunlap's New Tele Book

Orrin E. Dunlap, Jr., manager of the department of information of the Radio Corporation of America, is the author of "The Future of Television," new book published by Harper & Bros. Dunlap's new work is his second on the subject of television, the first being "Outlook For Television" published in 1932.

Community Opticians On WLIB

Community Opticians, New York, has purchased 35 live spot announcements weekly over WLIB, Brooklyn, beginning this week. Contract was placed direct and is scheduled to run for 52 weeks.

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.

"Eye Witness" War Series Starts With 52 Sponsors

(Continued from Page 1)

week with 52 signed sponsors, according to Frederic W. Ziv, Inc., who adapts for radio and produces the series. Twenty-six quarter-hour programs are scheduled, each dramatizing an actual World War II battle. According to the Ziv organization four programs have already been completed and are being distributed to subscribing stations and sponsors.

John L. Sinn of the New York office of the Ziv firm adapted and produced the series.

Although only 26 programs were originally contemplated in the series, remarkable response has already warranted Ziv in contracting with Press Association Inc., AP radio subsidiary, for 52 additional programs using AP eye-witness stories. "Eye-Witness News" started Sept. 24 in 52 cities.

Merchandising tie-up for the series includes the playing of these programs before live audiences such as Rotary Clubs, Kiwanis, Parent-Teachers Groups, American Legions, War Chests, War Bonds, USO, Red Cross and similar "drives." Programs have been endorsed by many such organizations, and arrangements have already been made in many cities to play these recordings for the pupils in the public schools. It is considered that this is the first time in the history of the world that eye-witness accounts of contemporary battles have been dramatized. Gold finished discs are furnished sponsors for display purposes as well as for their personal libraries, as many consider the discs "collector's items." When program is played in schools, at luncheon clubs, etc., credit is given to the local sponsor.

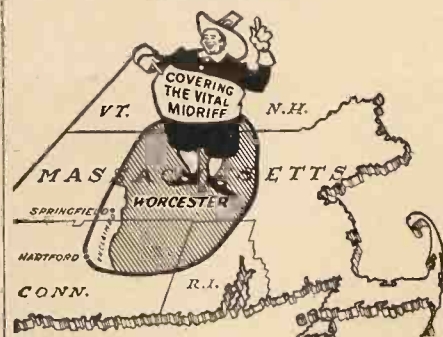
Craig Leaving WMCA

Walter Craig is reported as resigning his post as program director of WMCA, though effective date is not yet definitely known. William Carley, sales promotion manager of the station, has resigned effective November 1.

WHBL To Foreman

The Foreman Co., station reps, has been named exclusive national representative for WHBL, Sheboygan, Wisc.

500 industries are on war production.



WTAG WORCESTER

When you buy time—BUY AN AUDIENCE

COMING and GOING

JOSEPH M. NASSAU, station manager, sales promotion director of WMRF, Lew Pa., here for conferences with the New representatives of the outlet. His station erroneously listed in this column yesterday WMFR.

CLARENCE WHEELER, vice-president of W Rochester, visiting yesterday at the head of CBS.

GEORGE W. SLADE, publicity and events director of WBZ, Springfield, Mass., left of NBC, is spending a few days in York.

WILLARD EGOLF, commercial manager of KVOO, Tulsa, has returned to Oklahoma following business trips to New York, Wash and Baltimore.

WILLIAM J. THOMAS, publicity director of Young & Rubicam, Inc., has left for California. He will be gone about a week.

EDWIN G. FOREMAN, JR., head of the fiction rep organization bearing his name here on business. Plans to remain about a

FRAZIER HUNT, whose thrice-weekly program is sponsored by General Electric, leaving on a country-wide tour during time he will broadcast his commentary CBS outlets in various parts of the country. Thursday's stanza will originate at WJSV, Wilmington, D. C.

WALTER J. ROTHSCHILD, commercial manager of WTAD, Quincy, Ill., has arrived on short stay on station and network business.

GENE WYATT, commercial manager of W Buffalo, who spent the latter part of last in New York, has returned to his upstate quarters.

AUSTIN GRANT, newscaster on WWJ, D. returned to his desk yesterday after spending his annual vacation at home—a tire-tresture.

A. R. HEBENSTREIT, president of KGGM, Lumbia station in Albuquerque, is in from New Mexico on a short business trip.

LINUS TRAVERS, Yankee Network vice-president in charge of sales and production, is at his Boston headquarters after spending greater part of last week here.

GEORGE D. COLEMAN, commercial and manager of WGBI, is in town from Seattle for talks with the station's local reps.

Stork News

Baltimore, Md.—Alec Gibson, tinity chief of WFBR of this is receiving congratulations on birth of a son.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

WDRC 'Is The Buy

In Hartford, WDRC is the buy with one low rate for all advertisers national, regional and local. Use WDRC to do a big job at a low cost in this important market. Basic CBS for Connecticut.



Preference Rating New Order By WPB

(Continued from Page 1)

enance and repairs, P-133 as the preference rating A-1-J to operators of radio communication lines and commercial sound-recording studios. The former are de- to include broadcasting, police, ion-finding and aviation facili- While generally speaking, as- sents of this rating will mean PD-1A's will no longer be need- maintenance and repair items, ew rating is not a carte-blanche ment. In fact nine conditions which the operator must comply der to obtain this rating are ated in the order as follows:

The rating may not be used to ce in inventory more than one tube for each active tube socket. The rating may not be used to ce in inventory any spare parts ot those subject to frequent fail- deterioration, or other exhaus- and those which are so special failure would inevitably result ng delay in resumption of es- al operations.

The rating may not be used in case to increase the value of operator's inventory of repair other than tubes, above the of such inventory as of today. The rating may not be used to ce inventory, a new part if the tive part can be repaired with aller consumption of raw ma-

Must Get Maximum Operation

The tube which has been re- d from operator's inventory or which replacement is required be operated to failure. The operator must return to the ifacturer any power tube rated watts or more which has failed, ss the tube is to be repaired. Equipment which has failed must been operated within the ratings fied by the manufacturer. The rating must not be used to up inventory of operating sup- other than tubes, in excess of irements for a three-months' od. The operator must be actively ged in one of the activities listed schedule A, attached to the order, ust receive specific authorization his installation from the direc- general for operations, WPB. dule A lists three categories: o Communications, including dcasting; Sound Recording for mercial Purposes, and Radio ction-Finding.

Clipp On Biz Club Board

Philadelphia—Roger W. Clipp, vice- ident and general manager of L, has been elected to the board irectors of the City Business Club. tops an already towering sched- of extra curricular activities in- ing chairmanship of NAB Res- ch Committee, one of directors Poor Richard Club, Philadelphia ertising Fraternity and of Miss rican Beauty Contest Pageant for



TUNE IN
THE CLEVELAND ORCHESTRA
 Saturdays, 5:00-6:00 P. M., E. W. T.
 WGAR AND STATIONS OF
THE COLUMBIA BROADCASTING SYSTEM
 Dedicated to the Four Freedoms

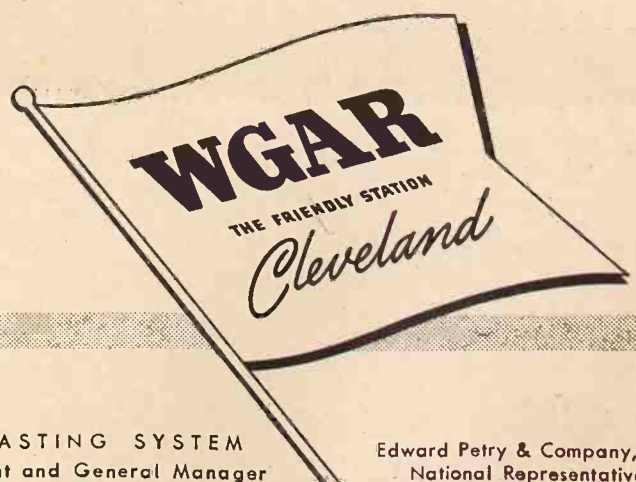
Encore . . . from Cleveland

From Maine to Melbourne, from London to Lima . . . people around the globe listened to last season's world-wide broad- casts by Dr. Artur Rodzinski and the celebrated Cleveland Orchestra . . . and asked for more.

So it is that WGAR, which underwrote those concerts, announces a second series of special radio performances by this inter- nationally famous symphonic organization. Beginning October 24th, there will be a full-hour broadcast each Saturday, origi- nated by WGAR for Columbia stations from coast to coast and for short wave

throughout the world.

Perhaps the philosophy of American Radio seems strange to some. For instance, we have been asked what it gains a single radio station to back such a venture. Per- haps the answer is in the pride we at WGAR have in doing the job well . . . and the responsibility we feel in living up to such honors as our Variety Award for Showmanagement and our Peabody Award for Distinguished Service.



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

Edward Petry & Company, Inc.
 National Representative

Chicago

By FRANK BURKE

FRANK SCHRIEBER, manager of WGN, back from St. Louis were he went to supervise the Mutual pickups of the opening World's Series games.

Captain Frank Taylor, Sixth corps army public relations officer, among army officers who gathered at NBC the other day to hear off-the-record talk by Bill Lewis of OWI which was piped from Washington. Frank, formerly a radio editor, has wide acquaintance among agency and station men.

Final 15 minutes of the Breakfast Club, heard on the Blue Network, will be sponsored on Fridays and Saturdays by the Cream of Wheat Company. Swift and Company sponsor other 45 minutes of this morning show.

Orchestra leaders and radio musicians in Chicago are paying odds that Jimmy Petrillo and the A. F. of M., will beat the anti-trust action pending in Federal court.

Two members of the "Back Stage Wife" cast on NBC have birthdays this month. Norman Gottschalk on Oct. 9 and Vivian Fridell on Oct. 15.

Jack Ryan, NBC publicist, and Bill Shaunessy, Times promotion man, huddled the other day in connection with a radio tie-up on the Times winning song "Mud in Your Ears."

Sign of the Times. Tony Kolker's barber in the Merchandise Mart said goodbye to him yesterday and said he was going to the army. While Tony was getting his hair cut another gent shook hands with him and announced "I'm off to the Navy tomorrow."

Dave Arlen, former Hollywood publicist and trade paper writer, now covering radio, theaters and night clubs for Variety.

Height of quiz corn in radio is new gag on a Morris B. Sachs show which originated on WGN from Servicemen's Center. Soldiers and sailors who are married with children are called to the microphone to answer silly questions about the care and raising of babies. Hoosier Hot Shots furnish instrumental support.

Jean Tennyson, CBS songstress on "Great Moments in Music," stops off in Chicago, next Friday, to visit WBBM en route to San Francisco, where she will appear with the San Francisco Opera company for the new season.

THIS LITTLE BUDGET
WENT TO THE
"920
CLUB"
WORL
BOSTON, MASS.

MAIN STREET

OL' SCOOPS DAILY

Notes From a Ringside Seat . . .!

● ● ● Hollywood reports that the Pat O'Brien show has finally been signed by Pabst with only priorities and time clearance holding up the actual start. . . . Bob Hawk's new show, "Thanks To The Yanks," all set for a CBS debut on the 31st. Four announcers will be used with a likelihood of Ray Block's music. . . . Cass Daley, on the strength of her performances on the Bing Crosby show, has been voted the "Comedienne most likely to succeed" by west coast critics. . . . No other artist in radio has had as many "Command Performances" as Dinah Shore, with six to her credit and more scheduled. . . . While Bob Welch is directing the Jack Benny stanzas, his wife, Templeton Fox, is touring with "Guest In The House" . . . Knowles Enriken, former scripter of "Big Sister," will take over the direction of "The Shadow" . . . Dwight Weist has authored a B'way play tagged "This'll Slay You" . . . Eddie Cantor's famous Ida is busy working with the AWVS, and expects to ring in her five daughters on it also. . . . Larry Cotton, who used to sing with Horace Heidt and who now is a Lt. in the Air Force, weds Mary Morton of Ft. Worth, Texas, this week. . . . Lyn Murray is grooming his new protege, Dean Gerring, for B'way musicals. . . . NBC's Hollywood studios readying a new package show with Otto Kruger. . . . Tony Martin ailing in Navy Hospital. . . . Fred Allen's guest singer on next week's show will be wee Bonnie Baker. . . . Real Estate notes: Lou Costello has purchased the Bandbox in Hollywood—while partner Bud Abbott already owns the Windsor House. . . . Ideal name for a press agent: Foghorn, Clancy, who is touting for the rodeo.

★ ★ ★

● ● ● Because we feel in such a good mood—and because maybe after all they deserve it—we'd like to hand out a couple of posies to the right and left this morning. First, let's take the case of Marcia Neil. Discovered by Ray Block, she recently began a new NBC series with very little fanfare. This mention is by way of bringing Marcia to your attention as a first-rate singer of songs. . . . WMCA's B'way reporter, Jack Eigen, is next on the list. Edward Noble or Don Shaw would have swelled up with pride if they could have heard the sugary compliments paid him in Leon & Eddie's the other week when he was guest of honor and such persons as Orson Welles, Billy Rose and others were on deck to say hello.

★ ★ ★

● ● ● CRITIC'S CORNER: Wonder whether certain commentators were properly deflated by inflation-busting FDR who all but named them the other day. And isn't it about time the one or two pathological predictors threw their crystal balls away? We know one who's crept out on more cracked limbs than even a centipede could spare—yet he goes on being eloquently wrong. . . . Foreign language newsmen, by the way, are a credit to this land of their adoption. In nearly all instances we've checked, they spout their native tongues in definitely American accents. Only the other day, poet Wolf Younin sold \$5,000 worth of War Bonds in less than an hour. . . . This department would like to offer another slogan to sock the axis in the solar-plexus: "As an American—your word is only as good as your Bond!" . . . Both Fred Allen and Jack Benny set a terrific pace in their openers. Only criticism we can hurl at the former is that his new stream-lined half-hour show is all too brief. Arthur Godfrey's antics are as informal as your night shirt. . . . Mutual deserves a pat on the back for its "Cisco Kid" which bowed in Friday. Jackson Beck, Louie Soren and Betty Morgan handled the leads capably. . . . CBS' "Cheers From The Camps," done in the best American accent and spirit, rates plenty of cheers.

★ ★ ★

● ● ● "Thanks for your mention of me in your column," wires Red Skelton, "but the insignia on the side of my car is not a coat of arms but the insignia of the 143rd Field Artillery put on there by the boys as a token of their friendship." Which should shut up Red's belittlers, who have accused him of "going Hollywood."

Los Angeles

By JAC WILLEN

THE REFUGEE BOY," title of script of the Lionel Barrym opening show over CBS on Wednesday, Oct. 7, will give "Mayor of The Town" listeners an insight as to what makes a war-torn English lad tick, and efforts to return to normal life in America following a bombing which kills his mother.

Producer Tom McKnight refused Walter Wanger's offer on the forthcoming picture "Texas A and because of his desire to stay in Hollywood and continue his "Blondie" show efforts, which would be crossed with location trip scheduled for the picture that will have sequences filmed in Texas.

Truman Bradley, veteran radio announcer, actor, master-of-ceremonies and newscaster, has been set to take over Bob Garred's 5:45 to 5:50 p.m. broadcasts over the Columbia Pacific Network for the Soil-Off Manufacturing Company, it was announced by Hal Hudson, program director. Bradley took over the program Saturday.

Garred reported for active duty immediately after his last broadcast Thursday. He is a Lieutenant Colonel in the United States Naval Reserve.

Rudy Vallee, heard on Thursday nights throughout his long radio career, deserts his accustomed 7:30 p.m. spot on Fridays over KEO.

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.

GUEST-ING

RIAM HOPKINS, BILL ROBINSON and EDDIE GREEN, on the "Large Door Canteen" program, today (WABC-CBS, 9:30 p.m.).

DAVID M. LEVY, discussing "Psychiatry in the Family," on "Highly to Health," Thursday (WABC-CBS, 4:30 p.m.).

RONICA LAKE, on the Abbott Costello program, Thursday (AF-NBC, 7:30 p.m.).

NET BLAIR, on the Kate Smith program, Friday (WABC-CBS, 8 p.m.).

Standing Committees of N. Y. Advertising Club

(Continued from Page 1)
In addition, Herbert H. Schwamb, general director of the J. C. Penney and William A. Thompson, of the Incoff Drawn Steel Co. The Advertising and Selling Course Committee has been at work since mid-summer, Herbert L. Stephen, news editor of "Printers' Ink," chairman. Job-Finding Forum, with John H. ... as chairman, functioned right through the summer. The Committee on International Trade, Maurice Perre ... chairman, is functioning actively on a bi-weekly meetings. The War Activities Council, James Werblow, ... chairman, is doing good work for the ... and also the country.

Other standing committees about to ... are the Direct Mail Committee, Horace H. Nahm, chairman; Better Business Bureau Committee, H. J. Kenner, chairman; the Exhibits and Graphic Arts Committee, John A. Wilkens, chairman; Public Affairs Committee, S. Stanley ... chairman; City Traffic Committee, Robert Daru, chairman; Memorial Xmas Party Committee, Frank ... chairman.

Forum-Groups of the club are as follows: Public Relations, Advertising and Sales Forum-Group, Cecil ... of Piel Bros., chairman, with ... H. Beckwith of Royal Typewriter Co. and Robert Brenner of ... Babbitt, Inc., as co-chairmen; Business Film Forum, with ... as chairman; the Post-Planning Forum, with Paul ... chairman; the Men-of-Future Forum, with Albert B. ... chairmen. Notice will be given in the "Club News" as to the meetings of these Forum-Groups, which is a very important part of the club's activities.

RADIO ARTIST?

Call

Exington 2-1100

FIRST AND FOREMOST

Radio Execs Tuning Up For Tomorrow's Meeting

(Continued from Page 1)

guest speaker. Bob Byron, recently of WHN, and now associated with Ruthrauff & Ryan, will entertain informally.

Adoption of the pilot was arranged with the American Flying Service Foundation Inc. which serves to rehabilitate potential flying cadets who had been rejected for minor disabilities. Organization contributes \$100 for the "adoption."

Tom Lynch, president of the REC, will preside, his first meeting.

Kate Smith Bond Plea 20 Hrs. Today On WABC

(Continued from Page 1)

asked to call the number Miss Smith gives rather than Wickersham 2-2000, which is the number of the Columbia network. This will avoid overloading of the switchboard and will assure prompt attention to callers.

According to present arrangements, Miss Smith will be on duty from 6 a.m. this morning until 2 a.m. tomorrow morning and will speak over the air 28 times. Spots have been arranged on various programs as well as between times.

AGENCIES

SALES EXECUTIVES CLUB of New York will hold its luncheon meeting at the Hotel Roosevelt today. Speakers will be Westbrook Pegler, John Kieran, Hi Phillips and Wilbur Forrest.

HOWARD STEPHENSON, formerly eastern publicity manager of Westinghouse Electric & Mfg. Co., has joined the publicity department of J. M. Mathes, Inc.

WXYZ WILL DELIVER* LION'S SHARE

OF DETROIT AT LOWEST COST

***GUARANTEE with any WXYZ Champion Show**

KING-TRENDLE BROADCASTING CORP., Detroit, Michigan
NATIONAL REPRESENTATIVES: PAUL H. RAYMER COMPANY

NEW BUSINESS

WKRC, Cincinnati: Burger Brewing Company, through Midland Advertising Agency, sponsorship of Dick Nebitt's sports program and of "Waltz Time"; Charlie Cook Piano Course, through First United Broadcasters, five-minute evening programs, Mondays through Fridays; North American Accident Insurance Company, through Franklin Bruck Advertising Corp., five-minute anns.; RKO Theaters, through Frederick W. Ziv, Inc., one-minute anns. plus a single 15-minute transcribed show; Red Top Brewing Co., thru Jesse Joseph Advertising Agency, one-minute anns.; Christian Science Commission of Publications, 100-word announcements, direct.

Lion Oil Sets Program On 8 Midwest Stations

(Continued from Page 1)
South," was produced and placed by the Anfenger Advertising Agency of this city and will be aired for 13 weeks, with option on time and talent for a full year. Talent consists of a 22-piece WSM staff orchestra, Snooky Lanson, and Phyllis Lane, vocalists, Louis Buck, emcee, and Harold Johnson, featured violinist.

At present, eight stations are included in the "Lion Network." Besides WSM, the originating station, these include WFPW of Fort Smith, Ark.; KUOA of Siloam Springs, Ark.; KELD of El Dorado, Ark.; KARK in Little Rock; WJDX of Jackson, Miss.; KCMC of Texarkana, Texas; WMC of Memphis, Tenn. It is expected that other outlets may be added to the hook-up later. The products of the Lion Oil Co. are distributed throughout Tennessee, Mississippi, Louisiana, and Alabama, as well as in the state of Arkansas.

Vernon Morelock, at one time with KXOK in St. Louis, is director of the radio department at the Anfenger Agency.

James S. Vance

Washington Bureau, RADIO DAILY

Washington—James S. Vance, 66, founder of WJSV, died Saturday at his home in McLean, Va. after a protracted illness.

Vance, a native of Alabama, and one-time employee of the "New York Times" and its affiliated financial paper, "The Analyst," came to Washington in 1921. He founded WJSV about five years later, and continued to operate it as the WJSV Corp. until the station was sold several years ago to CBS.

In Washington, Vance was also well known as president of the now defunct Independent Publishing Co. He had been engaged in the printing and publishing business here since relinquishing the station.

He is survived by his widow, Mrs. Henrietta Vance, and one daughter, Mrs. Mary Jane Heitmuller of Manchester, N. H. Interment will be in Birmingham, Ala.

WORDS AND MUSIC

By SID WEISS

TICKER TAPE: "Hobby Lobby" celebrates its fifth anniversary this week.

Mitzi Green will be the anniversary guest... Herb Shriner has been renewed another 13 weeks on the Camel Caravan... Dinah Shore's "Thank Your Lucky Stars" goes before the cameras this week... Bert Lahr pays a return visit to the Vallee show this week... Boston papers raving about Jerry Lester's antics in "Beat the Band"... Bob Chester and his ork, currently at the Casa Manana in Culver City, Calif., will make a series of shorts for Paramount... Geo. Hogan starts a new WOR series called "Time To Muse," a twice-weekly humorous poetry session... Johnny Long, who leaves the New Yorker Oct. 5th, booked solid in theaters until Dec. 17th... Inaugurated four months ago with the cooperation of 22 publishers, Tune-Dex now represents 71 from coast to coast. This service is invaluable to radio men as it gives advance info on the fast beating pulse of Tin Pan Alley... The Marshalls will do one of their hit recordings, "Kalamazoo," on the Ted Steele show this week... Bill Pennell, CBS staff spieler, has been trying for some time to train his year-old wire-terrior to be a watch dog—but with little success. In Bill's own words, the dog is so friendly he'd hold the flashlight for the burglar... Louie Prima opens Friday at the Apollo... Jo Pat Weiss, bride of Bob Weiss, p.a. for Horace Heidt, recovering from a throat ailment... Silliest song title of the week: "I Met a Peach in Orange, N. J., in Apple Blossom Time"... Beatrice Kay will appear in a documentary film for the Dep't of Public Health... Tim Marks reports for his physical today... Larry Elliott going to Hollywood for three weeks with the Celanese Hour.

☆ ☆ ☆

We understand Vaughn Munroe would be the last guy in the world to like this point emphasized—but the fact remains he's one of the best-looking bandsmen to come up since Artie Shaw blazed his way to fame. MGM, apparently feels there's dynamite in the Munroe profile. When he finishes his stint at the Commodore Hotel here, he'll head west for a picture deal. There, he'll get a more personalized camera build-up than any bandsman has been accorded to date.

☆ ☆ ☆

Official Washington is clamoring, it seems, for suitable war songs for this battle against Hitler and his henchmen. Tin Pay Alley struggles to create the right kind of rhythmic material to give more of a meaning and cohesion to the war. Tons of newspaper space have already gone over to criticizing the maudlin, meaningless tunes to date. What we'd like to know, however, is this: Why is it so important that the Alley come up with a great war tune? What's wrong with the marching items of '17? "Over There," "Keep the Home Fires Burning," "My Buddy" and all the rest immortalized that war, gave its fighters a lift and an emotional surge as they went over the top. Why discard songs like that in favor of more stylist, up-to-the-minute music? Somehow, it seems wrong to discard a song that Americans lived by and died by the way you'd cast off a pair of high button shoes or a fur-lined cap. Those songs meant a great deal then. Don't they mean the same things now? If another great marching song comes out of this battle, so much the better. America will have added to its musical heritage. But if it doesn't, this corner doesn't feel there's anything to get panicky about. We've got an inspiring library to fall back on.

☆ ☆ ☆

If you heard the "Army-Navy Game" the other Sunday, you must have caught the parody on the Gilbert & Sullivan classic, "Tit-Willow." As late as midnite Saturday, it seemed as though the ditty was out of the show. Here's what happened: The tune, of course, comes from "The Mikado." The series is serviced to Canadian stations and officials there decided the material was out because of the "Japanese angle." At the 11th hour, producer-writer Allen Funt got on the long-distance 'phone and convinced them that Gilbert & Sullivan were merely satirizing Japanese officials when they authored "The Mikado." The okay came through at the last minute—but not before Funt had developed a very special case of nervous stomach.

☆ ☆ ☆

—Remember Pearl Harbor—

To the Colors!

JOSEPH CRAIG, engineer at WO New York, has left the station to enter the Army.

—VVV—

BYRON G. LOWERY, announced at WQAM, Miami, for the past few years, has been commissioned as lieutenant junior grade in the U. Naval Reserve. He went into active duty immediately and is stationed New England.

—VVV—

GEORGE VOUTSAS of the NBC Chicago program department is now at Camp Grant, Ill., at the recruit reception center.

—VVV—

KEITH KERBY, assistant manager of KROW, Oakland, has enlisted the Army and now is in training at a camp near San Francisco.

WPDQ's Formal Debut Set For Next Friday

(Continued from Page 1)

stars of stage and radio will entertain. Prominent political, social and civic leaders are expected to be present for the ceremonies. Feature the opening night will be a "grab" promotion, which will give listeners an opportunity to win valuable prizes as souvenirs of the dedication.

Florida's newest radio station will operate on 1,270 kilocycles with 5,000 watts power both day and night. WPDQ's modern studios located in the Gulf Life Building in downtown Jacksonville, WPDQ will operate on a format of news, music, sports and public service. Five-minute newscasts will be broadcast every hour on the hour. Sports will be played up heavily under the direction of Cy Newman, sports commentator. Among sports features will be an early morning sports preview, the "Sports Special" from 4:00 to 6:00 every afternoon, a sports resume every evening and the "Last Word in Sports" every night. In addition, there will be "Gridiron Smoker" every Friday evening during the football season and there will be weekly descriptions of the fights and wrestling matches from the arena. Other day features of WPDQ will include "Home With Ann Daily," "Good Morning America," "O.C.D. Talk," "Community Capers," "Chapel of the Air," "Turning the Tables," and "Just Relax." WPDQ will be on the air daily from 6:30 a.m. to 12:05 a.m.

The personnel of WPDQ include president, James R. Stockton; vice presidents, Ernest D. Black and G. McKenzie; secretary and treasurer, Robert Feagin; program director, Cy Newman; chief engineer, James R. Donovan; director of women's features, Marjorie B. Willis; business manager, Frank Taylor; traffic manager, Ruane Elder; announcers, Ber Adams and Neil Vanderpoel; account executives, E. Screven Bond and Harry Herzog; assistant chief engineer, Ernie Haralson; continuing writer, Kay Wear; secretary and captionist, Polly Raol.

Radio-Gov't Men Meet Mull New OWI Rule

(Continued from Page 1)

ch and Douglas Meserve, as-
ent to the chief. The new regula-
s affecting the output of all gov-
ment radio units were designed
overcome the tremendous problem
ag the Federal agencies com-
ing for broadcast time.
inner meeting will be held at
er Hall of the Young Women's
stian Association from 6:00 to
p.m. and entrance is open to
bers of the AER and their guests.
urman of the Washington Chapter
the AER committee, is Ernest
an, information specialist of the
onal Archives.

Soft-Hearted Bill Lewis Sposes Andirons To Scrap

Washington Bureau, RADIO DAILY
Washington—A valuable old pair
andirons which once belonged to
I radio chief and Mrs. William B.
is are now part of a Maryland
p heap because Lewis "oversold"
two youngsters on collecting metal
p. The Lewises had expected to
the andirons this winter for fuel-
serving wood fires in the fire
es of their Kensington, Md., farm
e near Washington. But that was
re former CBS executive gave
egan, 4 and Larry, 7 a heart-to-
t talk on the country's urgent
l for metal scrap. He promised
a good sized gift of War Stamps
ey would collect a sizeable heap
uch scrap from the farm.
ot long after his bedtime lecture,
is discovered the children lug-
out the andirons, an old family
ession. One of his associates re-
ed yesterday that Lewis "didn't have
heart" to take the andirons away
n, them. And for doing such a
rough" job he had to give them
promised War Stamps.

Boston Symph-AFM Confer

Boston-The Boston Symphony or-
stra which is the only major group
musicians still outside the AFM,
e a public pronouncement disclos-
it had been negotiating with
es C. Petrillo concerning union
ation, in its first general appeal
funds to sustain it in its 62-year
ory. The brochure which made
ic problems of the orchestra
ained that the present by-laws of
AFM would interfere with the
ner in which the orchestra is
ntly maintained, local union re-
ing a voice in selection of per-
nel. Serge Koussevitsky, present
uctor, now exercises full discre-
ary powers in selection of per-
nel.

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)

Benny Repeat Cancellation Charged To Disk Confusion

(Continued from Page 1)

ally, it was indicated in several quar-
ters that Benny and his troupe would
give their additional presentation for
the Blue Network group as a live
show next Sunday if it were neces-
sary.

AFM-network contract of July of
last year expressly distinguished a
"repeat program" from a "regional
delayed program" as one in which
live musicians were used in a repeti-
tion of the original show, and that
the latter was "a program which be-
cause of time differential cannot ad-
vantageously be broadcast at the time
of the original broadcast by a group
of stations affiliated with the network
to which such program is furnished,
and which is broadcast by such sta-
tions at a later time by means of an
electrical transcription recorded from
the original program and fed to such
stations by a key station on the net-
work."

Overlapping a Factor

Confusion in this instance arose
from the fact that NBC had already
covered portions of the Pacific Coast
area in its nationwide network broad-
cast, and that use of the transcrip-
tion on the Blue constituted obvious
overlapping in certain Western areas,
even despite the time difference.

Blue Network's West Coast vice-
president, Don E. Gilman, asserted
that his organization had nothing to
do with the stoppage, but that it had
used every means in its power to try
to give this service to the public.

Though not officially announced, it
was indicated from several sources,
that if necessary, Benny on the second

Renew "Inner Sanctum"

Carter's Little Liver Pills has re-
newed for another 13 weeks, "Inner
Sanctum," with the broadcast of the
past Sunday comprising the first in
the new cycle. Renewal scotches
rumor that sponsor was planning to
replace the mystery thriller. The Ted
Bates agency handles the account.

Wedding Bells

Stamford, Conn. — Gail Smith,
WSRR program director, was married
over the weekend to Dorothy Bird
Wenman. They plan to make their
home in Darien, Conn.

WANTED

FIRST-CLASS OPERATOR —
TO TAKE CHARGE OF 1,000
WATT STATION — STATE
SALARY — EXPERIENCE —
AND DRAFT STATUS.

WSYB—RUTLAND, VT.
V. H. WEISS, Mgr.

Camels Buys CBS Web For New Quiz Program

(Continued from Page 1)

the Coast will be heard at 11 p.m. EWT.

Hawk will use a portable mike to
canvass the audience for contestants
who may elect to answer either a 3-
carton, 5-carton or 10-carton ques-
tion. If successful the contestant can
name to whom in the armed forces
the cigarettes are to be sent.

If question is not answered cor-
rectly, the cartons will be set aside
and at the end of the program the
accumulation will be sent to various
small Army camps, and not to any of
the large camps now coming in for
radio-show originations or other
such activity.

Aids Seaman's Service

Madeleine Carroll, actress, has
joined the staff of the United Sea-
men's Service as director of enter-
tainment for clubs and rest homes,
which the organization is establishing
throughout the world for officers and
men of the American Merchant
Marine. Announcement was made
by Douglas P. Falconer, national ex-
ecutive director, who revealed that
radio programs and other perform-
ances would be in Miss Carroll's
charge, in addition to supplying en-
tertainment at the various clubs and
homes.

Another
WCKY
Star!

50,000
WATTS
CBS

DAVID CARTER DEANE
WCKY ORGANIST

THE L. B. Wilson STATION

★ ★ Coast-to-Coast ★ ★

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UTICA, N. Y.'s ONLY RADIO STATION

1 9 4 2

BIRTHDAYS

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October 6

Tom Carson Reo Fletcher
Cork O'Keefe Charles Pearson

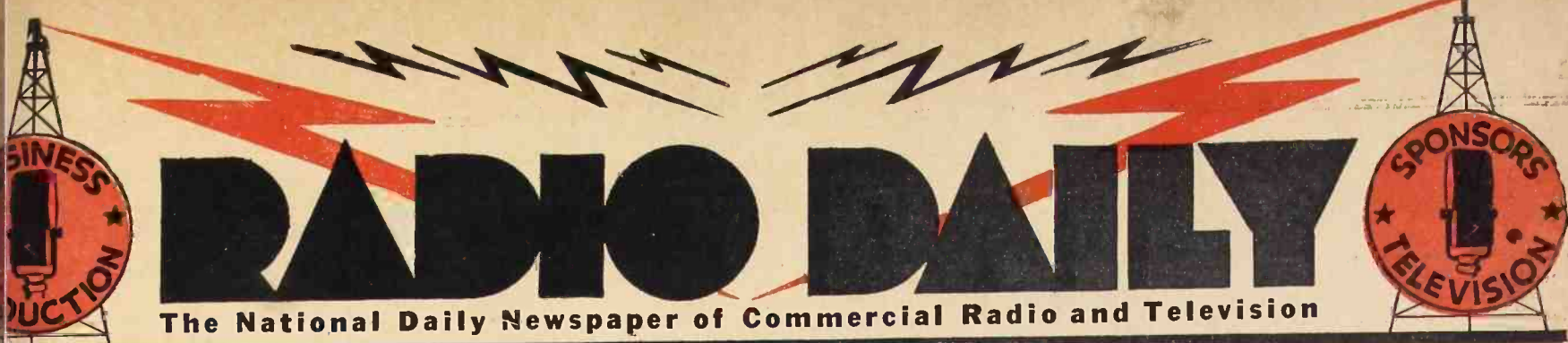
WHAT'S WHAT IN BOSTON

7—WCOP has attracted top notch public spirited executives to its microphone. Do you know why?

REPRESENTED BY HEADLEY-REED CO.

WCOP

BELONG ON YOUR SCHEDULE



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

21, NO. 5

NEW YORK, N. Y., WEDNESDAY OCTOBER 7, 1942

TEN CENTS

Nets Defend No-Sale Step

Quick Action By FCC Hearst Radio Okay

Washington Bureau, RADIO DAILY
 Washington—Following the action Hearst Radio, Inc. in surrendering new WINS 50 kw. transmitter to government for foreign propaganda purposes, the FCC yesterday granted the company's request for extension of completion date on condition of such a transmitter to Oct. 13, 1944. While no official statement could be obtained on this, usually only such extraordinary instances as those involved in the case would have prompted the commission to sanction a two-year extension. Construction permits are

(Continued on Page 5)

Porter Readies Tour Of Canada War Plants

Tour of Canadian war plants and engineering centers by Roy Porter, Blue Book commentator, will start next week. Local participation series of plays will originate in Ottawa, Toronto and Montreal during following week. CBC announcer and producer will accompany him. Trip arranged with cooperation of Canadian War Information Board.

Live Talent Shows New WOV Night Policy

Starting Monday, Oct. 19, WOV, an English language station which has been utilized in Italian, and which has added its foreign language material to the daytime schedules up to 6 p.m. will embark upon a live talent show for the English programs. First phase of the new policy, according to sources.

(Continued on Page 2)

Co-op Sought

Cooperation of radio artists is being sought by the newly formed Radio Stars Picture Fund Committee to put over a plan whereby artists requesting pictures are to send 50 cents which will be forwarded to the USO. Committee is headed by Barry Wood, vocalist on the "Hit Parade," who has sent out a letter asking listeners for the desired cooperation.

That 'Series'
 In broadcasting the World Series, WOR performed unusual services to supplement its handling of the project for its Mutual affiliation. Station provided facilities, also, for the OWI recordings for the armed forces, for BBC and Cuba, using 16 cases of equipment, 22 mikes, four engineers and a supervisor.

NBC-OWI Set Plan For Daytime Serial

Latest completion of plans for use of daytime serials for furthering war effort as worked out by OWI, agencies, sponsors, writers, producers and actors, is that of NBC. New series is called "Victory Volunteers" to be heard Mondays through Fridays, 10-10:15 a.m., EWT, for 13 weeks starting Oct. 12.

Purpose of series is to bring important government messages to daytime audience by showing how well-known radio drama characters deal with problems created by war. Each

(Continued on Page 2)

Appoint Charles R. Denny As FCC General Counsel

Washington Bureau, RADIO DAILY
 Washington — Appointment of Charles R. Denny, Jr., as FCC general counsel, was announced yesterday by the Commission. Denny, whose appointment is effective immediately, succeeds Telford Taylor,

(Continued on Page 2)

Radio Donated-Time Valuation 64 Millions Yearly, Says Lewis

Gen. Electric Orders Up 53% In Third Quarter

Schenectady, N. Y.—Increase of 53 per cent in the orders received for the third quarter of this year as compared to the corresponding three months last year was announced yesterday by Gerard Swope, president of the General Electric Co. Orders for the third quarter of 1942 amounted to \$474,000,000.

(Continued on Page 3)

Two Major Networks Cite NAB Code Plus Other Rules As Ban Reason Against Co-Op. League Of USA

Kate Smith Bond Sale Passes \$500,000 Mark

With Kate Smith and her partner, Ted Collins, working toward a combined goal of 52 appearances on WABC locally and also CBS starting yesterday morning at 6:04, EWT, on their 24-hour War Bond drive, total had passed \$500,000 by midnight. Figure at that time topped final sales by Charles Laughton on his one man

(Continued on Page 7)

CBS' New Discount Plan Adds 358 Hrs. To Sked

Total of 358 hours and 55 minutes have been added to CBS network schedule as a result of the CBS 15 per cent discount plan, survey completed yesterday revealed. Announcement of addition of "Eric Sevareid and the News," sponsored by Parker Pen

(Continued on Page 2)

Purchase Of \$100 Bond Broadcast Admission Fee

Price of \$75 (\$100 Bond) has been set for admission to the Treasury Department's new series of concerts which will feature the Perole String

(Continued on Page 2)

Long established rules regarding certain phases of broadcasting held in practice throughout the industry were yesterday pointed out by both CBS and NBC as their reason for not accepting commercial programs sponsored by The Cooperative League of the U.S.A. Angles stressed by the networks included the controversial issues clause of the NAB Code of Fair Trade Practice and regulation which prohibits acceptance of commercial programs in which a membership campaign is planned.

Official statement from NBC was

(Continued on Page 6)

ABA's Board Meeting Re Policy-Paid Prez

Nine members of the board of directors of the American Broadcasters Association will meet here Thursday, starting at 9:30 a.m., and continuing on through the day, luncheon included, at the Hotel Ambassador. It is likely that the group will announce its paid president and two other key officials. Scheduled to attend the meeting.

(Continued on Page 2)

Stromberg Promotes Fay; Jack Lee Also Moves Up

William Fay, who has been general manager of Stromberg-Carlson's stations WHAM and W51R, was elected vice-president in charge of broadcast-

(Continued on Page 2)

Comeback

Survival of veteran performers who have been on the air at least ten years, as reported in a recent Radio Daily, is more or less confirmed, by the announcement of the signing of Phil Cook on a new morning series on WINS, New York. Cook begins an hour and half stint Monday, following long layoff. Prior to that he was aired on CBS and NBC for almost a decade.

★ ★ Coast-to-Coast ★ ★

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In broadcasting the World Series, WOR performed unusual services to supplement its handling of the project for its Mutual affiliation. Station provided facilities, also, for the OWI recordings for the armed forces, for BBC and Cuba, using 16 cases of equipment, 22 mikes, four engineers and a supervisor.

NBC-OWI Set Plan For Daytime Serial

Latest completion of plans for use of daytime serials for furthering war effort as worked out by OWI, agencies, sponsors, writers, producers and actors, is that of NBC. New series is called "Victory Volunteers" to be heard Mondays through Fridays, 10-10:15 a.m., EWT, for 13 weeks starting Oct. 12.

Purpose of series is to bring important government messages to daytime audience by showing how well-known radio drama characters deal with problems created by war. Each

(Continued on Page 2)

Appoint Charles R. Denny As FCC General Counsel

Washington Bureau, RADIO DAILY
 Washington—Appointment of Charles R. Denny, Jr., as FCC general counsel, was announced yesterday by the Commission. Denny, whose appointment is effective immediately, succeeds Telford Taylor,

(Continued on Page 2)

Radio Donated-Time Valuation 64 Millions Yearly, Says Lewis

Gen. Electric Orders Up 53% In Third Quarter

Schenectady, N. Y.—Increase of 53 per cent in the orders received for the third quarter of this year as compared to the corresponding three months last year was announced yesterday by Gerard Swope, president of the General Electric Co. Orders for the third quarter of 1942 amounted to \$474-

(Continued on Page 3)

Two Major Networks Cite NAB Code Plus Other Rules As Ban Reason Against Co-Op. League Of USA

Kate Smith Bond Sale Passes \$500,000 Mark

With Kate Smith and her partner, Ted Collins, working toward a combined goal of 52 appearances on WABC locally and also CBS starting yesterday morning at 6:04, EWT, on their 24-hour War Bond drive, total had passed \$500,000 by midnight. Figure at that time topped final sales by Charles Laughton on his one man

(Continued on Page 7)

CBS' New Discount Plan Adds 358 Hrs. To Sked

Total of 358 hours and 55 minutes have been added to CBS network schedule as a result of the CBS 15 per cent discount plan, survey completed yesterday revealed. Announcement of addition of "Eric Sevareid and the News," sponsored by Parker Pen

(Continued on Page 2)

Purchase Of \$100 Bond Broadcast Admission Fee

Price of \$75 (\$100 Bond) has been set for admission to the Treasury Department's new series of concerts which will feature the Perole String

(Continued on Page 2)

Long established rules regarding certain phases of broadcasting held in practice throughout the industry were yesterday pointed out by both CBS and NBC as their reason for not accepting commercial programs sponsored by The Cooperative League of the U.S.A. Angles stressed by the networks included the controversial issues clause of the NAB Code of Fair Trade Practice and regulation which prohibits acceptance of commercial programs in which a membership campaign is planned.

Official statement from NBC was

(Continued on Page 6)

ABA's Board Meeting Re Policy—Paid Prez

Nine members of the board of directors of the American Broadcasters Association will meet here Thursday, starting at 9:30 a.m., and continuing on through the day, luncheon included, at the Hotel Ambassador. It is likely that the group will announce its paid president and two other key officials. Scheduled to attend the meet-

(Continued on Page 2)

Stromberg Promotes Fay; Jack Lee Also Moves Up

William Fay, who has been general manager of Stromberg-Carlson's stations WHAM and W51R, was elected vice-president in charge of broadcast-

(Continued on Page 2)

Co-op Sought

Cooperation of radio artists is being sought by the newly formed Radio Stars Picture Fund Committee to put over a plan whereby requesting pictures are to send cents which will be forwarded to the USO. Committee is headed by Barry Wood, vocalist on the "Hit Parade," who has sent out a letter asking listeners for the desired cooperation.

Comeback

Survival of veteran performers who have been on the air at least ten years, as reported in a recent Radio Daily, is more or less confirmed, by the announcement of the signing of Phil Cook on a new morning series on WINS, New York. Cook begins an hour and half stint Monday, following long layoff. Prior to that he was aired on CBS and NBC for almost a decade.



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JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : Editor

IARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Tuesday, Oct. 6)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	122 1/4	121 1/2	121 1/2	- 3/8
CBS A	12 1/2	12 1/2	12 1/2	+ 3/8
CBS B	12 3/8	12 1/4	12 3/8	+ 1/8
Crosley Corp.	7 1/4	7 1/4	7 1/4	- 1/8
Gen. Electric	28 3/4	28 1/4	28 3/8	- 3/8
Gen. Common	3 3/8	3 3/8	3 3/8	+ 1/4
RCA First Pfd.	56 3/4	56 3/4	56 3/4	- 1/4
Stewart-Warner	7	7	7	
Westinghouse	74 3/4	74 1/2	74 1/2	
Zenith Radio	15 1/2	15 3/8	15 1/2	

OVER THE COUNTER

	Bid	Asked
Fansworth Tel. & Rad.	13 1/4	2
Stromberg-Carlson	5 7/8	6 7/8
WCAO (Baltimore)	16	19
WJR (Detroit)	19	22

NBC-OWI Set Plan For Daytime Serial

(Continued from Page 1)

of the serials cooperating will present special story complete in five daily episodes.

Clifton Fadiman, of "Information Please," and chairman of the War Writers Board, will be narrator tying together episodes. All persons involved in productions are donating services, with stories written especially for the appearance, and no connection with the actual story line of serials to be involved. "Stella Dallas," "Portia Faces Life," "Ma Perkins" and "Young Widder Brown" will start the series in the order posted.

WB
BY
N

NEWS EVERY MINUTE ON THE MINUTE 12 NOON TO 6 P.M.

NEWS AS IT HAPPENS

• 1430 ON YOUR DIAL •

CBS' New Discount Plan Adds 358 Hrs. To Sked

(Continued from Page 1)

Company and "Thanks to the Yanks" of R. J. Reynolds Tobacco Company previously announced, brings total of stations benefiting by the plan to 85. Nineteen programs have increased their coverage to the full net.

Twenty-four individual commercial programs are now using the full network, representing a total of 32 individual programs weekly and 15 separate sponsors. In addition, 36.9 of all evening programs heard on CBS between 7:00 and 11:00 p.m. have the complete coverage.

One or more programs have been added to the schedules of the 85 individual stations, and two outlets, WBAB, Atlantic City, N. J., and WMBS, Uniontown, Pa., have added 11 hours and 25 minutes representing 27 new program periods. Eighteen network stations have received seven hours or more weekly, 32, five hours or more, and 67 stations have added five or more new program periods per week.

"Eric Sevareid" agency is J. Walter Thompson Co. and "Thanks To The Yanks" was handled through Wm. Esty and Co.

Stromberg Promotes Fay; Jack Lee Also Moves Up

(Continued from Page 1)

ing activities for the Stromberg-Carlson Tel. Mfg. Co. at a meeting of the board of directors. Fay succeeds the late E. A. Hanover who died last month.

Fay's station job has been assigned to Jack Lee who had assisted Fay as general manager of WHAM for the past six years. Lee has also supervised production and headed up WHAM's dramatic presentations and announcing staff. Lee started in radio in 1925, and has been associated with WHAM since 1928, starting as a producer and later switching to announcing. His appointment as general manager becomes effective immediately.

Fay's radio association dates back to 1923 when he participated in a series of light operas on WGY, Schenectady. He became affiliated with WHAM in the Fall of 1928.

Place Bond-Stamp Booths At NBC Audience Studios

For first time in its 20-year life, WEAf will start charging "admission" to visitors to studio broadcasts beginning today as it sells War Bonds and Stamps as they leave, on a purely voluntary basis. Sponsors are co-operating in plan, and where possible, program stars will be present outside studio to help in the drive.

Mrs. Quentin Reynolds Guest

The "Go Get It" program, to be heard on WOR at 7:30 this evening, will have as guest Mrs. Quentin Reynolds, wife of the war correspondent, who will assist in the War Bond drive now being conducted as a feature of the program.

Appoint Charles R. Denny As FCC General Counsel

(Continued from Page 1)

who has been commissioned a major in the Army. A native of Baltimore, where he was born on April 11, 1912, Denny came over to the FCC last February from the Department of Justice, where he was chief of the Appellate Section of the Lands Division.

The new FCC general counsel attended the Washington public schools, Amherst College and Harvard Law School, from which he was graduated in 1936. For the next two years, he was associated with the local legal firm of Covington, Burling, Rublee, Acheson & Shorb. He left in 1938 to join the Justice Department.

Denny's promotion adds a second vacancy to the ranks of FCC assistant general counsels, whence Lucien Hillmer, has just departed for a post in the government's Board of Economic Warfare.

More Live Talent Shows New WOV Night Policy

(Continued from Page 1)

cording to Ralph Weil, manager, will take in the hour and a half between 6 and 7:30 p.m., which are occupied by three recorded programs, "Pan-American," "Twilight Serenade," and Bing Crosby records. The only live show during the evening hours is the Hans Jacob news comments.

Character of the live talent production will be varied, including dramatics, vocals and soloists. Alan Courtney will remain on between 7:30 and 10 p.m., after which station will pick up the Meadowbrook band remotes carried by the Atlantic Coast Network.

Purchase Of \$100 Bond Broadcast Admission Fee

(Continued from Page 1)

Quartette, and Deems Taylor, in broadcasts which were to have gone out over an FM network, but which will now be carried by WQXR, following a ban established by Local 802 of the American Federation of Musicians. For the first weekly concert, Sunday, Oct. 18, 2-2:55 p.m., Artur Schnabel, pianist, will be guest attraction which will vary, every week, as will the speaker. John L. Hogan, president of the station will speak at the inaugural.

ABA's Board Meeting Re Policy—Paid Prez

(Continued from Page 1)

ing are John Shepard 3d, president of the Yankee Network; Walter J. Damm of WTMJ, Milwaukee; James D. Shouse, WLW-WSAI, Cincinnati; Eugene Pulliam, WIRE, Indianapolis; George B. Storer, president of the National Independent Broadcasters Inc.; Harry Bannister of WWJ, Detroit; E. B. Craney, Z-Bar Network; Stanley Hubbard, KSTP, St. Paul; and O. L. (Ted) Taylor, of KGNC, Amarillo, Texas.

COMING and GOING

G. W. "JOHNNY" JOHNSTONE, director news and special features for the Blue work, will go to Washington tomorrow formulate plans for Sunday's "Wake Up, America" forum with the network's military and Major General Paul B. Malone, U. S. A., tired.

JOHN MAYO, sales manager of Assoc. Recorded Program Service, off on a bus trip to Massachusetts. Expects to return day or Saturday.

E. L. HAYEK, president and station manager of KATE, Albert Lea, Minn., in East for talks with the station reps.

JOSEPH M. NASSAU, station manager sales promotion director of WMRF, Lewiston, returned to his Pennsylvania headquarters following a few days here on station business.

BOB TAPLINGER is in New York from West Coast.

PAUL MOYLE, commercial manager of W. Fayetteville, has arrived from North Carolina conferences with the New York representatives of the station.

JERRY WALD and the members of his orchestra have left town for a theater tour the country's key cities.

BRUFF W. OLIN, JR., general manager WKIP, was in town from Poughkeepsie yesterday and visiting at the offices of the Blue work.

HAROLD PRIESTLEY, sales representative WWJ, Detroit, has returned from a Ch. checkup with the agencies and reps.

HARRY WISNER, Blue Network's football commentator and broadcaster, in New York today prior to his departure for Columbus, Ohio, where on Saturday he will air the between Ohio State University and Southern California.

GEORGE D. COLEMAN, commercial and manager of WGBI, is returning to Scranton having spent a few days here on station news.

FRED F. FINKLEHOFF, radio and screen writer and stage producer, has returned from Boston where he conferred on the production of "The Band."

James Melton To "Met"

James Melton, tenor, yesterday included by the Metropolitan Opera Company among the small group of new artists who have been engaged for the coming season.

Position Wanted

WOMAN STATION MANAGER WANTS POSITION IN GOOD MARKET—14 YEARS EXPERIENCE—6 YEARS AS MANAGER — EXCELLENT REFERENCE AND PROOF OF ACCOMPLISHMENTS

WRITE:

RADIO DAILY

Box No. 578

1501 Broadway N. Y. C.

PROMOTION

CBS Program Dept. Promotion
Program department of the Columbia Broadcasting System is continuing to release promotions on new shows.

Cherchez La Femme

Quest for the most "famous women," living or dead, is being conducted by WCKY, Cincinnati, in connection with Olive Kackley's "Famous Women" program.

WLIB Program Log

In response to listeners requests for a guide to its daily musical programs, WLIB, Brooklyn has released to 10,000 of its listeners the October issue of a master program booklet.

Tube Suggestions

General Electric Co., through its television and electronics department, has released a booklet that tells how to make radio transmitting tubes last longer.

Electric Orders Up 53% In Third Quarter

(Continued from Page 1) For the nine months ended 9/30, General Electric Co. has received orders amounting to \$1,339,000 as compared to \$831,390,000 in same period a year ago.

Plan Big Xmas Eve Show Of "Command" Program

West Coast Bureau, RADIO DAILY Hollywood—Col. Edward Kirby, radio head of the public relations branch of the War Department, stated here yesterday that "Command Performance," will be heard by American audiences over standard broadcast bands for the first time on Christmas Eve.

AFL Support For AFM

Toronto—Executive Council of the American Federation of Labor presented at its 62nd Convention here yesterday a supplement to the annual report supporting the AFM in its recently enacted ban on the making of recordings.

WHAMland
18 busy trading centers for 43 counties, at 1/3 the cost of localized coverage.
Met'l Rep. George P. Hollingsbery Co.
50,000 Watts... Clear Channel... Full Time... NBC Blue and Red Networks
WESTER, N. Y. "The STROMBERG-CARLSON STATION"

The Best Programs in the World ARE ON WMAQ
CONSEQUENTLY... The largest radio audience in the Chicago area—the second largest market in the country—listens to WMAQ.
OBVIOUSLY... The first station in Chicago is WMAQ
THE STATION MOST CHICAGOANS LISTEN TO MOST
For further information, write or telephone your nearest NBC representative.

Chicago

By FRANK BURKE

WHAT'S In A Name?: The M network announcer who cu the finish of Raymond Clapper's broadcast the other night and "Raymond Gram Swing" is now Patriot: Mike Burke, the elect at the 203 North Wabash bu who has three sons as voluntee the armed forces.

Heather Tweed, girl emcee WGN's "Maid of America" bears watching as network ma with the wartime drain on mal cees. Miss Tweed, who imperst "Virginia Dare," has a warm gl her voice, lots of poise, and a p ality that registers on the air. too she "doubles in brass" by ing roles in sketches on the sho

John Meagher, WGN publicit special events writer, was swor the navy V-5 program this weel naval aviation cadet by Lieut. mander Carl Olson, chief recr officer for the Chicago selection

"Fast Money" half-hour show turing detective Mike Trent i pose of gamblers, confidence and saboteurs, returns to the WGN, Sunday, Oct. 11, from 6. 7 p.m. sponsored by Consumers The Bond Clothing Company added a 15-minute Sunday broadcast to the WGN schedule Charles Irving handling annou job.

Youngest "Quiz Kid" ever t pear on the Blue Network shov be Joel Kupperman, five year who makes his debut Sunday, mathematical genius.

Chico Marx and band in town St. Louis for opening at Black Restaurant yesterday with Mutual wire.

The ALABAMA TRIO

Better Market

Alabama's vast spending power extends the length of the state and payrolls are at record figures.

Better Coverage

It's the whole state of Alabama—and parts of FIVE others—when you use the ALABAMA TRIO to carry your message.

Better Price

Yes, there's a better rate—on better coverage—on the ALABAMA TRIO. Save a full 10% when you use all three!

WSGN WSFA W... BIRMINGHAM MONTGOMERY MO... REPRESENTED BY HEADLEY-REED C

Los Angeles

By JAC WILLEN

BILLY ARTZT, maestro for the new Bob Burns, and Blondie shows, has bought Warner Baxter's home in Beverly Hills. Baxter is not ready to vacate, compelling Artzt, who meanwhile has sold and vacated his own home, to move to the Beverly Hills Hotel.

Sixty thousand people, one of the largest crowds ever gathered in downtown Los Angeles, packed Pershing Square and surrounding streets for Kay Kyser's opening "Bondwagon" rally on the west coast last week. They reportedly purchased more than \$4,000,000 worth of bonds.

Eliot Daniel, Rudy Vallee's personal pianist, has joined Rudy in the Coast Guard. He is the ninth member of the Vallee program to enter the armed services.

Vallee, with comedienne Joan Davis and guest star Ransom Sherman, inaugurated the new schedule Friday, Oct. 2.

Terrific is the term for those "Charioteers" who are now heard on the King-Bing's Thursday night Kraft Music Hall program.

NBC Hollywood arranged for a novel picture showing for their staff last Thursday. Ralph Staub's Columbia-released "Screen Snapshots," in which more than twelve star NBC shows have been featured, was shown before the assemblage prior to its being sent to New York to Niles Trammell as a token of appreciation from Harry Cohn, Columbia Pictures prexy. These commercial pictures have been shown in more than 5,000 theaters across country, it is reported.

Lum and Abner's theme song "Eva-lena," played by Sybil Chism on their regular broadcasts, is assured of continued use on the program. Sybil has just been renewed for a long period as the show's organist.

Ken Murray's and Edgar Bergen's long friendship has blossomed into a New Year's Eve appearance of Bergen on the Murray "Blackouts of 1942" show as a guest. Quipps should bring rips of laughter when the two get going.

"Chicago: Germany" one of the strongest war dramas from the prolific pen of Arch Oboler, was presented on "Treasury Star Parade" Saturday Oct. 3, over KECA.

TUNE-DEX

The music publishing industry's only living, permanent, reference index.

WILL KEEP YOU POSTED

Advance releases, and old favorites at low cost!

TUNE-DEX cards detail complete info: prices, arrangements, performance license, copyright info, publishers, etc., with chorded lead sheet & lyric of chorus

FREE SAMPLES and info on request.

TUNE-DEX, Inc., Dept. R, 1619 B'way, N. Y. C.



The Listening Post . . . !

Lawson Zerbe wins the coveted "Pepper Young" assignment . . . When Bob Burns returns to the air tonight, his announcer will be Gayne Whitman of the movies . . . "Mr. D. A." gets added circulation when it debuts shortly as a comic strip in "P. M." Bernie Schubert set the deal . . . Prophecy: That Lockheed's "Flight of Time" goes on the air exactly as originally presented . . . Bill Stuhler reported joining CBS . . . This week's "Truth or Consequences" will be highlighted by one of those screwy World Series bet pay-offs. One of the Yank fans will push a baseball around Sportsman's Field in St. Louis with his proboscis—while the mike picks him up singing "Casey At The Bat" . . . Jean Holloway will be the subject of a "Time" mag article shortly. She's the gal whose star went on the ascendancy as the writer for Kate Smith and currently for Lionel Barrymore . . . Incidentally, doing our Xmas shopping early, we learned that for the 6th time this Yuletide, Barrymore will re-enact his famous role of "Scrooge" on the Vallee show . . . Although the Gracie Fields spot will be only five minutes, she'll entertain the studio audience for a half-hour before show time . . . Wally Wolsky has joined Rockhill Radio, Inc. He was formerly with Bell System and Miller Broadcasting and is the inventor of recording on film that records continuously for 25 and 2/3 hours at an amazingly low price. Joe Tenenbaum, formerly with the outfit, now in the Coast Guard . . . Each week's "This Is Our Enemy" scripts will be authored by a different writer, according to new policy.



LINING THE AIR-LANES: Stalingrad papers please copy: Wm. S. Gailmor, WHN commentator, wowed 'em in Pennsylvania's Steel City the other night when he appealed for Russian War Relief with the words: "From Stalingrad-on-the-Allegheny, send help to Pittsburgh-on-the-Volga" . . . With MBS using the station break, "This is Mutual," we may soon hear NBC tagging itself, "This is National" and imagine the Blue saying, "This is Blue" and so on, ad absurdum, like WHN saying, "This is most independent" or WMCA insisting "This is most powerful."



THE MORNING MAIL: "As a subscriber to Radio Daily—which I can truthfully say I read more often than any other trade journal," writes J. P. Williams, of stations WING and WIZE, "here's a pitch that I'm throwing across the middle and hope you'll take a swing at it. National Newspaper Week—held during the first week of Oct.—is quite a promotion and there is no doubt in my mind that it does a good job for the newspaper industry. I would like to see the Radio Industry have a National Radio Week. The advantages, I feel, are easily visible. HOW ABOUT CARRYING THE BALL ON THIS???" There is only one reason that I'm in the Radio Industry and that is because I'm sold on advertising one thousand per cent—and for my time and effort, radio is the most dynamic and forceful media there is. A big statement, but I'm pleased to argue it at any time with anybody. I sincerely hope that you like this idea and that you will be instrumental in getting it started."

Before we add our own comments to this, we'd like to see what the rest of the boys have to say about it.



The movie colony will love Leonard Lyons' story about Louie Shurr's interview at the draft board. When asked what his qualifications were, he replied: "My dealings have been only with theater and movie people. I have been known to follow a lovely lady to the end of the world." To which the board replied: "And now you will follow a lovely soldier to Ft. MacArthur!"



Remember Pearl Harbor

GUEST-ING

RY ASTOR, on Eddie Cantor's "Smile," today (WEAF-9 p.m.).

THUR M. TODE, honorary president of the Propellor Club, and THA RAYE, on "Double or Nothing," Friday (WOR-Mutual, 9:30 p.m.).

NICHOLAS MURRAY BUTLER, president of Columbia University, DR. JAMES ROWLAND ANDERSON, public service counselor of the Federal Reserve Bank, and DR. GERMAN ARCI-THAS, minister of education for the State of New York, on the program of the Institute of Inter-American Affairs, today (WEAF-NBC, 10:30 a.m.).

MAX STOUT, author, and TONY A. RESTAURANTEUR, on the "Hobby" program, Saturday (WABC-8:30 p.m.).

RALPH L. LLOYD, president of the American Academy of Ophthalmology and Otolaryngology, on "Adventures in Science," Saturday (WABC-CBS, 1:30 p.m.).

ELLA UNGER, on "Nellie Revell's Story," Saturday (WEAF-NBC, 10:30 a.m.).

PAUL GALLIENNE, on "Armstrong's Theater of Today," Saturday (WABC-CBS, 12 noon).

MONTY WOOLLEY and ORSON WELLES, on the "Radio Reader's Digest," Sunday (WABC-CBS, 9 p.m.).

Quick Action By FCC In Hearst Radio Okay

(Continued from Page 1)

has been extended more than 60 to 90 days.

Under two applications from Hearst Radio, Inc. were also acted upon favorably at the same time. It has been given permission to increase its power from 1 to 5 kilowatts now, with a subsequent step-up to 10 kw. It is understood here that 5 kw. transmitter is immediately available, and may be used until manufacturer completes 10 kw. equipment for the station—probably within the course of a few months.

Another action yesterday, commission granted a license to WKZO, Marquette, Michigan, to increase its power to 5 kw. as provided for in its construction permit. Designated for hearing were applications from WFTS, Tallahassee, Florida, to increase its night power from 1 to 5 kw., and from WISH, Indianapolis, to increase its night time power from 1 to 5 kilowatts. The Olympic Broadcasting Corp. of Washington, D. C., has applied for a new station to operate on 1540 kc., 500 watts, unlimited time,

WAR-PROGRAM IDEAS

Early Christmas Time

KPO, San Francisco, is currently airing a three times weekly series under the title "Santa Claus Time." Purpose of the shows is to stimulate gift-giving to the men in the armed forces early enough that those overseas receive their presents on Christmas Day. Programs are quarter-hour in length and consist of music, songs and stories to create the Yuletide mood in the minds of listeners, followed by authentic information concerning the mailing of packages overseas.

In addition, KGO is cooperating with the San Francisco Junior Chamber of Commerce in the "Christmas Joy for a Soldier Boy" program. Initiated last year by the Junior Chamber, the program was designed to secure Christmas gifts for soldiers who had no families, were far from home, or for other reasons would receive little or no attention at Christmas time. Appeals were made to the public to sponsor a gift to a soldier and, working through Fourth Army authorities, names and addresses of such soldiers were supplied to sponsors.

News For Children

Recognizing the need for a simplified technique in the presentation of news for children of grade school age, WMCA, New York, has started a news program which is aired Saturday mornings from 9:30 to 9:45 and is specially adapted to school children. Entitled "News For Young Amer-

Book Firm Buys Time On Participating Show

Doubleday-Doran and Co. after twice participating on test basis on "Breakfast at Sardi's" on 13 Pacific Coast stations of the Blue Network, will use five-minute segment of participation series to promote Marguerite Steen's "The Sun Is My Undoing" and Tolstoy's "War and Peace." Continuation of sponsorship after this part of the campaign is said to depend on availability of similar book offers. Publishing company has been using radio the past few months on a limited spot basis.

Five others are participating in the coast series. They are: Washington Cooperative Egg & Poultry Association, Seattle; Nestle's Milk Products, Inc.; Chlorine Solutions, Inc.; Fisher Flouring Mills, and A. S. Boyle Co.

and this application also has been designated for hearing.

Another application set down for hearing is that of WBRB, Monmouth Broadcasting Co., Red Bank, N. J., for a construction permit to make changes in its antenna system and move its main studio and transmitter sites. WBRB was destroyed by fire on Feb. 16, 1941, and has remained off the air since that time. Station has been granted monthly license renewals since Oct. 1, 1941.

icans," the program is intended to give a resume of the week's news with detailed background data. Retention of the news in the mind of the child is accomplished by associating foreign names and customs with familiar American scenes, and interpreting global warfare in terms of self-interest. Scripts for the broadcast are written by David Anderson, night news editor of WMCA. The weekly resume series are planned as an experiment in the technique of writing news for children which, if successful, will be modified to meet the needs of a daily news summary, it was stated.



Junior Commandos

The "Junior Commandos," a group of enterprising youngsters organized to further civilian efforts in scrap collection, conservation and other aspects of civilian war efforts, have a radio program now all to themselves on WWSW, Pittsburgh. Every day, Monday through Friday, under the supervision of Dave Tyson, chief announcer, the Junior Commandos meet from 6:30-6:45 p.m., over WWSW microphones. Program consists of special guest, who is a leading figure in America's war efforts, industrial, civilian and military and who is interviewed by Tyson; a dramatization of special exploits of local Junior Commandos; and the presentation of such selected youngsters on the air. Even the program's theme, a musical version of the Pledge to the Flag, was prepared by youngsters.

Kobak On Committee For Army-N. D. Rally

Edgar Kobak, Blue Network executive v.-p., will be member of honorary committee for Army-Notre Dame rally at Waldorf-Astoria, Nov. 6, which will be held as benefit for Army Relief Fund and university's scholarship fund.

Al Ross Joins WOR

Al Ross has succeeded Thomas Moore as commercial program manager of WOR, effective immediately. Moore resigned to enter the army. Ross has been connected with several advertising agencies in recent years, operating his own also, for four, before engaging in free-lance script writing. He handled the Jack Dempsey "Sport Quiz" on WOR.

NAB Parties Newcomers

Washington—National Association of Broadcasters is holding an informal reception at its Washington headquarters this afternoon to introduce local radio circles to its two most recently appointed officials—Howard S. Frasier, engineering director, and Lewis H. Avery, Director of Broadcast Advertising, post formerly held by Frank Pellegrin.

AGENCIES

AL KAYE, formerly with Samuel Goldwyn, Ltd., has been placed in charge of the Hollywood office of Benton & Bowles advertising agency and will direct the weekly Fanny Brice-Frank Morgan show, "Coffee Time" for Maxwell House coffee. He replaces Mann Holiner, who has been commissioned a captain in the special services division of the armed forces.

LORD & THOMAS, has announced the addition of M. P. Franceschi to its staff in an executive capacity. Franceschi was formerly vice-president and general manager of J. Stirling Getchell, Inc.

GEORGE C. SPITZMILLER, vice-president and general manager in charge of the western division, has been elected executive vice-president of Best Foods, Inc. Frank Murphy, western division sales manager, was elected vice-president to fill the vacancy caused by Spitzmiller's promotion. Other personnel changes include the promotion of I. C. Bjork to sales manager of the western division and the naming of T. W. Fields, as office manager.

O. A. "DUTCH" FELDON, for the last 10 years with Macfadden Publications, has joined MacFarland, Aveyard & Co. as a partner and vice-president in charge of merchandising.

REMAR BREAD CO., heavy radio user in northern California and sponsor of the Saturday night Remar Rally, aired over KGO from Oakland, has announced a new product which will be advertised over western airlines—Cera-lac Bread. Sydney Garfinkel agency has the account.

AUDIT BUREAU OF CIRCULATIONS will hold its 29th annual meeting in Chicago on October 15. Gordon E. Cole, Cannon Mills, Inc. and chairman of the Association of National Advertisers, and William Reydel, Newell-Emmett Co. and chairman of the American Association of Advertising Agencies, will address the meeting.

JANE COWL, actress, will address the luncheon meeting of the Advertising Women of New York to be held next Wednesday at Town Hall.

WANTED

FIRST-CLASS OPERATOR —
TO TAKE CHARGE OF 1,000
WATT STATION — STATE
SALARY — EXPERIENCE —
AND DRAFT STATUS.

WSYB—RUTLAND, VT.
V. H. WEISS, Mgr.

Words And Music

By SID WEISS

RONNY LISS' Ship of Fortune really had a list to it this week. Ronny gave up a role in the forthcoming play, "Skin of Your Teeth," to broadcast with Al Jolson in his new air series. He turned down a guest spot on Horace Heidt's "Treasure Chest" for the Jolson premiere. Then the old grippe caught up with him and the other night found him among the missing on the premiere. Ironically enough, the lad who substituted for Ronny on the air was the same lad who took over his role in "Skin of Your Teeth!"

TICKER TAPE: Milo Boulton came to New York from Denver to appear in a play called "No Questions Asked." Today, he makes his living asking questions as emcee on "We, the People".... Jackie Kelk an addition to "Aunt Jenny".... "Take It Or Leave It" only remaining on the coast four weeks.... The new Treasury Dep't song, "Everybody Every Pay Day," which Barry Wood introduced on the "Hit Parade," will take up where "Any Bonds Today" left off.... Katherine Anderson with the Boston company of "Jr. Miss".... Jack Stevens, WNEW's sports specialist, now network with new series of nightly sports commentaries at 11 p.m. via Atlantic Coast Network.... Kay Kyser was very happy the other day after finishing up a series of cross country trips and various meetings until the 'phone rang. It was his producer Arnold Maguire, who reminded Kay that he had forgotten to prepare his own program!

"During the recent 2:30 ayem blackout," writes Russ Johns, CBS shortwave production chief, "I noticed several skylights in my neighborhood with lights burning brightly making excellent prospective targets. No attempt was made to dim them. I thought the Mayor would be interested. In reply to my letter, his Honor said he was turning the matter over to the police—so I promptly forgot the whole thing. Friday night, as I was producing a show to So. America, one minute before sign-off, the 'phone rang and a voice said: 'This is the Harlem Police Station. Did you ever re-live your whole life in one minute? I did then. But it didn't stop there. Within 24 hours, four police stations had called me at CBS. Each time the call was answered by someone else who said: 'The police want you.' It was a good thing I saved the Mayor's letter or I would have had some mighty embarrassing moments to explain away!"

Networks Cite Old Policies In Refusing Sale Of Time

(Continued from Page 1)

as follows: "The National Broadcasting Co. has had a very long and established regulation that prohibits the acceptance on a commercial basis of any planned campaign that solicits or promotes membership drives."

CBS issued the following statement:

"The Columbia Broadcasting System has declined the offer of commercial programs sponsored by the Cooperative League of the United States of America because of CBS's long-established policy not to sell time for programs devoted to public controversial issues.

"The programs offered by the League were designed to promote a fundamental change in the present system of marketing and distribution of goods and services, whereby co-operative associations would largely supplant retail stores and other common distribution establishments. CBS would naturally accept a program sponsored by a cooperative store engaged in the sale of goods which advertised the goods offered for sale.

Cite NAB Code

"The CBS policy is well-known by users of radio and was incorporated in the Code of the National Association of Broadcasters at its annual convention in 1939. CBS makes time available without charge on a sustaining basis for programs of a public controversial nature and attempts to allot time fairly between contending viewpoints. On this basis, CBS has on several occasions in the past carried programs of the Cooperative League and on Sept. 29 of this year broadcast on the Columbia coast-to-coast network a program from the Biennial Congress of the Cooperative League—the meeting which condemned the refusal to sell time for commercial programs on behalf of the League.

"The Columbia policy is founded upon the premise that the ability to buy time should not determine the extent to which a particular side of a public controversial issue should be broadcast. If time were sold for this purpose, the powerful public forum of radio would inevitably gravitate into the hands of those with the greater means to buy it. If the Cooperative League bought time to promote its interests, time could be bought by a powerful group of retailers or any other group which wished to oppose the League. The soundness and public desirability of this policy has seldom been more apparent than in this case, where a departure from the policy would be directly harmful to the interests of the League itself."

The "League's Story"

The FCC, the anti-trust division of the Department of Justice and other Federal agencies dealing with radio broadcasting will be asked to investigate the refusal of NBC and CBS to sell available time on stations owned and managed by them

to the Cooperative League of the U.S.A., the League stated yesterday.

Financed by the contribution of several thousand individual co-op members, "Let's Get Together, Neighbor," the first national series sponsored by the League, was scheduled to go on the air over 30 stations coast-to-coast every Sunday afternoon for 13 weeks starting next Sunday. Decision to seek an investigation of the refusal of time resulted from a letter addressed to Atherton & Currier, agency for the Cooperative League, from NBC, cancelling the program on KDKA, Pittsburgh, and WTAM, M & O outlet of the network in Cleveland; similar action was taken, although not in writing, by CBS for WJSV, Washington, D. C., and WCCO, Minneapolis, both M & O stations. The Cooperative League of United States is a federation of various consumer leagues throughout the country and does a \$700,000,000 business yearly, dealing in the purchase of grocery products, seeds, farm supplies and petroleum products.

League's Resolution

Withdrawal of these stations led to a decision by the board of directors of the Co-op League to postpone the radio series until steps can be taken to establish the right of the co-operative to buy radio time on the same basis as any other business or organization. Delegates to the 13th biennial Congress of the Co-Operative League of the U.S.A., meeting in Minneapolis on September 30th, were surprised and shocked when it was announced that NBC and CBS had refused to sell available time. They approved, unanimously, a resolution directing the board to take appropriate action before the Federal bodies concerned with the radio industry and "invited the officials who made these arbitrary decisions to visit and study the consumer co-operatives" to find out what they are about.

Text of Resolution

The resolution adopted by the Congress is as follows:

"Whereas, the National Broadcasting Company and the Columbia Broadcasting System have refused to sell available time on the stations they own and operate to the Co-operative League of the U.S.A. for a co-operative radio program 'Let's Get Together, Neighbor,' while at the same time the program has been further acceptable by other stations from coast-to-coast, therefore, be it resolved

"That the board of directors of the Co-Operative League be instructed to take appropriate action through the Federal Communications Commission, Congress and the Anti-Trust Division of the Department of Justice, and be it further resolved

"That the regional and local co-operative associations be urged to inform their members of all the facts of the case and secure their support in establishing the unrestricted right of the co-operative to go on the air. Be it further resolved

"That we express our appreciation to those radio officials who have shown an understanding of the importance of the co-operative to the welfare of the American consumers and that we invite the other executives who have made these arbitrary decisions to visit and study the consumer co-operatives in action in order to understand better the effort of two and a half

NEW BUSINESS

WOV, New York: Planter's Oil, Wilkes Barre, Pa. (Peanut thru Pettinella Adv. Agency, six weekly, 15-minute program, times; Paramount Pictures, Buchanan & Co. four weekly, four times; Macfadden Publications (True Story Magazine), thru A. Kudner, Inc., three times weekly, minute program, six times; Policy Service (Insurance Controller), thru Intercity Adv. Agency, weekly 10-minute programs, times; Roxy Theater ("Orch Wives"), thru Kayton Spiero Co., spot announcements weekly, times; Bulova Watch Co., thru Adv. Agency, 59 spot announcements weekly, 967 times; Prophetic T. mony of Philadelphia (Religion), thru Charles Stoll, Philadelphia, weekly 30-minute programs, times; Paramount Macaroni Co., J. Franklin Viola, six weekly minute programs, 312 times; Republican State Committee (Political), Duane Jones Co., one weekly minute program; Balbo Oil Co. (Ed Oil), thru Commercial Radio, weekly 15-minute programs, times; A. Corraro (Woman's Weekly) 5-minute program, 312 times; Martini Macaroni Co. (Macaroni direct, six weekly 5-minute programs, 312 times; Mamma Mia Importing (Oil), direct, six weekly 15-minute programs, 312 times.

Clients Up WIP Budget

Philadelphia—Two local sponsors, Chunk-E-Nut Peanut Butter and Kahn & Rosenau, have increased their advertising budgets on WIP of the city by the purchase of 15-minute programs across the board. Chunk-E-Nut has contracted for 6 quarter hour shows titled "On Wings Song" and featuring Jack O'Reilly and Judy Powell in a music-cha routine. Kahn & Rosenau have bought time for the same two artists on a program titled "From Then 'Til Now" on a five days weekly schedule. Agency is Frank Wellman Co.

Ed Greif To NBC Press

Edward Greif, radio editor and film reviewer of "Motion Picture Daily" for the past four years, joins the NBC press department staff Oct. 12. Greif is a graduate of St. Lawrence University Law School and practiced law for several years before taking up newspaper work.

million American families to help themselves through co-operative action."

"In many respects, one of the most important issues in the realm of communication and information is involved in matter," said John Carson, Washington representative of the League. Carson incidentally wrote the first bill in Congress to create present commission on communications. an confident that some radio companies, least, would welcome an inquiry into matter. They have great responsibilities which arise out of private control and administration of an instrument of communication which is actually a public utility. Carson concluded.

Annual Time Donation Million, Says Lewis

(Continued from Page 1)

asserted in his discussion here some 50 government and other radio representatives, attending it in a series of dinner meetings in Washington chapter, Association Education by Radio. Lewis said, "the next step is to develop use of the time we have seening radio stars to work government messages into the body of their programs, as Charlie McCarthy did on WPB official last Sunday, instead of having straight readings by announcers, is one of the methods by which the OWI hopes to improve allocation of the network allocation according to Lewis.

Wishes New Campaign Principle

Lewis also pointed out that OWI Campaign Bureau was setting up government campaigns according to a new principle of "What the public wants" rather than on basis of assigning time to the various government agencies on a percentage basis. Campaign Bureau has cleared for radio program on this topical basis 52 such programs, some of which, as in the case of fuel conservation, will cut through several Federal agencies dealing with related problems in the same

Lewis also revealed realization on the part of OWI officials that they might face the problem of subsidizing radio at some future time, possibly about a year. He disclosed requests for subsidies to keep radio operating during the war emergency already have been received. However, the bureau's present policy, according to the speaker, is to let advertising carry the cost so far as possible. In addition to discussing OWI's position No. 2 on clearance of government programs, which he said he thought would be working well by the end of the year, Lewis gave an outline of a new government radio time plan the radio bureau is now developing.

Douglas Meservey Heard

Speaking about the Radio Bureau's operating principles, Deputy Director Douglas Meservey told the audience "we decided at the beginning of the OWI call the signals, and let the industry carry the ball, as best we could. It frightened us a bit, giving this power to tell government messages to people untrained in this, but the plan has worked out pretty

Lewis assured his audience that the plan was not "after their jobs," and under present circumstances there is "room for everyone and a place in the government radio picture." He did say that as chief of the Radio Bureau, he would "like to be in the position of not producing government shows." He indicated that he would prefer that these be allocated to the separate agencies. Robert Bryan, information chief of the National Archives, presided.



To The Colors



WILLIAM ERNEST SPARGROVE, former NBC announcer, was graduated from officers' training school at Fort Monmouth, N. J. recently. He holds the rank of second lieutenant in the Signal Corps.

ROBERT PATT, sales promotion manager of WHN, New York, reports for training this week at the Naval Reserve Midshipmen's School, Notre Dame University.

HARRY CREIGHTON, night news editor and announcer at WHBF, Rock Island, Ill., has been called to the armed services and is now at Fort Sheridan.

S. P. STEWART, assistant news editor of WTIC, Hartford, has enlisted in the Army Reserve for civilian pilot training.

"STRETCH" MILLER, chief announcer for WCBS, Springfield, Ill., has enlisted in the U. S. Navy as a first class seaman. With Miller's departure the WCBS service honor roll is increased to four including John Midgely, copy man; Larry Kramp, mike man, and Dick Ashenfelder.

CHARLES CRAIG, announcer at WLIB, Brooklyn, enlisted in the Army. He was formerly with WAAT, Jersey City.

DAVE RICH, former drummer in the staff orchestra of KWK, St. Louis, has been promoted to the rank of sergeant at Will Rogers Field, Okla., where he is stationed. Rich recently wrote a song titled "Tiny Bundle of Love."

DON O'BRIEN, sportcaster of WNAX, Sioux City-Yankton, has been commissioned as an ensign and reports to Princeton, N. J. for training next month.

Omar on WNAX

Yankton, S. D.—Omar, Inc., for flour, through MacFarland, Aveyard, Inc., has placed five-minute "Miniature Meditations" Monday through Friday at 7:30 a.m. on WNAX of this city. The show will star Gene Baker, who is heard on the same station each Sunday morning in "Musical Meditations" for the same company. "Miniature Meditations" features a hymn each day.

Crooks Returns Monday

Richard Crooks on Monday will return for his annual fall-and-winter series of appearances as soloist on the "Voice of Firestone" program, which is heard at 8:30 p.m. on NBC.

Stork News

Albany — A son, Jonathan Duel Richardson, was born to Mr. and Mrs. Duel Richardson, at Albany Hospital last week. Richardson is assistant manager of WOKO and WABY, Radio Centre. Baby weighed six pounds, fifteen ounces.

AL SIMON, former director of publicity of WHN, and more recently, associated with the war bond and savings stamp campaigns of the Treasury Department in New York State, is now in the army, slated for assignment to the signal corps at Fort Monmouth, N. J., next week. He is temporarily stationed at Camp Upton, L. I.

CARL J. MEYERS, chief engineer at WGN, Chicago, left for Washington last week to assume duties as a Lieutenant Commander in the U. S. Navy.

HOWARD SULLIVAN, assistant newsman at WICC, Bridgeport, Conn., has joined the Army.

PURNELL GOULD, former sales manager at WFBR, Baltimore, is in Miami, Florida, as a Captain in the Signal Corps.

NEIL ROBINSON, producer and continuity writer at WSBA, York, Pa., has enlisted in the Army and expects to report for duty at the Middletown bomber base communications center on Oct. 15.

HARRY DENNIS and **D. WITHINGTON**, engineers at WJW, Akron, have joined the Navy and Army respectively.

Kate Smith Bond Sale Passes \$500,000 Mark

(Continued from Page 1)

drive on 19 WEAH and NBC programs and station breaks for 17 hours, which netted \$301,900.

With the exception of the fact that two, instead of one, were on the air with appeals in this case, physical setup was similar, with 36 girls assigned to special studio phone setup, to take orders and transfer calls to Kate for her brief chats with each individual buyer.

Effectiveness of drive was attested to around 12.40 p.m., when special Wickersham exchange number was 528 calls behind, and jammed up telephone lines in that area so much so that it was necessary to cancel all calls and start again from scratch.

Calls coming in brought out same kind of human interest stories as resulted in Laughton's drive. One call came all the way from Tacoma, Washington, and it was an order for a \$50 Bond. In addressing service men who were participating in a man-in-the-street type of broadcast, Kate said, "If all the movie and radio and theater stars walked 100,000 miles, it would be by comparison but the first step you men have to take."

WAIR Joining Blue Web

Southeastern group of Blue Network is adding WAIR, Winston-Salem, N. C., effective October 9.

WEDNESDAY-12:30

Luncheon of the RADIO EXECUTIVES' CLUB OF NEW YORK

At the Empire Room of the Hotel Lexington,
48th Street at Lexington Ave., New York City

Don't miss the FIRST MEETING for this season

Guest Speaker:

Major E. S. B. Walker
of the United States Army Air Force

Bob Byron

Come on down. All radio people welcome—every Wednesday at 12:30. Bull Ring Bar. Play Bingo for U. S. War Stamps. Members \$1.00—Guests \$1.50

★ ★ Coast-to-Coast ★ ★

BILL ST. JOHN, ex-elevator boy, ex-mail room boy and ex-general handyman at KOA, Denver, is now a full-fledged member of the station's announcing staff. In addition to working a regular 8-hour day, he is continuing his courses at Denver University. "Judy and Jane," five-day-a-week serial strip show, is back on KOA after a summer layoff. Program is sponsored by Folger Coffee and was placed through Lord & Thomas.

"Mandrake the Magician" returns to the Mutual network on Oct. 16 on a five-day-a-week schedule at 5:45-6:00 p.m. Series, which is transcribed, follows "Superman" aired on a fifteen minute spot on the same days.

Paul Brenner has inaugurated on his "Requestfully Yours" record show on WAAT, Jersey City-Newark, a three-week poll to determine the listeners' conception of the ideal 16-piece orchestra plus vocalists. Nominations are presented nightly during which time Brenner plays records of name dance bands with a different musical instrument featured on every program. Listeners are invited to vote for their favorite orchestra member and his instrument and at the conclusion of the poll WAAT listeners will have formed Brenner's "dream orchestra."

Betty Hurd, who formerly conducted the daily "For Women Only" broadcast on WCAU, Philadelphia, has transferred to the station's program department. Newcomer at WCAU is Jean Colbert, who has joined the staff as commentator on women's programs. Ten members of WCAU's engineering staff are now serving as part-time instructors for Signal Corps courses being conducted at Drexel Institute of Technology.

John D. Morse, program annotator on "Living Art" series on CBS, has been made editor of "The Magazine of Art," the official magazine of the American Federation of Arts.

Following her personal appearance last Friday at party given by her sponsor, local department store, Kathryn Cravens, commentator on WNEW, New York, has scheduled a second appearance. On Oct. 13 she will be principal speaker and guest of honor at the Bronx Rotary Club.

WHOM, Jersey City, has added two new German language shows to its regular weekly schedule. "We Fight Back" offers patriotic speeches, music and timely political songs, reports from the German underground movement and a serial play and is aired Sundays at 7:30 to 8 p.m. It is directed by Ernst J. Aufrecht, Manfred George and Heinz Pol. Other German program is a news commentary presented by Ernest Angel.

Gregory Abbott, staff news commentator of Paramount Pictures news reel for the past 11 years, has joined the staff of WINS, New York, as a newscaster. Abbott will air daily news periods, Monday through Saturday, at 7 a.m., 9 a.m., 11 a.m., 12 noon and 2 p.m. In addition to his Paramount news work, he has been heard on WOR and WMCA, both in New York.

Phil Reads, formerly with WAIR, Winston-Salem, N. C., has joined the staff of WAYS, Charlotte, N. C. as continuity writer and relief announcer. Other newcomers at WAYS are Hope Carson, Yvonne Gilman and Robert Miscally. Miss Carson is secretary to Harold Thoms, general manager; Miss Gilman is the new bookkeeper-cashier; and Miscally is transmitter and control room operator.

King Harmon, program director of KUTA, Salt Lake City, has been appointed to serve on the sports advisory board of "Esquire" magazine for the coming year. Harmon is widely known in the intermountain area, having coached football for 15 years. Jack Burnett, KUTA commercial manager, has returned from a week's business trip in Calif.

Famed pianists of the concert stage are brought to listeners during the "Fingers of Genius" thrice-weekly quarter-hour program featured on WLIB, Brooklyn, on Sunday, Tuesday, and Friday at 3:45 p.m. The newly inaugurated recorded series is designed to bring to the general public piano recitals by Schnabel, Paderevski, and other leading virtuosi generally heard only by concert hall patrons.

Joe O'Brien and Ted Campbell, new football announcers on WMCA, New York, have been assigned to handle the broadcasts of the Columbia University's home football games over the station. Schedule includes six games.

Larry Elliott has been signed to announce the Treasury Department's new half-hour program aired over WOR-Mutual Saturday nights at 10:15. Program is called "Saturday Night Bond Wagon." Among the other programs Elliott has announced for the Treasury Department are: "Treasury Star Parade," "You Can't Do Business With Hitler," "Millions For Defense." Elliott has also represented Secretary Morgenthau at many bond drive meetings.

Milo Boulton, master of ceremonies on "We, the People," on CBS, puts in one of his frequent appearances on behalf of the salvage campaign this week when he addresses the students of P. S. 111, in New York. Boulton is considered one of radio's best public speakers and his original salvage drive speech has been printed in the handbook of the American Theater Wing as a guide to other actors called upon to make salvage appeals.

New question-and-answer audience participation show entitled "Bombardier Quiz" made its debut over KHJ, Los Angeles, last week. Skipper of weekly program is Stu Wilson with Jim Doyle as chief aide. Designed by Doyle, quiz is held in front of big board bearing painted warships. Contestants who answer quiz questions correctly get to toss darts at balloons attached to ships. If balloon is pierced, contestant gets credit for sinking ship. Contestants receive War Bonds and Stamps as prizes.

WLAC, Nashville, has made some recent additions to its staff: John Richbourg, announcer, from WTMA, Charleston, S. C.; Carmel Friedman, copywriter, formerly with the Hecht Company; Virginia Mansell, traffic, new to radio; Adine Fite, receptionist, also new to radio; and Oscar Griffin, operator, formerly with WSIX of Nashville, who replaces Dick Turner, now a technical radio instructor for Uncle Sam.

Asch Recordings now has available the most representative folk songs of the United Nations with English continuity for use in 15-minute and half-hour shows. Russian, Ukrainian and Palestinian programs are ready for immediate distribution and albums of English, Polish, Norwegian and Greek transcriptions are in preparation. Each national group is scripted by an authority in the folk culture of the particular country.

Truman Bradley, veteran announcer, actor, master-of-ceremonies and newscaster, took over Bob Garred's 5:45 to 5:55 p.m. PWT broadcasts over the Columbia Pacific Network for the Soil-Off Manufacturing Company. The program, heard each Tuesday, Thursday and Saturday from the KNX studios in Hollywood, is one of the most popular newscasts in the West with a consistently high audience rating. Bradley started the assignment last Saturday. Garred did his final show on the previous Thursday before going on active duty as a Lieutenant (jg) in the United States Naval Reserve.

Two new sponsors have been signed by KPO, San Francisco. Chemicals, Inc., for Vano, has purchased "Funny Money Man" programs on a three times weekly schedule. Beaumont Laboratories will begin sponsorship of the Saturday news commentaries of Gilbert Wales on October 17. Chemicals, Inc. business was placed by Botsford, Constantine & Gardner advertising agency; H. W. Kastor agency placed the Beaumont Lab account.

Roy Neal of the announcing staff at WIBG, Philadelphia, resigns this week to take a two-week relaxation period reporting to the Army. He has been holding the early morning shift on WIBG summer, along with the commercial the four-state Atlantic Baseball Net.

Victor V. Bell, former professional sales consultant for KSL, Salt Lake City, has been placed in charge of the radio department of the Gill Advertising Agency in Salt Lake City, succeeding Gordon Owen who was with the Columbia Broadcasting System sales organization in Chicago. Earl J. Glade, Jr., continuity editor and Ray Sentker, assistant promotion director, of KSL are now handling the work formerly done at KSL. Lee Taylor, KSL control room operator, recently suffered an attack of acute appendicitis while in the hospital the following day an appendectomy. Lee is fast recovering and expects to return to work soon.

"Win-the-War" instructing duties have been taken up by Jimmie Godfrey, announcer at WTAG, Worcester. Godfrey has been selected to conduct university extension classes in International Morse Code. Purpose of the course is to prepare students for code section of the government examination for the amateur operator's license.

Back on the staff of KGO, San Francisco, after two years in Hollywood, is contralto Mary Wood. New announcers at KGO are Tom Morse formerly of KFBK, Sacramento, and Fred Johnstone, recently of KQW. Johnstone began his career in radio as a page boy at NBC's City in New York.

All-Girl Radio Program Bows In On Coast

Hollywood — KNX's "Victory Belles," first all-girl mike show, featuring girl entertainers, orchestra leaders, producers and directors—initially aired over the CBS station Saturday night, 8-8:30 p.m. PWT.

Showcasing of the all-girl program resulted in response that holds promise of the show going sustained over the Columbia Pacific Network and early trips to the West Coast Army camps as an entertainment feature and for a buildup.

The show featured an all-girl orchestra, the "Victory Belle Band," "Music Maids," Beverly Jean Poole and Comedienne Mabel Todd. Outstanding feminine stars of radio, screen and stage are being scheduled guest appearances on the new variety show which will also serve as a preview spot for women announcers, emcees, producers—and, perhaps, even engineers.

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	32		
																	17	18	19	20	21	22	23										
																	24	25	26	27	28	29	30										

October 7

Guila Adams	Marjorie Carroll
Andy Devine	Phil Ohman
Ann Pickard	Ralph Rainer
Sally Vass	Alfred Wallenstein
Frances Moore	



Govt's War-Music Plans

S. Int'l Stations In Special War Role

Role of this country's shortwave radio facilities in war was demonstrated with dramatic realism yesterday as the strong warning of the United States Army High Command to peoples of occupied France to evacuate areas near military objectives which might well be targets of American bombing forays was beamed across the seas. Message was broadcast repeatedly over NBC's shortwave transmitters, WRCA and WNBI with a combined wattage of 100,000 and at 10 a.m., EWT, over CBS transmitter.

(Continued on Page 6)

OV Inaugurates Course For Women Engineers

Designed as a trial balloon for other radio stations owned and operated by the network, OV instituted an engineering course for the feminine members of its staff, beginning this week, attendance running to one hundred per cent though on the voluntary basis. Course is conducted by W. Holt, chief engineer of the Atlantic Coast Network with which several of the Bulova stations are affiliated.

(Continued on Page 2)

C Sessions Start: Meet "Adopted" Pilot

Over one hundred agency and station executives turned out for the first monthly luncheon meeting of the Radio Executives Club, yesterday, at the Hotel Lexington, where Walter Allen, president of the group, presented to the group as the "adopted" pilot through the American Engineering Service Foundation, Inc. Adoption of the pilot is being handled by the

(Continued on Page 6)

OCD Time

St. Louis—WIL of this city has turned over its 6:45 p.m. period to the cross-the-board to various government agencies. The time is divided between the Office of Civilian Defense, the U. S. Maritime Service, the Office of War Information and the Office of Emergency Management. Kay Morton of the WIL staff has been chosen to handle the OCD programs.

Reversed

Familiar "Wait'll I get that boss of mine in (or out) of the Army" routine was reversed the other day when Lieut. Berger Hagerth, former supervisor of NBC pages, assigned as Camp Davis, N. C., instructor, found four of his former subordinates as enlisted men in his communications class.

Rem Signs Spot Anns; Other Clients Active

More than 300 one-minute transcribed spot announcements for "Rem" have been contracted for on five NBC managed stations and four others represented by NBC's national spot and local sales department. Outlets include WEAJ, New York; WRC, Washington; WMAQ, Chicago; WTAM, Cleveland; KPO, San Francisco, WGY, Schenectady; WBZ-WBZA, Boston-Springfield; KDKA, Pittsburgh, and KYW, Philadelphia. Campaign was placed through Joseph Katz Agency.

(Continued on Page 7)

Donald Flamm Closes Deal For Interest In WPAT

Negotiations by Donald Flamm, former owner of WMCA, to buy a controlling interest in WPAT, Paterson, N. J., were understood to have been closed yesterday. Station has both Newark and Paterson studios but will probably become a Newark outlet. It operates on 930 kc with 1,000 watts power, and is owned by the North Jersey Broadcasting Co.

(Continued on Page 2)

Pacific Coast "War Market" Has Story Told by CBS' Kemp

"Keep Freedom Ringing" Adds 10 More Sponsors

Ten new sponsors have been signed by WBYN, Brooklyn, for its nightly "Keep Freedom Ringing" program, according to an announcement by William Norins, director of the station. Series, which is designed to encourage the continuous purchase of War Stamps and Bonds, has been continued.

(Continued on Page 2)

Dr. Lyman Bryson Heads Nat. Committee Re More And Better Patriotic Music As Compared To Current Output

2-Day Wartime Meet For ANA Nov. 11-12

Association of National Advertisers Inc. will hold a two-day wartime meeting, November 11 and 12 in New York, to bring to business essential information needed to bring about a better understanding of a number of key war projects which are affecting, or will affect fundamentally, peacetime marketing and advertising practices. Confab will serve to aid manufacturers.

(Continued on Page 5)

Two New Vice-Presidents Elected By CBS Network

Creation of two new CBS vice-presidents was revealed yesterday as result of election at network's board of directors meeting, in the persons of Frank K. White and Joseph H. Ream. White will retain the office of treasurer, which he has held since 1937.

(Continued on Page 2)

N. Y. Milk Publicity Fund Listing \$300,000 Spot Buy

Albany—Awarded the State Milk Publicity advertising campaign for a sixth consecutive year. J. M. Mathes Agency is buying time on several upstate stations.

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Signifying active government interest in encouraging more and better patriotic music for use as a war weapon, OWI announced yesterday the formation of a national Wartime Music Committee, composed of representatives of various government agencies, and also the appointment of Jack E. Joy, of the War Department's radio branch, as OWI music consultant.

Dr. Lyman Bryson, of CBS and
(Continued on Page 7)

Kate Smith Bond Sale Nears 2 Million Mark

After a 21-hour stretch on the air and at telephones, drive by Kate Smith and Ted Collins on WABC and also on certain CBS programs, War Bond orders were computed last night as \$1,982,500. Orders were still coming in with an additional estimated three to five thousand dollars more not tabulated, due to the fact that many orders were not yet processed.

(Continued on Page 2)

Beaumont 4-Way Tablets Sets Up WOR Campaign

Beaumont Co. for 4-Way Cold Tablets has signed a two-way campaign with WOR, sponsoring a fifteen-minute sports broadcast weekly, and three different spot announcements.

(Continued on Page 2)

Exchange

Santa Barbara, Calif.—KDB of this city is swapping men with Uncle Sam these days. Newest addition to the engineering staff is Orville Stanfield, who recently was given an honorable discharge from the army. On the same day that Stanfield moved into KDB to start work, salesman Bill Longgood departed to enlist in the armed forces of the nation.



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JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL (Wednesday, Oct. 7)

NEW YORK STOCK EXCHANGE table with columns for High, Low, Close, and Net Chg. for various stocks like Am. Tel. & Tel., CBS A, CBS B, etc.

"Keep Freedom Ringing" Adds 10 More Sponsors

(Continued from Page 1) tracted for by the following: Nestle's Hair Waving, Marlin Razor Blades, California Pie Baking Co., Clix Slide Fastener Co., De Nobili Cigar Co., American Felt Slipper Co., Atlantic Yeast Corp., Phoenix Candy Co., Modern Biscuit Co. and Meadow Gold Products Corp.

WOV Inaugurates Course For Women Engineers

(Continued from Page 1) affiliated. If the experiment proves successful, it is likely that the process will be instituted at the other stations to meet the growing problem of engineer shortage.

ALWAYS A GOOD SHOW SAN ANTONIO K O N Ask FOR JOE CHICAGO... NEW YORK.

Kate Smith Bond Sale Near \$2,000,000 Mark

(Continued from Page 1) that telegrams and messages were sent to a number of points.

Setup required services of three announcers, three production men and three engineers, working in three shifts, while the singer and her partner worked straight through. In addition to representatives from Kate's office, station had working 36 telephone operators in four shifts, and at least a dozen more including program, writing and publicity personnel.

Charles Laughton, who a week before had staged a one-man War Bond drive on WEA and NBC programs, sent the singer a wire in which he expressed the hope that his rival would double or quadruple his sales, the final figure for which was \$301,900.

Fifteen National City Bank branches cooperated in taking Bond orders.

N. Y. Milk Publicity Fund Setting \$300,000 Spot Buy

(Continued from Page 1) state stations. Locally, Effective Oct. 12 and through April 9, 1943, 130 minute announcements have been purchased on WOKO, Albany. A total of \$300,000 is in the state budget for functions of the Milk Publicity Fund, with the cost defrayed by a direct tax on milk producers and dealers.

Donald Flamm Closes Deal For Interest In WPAT

(Continued from Page 1) Jersey Broadcasting Co., Inc. of which James B. Cosman is president. He established the station in 1941.

Presumed that the sale is subject to the usual FCC approval needed in the transfer of such control. Flamm did not make any official statement of confirmation yesterday. Sidney Flamm, brother of Donald has been national sales manager of the station for some time.

NBC's Upward Trend In War-Effort Time

Upward trend of time devoted to war effort by NBC continued through last half of August, recapitulation of figures showed yesterday. During the period, the network broadcast 204 announcements and 102 programs intended to promote nation's drive for increased industrial output and to maintain country's spirits. Such broadcasts consumed total time of 35 hours and 17 minutes, compared to 27 hours and 57 minutes in the first 15 days of August.

Two Join Petry In Chi.

Chicago—Irvin Gross, for the past two years commercial manager of WFAA-WBAP and KGKO, Dallas-Fort Worth, has been placed in charge of sales promotion in the Chicago office of Edward Petry & Company, Inc. Buell Herman, formerly with the Katz Company and NBC sales, has joined the Petry sales force.

Two New Vice-Presidents Elected By CBS Network

(Continued from Page 1) and Ream will hold his position as secretary, in which he has been since 1938.

In announcing the election, Paul W. Kesten, CBS vice-president and general manager, said:

"Columbia, in the past four months, has lost three vice-presidents, Harry C. Butcher, Lawrence W. Lowman and Mefford R. Runyon, to the armed forces, and the election of White and Ream as vice-presidents is in recognition of their increased duties and responsibilities in the management of the corporation."

White has been treasurer and business manager of "Newsweek." He is a native of Washington, D. C., and an alumnus of George Washington University, class of 1920. He came to New York in 1921 and since that time has been identified with several publishing businesses. Prior to his connection with "Newsweek" he was assistant to the president of the Union News Company. He served in the last war in the Naval-Aviation Forces.

Joseph H. Ream, secretary and until early this year general attorney of CBS was born in Bedford, Ia., in 1903. He has an A. B. degree from the University of Kansas and his LL.B. from Yale. From 1927 to 1934, he was associated with the law firm of Cravath, deGersdorff, Swaine & Wood. He became general attorney for CBS in 1934.

Beaumont 4-Way Tablets Sets Up WOR Campaign

(Continued from Page 1) ments. Program will start Friday Oct. 9 when Stan Lomax inaugurates a weekly football forecast series to run for the pigskin season.

Weekly predictions will concern the week-end games, and will feature a football personality at each broadcast. For the first, he has obtained Jim Tatum, new coach at North Carolina, who will be in town for the N. C.-Fordham game. Spot business consists of a one-minute spiel on "Here's Morgan" six days a week, a five-minute spot Saturday evenings, and another, which will be used during the week-end evenings, not yet specified.

KELD Joins Blue Net

Affiliation of KELD, El Dorado, Ark., with Blue Network, gives the organization a total of 140 outlets. Station is a bonus outlet to the network's South Central Group. KELD, owned by Radio Enterprises, Inc., operates full time on 250 watts and 1,400 k.c. frequency.

WBYN NEWS EVERY MINUTE ON THE MINUTE 12 NOON TO 6 P.M. NEWS AS IT HAPPENS 1430 ON YOUR DIAL

COMING and GOING

I. R. LOUNSBERRY, executive vice-president of WKBW, Columbia outlet in Buffalo, in town for conferences at network headquarters.

DAVID O. ALBER off by plane for the coast. Plans to return in a week or ten days.

A. W. MARLIN, general manager of WMA Springfield, in town for talks with the New York representatives of the station.

BRUFF W. OLIN, JR., general manager of WKIP, back at his Poughkeepsie headquarters after spending a few days here.

HAL SEVILLE, of WJEJ, Hagerstown, up from Maryland yesterday for a short visit on staff business.

VIVIEN DELLA CHIESA to Union City, N. J. today, where she will sing the role of Violet in a performance of Verdi's "La Traviata" at Greiff Auditorium.

CHARLIE BARNET and the members of his band are due in New York today from a tour of New England.

ANDRE KOSTELANETZ is in Toronto today to fill the first of three engagements at the Ontario metropolis.

FRAZIER HUNT is in Washington, D. C., the first leg of an extended trip through the South and Southwest. He will air tonight General Electric news commentary from Washington, the CBS outlet in the Capital.

ADELAIDE HAWLEY back in New York following a lecture tour. She will resume her "Woman's Page of the Air" on WABC next Monday.

LOUIS PRIMA and his orchestra travel tomorrow to Providence, where they are booked at the Metropolitan Theater. Will be back Monday for their date at the Stage Door Canteen.

TED HUSING, who returned yesterday from Quantico, is leaving today, accompanied by JIMMY DOLAN, for Ann Arbor, Mich., where on Saturday they will broadcast the football game between University of Michigan and the University of Wisconsin.

JIMMIE LUNCEFORD and the members of his orchestra left yesterday for Syracuse, the first stop on their 1942-43 tour.

MARIE LUVISO, soprano, will leave by plane today for Chicago, where she will be auditioned for a role with the Chicago Civic Opera Company.

Henderson On "M. of T."

Leon Henderson, head of the Office of Civilian Control and of the WPB's division of civilian supply; Admiral Thomas C. Hart, military adviser to Secretary of the Navy; Frank C. Knox and ex-commander of the U. S. Asiatic Fleet, and Walter D. Byrd, who will give an eye-witness report on Axis penetration in South America, will be heard on the "March of Time" program at 10:30 p.m. Monday night over NBC.

THIS LITTLE BUDGET WENT TO THE "920 CLUB" WORL BOSTON, MASS.

You now pronounce "C-l-e-v-e-l-a-n-d"

this way:

mū' tū·äl



The rise of Mutual's importance in the markets that matter most is reaching its latest climax in Cleveland. Here, in the sixth largest U. S. city, the second most powerful station has become the full-time, basic outlet for Mutual...with over half a million radio homes in its primary area.

WHK, Cleveland's Pioneer Station, has transferred its 5,000 watts of popular power to Mutual, effective September 28.

Ever since 1921, WHK has been busy

earning high repute among advertisers (as a potent sales-producer), among listeners (as a welcome house-guest), and among networks (as an outstanding affiliate).

Besides gratifying *us* to the hilt, WHK's move to Mutual brings *you* the whole populous, flourishing Cleveland market, at any hour you please, day or night. Today, more than ever before, Mutual delivers the markets important to you... at the lowest cost in network radio advertising.

The Mutual Broadcasting System

Los Angeles

By JAC WILLEN

GORDON T. HUGHES would be our choice to again direct the Y & R General Foods show "Those We Love," which starts airings over CBS Sunday, Oct. 11 on approximately 117 stations. Under Hughes' guidance show rated fourth in the RADIO DAILY 1940 poll, being topped only by "One Man's Family," "The Aldrich Family," and "Vic & Sade."

Shirley Mitchell, who plays Rudy's sweetheart, "Shirley-Anne," on the Vallee program each week, has been signed also to appear as a regular on the "Great Gildersleeve," program as the girl-friend of Hal "Gildersleeve" Peary!

Aside from his talents as a "piano artist," and we do mean artist, and his great ability as a comedian, Victor Borge has the looks and physique that should net him quick attention from flicker companies, who could build him into high-paying commercial product.

Gloria Blondell was starred in the Oboler story of the terrors under Nazism. David Broekman's orchestra and chorus provided the fine background music.

If you have any spare musical instruments, send them to Jim "Fiber McGee" Jordan. He has been asked by the Army General Hospital in Palm Springs, to obtain sufficient musical instruments to form a hospital band. Instruments are scarce now, so Jordan and bandleader Billy Mills are spending their spare time hunting out unwanted used ones.

KHJ's Betty Rhodes is garnering more and more listener interest on her radio shows due to her splendid renditions to the accompaniment of Dave Rose orchestrations, and for her fine film performances for Paramount. The two avenues mean definite box-office for La Rhodes, who for long has been a local favorite—and now nationally should hit the top rung.

"Doctor Christian" remains standard for "tops" in steady characterization of a lovable, humane, and "do unto others" type of role, as portrayed by Jean Hersholt over the airplanes for this long period.

Marjorie Davies got "that" thrill when after her first performance on the Lionel Barrymore "Mayor of the Town" broadcast she was heartily applauded by the very appreciative audience. Her reading was rated as "terrific"—in its fullest meaning.

WANTED

FIRST-CLASS OPERATOR — TO TAKE CHARGE OF 1,000 WATT STATION — STATE SALARY — EXPERIENCE — AND DRAFT STATUS.

WSYB—RUTLAND, VT. V. H. WEISS, Mgr.



Bigtown Small Talk . . .!

● ● ● Camel Caravan looking for big name to not only narrate but eventually emcee—which is one of the reasons for Tom Luckenbill's Hollywood trek. Incidentally, Herb Shriner, Lanny Ross and X. Cugat have all been renewed on the show. . . Max Wylie and Milton Geiger have finished a play called "Bedrock," which Bill Bacher is now reading with an eye toward B'way production. . . Harry James' press agent reports that he is cracking records at the Lincoln Hotel. Well, naturally! . . . Allen Roth will conduct a full-size symphony ork at the "Salute To China" rally Saturday night at Carnegie Hall. Joseph C. Grew will be among the speakers. . . Herman Bernie will take Gale Robbins off Ben Bernie's air show shortly to launch her on her new film career with 20th Century-Fox. . . Geo. F. Putnam has signed a six-times-weekly, 52-week contract with Bond Clothes for his 11 p.m. newscasts. . . The A, B, C, D and E of sports-casting: Mel Allen, Red Barber, Bill Corum, Bob Dunphy and Bob Elson. . . Gloria Hope heads the new show opening at Leon & Eddie's tomorrow night.

★ ★ ★

● ● ● This story probably isn't true if for no other reason than Bert Lee's hair is very black—but at any rate this is the way it reached this desk. It seems a youngster approached Bert at WHN the other day and requested his autograph. After getting it he tossed it away disgustedly and muttered: "I thought you were Red Barber!"

★ ★ ★

● ● ● RADIOKAYS: Al Jolson's return to the air which is big news for any radioite—only, fr' gosh sakes, why don't they make the guy sing more! . . . Josephine Houston's glorious sopranoing with Wilbur Evans via the Blue Sunday evenings. . . To the Victory Twins for their continuous and unpublicized army camp touring. They've been entertaining the boys steadily for over a year now.

★ ★ ★

● ● ● WASHINGTON HEARS: Major Howard Nussbaum, former NBC producer, has been assigned to foreign service, relinquishing his post as radio chief of the A.A.F. to serve overseas. . . Norman Weiser—now a sergeant—entering the Air Corps Officers' School this month. . . Martin Agronsky, NBC foreign correspondent, in town for the usual reason. . . OWI radio schedule hitting a new all-time high for month of Oct., with Bill Spier, former McCann-Erickson radio exec., handling the disc campaign.

★ ★ ★

● ● ● The late Red Dolan—one of the greatest reporters this town has ever known—had a wonderful description of Quentin Reynolds. Referring to Jimmy Cannon's uncanny knack of going out on a story and bringing back an exciting yarn—about what happened to Jimmy Cannon. Dolan labelled Reynolds as a grown-up Jimmy Cannon. With stickers on his luggage!

★ ★ ★

● ● ● ABOUT FACES ABOUT TOWN: Fred Allen's wife and comedy foil relaxing at a rehearsal. Hoffa loaf. . . The assurance of the movies' Captain Bligh. Self-possession is nine points of the Laughton. . . Margie Hart leaving a 50 cent tip for the waiter at the Club 51. One Hart in two-quarter time. . . Jacqueline Susanne, a physician friend, and Johnny Hyde, of the Wm. Morris office, at Toots Shor's. (Bet you can't guess this one). Doctor, Jacqueline, Mr. Hyde.

★ ★ ★

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

CLEM McCARTHY, sports announcer, started a new series of 15 minute programs on WAIT yesterday titled, "Tomorrow's Races."

WIND's "Night Watch," recorded show from midnight to 6 a.m., has been sold to the Atlas Brewing Company of Chicago, through the Arth Meyerhoff agency on a 7-day-a-week, 52 week basis. Russ Salters will emcee the show.

An impressive list of new and renewal business has been announced by Al Hollender at WJJD. Consolidated Drug Trade Products, Chicago, through Benson & Dahl, Inc., has contracted for a one-hour participation each day, in the "Supper Frolic," Sunday through Saturday for 52 weeks; Walgreen Company through Schwimmer & Scott, added 6 five-minute news periods, six days a week; Markman Credit Clothing Chicago, through Markleigh Agency six 15-minute programs weekly for 13 weeks; Ironite Vitamin Company Chicago, six 15-minute programs weekly on "Breakfast Frolic" for weeks.

Ruth Shaheen, WJJD commentator yesterday was awarded Navy "wing" and made honorary member of the Naval Air Squadron for her real interest in Naval aviation recruiting. Miss Shaheen is the first woman to receive this honor.

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.

WARTIME PROMOTION

Housewives' Contest

merriment with common-
triotism, "Clara, Lu 'n' Em,"
ousewives of the air, are giv-
y \$200 on six consecutive
ts for the best fifty-word
ubmitted by their listening
f the sink on the subject,
m I Doing in My Kitchen
he War Effort." (CBS, Mon-
ednesdays, Fridays, 11-11:15
VT.) The girls introduced
ter-writing request with an
based on one serious war
blem—the shortage of grain
space on the farms, caused
ation's bumper 1942 crops.
contest, the girls want lis-
ousewives to tell about any
things they are doing in their
to promote victory. Cur-
ey are awarding cash prizes
best seven letters received
h of six consecutive broad-

Overseas House Organ

Staffmen of WTIC, Hartford, who
are now in the armed forces and in
government service are kept informed
on goings-on at the station through
a weekly publication entitled "Tic
Toc." Paper was the idea of general
manager Paul W. Morency, who ap-
pointed continuity editor Grace Sap-
suzian editor of the project. The paper
will carry minutes of monthly staff
meetings, addresses of those in the
service, letters from them to the ed-
itor and special articles. WTIC cur-
rently has eleven men in the armed
forces and seven on leave for special
government work.

casts. First prize is \$100; second, \$50;
third, \$25; fourth, \$10; fifth, sixth and
seventh, \$5. A grand prize of \$250
will be awarded for the best letter
received during the entire contest.

Asks Particulars in Northeastern Case

ington Bureau, RADIO DAILY
ington—Petition for more par-
concerning the "qualifica-
sue on which the FCC has
r a further hearing in con-
with the application of North-
Pennsylvania Broadcasters,
operate a new station in
arre was presented at the
tions hearing yesterday by
B. Porter, the company's
on attorney.

he FCC's proposed findings,
st July 18, announced that
action was contemplated on
cation of Northeastern Penn-
Broadcasters, Inc., to take
facilities of WBAX, now
erated on a temporary basis
H. Stenger, Jr., the Com-
last month designated the
on for further hearings "to
e the qualifications of the
a, its officers, directors and
lers at Wilkes Barre, Pa."
same time, oral argument
proposed grant by the three
ful applicants for the same
was cancelled.

g out that the same "quali-

2-Day Wartime Meet Set By ANA Nov. 11-12

(Continued from Page 1)

facturers in their war effort through
more effective use of their advertising
and merchandising facilities. Aim,
too, is to help manufacturers adjust
their businesses to meet the impact
of wartime regulations with the least
disturbance and loss.


Leading government officials will be
on hand to explain the several gov-
ernment programs. Sessions will be
open only to members and other in-
vited manufacturers.

fications" issue had been considered
in Northeastern's hearing of Aug. 28,
1941, (in which evidence was pre-
sented by the officers of the company
and they were cross-examined), after
which the Commission had apparently
satisfied itself as to their legal and
financial qualifications, the petition
asserted that Northeastern Pennsyl-
vania Broadcasters are "at a loss to
know what qualifications the Com-
mission has reference to" in its order
for further hearing.

"The petitioners believe the Com-
mission may have in mind a certain
informal complaint against its presi-
dent filed by the Wyoming Valley
Labor Committee," Porter told Com-
missioner George H. Payne yester-
day. "From its terms, the petitioner
believes the sole question raised is
as to whether or not the petitioner's
president would be biased in the
presentation of a broadcast program
in which the labor issue might be
involved."

Wyoming Valley Labor Victory
Committee's complaint to the FCC
last month cited Northeastern's presi-
dent, Robert J. Doran, as having
arranged speaking dates for Eliza-
beth Dilling and others now under
indictment.

Commissioner Payne reserved de-
cision on the request until next week.



**ALLEN FUNT
IS CRAZY!**

Where does he come off selling FUNNY MONEY MAN to 46 top stations? Just a dopey idea of buying a peanut for \$1.13. What nonsense! But what results! Six stations now in their second year, sponsors like Lever Brothers, American Tobacco, etc.




**ALLEN FUNT
IS JUST NUTS!**

How can one guy be so dumb as to think that a new money give-away idea can keep millions of listeners glued to their radios? You'd certainly think listeners and stations would care about more important things than making money. Who cares if 62 per cent of all FUNNY MONEY Club members listen to the show every minute every day, month after month.



**ALLEN FUNT
IS WACKY!**

3,000,000 enrolled FUNNY MONEY members? So what! A local show that ranks with the first 10 NETWORK shows in mail response? And get this: Picking five names at random from the 290,000 WEAFF FUNNY MONEY CLUB MEMBERS, 3 out of 5 respond by sending a horsehair or something like that, to win about \$2.34.



**Even The Comic Strip
(which appears coast-to-coast)
IS DOPEY!**

FUNNY MONEY MAN is usually a DAILY 15 MINUTE STRIP. We supply everything but the announcer. It's a little more expensive than most syndicated shows, but that's because it's silly enough to be tremendously successful. If you still want a quotation on FUNNY MONEY MAN, you're crazy, LIKE A FOX!

ALLEN A. FUNT
52 VANDERBILT AVE., N. Y. C.


"FUNNY MONEY MAN"



WHAT IN BOSTON

8—WCOP coordinates radio technique with selling ability to make programs pay a profit.

REPRESENTED BY HEADLEY-REED CO.



COP BELONGS ON YOUR SCHEDULE

NEW PROGRAMS IDEAS

New Technique

Recently inaugurated broadcasts of six hours solid news every weekday from noon to 6 p.m. on WBYN, New York, require a technique of their own. Differing from the usual five on fifteen-minute news programs, WBYN's newscasts call for special editing and rewriting that repetitiousness may be eliminated and interest maintained. News editor George Wells and his staff accomplish that by breaking up the broadcasts into "World Headlines and World News" and "National Headlines and National News," and in turn issuing this news to listeners in 24 editions each, during the six hours. The result is that by tuning in 1,430 at any moment during the noon to 6 p.m. period any one who wants the latest news in a hurry can get the latest news at once.

"Fire Prevention Week"

Cooperating with the Watertown Chamber of Commerce, WWNY, Watertown, N. Y., will air daily programs on fire protection throughout the seven days of "Fire Prevention Week." The programs have been built to reach every member of the family and have been scheduled at different times of the day. Such personalities as the chief of the fire department, chairman of the fire prevention committee of the chamber of commerce and other civic leaders will appear on the different programs. Friday morning, a special forum will be broadcast direct from the Watertown High School when students will conduct their own discussion on fire protection.

U. S. Int'l Stations In Special War Role

(Continued from Page 1)

ters WCBX and WCDA with a wattage totalling 60,000.

This marks the first time the command has used American radio to warn of impending bombings. BBC recently issued a similar warning, and subsequently Fred Bate of NBC offered the U. S. military officials in London like facilities.

Warning from the U. S. High Command was directed to all French persons living within two kilometers of any factory converted to German war use, especially those making or repairing planes, tanks, vehicles, locomotives or firearms and chemical plants, and those living within the same distance of any railroad station, shipyard, submarine base, airdrome or German troop concentration, to abandon their homes.

Earlier afternoon editions of New York newspapers yesterday carried London dispatches stating that such broadcasts were being heard on the other side of the Atlantic, but carried no word as to the origin.

Manner of presenting the message, which was also being beamed to all

PROGRAM REVIEWS

"AL JOLSON"

Colgate-Palmolive Peet Co.
WABC-CBS, Tuesday, 8:30-8:55 p.m., EWT
Sherman & Marquette, Inc., Chicago
OLD MASTER IS ON TAP AGAIN RIDING ON A NEW WAVE OF POPULARITY.

Al Jolson is back in radio. The great "Mammy," "Sonny Boy," and "My Buddy" dispenser has returned to the air riding perhaps his greatest wave of popularity acquired by his recent tours of army camps in Alaska, Trinidad, England and Ireland. He deserves every bit of the acclaim, however, and should make his sponsors jubilant over their radio buy this year notwithstanding the irritations glaring at this inaugural. Jolson remains a thoroughgoing showman. Adjustments to be made concern, primarily, those circling about him. However, here are some items which this reviewer found in need of correction:

The surprise attack—use of a commercial stealing in on the start of things in place of the more standard method of identifying and announcing the program—started this show off on the wrong foot. Text was not sparkling or even inviting, resorting to old trivia about new beauty for two out of three women.

Jolson leaned too closely to the Milton Berle technique which pitches gags at the listener fast and furiously. Even if a lot of weak sisters creep in, there are enough that take well to keep the batting average high because human memory is so short. Only trouble with the device on this program is that it is not the best for Jolson. He doesn't have the clarity of pronunciation that Berle owns, and therefore, the rapid delivery necessary became indistinct. This however may come under the head of too fast a show for the premiere.

The commercial brag about Colgate's dentifrice containing twice as much cleansing quality as two other leading brands sounded too much as a long shot brag with not too solid a factual base. The unpleasant breath angle was overplayed by repetition. Claim of "stopping" the social monster is open for questioning.

The "Highlights of the Week" pitch making capital of the star's Alaskan trip was not in the best of taste, contained only mild humor, and certainly did little to introduce Shakyakarkus, (Elaine Arden) the new feminine teammate for Parkyakarkus, (Harry Einstein).

Through all these, though, there is evidence that a whopper of a series is in store. Merit listing would include the presence of Jolson, his ability to project his personality clear to the last of the audience and listeners, his

Europe in Swedish, Danish, Norwegian, German, Italian, Spanish, Portuguese, Greek and Turkish, is well illustrated in the following excerpt:

"The sentiments of the United States of America toward the French people are only those of great sym-

"BURNS & ALLEN"

Lever Brothers Co.
WABC-CBS, Tuesday, 9-9:30 p.m.
Young & Rubicam, Inc.

GEORGE BURNS AND GRACIE ALLEN, PLUS PAUL WHITEMAN, HAVE ENOUGH ON THE BALL TO KEEP THE GOOD FRIENDS TOMMY RIGGS MADE FOR SWAN SOAP WHILE A SUMMER REPLACEMENT.

The family audience which "Tommy Riggs and Betty Lou" established during the summer in addition to holding on to those carried over from the "Burns & Allen" production of last season, will not have to change its dialing habits, Tuesday nights, because the comedy team gave a good account of itself on the return this week. And even better than that is the indication that the script has been better planned and constructed on a central idea which carries the half hour so easily that time whizzes by. Gracie's zaniness has taken on a mellowness which is now moving up a notch to a level approximating wit, in its finer delineations. There was an air of greater easiness about the whole production.

The "idea" for the continuity was the couple's reliving their first date, Gracie's juvenile make-believe coming in for full play. There was the competing suitor, Joe Spencer, played by Bill Goodwin; the two straws and one vanilla soda; the walk in the park, and so on. It was gentle stuff, and fitted to the Burns & Allen style.

Commercials for Swan soap were woven in the same smart, effective manner in which they have been handled and probably will continue to appear on the Riggs' show. While the plugs are made part of the entertainment the listener never feels that the sponsor is trying to put something over on him. "Well I Swan, have you?" remains Goodwin's parting shot to keep the audience in the best frame of mind despite its commercial implications.

Jimmy Cash, Six Hits and a Miss, and Paul Whiteman's 25-piece orchestra knock off music and rhythms with ingratiating nonchalance. Orchestra and Whiteman seemed even stronger than last season.

incomparable handling of songs in his style ("My Buddy" was the treat this time), his generosity in the direction of his supporting cast, the singing of Carol Bruce, Ray Bloch's orchestra, and Fred Uttal's announcing. As smooth a job as any comedian could administer, Jolson managed the season's orchid winner when he had the studio audience stand with bowed head for thirty seconds of silence—for the guys who bet on the Yankees.

pathy. It is for this reason that the American High Command gives you the warning which you are about to hear in order that the inhabitants of the occupied zone may take for themselves and their families, necessary measures for their safety."

To the Colors.

JOE LEE, announcer at K Provo, Utah, has joined the forces.

—VVV—

CHARLIE GREAN, bass fiddler, Allen Roth's band, is now a member of the Coast Guard as a Second Navigator.

—VVV—

GEORGE GOEBEL, 23-year member of he WLS, Chicago, staff who has been with the since he was 12, was inducted the Army Air Corps on last "National Barn Dance" hour.

—VVV—

MEL POWELL, pianist with mond Scott and formerly with Goodman, has enlisted in the

—VVV—

RUSS LESKER, mail clerk EMIL SCHIEFELBEIN of the staff of KMOX, St. Louis, have the Army and the Marines respectively.

—VVV—

WILLIS C. CONOVER, Jr. WTBO, Cumberland, Maryland, stationed at Fort George Meade

—VVV—

JERRY KELLY, chief engineer Northern Broadcasting Company joined the Canadian Army.

—VVV—

LEE PHILLIPS, WCAE, Pittsburg, announcer, has reported to Field, Texas, for training as an Aviation Cadet.

—VVV—

ISRAEL WALTER ZINGMAN the proofroom of Barnes Printing Co., printers of RADIO DAILY, has been inducted into the Army. Also FRANK JACOBOVICS of the pressroom

REC Sessions Start; Meet "Adopted"

(Continued from Page 1)

tion enables student to correct minor physical or educational deficiency to qualify for the air. Tom Lynch, time buyer for the liam Esty & Co., REC prexy sided. Major E. S. B. Walker, Army Air Force, spoke briefly efforts of the AFSS, and gave graphical account of the "adopted" pilot. Lynch suggested that he later write to the pilot "to keep from becoming homesick."

Bob Byron, now a producer Ruthrauff & Ryan, and F. Basch, of Basch Radio Productions, entertained with a skit satirizing sponsors. Byron also sang, accompanying himself on the piano.

Out of town guests present for opener included: C. W. Wright, sales manager of St. Wright, station reps, Toronto president of the Broadcast Sales which he formed and patterned the REC as the first of its kind in Canada; George Lasker, WORLTON; Ed Foreman, the Foreman station reps, Chicago; John WIND, Gary, Ind.; Art Kemp manager, CBS Pacific Network; Wood, WIBX, Utica. Lynch also comed Ralph Weil, new manager WOV.

's 'War Market' nt Says Art Kemp

(Continued from Page 1)
test tube" regional market

ing the 12 Metropolitan
in the three states along the
Cemp reveals that although
per cent of the land in the
nvolved, 69 per cent of the
es in the Metropolitan Dis-
In such an area, indicating an
y highly concentrated mar-
e increase credited to the
months of 1942 in this area
cent.

Neat Package

rial employment in the Paci-
states is up 42 per cent; pay-
73 per cent and total income
ent, with more actual war
per capita than any other
of the U. S. according to
figures compiled from vari-
ernment and other docu-
sources. Los Angeles area is
to be the second largest in-
rea doing war orders, second
Detroit. Seattle and Tacoma
level with New York, while
ncisco is on a par with the
rea. Defense contracts on the
verage \$957 per capita as
national average of \$526. De-
store sales are at the highest
the nation, showing an in-
14 per cent, as against a de-
3 per cent in New York.

iego population is now at
ording to actual sugar ra-
which is far ahead of the
Census figures. Los Angeles
n is up 500,000 while Port-
gon boasts 133,200 war-work-
s population. Seattle lists
ar-workers.

s Kemp states, is virtually a
arket, what with the Coast
ing been an excellent one
ng and now it includes the
No. 1 regional "War Market"
led attraction. In conclusion
believes that concentration of
ng effort in these rich, easy
e Metropolitan Districts can
e incidentally, without the
crificing the "back country"
e may need in the post-war
pecially so of brands now in
roduction. With radio
no city limits, Kemp further
ut that in every case, CBS
on the coast included each
Metropolitan Districts in its
listening area, each with
ensity.

es Growth of Radio Use

ing up the package more se-
e spilled figures of advan-
radio in general such as the
of leading advertisers turn-
and more to radio, particu-
ceries and drugs etc. and the
t production costs on the
re generally lower for pro-
ince full network facilities
and shows of extremely
ings are produced in CBS
udios right along. He named
tested programs with high

Rem Setting 300 One-Min. ETs; Other Regional-Accts. Active

(Continued from Page 1)

Baltimore, for the manufacturers,
Maryland Pharmaceutical Co.

Four new regional advertisers have
purchased a one-minute syndicated
spot transcription, and four others
signed for a quarter-hour transcribed
serial, both produced by Harry S.
Goodman. Buying the one-minute
job which is a non-Ascaph musical
featuring Joey Nash or Glenn Cross
are the Lewis Apparel Stores with
station time in Ohio, Pennsylvania
and New York; Sumner Stores Corp.
operating in southern areas; Liberty
Baking Co. for Bell bread in the
Southeast; and Franklin Jewelry Co.
in Georgia, Virginia and North Caro-
lina.

New Zealand Group Included

The fifteen-minute program, "Ad-
ventures With Admiral Byrd" was
purchased by Max Azen, furrier, Pitts-
burgh; Zlotnick Furriers, Washington,
D. C.; the Boston Store, Milwaukee,
and Howard Brown, representing New
Zealand radio stations. Latter pur-
chase also included a buy on "Stream-
lined Fairy Tales," another Goodman
production. Newest Goodman pro-
duction consists of a one-minute spot
featuring George Jessel and his tele-
phone calls to his mother. Office is
dickering with three others in the
name talent class to round out the
series in which the name will handle
the commercial as well.

Insurance Firm Takes Havrilla

Six sponsors have been set for
Alfred W. McCann's "Pure Food
Hour," which began its seventeenth
consecutive year on WOR, Sept. 14.
Commercials are as follows: The
Hawaiian Pineapple Company Ltd.
for Dole Pineapple Products, through
N. W. Ayer & Son; Dugan Brothers
of New Jersey Inc., makers of whole
wheat products, through Charles Dal-
las Reach; Richmond Chase Co. for
Heart's Delight Canned Ripe Peaches
and Apricots, through Wank & Wank;
R. V. Delapenha and Company, mak-
ers of marmalade, through the
Gotham agency; P. J. Ritter and Com-
pany, for Tobasco Catsup, through
Clements Co. Inc., and Mother Hub-
bard Distributors Inc. for Mother

Hubbard Wheat Germ through H. C.
Morris and Company.

Station sold, also, the Alois Havrilla
Associated Press news period, Mon-
days through Saturdays, 7-7:15 a.m.,
Mondays, Wednesdays and Fridays to
North American Accident Insurance
Company, through Franklin Bruck
Advertising Corporation.

Lingerie Firm Testing

In what is believed to be the first
national test by a woman's under-
garment manufacturer, Industrial
Undergarment Corp. has concluded
arrangements for a live-spot test
campaign in 41 cities for the promo-
tion of "Stardust Life-Insured" slips
and blouses.

Campaign is scheduled to begin on
Oct. 19 and carry through mid-
December. In most cases the test
will consist of a series of five an-
nouncements. Norman D. Waters &
Associates, Inc., is the advertising
agency in charge of "Stardust" ad-
vertising.

Five-minute, six-weekly participa-
tion in Ed East's "Breakfast In
Bedlam" on WJZ has been contracted
for by F. and M. Schaefer Brewing
Company, starting October 8. Second
new participant in series is Cooper
& Cooper, Inc., on behalf of its razor
blades, starting October 26, with five-
weekly 50-word announcements.
BBD&O placed first account, while
Cooper & Cooper was handled thru
Hefflinger Agency.

Book Council Has Program

Council on Books in Wartime, Inc.,
inaugurated the first of its series of
programs titled "Books Are Bullets,"
over WQXR, yesterday. Bennett Cerf,
publisher and permanent emcee of
the series, had for his guests on the
first program Albert E. Kahn and
Michael Sayers, authors of "Sabotage."
Council also announced that it has
completed arrangements with the
Treasury Department to include a
series of 8-minute dramatizations of
current war books on the "Treasury
Star Parade" electrically transcribed
programs on over 800 stations
throughout the country.

Maj. Murray Shifts Office To Toronto November 1

Montreal—Major Gladstone Murray
will take over his new post of direc-
tor-general of broadcasting in Canada
on Nov. 1, when he will move his
department's headquarters to Toronto,
where up to now CBC programs have
been originated and developed under
the superintendence of E. L. Bushnell.
Bushnell a few weeks ago was loaned
by CBC to the newly-formed War-
time Information Board which will
have the use of his services.

Hooper ratings comparing favorably
and even better in some cases against
full network competition, all recently
built and readily available. As to
radio's economical advantages, Kemp

New Calif. Fruit Show Starts On CBS Nov. 2

West Coast Bureau, RADIO DAILY

Hollywood—California Fruit Grow-
ers Exchange's new program, "Today
at the Duncans," a family type show,
starts Nov. 2, over CBS and will be
aired Mondays, Wednesdays, and
Fridays, 6:15-6:30 p.m., EWT. Frank
Nelson, Mary Lansing and Dix Davis
will be principal performers; Bill
Gaye, the producer, and Fred Runyon,
writer. Lord & Thomas represents the
Exchange.

also has all the answers as to com-
parative costs in newspaper and maga-
zines for advertising seeking to cover
the same Coast market through such
media.

Govt. War-Music Plan; Wants Better Product

(Continued from Page 1)

OWI, is serving as chairman of the
committee, which includes Joy and
the following: A. J. Nordholm, WPB;
Arnold J. Sagalyn, Federal Security
Agency; Dr. Harold Spivacke, Library
of Congress; Ira Walsh, War Man-
power Commission; R. D. Welch,
Treasury; Jay Deiss, Office of Educa-
tion; E. A. Sheridan, Office of Civilian
Defense, and OWI's own radio bu-
reau chief, William B. Lewis.

Formed following a series of meet-
ings called by Lewis to co-ordinate
agency interest in this matter and
to gain the support of the music
industry, the new committee will act
to facilitate the pooling of public
facilities for more and better music
in communities throughout the coun-
try. Efforts will be made to stimulate
wartime music activity in schools,
through civic organizations, and
probably in war industries as well.

As OWI music consultant, Joy will
handle questions raised by publishers,
song writers, broadcasters, dance
band leaders and motion picture
companies regarding popular songs
dealing with various phases of the
war. The official release made it
clear that the government's active
interest in improving the quality of
patriotic music has stemmed, in part,
from dissatisfaction of public as well
as of broadcasters, writers and pub-
lishers, with the popular music which
has been published and popularized
since the war began.

Lewis is known to have discussed
this question with music industry
representatives, including Sydney
Kaye, and he also brought it up at
a recent radio meeting in New York.

Wedding Bells

Beulah Julius, secretary at WBYN,
New York, has set October 25 as the
date of her marriage to Morris
Merkin. Groom-to-be is employed as
a Russian interpreter for the gov-
ernment.

Milwaukee—Romance which started
three years ago culminated in the re-
cent marriage of Lillian E. Largay,
pianist on several programs on WTMJ
of this city. Listener John P. Dieterich
is the bridegroom, who first met his
bride via hearing her program.

WANTED

COMPETENT SECRE-
TARY WANTED.

SALARY TO START
\$25.00.

GIVE EXPERIENCE—

WRITE: RADIO DAILY
1501 Broadway, N. Y. C.
Box 590



Coast-to-Coast



W. R. WILLS, new member of the news staff of KMOX, St. Louis, and recently arrived from Japan where he was CBS correspondent, has inaugurated a regular Sunday night news program devoted entirely to interpreting the current Japanese war moves. . . . **France Laux**, KMOX sports commentator, is now being aired at 10 p.m. instead of 10:30 p.m. on Tuesdays through Saturdays for Hyde Park Breweries.

KXOX, St. Louis has scheduled a special daily news broadcast for the benefit of the men stationed at Jefferson Barracks. The broadcast which will be piped through the public address system at the post, is the result of negotiations with the public relations office at the Barracks.

Local **Sears Roebuck & Co.** store is sponsoring a "Lucky Lady" program on **WRBL**, Columbus, with **Betty Allen** as hostess. Broadcasts are aired Monday through Friday. . . . **WRBL** Victory Booth, formerly conducted by **Sue Lauderdale** staff vocalist, is now under the direction of the Columbus Junior League of which **Mrs. J. W. Woodruff, Jr.**, wife of the station's executive manager, is president.

Five political talks are scheduled on **WQXR**, New York, for next week, with **Thomas E. Dewey** and **Israel Amter**, gubernatorial candidates on the Republican and Communist tickets, respectively, heading the week's roster of speakers.

"Anything Goes," conducted by **Randy Merriman** on **KSTP**, Minneapolis, has been extended an hour and now is aired from midnight to 2 a.m. on Saturdays. To make up for the added hour the station has shortened its Sunday schedule.

Sue Read, who was NBC's "Glamour Girl of Television," is now a commentator on the "Men About Town" program broadcast every Friday from **WQXR**, New York, at 5:45 p.m. Along with **Arch Keppner**, she discusses prominent people who visit prominent eating places in New York City.

During the Victory Garden Harvest Show this year from Philadelphia's Convention Hall, **WFIL**, Philadelphia, did a five-fold piece of cooperation

in originating not one, but five of its scheduled programs from the midst of the Victory Garden Harvest Show, two of them Blue originations; a portion of the Farm and Home Hour; broadcasts of **Anice Ives' Everywoman's Hour**; **Jessie Young's WFIL Kitchen Club**; and the **Zany Zephyr** with **Hank Lawson's Knights**.

By just a fraction of a point the **Cedric Adams Noontime Newscast** on **WCCO**, Minneapolis, with a Hooperating of 19.1, missed being the top daytime program in the United States. This rating is the second best 15-minute rating for any weekday daytime show in any published Hooper reports for cities to the end of July, 1942. It was exceeded only once—and then by a fraction of a point—by a national 5-per-week program. **Adams** has been doing **Noontime News** for five years, is currently sponsored by **Butternut Coffee**.

Ann Holden, conductor of the **Home Forum** program heard over **KGO**, San Francisco, has been appointed chairman of the radio division, **Red Cross Speakers Bureau**. **Miss Holden** has been particularly active in **Red Cross** affairs, and has broadcast many appeals by the **Red Cross** for volunteers on her program.

Hal Graves, formerly an announcer at **WGBB**, Freeport, and previously with **WWRL**, Woodside, has joined the announcing staff of **WLIB**, Brooklyn. **Graves** is currently being heard on metropolitan New York stations on **Madison Personal Finance** and **Ben Tucker Fur Co.** transcribed spot announcements. . . . **Franklin School of Dancing** has purchased 15 spot announcements weekly over **WLIB** for an indefinite period through the **Director & Lane Agency**. . . . **Roger Sweet**, **WLIB** music librarian, is being featured as tenor soloist in the choir of **New York's St. Agnes Chapel**. . . . **Roger Bowman**, formerly with **WNYC** and **WSUI**, Iowa City, is now writing script and announcing the **WLIB "Great Classics"** series.

Josephine Antoine, soprano of the **Metropolitan Opera Company**, has just been renewed by "The Contented Hour" for 39 more weeks. The prima donna has already appeared on the weekly broadcast, which is heard every Monday at 10 p.m. EWT over the **NBC**.

Gene Shumate, sports announcer on **KSO-KRNT**, Des Moines, will give a play by play report from the field on all home and travel football games for the University of Iowa. The broadcasts will be carried by **KRNT** and **WMT**, Cedar Rapids. In addition, **KSO** and **KRNT** are carrying three sports commentaries each week: A "High School Parade," which names the outstanding players in the Iowa high schools; The "Crystal Ball" which gives prophecies; and "The Final Scoreboard," which is broadcast on Saturdays. . . . **Gene Loffler**, **KSO** and **KRNT** announcer, will give play by play reports of the Iowa State games to be heard over **WOI**, Ames.

Worcester People's Forum has appointed **Mitzi Kornetz** of **WTAG** publicity chairman for 1942-43. . . . **Robert Pim**, student at **Worcester Polytechnic Institute**, is new **WTAG** night receptionist, replacing **Dick Bonnet**. . . . **Virginia Hanson**, **WTAG** commercial department secretary, was first-prize winner of the recent **USO** waltzing contest held at **Fort Devens, Mass.**

George Putnam, commentator who gives 14 news reports a week and who hasn't had a day off for two years, will be sponsored by **Bond Clothes, Inc.**, in the interests of men's clothes, over **WEAF**, New York, Sundays through Fridays, 11:00 to 11:15 p.m., beginning October 11. In addition to his news reports for **Bond**, **Putnam** gives news over **WEAF** Mondays through Saturdays, 6:15 to 6:30 p.m., Saturdays, 11:00 to 11:15 p.m., and Sundays, 11:30 to 11:45 a.m.

National Fire Prevention Week was observed in **Oakland** through a series of programs on **KROW**, produced in cooperation with the **Junior Chamber of Commerce** and city officials. . . . **Doctors Simon & Stamper**, **Oakland optometrists**, have started a schedule of transcribed announcements on **KROW**, spotted from one to five times daily adjacent to programs of specific appeal to war workers. . . . To promote its children's program "The Story Teller" on **KROW**, **H. C. Capwell Department Store** has put in a window cleverly tied up with the children's book department.

Dorothy Hearthneck, secretary to **Daniel S. Tuthill**, vice-president of **National Concert of Artists Corporation**, in charge of the popular division, has been granted a six months leave of absence, which she will spend in **Los Angeles**. **Mrs. Hearthneck** left for the coast last week.

J. R. Poppele, chief engineer of **WOR**, New York, and chairman of the scholarship committee of **Communications Magazine**, has announced the winners of this year's **Marconi Memorial Scholarships**. **Edward Lombard**, of **Syracuse, N. Y.**, won the two-year course in radio and electrical communication at **RCA Institute**. The one-year course in aviation radio at **Midland Television and Radio Schools** of **Kansas City, Missouri**, went to **John Raymond Miller**, **Orange, California**. The contest, a nationwide competition under the auspices of **Science Service** and the **American Institute of the City of New York**, is open to high school seniors. Winners are picked on the results of a science aptitude test, a treatise on "Why I Want To Be A Radio Engineer," and the school record and biographical outline of each contestant.

Bob French, sports editor of the **Toledo Blade**, and **Jack Senn** of the "Times," join **Roger Bacon**, sportscaster on **WTOL**, Toledo, in picking the pigskin winners each week-end, on Thursdays at 6:45 p.m. Show is a round table affair. **Bacon** keeps

a box score of how the participants and reports the following week. **WTOL's Roger Bacon** is inaugurating special Friday evening feature 6:45 p.m. sports review with up comments and news on fishing and fishing conditions. Data is assembled by **Harold Devine**, well known conservation authority and enthusiast from **Northwestern Ohio**.

Les Mawhinney has resigned news editor of **KOY**, Phoenix, to accept a similar position in **Los Angeles** for the **Don Lee Broadcasting System**. **Edwin M. Clough**, **Arizona** news editor, has been appointed to replace him. . . . **Ruth Pirrat** has named relief receptionist at **KOY** is also a member of the **KOY**ettes, aired over the station. "Army Playhouse" is the title of new show featuring players **Luke Flying Field** on Tuesday via **KOY**.

Concert ensemble under the direction of **Margaret Banks** at **WBIG**, **Greensboro, N. C.**, has already been engaged for the reception to be given in honor of state legislative bodies in **January**. The **Governor's executive mansion** will be the fourth appearance of the ensemble at the executive mansion.

Don Insley has returned to **Peterboro** from **CKWS**, **Kitchener**, where he had been working since the opening of the latter station. **Insley** is now program director. . . . **Jack Thorne**, formerly newscaster at **CKCI**, **Ontario**, is now a member of the announcing staff.

George Fenniman, newcomer to staff, has succeeded **Bob Andersen**, newscaster. **Andersen** left the station to transfer to **KNX**, **Hollywood**. Another newcomer on the **KSFO** staff is **Charles Pendleton**. . . . **Fenger** has been added to the news editor at **KSFO**.

Canada Set Sales Low In Second Quarter

Montreal—Reduction in the radio receiving sets in Canada during **April, May and June** of this year as compared with the first quarter has been reported by the **Department of Statistics**. Sales in the second quarter numbered 1,250,000 valued at \$3,624,150 at manufacturer list prices, compared with 87,900 in the first quarter.

In a comparison with figures for the corresponding period in 1941, decreases were shown in all areas in which the report was made, **Manitoba**. By provinces, sales in the second quarter of 1942, with figures bracketed, were: **Ontario** (38,790); **Quebec** 9,369 (14,452); **Saskatchewan** 1,988 (3,697); **Alberta** (4,355); **British Columbia** (8,391); **Manitoba** 9,318 (6,683).

1 9 4 2

BIRTHDAYS

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

October 8
Sherill Ellsworth **James R. Fouch**
Florence Malone **William N. Robson**
Tiny Ruffner



The National Daily Newspaper of Commercial Radio and Television

21, NO. 7

NEW YORK, N. Y., FRIDAY, OCTOBER 9, 1942

TEN CENTS

Court Hears Nets vs. FCC

Enemy Photo Drive Starts On 'Army Hour'

Nationwide radio drive to obtain photographs of enemy territory by office of Strategic Services of the Army will be launched on the "Army Hour" next Sunday, 3:30-4:30 P.M. on the NBC and CBS radio networks, with Colonel William J. Donovan, director of this military campaign making the initial appeal. The drive will reach into local areas as well as established network stations. Entire drive, which has been planned for some weeks, with Colonel Donovan actively engaged in direct work in the OSS New York headquarters, 1600 Broadway, is announced.

(Continued on Page 6)

Audience Promotion Move Atlantic Coast Network

Part of a program of audience promotion projects which the Atlantic Coast Network will prepare in service of its affiliates, got under way yesterday with a letter which was sent to stations announcing the plan. The network will start the new service on the largest commercial account, the Atlantic Coast Radio Corp., and will include suggestions for newspaper advertising copy which stations can use locally, photographs of stations.

(Continued on Page 2)

Scap Quarterly Dividend; 9-Month Total \$3,106,000

Board of Directors of Scap yesterday authorized distribution to members for the third quarter 1942 ending Sept. 30, of \$1,056,000. This brings total distribution to members for the first three quarters of 1942 to \$2,600,000. Checks will be mailed to members on Oct. 10.

"Snooks" Dress

Fanny Brice, the "Baby Snooks" character, has donated to the war effort the original dress that she wore when she began her characterizations of the now well-known "Snooks." The dress, which was a familiar picture in magazines through the country, will be auctioned off through the purchase of War Bonds in Des Moines, Ia.

No Paper Monday
Next Monday being celebrated as Columbus Day, which is a legal holiday, Radio Daily will not be published.

AFL Supports AFM; Hits Anti-Trust Suit

Toronto—The American Federation of Labor, at its convention here yesterday voted its unqualified support of the American Federation of Musicians in its ban placed on making records and electrical transcriptions, and condemned the anti-trust suit launched against the union and its president, James C. Petrillo, by the United States Department of Justice.

Recommendation that backing be given the musicians union was drawn up by the Executive Council of the AFL at its meeting here last Wednesday. Support of the Petrillo organization was voted yesterday virtually without opposition from the floor.

World Series Sets In Use Given 30.1%, Slightly Off

Number of radio set owners tuned in to the World Series baseball games between the New York Yankees and the St. Louis Cardinals this year, was slightly lower than was reported for the games last year, according to a report by CAB. The average for the five games this year, including Sept. 30, Oct. 1, 3, 4 and 5, is 30.1 per cent.

(Continued on Page 2)

Fly Questioned On Misconduct Charged To FCC, FRC Men

New Co-Op Intervenor In Nets vs Co-Op Row

Washington Bureau, RADIO DAILY
Washington—The FCC has been requested by the New England Cooperative Federation to investigate the refusal of NBC and CBS to sell time for a series of Sunday broadcasts to the Cooperative League of the United States, it was learned.

(Continued on Page 2)

In Aggressively Contested Proceedings NBC and CBS Fight To Restrain Enforcement Of 8 Regulations

Fly Calls For Probe Of 'Language Outlets'

Washington Bureau, RADIO DAILY
Washington—Plans for a large-scale investigation of personnel of domestic foreign-language and international stations are being developed by the FCC at the request of the OWI, FCC Chairman James Lawrence Fly disclosed during hearings on the Supplemental Defense Appropriation Bill which was reported to the House yesterday.

Investigation is much needed, Fly said.

(Continued on Page 7)

Marketing Assn. Meeting To Discuss Radio In War

Current and future trends in war among radio and motion picture audiences will be the subjects of talks to be delivered at the next meeting of the American Marketing Association which will be held Tuesday.

(Continued on Page 2)

New Upton Close Series Set On 125 NBC Outlets

New series by Upton Close, far east expert, designed to help stimulate faster and more efficient war work, will go on 125-station NBC network.

(Continued on Page 2)

Three-judge Federal statutory court in New York yesterday reserved decision after a half day argument on a move by NBC and CBS to obtain a temporary injunction to restrain the FCC from enforcing eight regulations which the networks maintain would force hundreds of stations out of business. A cross-application was filed.

(Continued on Page 3)

Participating Shows Increase—Also Accts

Move toward participating-show advertising, a trend which sales executives looked upon as a healthy development which attracted sponsors who heretofore could not afford full programming, is manifested by the increase in the number of participating shows and the logical increase in number of advertisers.

First to make a specific count, local stations.

(Continued on Page 3)

Flamm Explains Status In Buying WPAT Stock

Confirming the fact that he had acquired a 50 per cent interest in WPAT, Paterson, N. J. Donald Flamm yesterday informed RADIO DAILY that he had no intention of quitting his post.

(Continued on Page 2)

Holiday

Paterson, N. J.—Just like the postman taking a walk on his day off, the entire staff of WPAT took a night off, and after a nite-club dinner, went to see the late broadcast of the NBC feature "Truth or Consequences," following the visit, network declared it was the largest group to ever attend an NBC show of that type in body, according to the network.

Washington Bureau, RADIO DAILY
Washington—Alleged misconduct now reportedly under investigation, of one or more members of the FCC or its predecessor, the Federal Radio Commission, was discussed in Congress yesterday by Rep. Richard B. Wigglesworth, (R), of Massachusetts, shortly after release of the text of the committee hearings on the Supplemental National Defense Appropriation Bill had disclosed that FCC

(Continued on Page 7)

RADIO DAILY



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JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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

FINANCIAL

(Thursday, Oct. 8)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	124 3/4	122 1/8	124 3/4	+ 2 3/8
CBS A	13	12 7/8	13	+ 3/8
CBS B	12 3/4	12 3/4	12 3/4	+ 1/8
Crosley Corp.	7 1/4	7 1/4	7 1/4	+ 1/4
Gen. Electric	28 3/4	28 1/4	28 1/2	— 1/4
Philco	10 1/4	10 1/4	10 1/4	+ 1/4
RCA Common	3 5/8	3 1/2	3 1/2	+ 1/8
RCA First Pfd.	57 3/4	57 3/4	57 3/4	+ 3/4
Stewart-Warner	7 1/4	7 1/8	7 1/4	+ 1/8
Westinghouse	74 7/8	74 1/2	74 3/4	+ 3/4
Zenith Radio	16 1/4	16	16 1/4	+ 3/8

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	1 3/4	2
WCAO (Baltimore)	17	20
WJR (Detroit)	19	21

Audience Promotion Move By Atlantic Coast Network

(Continued from Page 1)

graphs, a special brochure, and non-commercial announcements for use throughout the day calling attention to the network attractions.

In this program promotion ACN will also supplement individual station merchandising and publicity by direct relations with trade papers and the public press. Hartley Samuels, recently appointed head of ACN publicity and promotion, will conduct these services.

New Co-Op Intervenor In Nets vs Co-Op Row

(Continued from Page 1)

here yesterday. The request first received in this matter was signed by Sarele Syrjala of Boston, who holds the office of the federation's education director.

The FCC has not yet replied to this request, which is being studied in the legal department, and it could not be ascertained here yesterday how the matter would be handled. Radio circles pointed out however that the commission has no precedent or authority for intervention in business practices of the industry.

Admitting this fact, John Carson, director of the Washington office of the Cooperative League, indicated to RADIO DAILY yesterday that the league's appeal to the FCC would be based on the "public interest clause." Carson stated, "Certainly the FCC has not only the authority, but also the obligation, to determine whether licenses granted to radio companies are being used in the public interest. These companies are in a large degree public utilities, and their stewardship opens up broad questions which must be determined."

Flamm Explains Status In Buying WPAT Stock

(Continued from Page 1)

work with the OWI to become active in either management or programming of WPAT. Flamm stated that he regarded his move as simply an investment and that the present management under Mrs. James B. Cosman was doing an exceedingly competent job in every respect. Therefore he had no intention of interfering in station management.

Flamm, incidentally, who has been with the government for some time is subject to overseas call momentarily.

Marketing Assn. Meeting To Discuss Radio In War

(Continued from Page 1)

day, Oct. 13 at the Hotel Sheraton. at 12:25 p.m. Talks will be delivered by Matthew Chappell, technical consultant for C. E. Hooper Inc., and Howard Dietz, vice-president in charge of advertising and publicity for MGM. George H. Allen, chairman of the committee in charge of the luncheon programs, explained that radio and motion pictures were linked in the single session because they are two of the nation's most important morale builders and had been manifesting analogous trends.

Two B-S-H Shows To CBS

Two American Home Products broadcasts, "Easy Aces" and "Mr. Keen, Tracer of Lost Persons" will be transferred from the Blue Network to CBS starting Oct. 28. Both programs will be on the air Wednesday, Thursday and Friday, "Easy Aces" to be heard at 7:30 p.m., EWT, and "Mr. Keen" at 7:45 p.m., EWT. Blackett-Sample-Hummert is the agency.

World Series Sets In Use Given 30.1%, Slightly Off

(Continued from Page 1)

of the set owners in the country, whereas the figure last year, for the games between the Yankees and the Brooklyn Dodgers was 32.8 per cent. Series was carried exclusively by the Mutual Broadcasting System, and was sponsored by Gillette Safety Razors.

The CAB figures for the series since Mutual has had the broadcasts exclusively, starting in 1939, are as follows: 1939, Yankees and Cincinnati Reds, 21.3 per cent; 1940, Cincinnati Reds and Detroit Tigers, 25.2 per cent; 1941, Yankees and Dodgers, 32.8 per cent, the highest for a single network coverage. The record figure for a World Series average, however, is listed for 1935, in the games between the Detroit Tigers and the Chicago Cubs. Then broadcasts were over four networks, CBS, NBC Blue, NBC Red and Mutual, and the rating reached 35.

New Upton Close Series Set On 125 NBC Outlets

(Continued from Page 1)

starting Oct. 10, under the sponsorship of the Northern Pump Company, Minneapolis. Programs will be heard each Saturday at 5:45 p.m., EWT, with repeat at 7:45 p.m., EWT, for Mountain and Pacific Coast time zones.

The new series will not affect Close's present broadcast schedule. He will continue his Sunday news commentaries at 3:15 p.m., EWT, and his presentation of "News of the World" on Mondays and Wednesdays at 7:15 p.m., EWT.

Yutang On Treasury Show

"Chinese Incident," by Pearl S. Buck, author and president of the East and West Association, will be introduced by Lin Yutang, Chinese philosopher, on the "Treasury Bondwagon" broadcast over Mutual, tomorrow from 10:15-10:45 p.m. The play is a dramatization of the everyday lives of China's guerrilla fighters. Leading roles on the broadcast will be played by Jane Cowl and Claude Rains. Yutang is the foremost Chinese writer in America today.

WMCA Appoints Weed

WMCA has appointed Weed & Co. its sales representative, effective Nov. 1, throughout the United States, excepting the metropolitan areas of New York and Philadelphia which the station's own sales staff will handle.

RADIO TIME SALESMAN

The man we want is now working for a New York City radio station or agency. He knows local advertisers and time buyers. He wants to change jobs because we can offer him a better opportunity to make more money. He can have his choice of accounts. The station offering this position, has a top reputation and is constantly building a loyal, responsive audience. Write in confidence to Box 591, Radio Daily, 1501 Broadway, New York City.

COMING and GOING

RALPH M. LAMBETH, president and manager of WGBG, Greensboro, in town North Carolina for a short visit on station news.

A. W. MARLIN, general manager of WWSF, Springfield, who spent the early part of week in New York, has returned to Massachusetts.

LT. RONALD SEDGWICK, member of the Canadian Air Force and son of Harry Sedgwick, president of CFRB, Toronto, is visiting here.

JOHN PARSONS, commercial manager WBRK, Pittsfield, Mass., is in town for conferences with the local representatives of station.

HAL SEVILLE, of WJEJ, is back at Hagerstown, Md., after a short visit to New York.

WILLIAM WYSE, president of KWBW, Chinson, has arrived from Kansas in the city of a business trip.

DR. LYMAN BRYSON, education director CBS, returns today from Washington, D. C.

EDGAR BERGEN, DALE EVANS, DON AMERSON and RAY NOBLE will travel on Sunday to Indianapolis, from which point they will broadcast evening program.

WALTER J. DAMM, general manager WTMJ and W55M, Milwaukee, is here for board meeting of the ABA.

PAUL MOYLE, commercial manager of WJAY, Fayetteville, is back at his Carolina headquarters following a short business trip to New York.

FRAZIER HUNT is en route to WGST, Atlanta, which will be the originating point of his Saturday evening news commentary for General Electric over CBS.

MORRIS SILVER, general manager of the Chicago office of the William Morris Agency, is expected here today for a week of office conferences.

PARKS JOHNSON and WARREN HULL off week-end to East Lansing, Mich., where they will broadcast Monday's "Vox Pop" program from the campus of Michigan State College.

ROY PORTER, of the Blue Network's contract staff, leaves Sunday at the invitation of Canadian War Information Board for a tour of the Dominion war plants and training center.

Gov't S.W. Leasing Plans Seen Close To Completion

Washington Bureau, RADIO DAILY—Plans by which government will lease for the purpose of overseas broadcasting the 14 short wave transmitters in this country close to completion, it was reported here yesterday by Murray Brodwin, bureau of communications head of the Office of War Information.

As presently projected, the overseas branch of the OWI would take two-thirds of the broadcasting time with the remaining one-third turned over for subsidizing by the Coordinator of Inter-American Affairs.

Works-FCC Case; Decision Reserved

(Continued from Page 1)
 FCC for summary judgment dismissing the injunctive as also argued. bitterly contested hearing as an aftermath of the Supreme Court's decision this year which reversed a majority court ruling dismissing the case for lack of jurisdiction and the case back for trial. The eight regulations which include the giving of all option time provisions work contracts with stations staunchly defended by Charles Denny, chief counsel for the FCC outlined the Commission's ease of Judge Learned Hand of the Court of Appeals, and Dismissed Henry W. Goddard and right.

FCC Argument

principles were the objectives of new FCC regulations, Denny said, and could only be carried out through their enforcement. They were, the maximum use of facilities; licensee responsibility; preservation of competition; and prevention of concentration of control. To this T. Cahill, attorney for NBC, said that if Congress in 1927 when the Commission was created intended the Commission these powers had not have specifically said so "in-relying on the imagination of the Commission."

Court has no right to substitute its discretion for that of the Commission, Denny argued. It was his contention that the Commission had no opportunity to reach a fair decision since it had taken testimony over a long period and had built up an administrative record of 700 volumes. The suit must be dismissed if the Commission had the power to make the decisions and acted reasonably, he said.

In discussing the steps taken by the Commission to prevent territorial exclusivity, Denny said that Mutual, the network which brought the FCC in the suit, "is a clear offender." If Don Lee network projects a Mutual program none of the entire coast can get it, Denny said.

Earl Caldwell, MBS Attorney General, was followed by Caldwell, attorney, who stated that the testimony of Fred Weber, president of Mutual, cited ten instances in which Mutual lost accounts through the violation of option contracts by Mutual and CBS. Caldwell told the hearing that Mutual was unable to hold the Ballantine Ale and the Time accounts because NBC refused to prevent representation of programs in cities with less than 36 radio stations. Only 36 cities had four or more stations, Caldwell said actually only 21 cities where Mutual could get full representation. The FCC had moved under the "public interest, convenience and necessity" clause of the 1927 Act, Cahill said in taking up the case for NBC. This clause was

★ PROMOTION ★

"Key" Promotion

Two thousand Duluth youngsters were guests of KDAL, Duluth, Minn., at the Lyceum Theater, and the Duluth "Herald-News Tribune" last week when they staged a drive to aid the city's Key Salvage Campaign. Admittance to the show was by keys only. Four hundred pounds of keys were turned in as a result of the drive, which was so successful that a repeat performance was held for the youngsters who were unable to get into the theater. Entertainment consisted of six Walt Disney cartoons, and a 45-minute stage show staged by KDAL's "Corns a Poppin'" troupe under the direction of Harry Novitzki. Del Franklin, staff announcer, acted as emcee.

Winner of the first prize, \$5 in defense stamps and a special Jack Armstrong scroll brought 720 keys as his admittance to the theater. Second and third prizes were also \$5 in defense stamps, with the next 15 winners each receiving 5 boxes of Wheaties. Station broadcast 15 minutes of the show tying in the Jack Armstrong scroll and Wheaties prizes, with Allen Lack, General Mills salesman awarding the prizes over the air.

meaningless apart from the Act itself, he added, and the Act gave no right to pass general regulations barring the licensing of stations if they did not abide by a vague and general stand of the Commission. Cahill maintained that the FCC could not pass "iron bound rules" in situations when the Act requires Commission to exercise its discretion "from case to case."

Freedom of Speech Issue

The regulations were in reality a limitation upon the freedom of speech guaranteed by the Constitution, the NBC attorney contended. "Although the networks were doing a fine job in these war times," he said, "the Commission would tear them apart because of its theories in utter disregard of the interests of the public."

Both Cahill and Charles Evans Hughes, Jr., counsel for CBS who followed Cahill, argued that the FCC was illegally attempting to enforce the anti-trust laws through administrative regulations instead of resorting to the courts. If the Commission expects to enforce the anti-trust laws by refusing to issue licenses what will prevent it from acting similarly in the case of a fancied violation of dozens of other Federal laws including those of the Security Exchange Commission, the National Labor Relations Board or the wage and hour rules, Hughes asked.

Hughes angrily declared that the interests of the public were not being considered. He asserted that hundreds of stations would be forced to relinquish the broadcasting of not only nationwide programs but also local ones if the Commission has its way. These regulations, he asserted, were not within the statutory powers of the FCC either by specific terms or by fair inference.

Direct Mail Awards

Columbia Broadcasting System has received two awards in the 1942 Contest on Wartime Direct Mail and Printed Promotion. Radio Sales' entry of spot broadcasting mailing pieces was judged "One of the Fifty Direct Mail Leaders"; the network's entry of brochures on broadcasting facilities received Honorable Mention. The contest, held by the Direct Mail Advertising Association, was limited to promotion pieces released after December 7. The awards are to be presented at the DMAA one-day convention in New York, October 16 and the winning entries are to be on display there, and throughout the 1942-43 season at Direct Mail, Advertising and other Graphic Arts group meetings in the United States and Canada. CBS' winning entries were prepared during the time that Dr. Frank Stanton, now a CBS vice-president, was acting director of sales promotion. With the winning of these two awards, the number of awards, citations, or other special mentions given to CBS programs, individuals, stations and various activities since January 1942, has been brought to 37.

Participating Shows Increase—Also Accts

(Continued from Page 1)

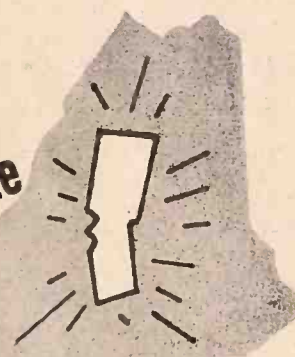
ly, is WOR. Station reports that up to Oct. 8 its schedule is carrying four more participating shows than had been on during all of 1941. Increase is one hundred per cent. Station, at the same time, has retained last year's batch of participating programs. The four new shows have attracted 24 advertisers to bring the station's total number of commercials via this type of advertising to 79, an increase of 19.6 per cent over last year's 66 sponsors.

Expects Increase This Year

Lineup of participating shows for last year, on WOR, included "Martha Deane," "Bessie Beatty," "McCann Pure Food Hour" and "Dear Imogene." These four, still on this year, total 55 commercials. Sales department expects to top last year's total in the two and half months remaining. The added shows for this year, so far, are as follows: "Food Forum," "Claire Wilson," "Consumers Club" and "Peggy Prefers."

Sizeable increases are understood to also be prevalent on other participating shows including those on WABC, WJZ and WEAJ.

To the good people of
PISCATAQUIS
 COUNTY, Maine



● You folks disappointed us terribly.

When we analyzed mail received on a recent offer, we found 16.3% of it came from the six New England states, from every county in New England, in fact, except Piscataquis.

Perhaps you say a big New York station has no business so far down East. But we know a lot of advertisers who do have business there, and the way so many of you New England folk say you hear us better than other stations (because of our well-directed fifty-thousand watts), those advertisers ought to know about us.

We believe we could even get you "Piscataquians" to listen, to write in, to buy their products.

America's most powerful independent station

WHN

50,000 Watts · 1050 Clear Channel

NEW YORK

Chicago Office: 360 North Michigan

Los Angeles

By JAC WILLEN

THOSE dramatized spot announcements that Arthur Solomon wrote and produced for Douglas Aircraft really packed a wallop and brought a 400 per cent increase in applications for jobs at the coast defense plants. That is really getting results in a big way.

"Dark Destiny," a new chiller series, makes its Mutual Don Lee debut Tuesday, Oct. 13, from 7:30-8 p.m., PWT. Jack Johnstone, noted for his use of unusual voice and sound effects, will produce and direct the series. "Dark Destiny" will replace Morton Gould's "Music For America" series.

Abbott and Costello, radio's Mutt and Jeff, made their first appearance as stars of their own air show, Thursday. The comedy team that parlayed "I'm a baaad boy" into box office records, came back to the air over KFI at 7 p.m. Leith Stevens and his orchestra provided musical stage settings for the A & C extravaganza of gigs and repartee.

Judy Garland, John Payne and Adolphe Menjou star in Zoe Akins' drama, "Morning Glory," in the Lux Radio Theater next Monday, Oct. 12.

Hollywood has a new name to talk about. It is Bob Welch. His biggest claim to fame heretofore had been as Robert L. Welch, radio director. After reading no more than a dozen words on Jack Benny's premiere Sunday, he became Bob Welch, actor, Hollywood's brightest new star and all stuff like that there. Incidentally, Welch directed the Benny opus, too, in addition to playing himself.

This evening, marks the beginning of a bright new "Tommy Riggs and Betty Lou" series when the double-voiced Mr. Riggs takes over NBC's 7:30 p.m. (PWT) period. With Tommy and his imaginary Betty Lou will be Wilbur, her boy friend, played by Wally Maher; Verna Felton's Mrs. MacIntyre character; Anita, "mystery" singer; Frank Graham, announcer-actor, and Felix Mills' orchestra.



Radio Is My Beat . . . !

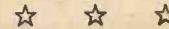
● ● ● Harry James is having his schedule broken up by Jack Benny's timetable which has been chop-suey'd because of picture retakes. James has a contract to be with Benny for two broadcasts—was supposed to be on the opening duo—but was postponed until late this month and now it looks as though he'll have to wait until Thanksgiving time. . . . Look for a drastic change in the Camel program set-up—and very soon, too. . . . Joe Hill off for San Francisco to direct "Great Moments in Music" for three weeks. Dave Levy will sub for him here on "Manhattan-at-Midnight" . . . Molasses 'n' January will tour the army camps until Oct. 26th when they return to the Blue at 7:25 nightly. . . . "Army-Navy Game" also returning to the Blue late this month in the 7 p.m. slot. . . . Kay Kyser due for another fast visit to N.Y. to address radio execs in his OWI capacity and to clear away the smokescreen caused by misinterpretation of his previous remarks addressed to the mike industry. . . . Diane Courtney sporting a new fur piece. . . . Reason Hattie McDaniel missed Eddie Cantor's show last week was the sudden death of her sister. . . . New all-time high in recruiting has been attained as a result of straight radio plugs. One branch of the service revealed an increase of from 155 enlistments per week to 8,500 after a six-week drive. . . . Hospital Notes: Both Bob Novak and Don (Tel. Exchange) Molitor are recovering from appendectomies—and Tommy Tucker is bedded at the West Side Hospital with pneumonia.



● ● ● "Count Me In," a new Shubert show starring Charles Butterworth and Louella Gear, contains a neat piece of promotion for WNEW. A high spot of the play is a scene depicting a radio station short-waving a program to Australia. The stage mike bears the WNEW call letters and the stage announcer calls repeatedly, "Hello, Australia, this is WNEW, New York."



● ● ● Now that Bob Welch is with Jack Benny, Jerry Devine opines that Ed Gardner is worried that they'll call the show "Welch's Tavern" . . . Geo. F. Putnam has finished his 4th movie for Uncle Sam, latest being a recruiting film for the Navy, in which Geo. appears as a news commentator. . . . The only guy we know who called the turn exactly right on the World's Series is Jack Stevens—who, incidentally, bet it that way, too! Jack picked the Cards to lose the first game as a result of series jitters—then predicted the Red Birds would go on to cop the next four straight. . . . Margo's sketch on tonight's Caravan, called "This Is It," was penned by Milton Geiger on an idea suggested by ace publicist, Fran O'Brien. . . . Look for a new set of stooges on "Duffy's Tavern" . . . Claude Thornhill going in the Navy Oct. 26th. . . . Major Howard L. Nussbaum, Phillip K. Wrigley, Leslie Atlass and execs of the J. Walter Thompson agency in a huddle to determine future policies of the Gene Autry series, which has been turned over to the Air Forces by the sponsor. . . . MCA after Mark Warnow to organize a band for personal appearances—particularly a local hotel spot. . . . Sam Grafton, N.Y. "Post" columnist, starting a new Sunday series over WOR.



● ● ● CRITIC'S CORNER: It isn't easy to label scene stealing on the air, but there's no doubt about it when "Momalee" and "Isaac Cohen" come up to the mike on "Abie's Irish Rose." The studio audience goes wild. And it's something to steal scenes on this show—a real topper. We caught the "Danny Thomas Show" on the Blue last week and threw it right back. . . . Eileen Farrell's beautiful, strong, clear soprano voice is a rare radio treat and her CBS Saturday night airings are dialightful. . . . Irene Beasley continues her solid selling for Ivory Flakes. What that gal couldn't do with an evening show of her own!



—Remember Pearl Harbor—

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



WXY

... will deliver*

lion's share of Detroit at lowest cost . . .

Guaranteed

* with any

WXYZ

Champion Show

KING-TRENDLE BROADCASTING CORP. Detroit, Michigan

National Representatives Paul H. Raymer Company

QUEST-ING

FROMAN, on the Coca-Cola
n, Sunday (WABC-CBS, 4:30

YUTANG, Chinese scholar and
and IRWIN EDMAN, profes-
philosophy at Columbia Uni-
discussing the writings of
us, on "Invitation to Learn-
Sunday (WABC-CBS, 1:30

ON KATIMS, violinist, and
HEIFETZ, cellist, on the pro-
f the Budapest String Quar-
day (WABC-CBS, 11:05 a.m.).

BARA STANWYCK, on the
enny program, Sunday (WEAF-
p.m.).

NICHE NOYES, air marking
st of the Civil Aeronautics
stration, on "Womanpower,"
(WABC-CBS, 12:15 p.m.).

AND YOUNG and BONNIE
R, on the "Texaco Star Thea-
Sunday (WABC-CBS, 9:30

ARD R. STETTINIUS, JR.,
end administrator, as intermis-
eaker on the program of the
nd Orchestra, Sunday (WABC-
p.m.).

Ball For Service Men

result of requests of men in
forces stationed abroad for
news of sports activities in
country, NBC's international
has begun transmitting Radio
ing Division's "Touchdown
ver WRCA, WNBI and WBOS.
sts of outcomes of 30 or more
games to be played follow-
ek-end, are broadcast Thurs-
rnings at 9:30 a.m., EWT with
as directed to Iceland, Green-
eland, the Carribean area and
iddle east.

Montreal Licenses Up

real—The number of Montreal
pal licenses for radio receiv-
s taken out by citizens this
as risen sharply, it was re-
here yesterday. Total, up to
was 56,100 as compared with
for the corresponding period
. The virtual disappearance
employment with the conse-
augmenting of family incomes
eipal reason for the increase.

BNX NEW YORK
THE MOST INTIMATE AND
ACTIVE PROGRAM APPROACH
AMERICA'S LARGEST MARKET
10 WATTS Directional
R METROPOLITAN NEW YORK

WAR-PROGRAM IDEAS

Switch To Patriotism

Patriotism is on the air as well as
in the air at WFAA, Dallas, for the
radio programs originating from this
station today are being directed
toward the foremost thoughts in the
heart and mind of every Mr. and
Mrs. Dialing American—a United
States and Allied Nations victory.
Recently appointed by the United
States Treasury department as a War
Bond Agency, WFAA recently in-
augurated a weekly half-hour variety
program entitled "Strike Up The
Bonds," an action filled music-appeal
show during which listeners are in-
vited to telephone or write their War
Bond orders direct to the station. Each
of the broadcasts contain a short dra-
matization of an outstanding victory
currently achieved on the United
States fighting front. War heroes or
their parents are also interviewed
and presented in a special War Bond
plea.

One of the oldest programs on
radio, the "WFAA Early Bird Revue,"
heard each week-day morning, has
also turned into a lively War Bond
stimulant. Emcee, Jimmy Jefferies
has become a marked success as bond
salesman since he began taking orders
for any amount bond from \$25 up. On
occasions he has received orders for
as much as \$5,000. All other studio
programs contain bond plugs. News-
casts, station breaks and courtesy an-
nouncements are all being carefully
prepared in order to stimulate more
sales.



Service Men's Request

Special record program is being
aired by WDLP, Panama City, Fla.
and is directed at the six military and
naval bases located in the station's
coverage area. Show is titled "4:30
Club For Service Men" and is a one-
hour program complying with re-
quests only from service men, their
mothers, wives or sweethearts. Local
talent is often aired in addition to
the records. Program is handled by
Jack Petrie, WDLP commercial man-
ager, who originated the idea.

**NBC Scrap Metal Drive
Nets 7 Tons Of Salvage**

Closing of scrap metal drive at
NBC's New York headquarters re-
vealed total of more than seven tons
of salvaged material, funds from the
sale of which will be given to USO.
Material gathered ranged from old
compacts and lipstick holders to
microphone plates and other engi-
neering odds and ends.

Led by attractive NBC girl stars,
employees wheeled trucks through
offices to collect scrap, which also
netted many an executive ash tray.
Largest piece collected was half-ton
aluminum rod which formerly held
Studio 8-H curtain. Another unique
contribution was the ancient calliope
which once heralded broadcasts by
Maxwell House Coffee "Showboat"
troupe.

"Sweet Land of Liberty"

Something new in patriotic pro-
grams, "Sweet Land of Liberty" to
be aired on WFIL, Philadelphia, pro-
vides an inspirational half-hour
primed with psychological ammuni-
tion for the "home front." The pro-
gram will be heard on Sundays, from
1:30-2 p.m., starting Oct. 18, under
the sponsorship of the Land Title
Company, Philadelphia banking in-
stitution.

"Sweet Land of Liberty" presents
five features woven together by emcee
Jason Johnson. First, "Riding the
Rumors," a dramatization and expose
of current whispers, then "Sixty
Seconds Around the Clock," a timely
tabulation of the distribution of War
Bond sums in vital materials. Next
"The Humor Brigade" presents tall
tales and human interest events from
the men in the service. "Mr. America
Speaks" brings some typical Ameri-
can neighbors to the microphone,
giving their opinions on general cur-
rent events questions. Closing with
"Battle Stations," vivid flashes from
the fighting front, and a final brief
quotation with a background of hymn
music, the program should climax
the efforts of Land Title Co. to pre-
sent the most effective use for the
public's dollars. The "Sweet Land of
Liberty" program will be written and
produced by Don Martin, WFIL pro-
duction manager.

AGENCIES

JOE BUSK, formerly executive
vice-president of Ruthrauff & Ryan,
Inc., has joined Ted Bates, Inc., as
executive vice-president and partner.

UNITED ELECTRONIC CO.,
Newark, N. J., manufacturer of trans-
mitting tubes has named A. W. Lewin
Co. of that city as its advertising
agency.

AMERICAN MARKETING ASSO-
CIATION will hold its luncheon
meeting at the Hotel Sheraton today.
Speakers will be Chaim Raphael, Bri-
tish Information Service and Dr.
Frank Surface of the Standard Oil
Co. of New Jersey.

GREGORY DICKSON, formerly of
Baldwin, Munson & Mann, and MARY
BLACKFORD, formerly of WGN Con-
certs, have joined the public rela-
tions staff of N. W. Ayer & Son, Inc.

MARTIN AGRONSKY, NBC war
correspondent, will address the Oct.
14 meeting of the Advertising Club
of New York.

JOHN D. ANDERSON, account
executive at Ruthrauff & Ryan, Inc.,
has been appointed a lieutenant
senior-grade in the U. S. Naval Re-
serve, Navy Aviation Intelligence
branch.

Broadcasters!

**LET YOUR AUDIENCES HEAR
AMERICA'S VICTORY SHOUT
HALLELU!**

(Judgment Day Is Comin')

to be featured by Judy Canova in her forthcoming
Republic picture "Chatterbox"
Words and music by Paul J. Winkoop

and

the ballad we couldn't hold back

STARLIGHT SONATA

the most unforgettable melody since
"My Sister and I"
Lyrics by Helen Bliss
Music by Henry Manners

Both songs have been arranged for
orchestra by JACK MASON

BROADCAST MUSIC, INC.
580 Fifth Ave. New York City

ACA Opening School For Radio Engineers

To aid in establishing a reservoir of broadcast technicians for the industry, the American Communications Association, CIO, has initiated plans for a training school for instruction in technical routine. Presently employed broadcast technicians in ACA contract stations are offering their services as instructors. A syllabus is now being prepared to cover the requirements of the industry.

Upon completion of the course, graduates will be placed on a union list, to be allocated to jobs in the broadcasting industry when vacancies occur. Efforts will be made to have local station heads cooperate in a labor-industry plan which will afford practical training at regular studio control rooms and station transmitters as part of the curriculum. Purpose of the plan is to build up a reserve personnel to meet future demands for skilled radio personnel.

Philadelphia headquarters of the ACA is handling this project.

Political Time Skeds Under Way In East-West

Albany—Paced by the Democratic State Committee, which expects to expend more than \$50,000 for radio time, with purchases handled by Leighton & Nelson Agency, Schenectady, for the gubernatorial election, swung into high this week.

A newcomer to the radio time-buying political groups was added with the Industrial Government Party, which is buying 15-minute spots on WABY, Sundays.

Besides the State Democratic Committee purchases, which will be aired locally by both WABY, Albany and WSNY, Schenectady, the Albany County Democratic Committee is buying two 15-minute spots weekly on WGY, Schenectady. This will be supplemented by three hours of purchased time on Stations WOKO and WABY, Albany.

Republicans have five state network programs, including WOKO, Albany and WTRY, Troy, lined up, while the Albany County Republican Committee is to buy one hour in four 15-minute shots on WABY.

Chicago—As the political campaign here increases in intensity, radio is getting its share of publicity expenditures. The Cook County Democratic organization, through M. M. Fisher Associates, has ordered time Mondays through Saturdays on WMAQ in the interest of Raymond S. McKeough.

The independent candidate for the Senate, through United Broadcasting Agency, also is buying time on WMAQ.

Stork News

Rock Island, Ill.—Cigars and candy were passed around recently at WHBF by program manager Woodrow Magnuson to celebrate the arrival of a daughter, Karen Lynn.

PROGRAM REVIEWS

"LIGHTS OUT"

Sterling Products, Inc.
WABC-CBS, Tuesday, 8-8:30 p.m. EWT
Ruthrauff & Ryan

OBOLER THRILLER SERIES ON CBS PLUS A SPONSOR.

In place of "Are You A Missing Heir?" Sterling Products, on behalf of Ironized Yeast, is reviving an escape series of mystery thrillers penned by Arch Oboler and aired back in 1936 from Chicago. Series had a two year run then, and is a welcome return now. "What the Devil" started the series rolling.

Production was very much in keeping with the Oboler reputation of clean, tight and smooth operations with a single exception. The major part of the drama was in sotto voce, which in itself is not the subject of this criticism. Rather, the fault lay with the actor and actress who carried the deep, low-toned conversation beyond the points of audibility and intelligibility. Plain speaking is essential to transmitting the story if audiences are to be attracted and held. The low tones were okay in the original late hour slot.

"What the Devil" involves a bit of the supernatural. A man, running away from draft obligations, and a woman, fleeing from her husband, are blocked on the road to the Mexican border by what appears to be a dynamite truck which does not permit them to pass. Couple is found killed, car and bodies burned almost beyond recognition, though there is no evidence of collision. There are indications, however, of monster footprints encircling the accident spot. Drama, suspense and imagination are all present in full quota.

Of the sponsor, this reviewer would ask that the commercials be confined to the start and finish of the program, to permit the production uninterrupted procedure. The old fashioned testimonials, coming at the climax,

KFEL Discontinues Bond Requirement Of Engineers

Denver—The practice of requiring a National Surety Performance Bond for all technicians at KFEL is being discontinued in conformity with recommendations made by the Special Mediation Panel of the United States Conciliation Service of the United States Department of Labor. Recommendation was made last week as a result of a dispute between the station and the International Brotherhood of Electrical Workers.

For its side, management had held that it does not question the honesty or loyalty of its present employes, but feels that in these abnormal times it must put forth every safeguard against possible irreparable loss. Union held that the language of the bond application was so searching that the information might become a bar to a man obtaining employment at the only trade for which he is sufficiently trained.

Panel pointed out, in settlement,

"MR. ADAM and MRS. EVE"

Lewis-Howe Co.
WABC-CBS Sat. 8-8:30 p.m. EWT
Roche, Williams & Cunyngnam

SAME FORMAT AS "BATTLE OF THE SEXES" CONTINUES VETERAN SHOW DUO FOR NEW SPONSOR; PLEASES AS USUAL.

Frank Crumit and Julia Sanderson, (not a few listeners may still remember the musical comedy "Tangerine," wherein they first came into the limelight working opposite each other as hero and heroine), move their way softly but consistently good through a somewhat changed version of their former radio program. Teams of men and women are lined up as contestants, Miss Sanderson interviewing the men and Crumit the femmes.

Prizes in this instance range from \$50 top to \$25 for second and \$10 for third place. Show is divided into "rounds." Question is asked and the number of seconds taken up before the contestant answers acts against him. Some of the contestants on the first show gave St. Louis a plug (home of the manufacturer of Tums for acid indigestion) one even being a drug-gist, which is more or less the usual thing. Crumit by way of diversion does a song during the femme portion of the show and Miss Sanderson does the same when the males are at bat. Ditties are of the harmless type to say the least. Program works out easily and is not as complicated as it may sound. Commercials are fairly plentiful but no more than those of many other clients who want to get their money's worth. No reason why the show shouldn't enjoy a lasting audience on CBS—the principals did nicely on NBC for years.

were too much like the magazine installment technique, and not unlike the policy of the daytime soap operas. "Light Out" is an adult attraction, and should be treated as such.

New Kent Cooper Song Debuts On NBC Program

Seventh song to be written by Kent Cooper, AP general manager, entitled "America Needs You," will be introduced on "Cities Service Concert" Oct. 23. Tune is dedicated to Girl Scouts of America and will be sung by Lucille Manners and chorus of 50 girls of the organization. Cooper has assigned all royalty rights to the Girl Scouts. The news executive and Mrs. Howard Phipps, president of the Girl Scouts Council of Greater New York, will speak briefly to the radio audience and to the studio guests, the later consisting entirely of Girl Scouts and their families.

that a continuation of the bonding system would lessen morale instead of add to it, and that ample protection is afforded in Federal regulations which require FCC licensing of technicians, registration of birth certificates, fingerprints, etc.

Enemy Photo Drive Starts On 'Army Ho

(Continued from Page 1)

bitious in scope, but seeks to a cluttering of network and station headquarters with photographs of themselves until proper determination of their value has been made.

Method to be used is basically quests on the air for letters describing photographs of enemy held territory which might have been taken acquired at any time by any individual. Questionnaires will be sent writers of such letters and, if a felt such pictures might be of value further examination of them result.

Similar campaign was instituted in England, with the result that valuable information as to military and industrial establishments and land contours of foreign soil was gained.

OWI is cooperating with the Office of Strategic Services in placement of the radio presentations and applications in conformity with its general allocation plan. Public relations bureaus of the Army are also working on the overall program, which will have coincidental appeals in magazines and newspapers.

Virtually all major network programs are to help, it was anticipated either by writing the message as part of the program itself, or through straight announcements.

Wedding Bells

Denver—Harvey Wehrman, an engineer at KLZ, surprised fellow members when he came back from vacation married to Nola Nelson, non-professional.

Les Mitchel, producer of "Helen Trent," daytime serial, and Mad Grayson, actress, will be married Saturday. Wedding reception given by Virginia Clark, leading lady of "Helen Trent," follows the ceremony.

Irene Skok, secretary to H. Frazee, production manager of Blue Network, is engaged to Hoy Schoener, who joins the Army this week.

Charlotte, N. C.—Bill Mitcham, WAYS, is married to a red-head whose name used to be Lake.

Salt Lake City—Catherine Jackson of the KSL traffic department was married to M. Gibbs Walker this week.

Murrow Stations Increased

Effective immediately, "Edward Murrow" is being heard over 58 stations of CBS, International Service Company has announced. Murrow's CBS foreign correspondent, is sponsored Sunday from 6:00-6:15 p.m. EWT, for International Sterling 1847 Rogers Bros. Silverplate. This is an increase of 32 stations over Murrow's present coverage for the sponsor. Young & Rubicam, handles the account.

Head Asks Probe Language Outlets'

(Continued from Page 1)

told the appropriations sub-committee, because start-ups have been circulating the outbreak of the war." He observed "it is essential in the heritage of this country's anti-propaganda efforts that a thorough inquiry be made into the performance of these stations in order to prevent any possible enemy activity and to insure the most hearty cooperation in this field."

Lists Specific Complaints
On specific complaints, Fly told the sub-committee about a published report that an announcer tipped off enemy submarines on time of their departures by dedicating the crews of certain vessels to the foreign-language announcer. In a private report, to have prices of advertised products free of thematic grammatical mistakes "open code."

importance of a complete survey of the personnel of international broadcast stations also seems Fly testified, adding, "I regret that neither of these jobs has been done with any degree of thoroughness. The assistance of the FBI is sought for the conduct of these investigations, but the Commission has been informed that, because of the already heavy burdens upon the bureau's personnel, it will be unwise to assume these added tasks."

Calls Probe Welcome
The proposed probe, which OWI has sought would be welcomed by foreign language stations, according to one well-informed source.

es the personnel survey, Fly said that FCC plans to expand laboratory activities in the foreign broadcast field. Its supervisor told the Congressman, "based on a more or less hit-or-miss" despite the fact that foreign language broadcasting, since the war, has assumed vital importance to morale and national security.

plete data on all foreign-language program service would be available for the first time if this survey is undertaken, Fly indicated.

it would be broken down in terms of communities, types of stations, types of programs, languages, relations of time brokers of stations in various areas, coverage, effort to eliminate or expand service, degree of delegation of control, adequacy of service to stations, extent of monitoring by stations and like information.

Wants Foreign Monitoring
in the field of inter-American communications, and the expansion of foreign broadcast monitoring and reporting "to meet urgent requests from war agencies" were among the defense projects for which the Commission is requesting a supplemental appropriation. Fly's statement on international communications was off the record."

Fly Quizzed On Misconduct Charged Against Members Of FCC And FRC

(Continued from Page 1)

Chairman James Lawrence Fly had been questioned by Wigglesworth on this same subject before a House Appropriations Committee sub-committee on September 30.

When the FCC chairman went before that group to request a supplemental appropriation of \$608,000 for six national defense activities, (including a proposed investigation into the personnel of international and domestic foreign language broadcast stations), the Massachusetts Congressman closely quizzed him concerning alleged misdeeds on former commissioners.

Another question was about a report that a licensee had turned over some \$4,000 in government bonds "in order to acquire certain facilities which he had asked the commission for."

Wigglesworth Rather Vague

"I have no knowledge as to whether these charges are true or false," Wigglesworth said on the House floor yesterday, "but I understand on reliable authority that they have been made. They are most serious in character. If there is any foundation for them at all, they certainly increase the volume of smoke around the activities of the commission to afford further justification for a thorough-going investigation. I think the Congress owes it to itself, and to the public to clear the situation at the earliest possible moment."

Calling attention to his questioning of the Commission chairman on this matter, to which two pages of committee print are developed, the Massachusetts Congressman said the charges "if established, would have shown solicitation by members or past members of the commission from licensees or applicants before the committee in exchange for the promise of influence; charges which, if established, would have shown the receipt of remuneration and/or the apparent effect of the remuneration in the action of the commission; charges that, if established, would have shown subsequent connection of one or more of those referred to with corporations authorized to engage in or manage licensees engaged in broadcasting; and that as a result of the charges the Commission ordered a full inquiry back in January, an amended order in very similar terms omitting the name of any individual primarily involved being issued during the month of June last."

Mentions Farnham

James D. Farnham, of Chicago, who was attached to the FCC staff as a lawyer-investigator from January to August of this year, was referred to by Wigglesworth as having conducted the examination of these charges, with hearings during June. The legislator told Congress he had asked Fly four questions relating to this matter "because of the time that has elapsed without any definite word

as to the outcome of this investigation."

One of these questions which Wigglesworth read to Congress and enlarged upon the floor of the House yesterday appears on Page 312 on the committee print as follows:

"Did Mr. Farnham report to you that former Commissioner Pickard's conduct had been such as to justify the Commission in finding that his conduct while in office had been improper?"

"I don't recall the precise language used," Fly answered, "but it did reflect a critical attitude toward certain of the actions of Commissioner Pickard."

Pickard an FRC Member

Wigglesworth commented in Congress yesterday, "I understand that the record would in fact show that Mr. Fly reported that in his advocacy of a certain network's station at a time when Pickard was anticipating early association with that network, his actions with respect to certain reallocations would clearly justify the commission in finding his conduct in office to be grossly improper."

Sam Pickard was a member of the old Federal Radio Commission, from Mar. 15, 1927 to Jan. 31, 1929, when he resigned to join CBS. He was said here to be retired and living in Florida.

Fly in the sub-committee hearing described as "just a rumor" alleged reports of Farnham that another former commissioner had received "financial gratuities" from a licensee or licensees. Wigglesworth told the Congress that Farnham's report came "from several independent sources," and alleged unnamed official had "accepted favors from a network which included financial emoluments in return for favorable official treatment on his part."

Fly, who yesterday refused to make any statement on this entire matter, said an investigation into that rumor still was pending.

Cites Licensee Testimony

Wigglesworth called attention of Congress to his third question to Fly, regarding Farnham's report that a licensee had admitted under oath turning over government bonds to acquire "certain facilities," and that said licensee had list of five commission members who would or had voted favorably. Fly disputed that this admission was "made under oath" terming it an oral conversation. Wigglesworth continued, "I understand the record will show that Mr. Fly reported that temporary authority to operate at night was given to a licensee, that subsequently the licensee was advised by his attorney that the time had come to pay-off those who had voted favorably; that he in fact paid to his attorney \$1,000 in cash and \$4,000 in government bonds; that he produced a note-book in which were written the names of seven members of the Commission,

against five of which was written the word 'yes' against one of which was written the word 'absent, not voting' and against another of which was written 'present and not voting' or words to that effect."

When the licensee was asked to make that same statement under oath according to Wigglesworth, he denied being told that the money was to go to the commissioners and said he had destroyed his notebook. "The book subsequently appeared with the particular leaf in question destroyed," the Congressman observed.

Discusses Ernst Appointment

Wigglesworth also asked Fly during the hearings whether he "expected that action would be taken against the officers of one of the networks." Fly denied having made such a statement and said he doubted that he would "make such a prediction."

Wigglesworth referred yesterday to reported appointment of Morris Ernst, well-known New York attorney, to represent ex-Commissioner Pickard. Fly had denied approval of Ernst's selection, stating it was not his business to select counsel. The Massachusetts Congressman remarked yesterday, "it does appear that Mr. Farnham may have been eased out of the picture. Though still a consultant, he is no longer a special attorney."

The Congressman also told his colleagues yesterday that some one in the FCC had tried to delete the entire set of these questions and answers which were released yesterday for the first time.

Long a Critic of FCC

The FCC chairman told his Congressman questioner on September 30, according to the committee print, that the Pickard investigation "should be closed out at a very early date." Asked whether the material has been turned over to the Attorney General, he denied this, asserting, "I cannot say at this time that we could expect that it would be developed in such a way that such a course would be indicated."

Radio circles here pointed out that the Republican legislator, a member of the sub-committee which handles FCC appropriations, has long been critical of Commission activities. These same circles thought it paradoxical, that on the day that the controversial network case opened in New York, FCC should be pictured in Congress as having been on unduly "friendly" terms with these organizations.

Schaefer Buys AP News

F. & M. Schaefer Brewing Co., through BBD&O, will sponsor an Associated Press news period, with Alois Havrilla, on WOR, 7-7:15 a.m., Tuesdays, Thursdays and Saturdays, for the next 13 weeks, alternating with the North American Accident Insurance Company which bought Mondays, Wednesdays and Fridays.



Coast-to-Coast



CLIFTON, N. J., Chamber of Commerce has started its second year as a commercial sponsor on WPAT, Paterson, N. J. Formerly heard at 1:00 p.m., series entitled "The City of Clifton On the Air," has returned to the air for the season at a new time, 2:35-3:00 p.m. on Sundays. . . . Another show which has returned to the WPAT schedule is "Land of Make Believe," a half-hour show of dramatic interpretations of the best known children's fairy tales. Feature is adapted and produced by Esther Dordoni and is cast with talented youngsters.

Connecticut Education Commissioner Alonzo G. Grace will inaugurate the first participating program over WDRS, Hartford, starting today on the CBS "School of the Air of the Americas" program. Commissioner Grace will give a message to Connecticut school children who listen to the program each morning over WDRS. He is a member of the consulting committee for the educational program.

Congressman Elmer J. Holland of Pennsylvania has been added to the list of speakers who will be heard with Charles Chaplin, Orson Welles, Jan Struther and Lillian Hellman at the meeting to be held at Carnegie Hall, New York, on Friday night Oct. 16 by the newly-formed Artists' Front to Win the War. The purpose of the meeting is to support President Roosevelt's declared policy of opening a second front in Europe this year, and to pledge the collaboration for Victory of American artists with their colleagues in the United Nations and in the occupied countries.

Two new announcers have been added to the staff of KGO, San Francisco according to an announcement by Wm. B. Ryan, manager of the station. Tony Morse, who served as vacation relief announcer at KGO four years ago, comes to KGO from KFBK, in Sacramento. Fred Johnstone, recently with KQW, also in San Francisco, began his career as a page boy at NBC in New York and attended announcers' school there. . . . Marvyn Graham, KGO announcer, has been appointed radio coordinator for the San Francisco Civilian Defense Council, handling interviews, programs, spot announcements, and special events.

James D. McTighe, director of continuity of KDAL, Duluth, Minnesota, left last week to accept a position in the radio department of Campbell-Mithun, Minneapolis, Minn. Taking over his duties is Elizabeth Daniels, former advertising manager of a Duluth Department store. . . . New addition to KDAL's promotion department is Barbara Baldwin. . . . Bea Lade has been appointed director of the station's promotion and publicity department, succeeding Ellis Harris, now stationed at Wold Chamberlain Field, Minneapolis, as a flight instructor with the CAA.

To the already heavy list of "extracurricular activities" of Roger W. Clipp, vice-president and general manager of WFIL, Philadelphia, one more has been added. Clipp was just elected to the board of directors of the City Business Club. He is already chairman of the NAB Research Committee, and on the board of directors of the Poor Richard Club. . . . The first 10 graduates of the WFIL Navy Code School received diplomas and certificates of completion of the course, at graduation ceremonies which were broadcast last Saturday.

Pioneer type news program was launched recently by WCAU, Philadelphia, in Katharine Clark's "Today's News for Children," presented every afternoon, Mondays through Fridays, at 5:15. Taking each day's outstanding news events, Miss Clark brings to the school-age audience not only their immediate significance, but their relationship to history, geography, ethnology, etc. Carl Owen, of the WCAU staff will assist Taylor Grant in WCAU's broadcasts of the home games of the University of Pennsylvania. Owen is a veteran football narrator, who, for five years, broadcast outstanding Pacific Coast college games and then, for the next three years, broadcast the games of Michigan State.

"Back 'Em Up, America" program aired by an Illinois state hookup of all 13 Chicago stations and 24 downstate outlets has yielded a total of \$365,823 in war bond sales, with 23 stations yet to be heard from in the campaign. Returns from the remaining stations, in the downstate area, are expected to boost the total over the half-million mark.

"High School Forum," sponsored by the radio education department of Toledo's public schools, and WTOL of that city, began its second season this week with students debating question of drafting of 18-19 year old men. Harry D. Lamb, superintendent of the department serves as moderator, and Charles Baxter, now of the station staff and a Toledo High School graduate, handles the announcing. The program is aired Monday nights from Macomber Vocational High School Auditorium before a live audience.

One-year scholarship at the Feagin School of Dramatic Art was announced this week by Barry Wood, radio singer on the "Your Hit Parade" program, who is an alumnus of the school. Candidates for the free course in dramatic art and radio technique, valued at \$500, must be between the ages of 18 and 22 and high school graduates. Applications should be made immediately to the office of the school, 630 Fifth Avenue, Rockefeller Center. Dates of try-outs will be announced later. Judges of the competition are John Mason Brown, drama critic; Helen Menken, actress; and Brock Pemberton, Broadway producer.

With Betty Todd, women's editor, giving the blood and Hal Wilson, manager, asking the questions, the special events department of KXL, Portland, Ore., recently transcribed on the scene the process involved in donating blood to the blood bank of the American Red Cross. The transcription which was released on the air later, covered all phases involved in the actual contribution of a pint of the red life-giving fluid; how it is classified, stored and finally used to save the lives of military or civilian casualties.

Bruce Calhoun, formerly with KMO, Tacoma, and KFBB, Great Falls, Montana, has been added to the announcing staff of KIRO, Seattle. Newest additions to the switchboard staff are Patricia Doebller and Donna McCoskrie. . . . Bill Moshier, KIRO director of publicity, has been appointed chairman of the committee on radio publicity for Farmers Bond Month (October) in the state of Washington. . . . Hazel Kenyon, KIRO education director, has been appointed general chairman of the committee making arrangements for the two appearances of Dorothy Lewis in Seattle. Miss Lewis, Coordinator of Listener Activities of the National Association of Broadcasters, Washington, D. C., will be the guest of the Seattle Radio Council.

Glenn Shaw, production manager, and Ralph W. Hardy, traffic manager of KSL, Salt Lake City, returned recently from the west coast where they visited KNX, Los Angeles and other stations to study their organizations. . . . Perry Driggs, KSL promotion director, has been appointed program chairman for the Salt Lake Advertising Club.

Sid Walton, newscaster of New York, has been appointed newly-created post of station news effective immediately. In addition afternoon broadcast on the "Gloomers" program, Walton starts a week-end series this Saturday at p.m., to be called "Final Rewrite" period to be devoted to original ground stories having to do with or events highlighted in the news-ton's Sunday broadcasts, to be heard 10:00 p.m., will be made up of the original feature material.

Commentator whose resume to Prime Minister Winston Churchill in appearance, voice, and acting nothing short of amazing, comes CHML, Hamilton, Ont., listeners Sunday night at 8:30, in the presence of Frank H. Skipper. Skipper, widely followed as a radio lecturer presents "Names In The Head" a commentary upon the lives and of personalities whose names headline news. Widely-travelled has met many of the people personally, and his biographies definitely help in a clearer understanding news.

Wallace Dunlap is currently a series of four times weekly recordings featuring classical music at 10 p.m. Series is heard Mondays, Thursdays with the Friday spot at 10 p.m. being taken by the Philharmonic Orchestra broadcast via MBS.

Quarter-hour transcriptions of the title of "Popular Suicide" being distributed by the National League of Women Voters. Disc is to be sent to some 600 stations throughout the country during the month and was written and produced by Sylvia Milrod, director of victrolgrams on WINX, Washington, D. C.

Davis Award Judges Extend Closing

Decision of judges has extended closing date of H. P. Davis Memorial Announcers Award to Oct. 24, instead of the originally scheduled Oct. 1. Contest period, it was announced, was continued because of difficulties experienced by owned and affiliated stations in comparing recordings of their entries. Thus far, transcriptions by announcers have been received at Microphone Playhouse, 151 Craig Street, Pittsburgh, Pa., acts as clearing house for the entries.

Four regional winners and one national winner are named each year under terms of memorial award. Selections are based on "position, personality of delivery and acting ability demonstrated by contestants. Each recording is made out the announcer's knowledge of an actual staff assignment. National winner is chosen from four regional winners and receives a medal and cash prize of \$300.

1 9 4 2											
B	I	R	T	H	D	A	Y	S			
17	18	19	20	21	22	23					
24	25	26	27	28	29	30					

October 9

Robert Armbruster Walter Compton
Vivian Della Chiesa
Norman Gottschalk John Guedel
Henry Hunter Al Jacobson
Bart McHugh Marye Louise Stein
Gordon Taylor Van Dover
Lee Wiley
Jack Pyser

October 10

Johnny Green Helen Hayes
Charles Pickard

October 11

Judith Arlen Elsie Ashcroft
Jeff Bryant Norman Stanley Case
Opal Craven Jimmy Donnelly
Hal Moore Leo Reisman
Jack Volion

October 12

Goodman Ace Ted Collins
Phil Kramer Theodore Webb
Fritzie White

Just Manpower Classes

Expect Short Delay Senate AFM Probe

Washington Bureau, RADIO DAILY
Washington—Predictions that sena-
l investigation of the AFM music
e may be put off until after
November elections came from
ble sources here as the Senate
rstate Commerce Committee al-
ed more than two full weeks to
since the Senate gave the go-
d signal without making a single
wn move to proceed with hear-
on Senate Resolution 286.
vious reason for the first two
(Continued on Page 7)

Columbus Day Shows Arranged By CIA Staff

observance of Columbus Day,
erday, the Office of Coordinator
nter-American Affairs arranged
ral shows for Latin American
umption, in cooperaton with the
estic networks.
son Welles was commissioned to
e a special script for the "Caval-
of America" which was trans-
d in Spanish and shortwaved by
s to South America where 49
American affiliates rebroadcast
(Continued on Page 7)

'Victory Front' Series Debuted By OWI-CBS

esterday marked the start of "The
ory Front," new 13-week series
aytime programs presenting im-
ant messages of the Office of War
formation Mondays through Fridays
9:45-10 a.m. CBS supplies the
ities, while members of the cast
ome popular daytime drama on
(Continued on Page 7)

The "Baron"

Program schedules for Fall net-
work shows are well set by now,
peak for openings having been
passed the week of September 28,
when 21 started or returned for
the season. This week there is
only one commercial inaugural. It
is Jack Pearl's program, for Cresta
Blanca Wines, on Mutual, tomor-
row, 9:15-10 p.m.

NAB Board In Chi.; Sked Of Dist. Meets

Washington Bureau, RADIO DAILY
Washington—Following completion
of argument in the Government's ac-
tion against the AFM and its officers,
scheduled to be heard in Chicago
yesterday, the NAB Board of Direc-
tors will hold a special meeting today
at the Palmer House, in that city.
Purpose of the meeting it is presumed
will include action as a result of the
outcome of the injunction suit against
(Continued on Page 3)

Carl Haverlin To OWI; Petty Also Accepts Post

Washington Bureau, RADIO DAILY
Washington—Appointment of Carl
Haverlin to newly created post of
station relations consultant for the
OWI Radio Bureau was announced
over the week-end by Douglas
Meservey, deputy chief of the bureau.
For the present, Haverlin will work
for OWI part time without compensa-
(Continued on Page 2)

BWC Transmits Over 100 Trade Titles To Assist WMC In Determination Of Essential Occupations

ABA Defers "Drive" In Interest Of Unity

Membership drive on the part of
the American Broadcasters Associa-
tion, as well as the appointment of
executive officers has been deferred
for the time being "in the best inter-
ests of unity and harmony" within
the trade, according to John Shepard
3d, president of the Yankee Network,
following the all day meetings of the
ABA board of directors here, late
last week, at the Hotel Ambassador.
Pending the election of officers at a
(Continued on Page 3)

Washington Bureau, RADIO DAILY
Washington—The long-awaited list
of critical occupations and definition
of such occupations in the broadcast-
ing industries have been transmitted
to the War Manpower Commission
by Chairman James Lawrence F. y of
the Board of War Communications, it
was announced yesterday. Separate
lists were submitted for standard and
international broadcasting and for
television, along with lists for other
communication industries.
Fly recently indicated that he ex-
(Continued on Page 7)

Appoint Ralph Dennis To Blue Spot Sales

Appointment of Ralph E. Dennis to
national spot sales staff of Blue Net-
work effective Thursday, was an-
nounced as the week closed by Mur-
ray B. Grabhorn, national spot sales
manager. Dennis formerly was asso-
(Continued on Page 2)

See Govt. Retaining Shortwave Personnel

Officials at New York broadcasting
headquarters commenting over the
week-end on leasing of 14 shortwave
transmitters by the Government which
is expected to be completed today,
generally agreed that it was a war-
time necessity which owners them-
selves in many instances had urged.
It was felt that personnel and
(Continued on Page 8)

Philip Morris Tie-up With New Navy Theater

West Coast Bureau, RADIO DAILY
Hollywood—RKO Radio has com-
pleted arrangements whereby the
Philip Morris program, "Johnny Pre-
(Continued on Page 5)

Blue Closed Circuit Talk To High School Principals

High school principals throughout
the land will be present at Blue Net-
work affiliate studios to hear closed
circuit talk marking launching of
"Victory Hour" series which will sub-
(Continued on Page 6)

★ THE WEEK IN RADIO ★ ... Webs vs FCC Hearing By BOB LITZBERG

CITING the "controversial issues"
clause of the NAB Code of Fair
Trade Practice and other long-estab-
lished rules, both CBS and NBC de-
fended their action last week in re-
fusing to accept commercial programs
sponsored by The Cooperative League
of the U. S. A. League, in a state-
ment issued by its board of directors,
threatened to take the matter to
Washington.
Last week also found both NBC and
CBS in the same camp, with the

opening of the networks' suit to ob-
tain a temporary injunction to re-
strain the FCC from enforcing the
Commission's chain broadcasting re-
gulations; after hearing witnesses on
both sides, the three-judge Federal
statutory court in New York reserved
decision as to what the final outcome
would be.
Broadcasters, in two talks by Wil-
liam B. Lewis, OWI radio chief, were
praised for their war efforts. First
(Continued on Page 2)

Rejection!

Offer of Sweetheart Soap to give
ictionaries to listeners as present-
ed on Don Goddard's WEAF news
commentaries, brought close to
000 requests plus unexpected
letter from listener who balked at
Goddard's pronunciation of "des-
picable" with accent on second
yllable. Letter suggested broad-
caster get a dictionary for his per-
onal use.

Digging 'Em Out!

Washington, D. C.—Fan mail in
connection with Fulton Lewis Jr's
"Keys for Salvage" campaign has
resulted in an amazing type of fan
mail. Following is a sample of two
recently received: "I am sending
you my burglary outfit—too risky
to use now," and a group of apart-
ment keys, all to fit the same door,
with a card signed merely "A
Glamour Girl!"



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M. H. SHAPIRO : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Yesterday being Columbus Day, a legal holiday, all stock exchanges were closed.)

'Victory Front' Series Debuted By OWI-CBS

(Continued from Page 1)

the network appear on the "Victory Front" in a specially written drama in which they encounter wartime problems and meet them with fortitude.

The cast of "Our Gal Sunday" is being heard on the program this week. It will be followed on successive weeks by the principal players of "Big Sister," "Life Can Be Beautiful" and "Aunt Jenny."

Appoint Ralph Dennis To Blue Spot Sales

(Continued from Page 1)

ciated with Small, Brewer & Kent, and previously was vice-president of Tenney, Woodward & Conklin, both newspaper representatives in New York.

Chateau Martin Anns.

Eastern Wine Corp., for Chateau Martin wines, has purchased 70 one-minute announcements weekly on WLIB, Brooklyn, effective this week. Contract was placed through H. C. Morris Advertising Agency and terminates January 10, 1943.

BALTIMORE'S BLUE NETWORK OUTLET

National Representatives:
SPOT SALES, INC. • New York • Chicago • San Francisco

★ THE WEEK IN RADIO ★

... Webs vs FCC Hearing

(Continued from Page 1)

was over a closed circuit of the four national networks and asked the broadcasters not to make any changes in their present methods of clearing war programs until procedures have been worked out with OWI radio representatives under the office's new Regulation No. 2. Later in the week Lewis, addressing a meeting of government radio writers, estimated that the industry had contributed a total of \$64,000,000 at card rates to the airing of the government's war messages; he also outlined the OWI's new campaign policy regarding government announcements and messages. Commercial sound-recording facilities took rank for the first time with those for radio communication in the War Production Board's preference rating in a recent WPB order. OWI signified active government interest in encouraging more and better patriotic music for use as a war weapon by announcing the formation of a national Wartime Music Committee composed of representatives of various government agencies and headed by Dr. Lyman Bryson of CBS and the OWI.

Tightening of the AFM ban on recordings resulted in the cancellation of the Jack Benny repeat show to the Pacific Coast on 13 Blue Network stations; situation was brought about when Young & Rubicam, agency for both the Benny and "Duffy Tavern" shows, was advised by union representatives of the more restrictive action anent recordings. Later in the week at its convention in Toronto the American Federation of Labor voted its unqualified support of the AFM in the latter's ban on records

More News For Soldiers Royal Advises For AEF

John Royal, NBC vice-president in charge of international broadcasting, was host to a group of newspapermen Friday at the St. Regis Hotel where he gave a both off and on the record talk anent his observations abroad. Royal recently returned from an extensive stay in England and Ireland.

In so far as radio is concerned, Royal said that in his talks with troops abroad and various officials it appeared that what the soldiers wanted most was news from home, local or national. Asked by one of the guests whether the big variety programs now being beamed abroad were heard to advantage, Royal stated that the time element was bad and most soldiers never heard them. He advocated eventual use of equipment which would allow the local bases and camps to record certain programs and play them over a loud speaker or otherwise rebroadcast them over low-powered stations when the soldiers were able to listen.

The NBC vice-president spoke at length on various aspects of the war as he understood it from those to whom he had spoken, both Englishmen and Americans.

and electrical transcriptions. The war had its effect on the FCC legal department last week when several important members of the staff, including the general counsel and assistant general counsel, resigned to enter the armed services and other government war agencies. War Department issued its survey of the program likes and dislikes of the average American soldier.

Gross billings on MBS increased 33.7 per cent for the month of September and 55.8 per cent for the first nine months of the year as compared to similar periods of last year. Kate Smith's 21-hour program on WABC, New York to sell War Bonds was reported to have totaled nearly \$2,000,000. New trade association of the industry, American Broadcasters Association, met in New York for the purposes of ironing out the details of organization. Importance of shifting markets as a result of war industry was emphasized by Art Kemp, CBS sales manager for the Pacific network, who was in New York on a business trip. Maryland Pharmaceutical Co. for Rem announced a large-scale national spot campaign. International broadcast stations in the U. S. began a propaganda campaign to the peoples of occupied France. Association of National Advertisers set the date for a two-day wartime meeting to be held in New York on November 11-12. Representative Richard B. Wigglesworth disclosed that he had questioned FCC Chairman Fly on alleged misconduct of members of the FCC and its predecessor, the Federal Radio Commission.

Carl Haverlin To OWI; Pettey Also Accepts Post

(Continued from Page 1)

tion, and continue as vice-president of the BMI. Haverlin's initial assignment for OWI will be to address the 18 district meetings of the NAB, first of which opens next Monday in Philadelphia. He will discuss the subject, "Keeping People Informed on the War."

Herb Pettey, managing director of WHN, has accepted the post of regional consultant with the OWI, his territory taking in the New York area and nearby areas.

Understood that the OWI is setting up such consultants to cover the various NAB Districts.

NEWS EVERY MINUTE ON THE MINUTE
12 NOON TO 6 P.M.
NEWS AS IT HAPPENS
• 1430 ON YOUR DIAL •

COMING and GOING

HUGH M. FELTIS, station contact representative of the Blue Network, left late last week on a short business trip to Connecticut. Expected back some time today.

VERNON H. PRIBBLE, station manager of WTAM, Cleveland, and PAUL W. MORENCY, station manager of WTIC, Hartford, Conn., town on Friday and visiting at NBC with William S. Hedges, vice-president in charge of stations.

JAMES FISHBACK, sales manager of WO, Washington, on a quick trip to New York last week for conferences with the local representatives of the station. Returned to the Capital Friday evening.

BEN BERNIE left Chicago for Maxwell Field Afb., to entertain at the graduation exercises of a class of cadets and to visit his son Jason, now in the U. S. Army Air Corps.

JIMMIE LUNCEFORD and the members of his band are in Detroit, filling an engagement at the Paradise Theater.

TED HUSING off to Scott Field, St. Louis to originate tonight's "Cheers from the Camp" program at the aviation post's recreation center.

FRAZIER HUNT in New Orleans to broadcast today's General Electric news commentary from WWL.

HUGH B. TERRY, station manager of KJL Denver, is en route back to Colorado with stopover scheduled for Chicago.

DR. LYMAN BRYSON, education director of CBS, leaves today on his weekly trip to Washington, D. C. Will return Friday.

SGT. GENE ATRY was in Chicago for the airing of his U. S. Army Air Force program on Sunday from WBBM, Columbia outlet in the Windy City.

PHIL SPITALNY and the orchestra and chorus members of his "Hour of Charm" show arrive in San Francisco on Sunday and broadcast NBC feature from the Civic Auditorium.

BOB ASTOR is in Pittsburgh, where he is opened an engagement at the William Penn Hotel.

PHIL BAKER on Sunday was in Hollywood where the Biow Company has chosen as its originating point for "Take It Or Leave It."

JERRY WALD and the members of his orchestra are in Boston for an engagement at Keith Metropolitan Theater.

SMPE Meet Oct. 27

Society of Motion Picture Engineers will hold its 52nd semi-annual meeting at the Hotel Pennsylvania, New York beginning Oct. 27. Highlighting of new sound projection and other developments in aid of the war effort will be the theme of the 3-day session during which 17 papers will be presented to those in attendance at the meeting.

What about WOL?
...It angulates 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.

NAB Board In Chi.; Voted Of Dist. Meets

(Continued from Page 1)
musicians union, also discussion
the newly formed American Broad-
casters Association.

Schedule for the NAB's forthcom-
ing district meetings, running from
Oct. 19 through Dec. 10, was an-
nounced here as follows:

District 3, Oct. 19-20, Benjamin
Franklin Hotel, Philadelphia, Pa.
District 4, Oct. 23-24, Carolina
Hotel, Pinehurst, N. C.

District 5, Oct. 25-26, George Wash-
ington Hotel, Jacksonville, Fla. and
Oct. 28-29, Henry Grady Hotel, At-
lanta, Ga.

District 6, Oct. 30-31 The Hermitage,
Memphis, Tenn.

District 12, Nov. 2-3, Tulsa, Okla.
District 13, Nov. 5-6, Baker Hotel,
Dallas, Texas.

District 14, Nov. 9-10, Salt Lake
Hotel, Ogden, Utah.

District 16, Nov. 12-13, Ambassador
Hotel, Los Angeles, Cal.

District 15, Nov. 16-17, Fairmont
Hotel, San Francisco.

District 17, Nov. 19-20, Portland or
Seattle.

District 11, Nov. 24-25, Nicollet
Hotel, Minneapolis, Minn.

District 10, Nov. 27-28, Fort Des
Moines Hotel, Des Moines, Iowa.

District 9, Nov. 30-Dec. 1, Palmer
Hotel, Chicago.

District 8, Dec. 2-3, Indianapolis,
Ind.

District 7, Dec. 4-5, Deshler-Wallick
Hotel, Columbus, Ohio.

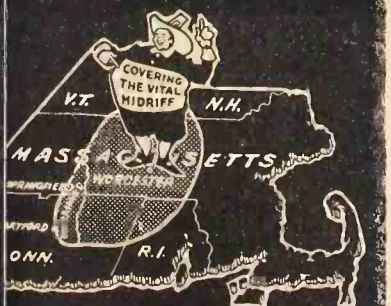
District 2, Dec. 7-8, New York, N. Y.
District 1, Dec. 9-10, Boston, Mass.

Tentative Programs

According to the tentative program
the NAB has just announced for these
meetings, Gene Carr of the Office of
War Relocation will speak on "Keeping
the Enemy Uninformed." Relation of
radio advertising to the war effort will
be the dominant theme of the
day's sessions, with NAB presi-

Neville Miller discussing the
organization's war work, while public
relations representatives of the Treas-
ure, War and Navy departments, the
Army Corps and the Office of
Civilian Defense also will discuss
problems of mutual concern to them-

When you buy time—
BUY AN AUDIENCE



WTAG WORCESTER

★ PROMOTION ★

WSBA Advertising

Program highlights and news sched-
ules of WSBA, York, Pa., are printed
on tear-off sheets clipped on October
card showing in local buses. When
the last of the one hundred sheets
are taken, sign directs attention to
WSBA program preview schedule. The
first month's promotional campaign
for the new 1,000-watt regional has
included bus card announcements, 17
billboards, and movie trailers in seven
local theaters. Ceramic ash trays
have been given to a selected agency
list and match books, featuring a
microphone design on the cover, the
news schedules on the inside cover,
and call letters on each match, will
be widely distributed. Direct mail-
piece featuring attractive Dutch
Colonial "Doorway to Sales" and
photographs of tower, control room,
studios, and station personalities is
now in the mail to potential local
advertisers. Same "Doorway to Sales"
theme will be used on mimeographed
monthly sales letters to time-buyers,
and was featured in station opening
announcement in local newspapers.

Kid Show Promotion

Vigorous promotion of the new "kid
shows" on KGO, San Francisco, was
arranged by Gil Paltridge, promotion
manager, with kids' matinees open-
ing in San Francisco and Oakland
recently. The shows featured KGO
radio talent and other acts, cartoons,
and western films. A box top from

Gen. Electric Dividend

Schenectady, N. Y. — Stockholders
of General Electric Co. on September
25, which is the record date for the
October 24 dividend, totaled 220,883,
an increase of 2,731 in the past year,
W. W. Trench, secretary of the com-
pany, announced.

selves and broadcasters. WPB, Selec-
tive Service and War Manpower
Commission representatives are also
expected to respond. As mentioned
elsewhere in these columns, Carl
Haverlin will also speak.

Also on the agenda for the first
day are discussions of the music
situation, including the AFM music
ban, of the Sanders Bill and other
legislation, and recent criticisms of
radio advertising in "Reader's Digest"
and other magazines.

Sales Managers' Clinic Set

"Radio Advertising in Wartime" is
the subject of the Sales Managers'
Clinic to which the second day of
the conferences will be devoted.
Pointing out that criticism of radio
advertising has "doubled and quad-
rupled, within the last few months,"
NAB stated here that such criticism,
"is deserved in part, must be met
in whole, if we are to progress as
an advertising medium." Sales man-
agers will go into question of good
taste in advertising at these clinics.

"The Industry's Wartime Business
Outlook" is the final subject on the
conference agenda.

the products advertised on the pro-
grams was a prerequisite for admis-
sion. Programs included in the pro-
motion include "Jack Armstrong—The
All-American Boy" for Wheaties;
"Don Winslow of the Navy" for Gen-
eral Foods; "Hop Harrigan" for Gen-
eral Mills; "Captain Midnight" for
Ovaltine, and "Flying Patrol," a sus-
tainer. Benny Walker emceed the show
in the Grand Lake Theater in Oakland,
with Bill Baldwin handling the same
assignment at the New Mission Thea-
ter in San Francisco.

Invitation to Attend

"Duffy" fairly disrupted the broad-
cast schedule of WWVA, Wheeling,
on the same day "Duffy's Tavern"
opened on the Blue Network station.
No act or entertainer was immune
from interruption by a "phone call"
from Duffy, inviting everyone to at-
tend the opening of the Tavern. Duffy
talked to WWVA acts all day—
much in the same manner he gives
Archie directions over the telephone—
and succeeded in letting listener
groups throughout the day know the
program would be on the air. It
was a promotional stunt executed by
the WWVA promotion department.

ABA Defers "Drive" In Interest Of Unity

(Continued from Page 1)

first general membership meeting
which has been postponed indefin-
itely, the group elected Shepard,
president, and Walter J. Damm of
WTMJ, Milwaukee, secretary-treas-
urer. Legal formalities requisite to
the formation of the organization
which is an outgrowth of internal
dissension within the NAB, were
completed.

A general membership meeting was
to have taken place the first week
in November, but that has been can-
celled, with no substitute plans an-
nounced as yet. Decision to hold off
on pressing an organizational drive
followed suggestions made by prom-
inent members of the NAB.

Reconciliation Seen Continuing

This easing up by the opposition is
in keeping with other reports that
reconciliation efforts are still going
on, and that "fire-fighters" hope to
stave off a break away from the NAB
by compromise suggestions for re-
organization at a special board of
directors meeting in Chicago, today.

Shepard intimated that it is pos-
sible the NAB special board meeting
scheduled for Chicago today, may re-
sult in compromises acceptable to the
ABA.



WEED AND COMPANY

RADIO STATION REPRESENTATIVES
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO

Los Angeles

By JAC WILLEN

ARTHUR FREDERICK (FRED) BECKER has been promoted to national spot sales representative for the Blue Network. He has been a member of the Blue's sales staff in Hollywood since February of this year.

Dinah Shore became one of Hollywood's busiest performers last week when she began work on her first motion picture, in addition to her two radio programs, "In Person, Dinah Shore" on the Blue Fridays and the Eddie Cantor show via NBC Wednesdays. Picture, being filmed at Warner Bros. is titled "Thank Your Lucky Stars."

Bop Hope, Claudette Colbert, Lana Turner, Judy Garland and Shirley Gunther, staged a 5-star performance via the shortwaves from Columbia Square, last Friday night as the War Department's "Command Performance" was recorded for troops overseas. Dave Rose and his orchestra took over the musical chores for the program.

Cooperating with the national drive for old keys, Dick Joy, KNX-CBS announcer and newscaster, has not only exhumed nearly 100 through a canvass of his own home, but has also conducted a house-to-house campaign in his immediate North Glendale neighborhood, which has netted nearly 300 keys. One key which Joy discovered at his own place is really an antique. It was a Maxwell auto key owned by his grandfather before he was born.

Kay Kyser still must be reckoned with by any contenders for the "most-movingest-around" band and band-leader-emcee. Last week he performed on three networks without once hitting Hollywood's radio headquarters. Kyser, and his crew, did a "College of Musical Knowledge" airing from nearby Long Beach via NBC, jumped to Lockheed Aircraft on the other side of Hollywood for a "Spotlight Bands" broadcast over the Blue net, then hopped to downtown Los Angeles for a "Bond Wagon" broadcast via CBS.

Barbara Stanwyck was heard on the Jack Benny show, Sunday, Oct. 11, coming from the Army Air Forces Training Center near Santa Ana, California. Mary, Phil, Rochester and Dennis Day, and the rest of the gang, also appeared and two soldiers from the air base were written into the script.

Harry Von Zell, spokesman for Eddie Cantor's "Time to Smile" program, is spending all his spare hours house-hunting in San Fernando Valley. Mrs. Von Zell and their 13-year-old son, Ken, accompanied Harry to Hollywood.

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



Reporter At Large . . .!

● ● ● Bob Hope and Bing Crosby completed their scenes from the film, "Road to Morocco," some time ago—but this may still furnish a timely giggle. The movie is sprinkled liberally with ad-libs by the two. In one particular sequence, they bantered for several minutes, improvising as they rocked along. At this point, a group of Hope's radio gagwriters took their places behind the camera. Hope noticed them and shouted: "First writer who recognizes a gag of his own yell 'Bingo!'"

☆ ☆ ☆

● ● ● Just to show you what a sound effects man is up against these days, Bill Hoffman, of WOR, was called upon the other day to produce an effect similar to the Temple Bells of Mecca striking at midnight. Bill spent the greater part of a day tracking down literature, etc., that might help tip him off as to how the bells sounded, but with little success. He even called up this desk to find out where Mecca is. (We didn't know either—and our circulation manager ventured the opinion that it might be in Pennsylvania.) Finally he went to the Consul General here, only to be informed (1) that there are no bells in Mecca and (2) even if there were bells there, they wouldn't be allowed to strike at midnight as there is absolutely no activity of any nature after sundown!

☆ ☆ ☆

● ● ● **SMALL TALK:** Joe E. Lewis had us in the aisles the other night at Copacabana when, refusing to be impressed by the presence of Don Ameche, he cracked: "I can see you at the movies for 35 cents—with a 'March of Time' thrown in, too!" . . . Tommy Tucker's ex-piano player, Cort Linder, is in Jap hands in Manila, we hear. . . . Lew Lehr back at his desk looking as good as new. . . . Hank Ladd says not to be concerned too much with people who are down in the dumps these days. He says they might be looking for scrap. . . . With no more harmonicas available for the duration, Michael Chimes keeps his collection in a vault in the Chase National Bank. . . . Jerry Lester is a click in "Beat The Band" . . . Georgie Price and Cam Marshall tuning up wedding bells. . . . Overheard in a legit casting office: "What I'm looking for is a girl with plenty of stage experience—like strip-teasing, for instance."

☆ ☆ ☆

● ● ● **THE MORNING MAIL:** "I note in your Oct. 5th issue," writes Conrad C. Rice, of station WEMP, Milwaukee, "that you have a note to Sammy Kaye—namely: 'Because mechanical difficulties cancelled your first Spotlight Bands Blue Network remote from Milwaukee, NBC will take no more chances.' We happen to be the Blue outlet here in Milwaukee. This is to inform you that NBC didn't take any chances when they came here with the show. All production, announcing and engineering was handled by the Blue, fed to Chicago and we were to have picked it up from our regular Blue Channel. Your mention puts us in a bad light and the mishap was through no fault of ours. Will you kindly see that this is straightened out?"

☆ ☆ ☆

● ● ● Bandsman Jerry Wald's recently concluded six-month engagement at the Lincoln Hotel was a successful one, viewed from any angle. In his final month he began to smash records in earnest. The highest Saturday night mark—set by Artie Shaw—had been 350 covers. But each Saturday the number of covers mounted from 360 to 380 to 400, until finally, on his last night there, Jerry hit what was considered an unapproachable record—425 covers. But Wald's glory was fleeting. On his first Saturday there, Harry James smashed the hard-earned Wald record to smithereens with 500!

☆ ☆ ☆

Remember Pearl Harbor

Chicago

By FRANK BURKE

THREE new directors have been added to staff of NBC central division, Charles Urquhart, manager of the department, has announced. The new men are Wheeler Washburn, transcription; Al Morey, music, and Homer R. Heck, dramatic who will report Nov. 1.

Renewal of Betty Ames and the "Turning the Pages of the World" program on WMAQ for a 13-week period, Sundays, 11-11:30 has been announced.

Arthur Elkin, NBC engineer, passing the cigars in celebration of the birth of a daughter, Susan Ann, at St. Margaret's Hospital, Hammond, Ind.

Frank V. Webb, sales manager of WWO, Fort Wayne, was here Friday on business.

Erwin Sokol has been named supervisor of the building maintenance department at NBC, succeeding C. W. Johnson, resigned.

Ann Hunter, British woman commentator, started a new series of WAIT, yesterday. It is "A Woman's View and the News." Show will be heard Monday through Friday 10:45 a.m.

Bob Elson, former WGN-Mutual announcer and now a lieutenant in the Navy, was the honored guest at a testimonial dinner at the Sherman Hotel, Oct. 12. Biggies of the sports world attended.

"Sportsman's Lodge," a new program featuring Livingston E. Osborne, director of the Illinois Department of Conservation, and Jack Little, newspaperman, made debut on WJL at 5 p.m., Sunday, Oct. 11. It was the first of a new series and is sponsored by Klein's Sporting Goods, Inc., Chicago, through Goldman & Groves Agency, Chicago.

John Neblett's "So Goes The Story" 15-minute news commentary, sold Prima Beer on WBBM, three times a week, starting yesterday.

A new show dedicated to the United States Marines and featuring dramatizations of Marine battles during the present war made debut on WBBM, Sunday, Oct. 11, at 6:30 p.m. CWT. Show will be produced by George Fogel.

Les Mitchell, producer, and Madelon Grayson, actress were married last week-end by Dr. Presto Bradley.

WHAT'S WHAT IN BOSTON

9—WCOP has 117 accounts on its airways this week . . . and more are added weekly.

REPRESENTED BY HEADLEY-REED CO.

WCOP

BELOW ON YOUR SCHEDULE

RADIO DAILY

EST-ING

A. PALMER, superin-
the Statue of Liberty,
Heidt's "Treasure Chest"
today (WEAF-NBC, 8:30

FIRKUSNY, Czech pian-
second appearance on the
Concerts," today (WABC-
p.m.).

DINE AUGUSTINE, MARY
KATHLEEN B. CLARKE,
aviation mechanics, and
BEAZLEY, TOM BOLGER
HUNT, all Naval Air
Walter O'Keefe's "Battle
xes," today (WEAF-NBC,

MILSTEIN, violinist, dis-
e paintings of Van Gogh,
Living Art" series, today
BS, 4:30 p.m.).

EARL, on "Mutual Goes
today (WOR-Mutual, 2:45

ALLEE, on Eddie Cantor's
Smile," tomorrow (WEAF-
m.).

MEROLA, as guest con-
"Great Moments in Music,"
(WABC-CBS, 10 p.m.).

**Morris Tie-up
New Navy Theater**

(continued from Page 1)
y Simms," will be broad-
the new Navy theater at
re Island Navy Base in San
in connection with the
niere of "The Navy Comes
to be held on Navy Day,

ngements were completed
Navy and NBC for running
l line to the island for the
and with Vick Knight, local
of the Biow Agency, for
e entire "Johnny Presents"
ich includes Dave Rose and
tra and the Bombardiers
addition to Miss Simms,
City for the occasion.

ien, George Murphy, Jane
ckie Cooper, Desi Arnaz,
Frank Jenks, Carl Esmond
stars of the picture who
d the premiere will also
at the broadcast.

rogram was chosen for the
ecause of its distinct service
ch is in harmony with "The
nes Through" which tells
st time on the screen the
avy gun crews on merchant

adcasts, one from 5:30 p.m.
d the other from 8:30 p.m.
ill be given. Only officers
ed men, with the exception
st stars, will comprise the
t both broadcasts. The pro-
follow its usual format
udes service men as guests.

**Vosberg To N. Y. Office
Of War Bond Staff**

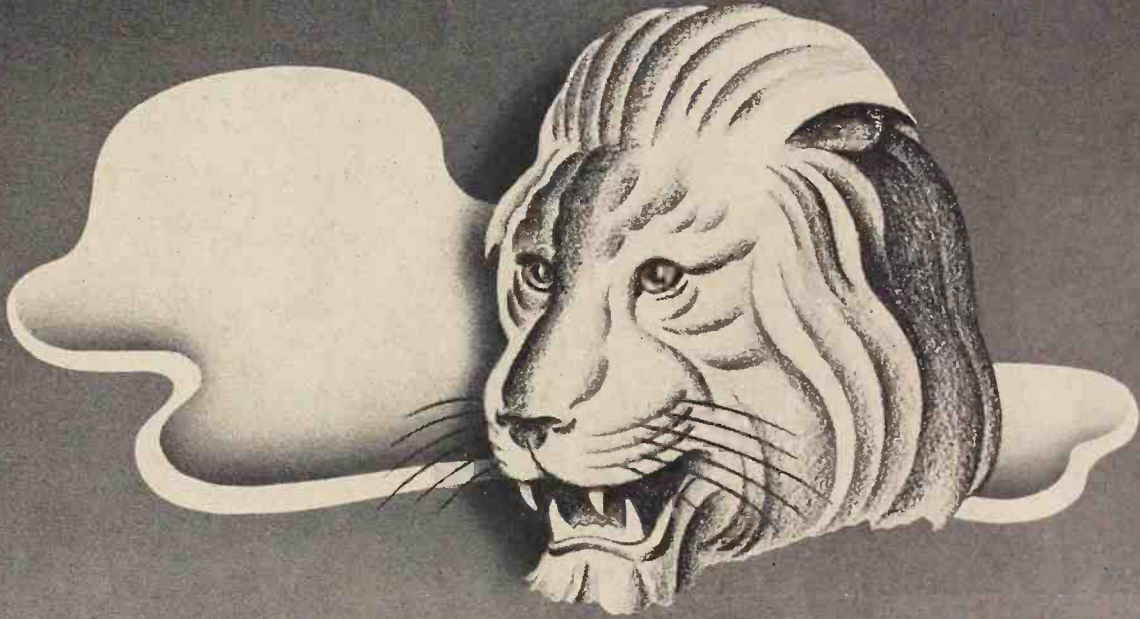
Fred Vosberg has been named act-
ing director of radio for the New York
War Savings Staff, according to an
announcement by Peter Finney, pub-
licity director of the staff. Vosberg
succeeds Al Simon, formerly pub-
licity director of WHN, New York,
and more recently director of radio
of the New York War Savings Staff,
who has enlisted in the U. S. Army
Signal Corps and is stationed at Fort
Monmouth, N. J.

**OCD Director Landis
Speaks On CBS Tonight**

OCD director James M. Landis will
speak at opening of 64th New York
City annual United Hospital Fund
Drive on CBS tonight at 9:30 p.m.,
EWT. Chairman of this year's drive
is CBS president, William S. Paley.
Goal of campaign is \$1,383,729. "Cheers
from the Camps" which had been
scheduled for the full network for
the period from 9:30-10:30 p.m., EWT,
is to be on CBS, with exception of
WABC, from 9:45-10:30 p.m., EWT.

AGENCIES

NEWLY CREATED executive vice-
president of Ruthrauff & Ryan, Inc.,
is Everett J. Grady, member of the
organization for 23 years. Since 1925
Grady has been copy director and
chairman of the plan board in charge
of agency's creative activities. In
addition, he has given his attention
to extended activities in the field of
client-contact effort.



All Detroit LIONS' Football Games

exclusively by

WXYZ

... and sponsored by

PABST

Blue Ribbon

*... incidentally, WXYZ guarantees
Lion's share of Detroit
at lowest cost...
with any WXYZ Champion Show*

KING-TRENDLE BROADCASTING CORP. • Detroit, Michigan

National Representatives: Paul H. Raymer Company

NEW BUSINESS

KFI, Los Angeles: Quaker Oats Co., (Sparkies), thru Ruthrauff & Ryan, Chicago, 36 one-minute ETs; Beaumont Co. (Four-way Cold Tablets), thru H. W. Kastor & Sons, Chicago, 96 one-minute ETs to be used six a week; Nehi Corp. (Royal Crown Cola), thru BBD&O, 52 50-syl. anns. to be used four a week; Grove Laboratories, Inc. (Bromo Quinine and Vitamins), thru Russel M. Seeds Co., Chicago, 132 one-minute ETs to be used six a week; Johnson & Johnson (Surgical dressings), thru Young & Rubicam, N.Y.C., 170 one-minute ETs.

WHN, New York: P. J. LeRoy (Piano Course), thru Furman-Feiner, Inc., 12 15-minute programs weekly for 13 weeks; Fairmont Creamery Co., thru Joshua S. Epstein Co., 52 weeks of one-minute anns. starting Oct. 4; Wesley Radio League, Inc., thru Stanley G. Boynton, Detroit, half-hour program on Sunday for 52 weeks; P. Lorillard & Co., thru J. Walter Thompson Co., N.Y.C., 14 weeks of station break anns. for Old Golds.

Blue Closed Circuit Talk To High School Principals

(Continued from Page 1)
sequently be broadcast Tuesdays, 2:30-3 p.m., EWT, for direct school classroom consumption. Closed circuit talk will be heard Thursday, 3:45-4 p.m., EWT, and will reflect theme of series which is "designed to stimulate loyalty of high school students to national ideals and institutions."

Broadcast series will start on the Blue Oct. 20 as the official program of the newly formed High School Victory Corps in cooperation with the War and Navy Departments, and the U. S. Office of Education.

Program, originally planned for earlier presentation, will feature one service band each week, short dramatic sketches with a war effort theme, pickups from Army camps and war industries plans, well-known musical groups, and war heroes as guests. Stars from various fields of the entertainment world will also be called upon.

Speakers who will urge school officials to schedule the program for classroom listening will be Dr. Willard E. Given, executive secretary of NEA; Dr. John Studebaker, U. S. Commissioner of Education; Dr. Paul Elicker, chairman of NEA's Commission on Secondary Schools, and a representative of the Blue.

"Women Of Tomorrow" Shifts

With ten sponsors already contracted for and two more reported ready to participate, "Woman of Tomorrow" series on WJZ, 9-9:30 a.m., EWT, shifts to 8:30 a.m. half hour on Nov. 2. New sponsors are New York State Bureau of Milk Publicity, which started today, and Pepperidge Farms for its bakery products, starting Nov. 16.

NETWORK SONG FAVORITES

This weekly survey is based on the copyrighted Audience Coverage Index report of the Office of Research—Radio Division, covering the period of Oct. 1-7, inclusive. The survey provides a scientific index of the relative extent to which these popular songs have been heard by a nation-wide sample of radio audiences.

The index is based on three kinds of research data: (1) the total number of performances heard and reported in New York by the Accurate Reporting Service for WEAf of NBC, WJZ of Blue, WABC of CBS and WOR of MBS, 8 a.m. to 1 a.m. daily, EWT; Middle-west performances heard and reported in Chicago by the Radio Check-up Service, 9 a.m. to 1 a.m. daily, CWT; West Coast performances heard and reported in Los Angeles by the Radio Checking Service, 9:30 a.m. to 1 a.m. daily, PWT, (2) additional station-uses for network programs heard in New York and (3) the relative size of listening audiences as based on regular surveys of radio sets-in-use by C. E. Hooper, Inc. and Pulse of New York, Inc., as well as on other special surveys.

The higher a song's Audience Coverage for the week, the greater the extent of its radio coverage. Current radio favorites from the American repertoire of popular music are segregated and presented as "Favorite Standards of the Week."

SONG TITLE	PUBLISHER	ACI	ACI (Preceding Week)
My Devotion (Santly-Joy-Select)		1074	743
I've Got A Gal In Kalamazoo (Bregman-Vocco-Conn)		946	870
Be Careful It's My Heart (Berlin)		835	590
Dearly Beloved (Chappell)		615	265
Manhattan Serenade (Robbins)		612	362
At Last (Feist)		603	482
I Get The Neck Of The Chicken (Southern)		569	220
Jingle Jangle Jingle (Paramount)		510	284
Idaho (Mills)		465	804
Just As Though You Were Here (Yankee)		463	292
Daybreak (Feist)		440	263
I Met Her On Monday (ABC)		428	416
I Came Here To Talk For Joe (Shapiro-Bernstein)		425	387
Praise The Lord And Pass The Ammunition (Famous)		425	395
When The Lights Go On Again (Campbell-Loft-Porgie)		425	284
Pennsylvania Polka (Shapiro-Bernstein)		406	
He Wears A Pair Of Silver Wings (Shapiro-Bernstein)		396	559
Mister Five By Five (Leeds)		391	320
Take Me (Bregman-Vocco-Conn)		390	451
He's My Guy (Leeds)		386	471
White Christmas (Berlin)		384	194
There Will Never Be Another You (Mayfair)		380	384
Wonder When My Baby's Coming Home (Crawford)		375	407
You Were Never Lovelier (T. B. Harms)		351	
This Is The Army Mr. Jones (Army)		335	812
Ev'rything I've Got (Chappell)		333	231
Can't Get Out Of This Mood (Southern)		324	260
I Left My Heart At The Stagedoor Canteen (Army)		315	540
Serenade In Blue (Bregman-Vocco-Conn)		313	530
Ten Little Soldiers (Lincoln)		308	159
This Is Worth Fighting For (Harms)		307	388
Always In My Heart (Remick)		305	
Conchita Lopez (Famous)		300	359
At The Crossroads (E. B. Marks)		290	185
Hip Hip Hooray (Robbins)		286	195
I'm Old Fashioned (Chappell)		265	134
Army Air Corps (Fischer)		249	439
By The Light Of The Silvery Moon (Remick)		249	228
Sleepy Lagoon (Chappell)		247	
All The Things You Are (Chappell)		230	
Rolleo Rolling Along (Miller)		227	330
When You're A Long Long Way From Home (Bdway)		227	153
Touch Of Texas (Southern)		221	
Every Night About This Time (Warock)		220	233
Love Is A Song (Broadcast Music)		211	255
Strictly Instrumental (Cherio)		199	318
Cow Cow Boogie (Leeds)		171	
You're A Grand Old Flag (Vogel)		168	
Why Don't You Fall In Love With Me (Harms)		162	208
Brazil (Southern)		152	192

(Continued on Page 7)

To the Color

BILL DAY, news editor, BENNETT, his assistant, KOA, Denver, to join the forces. Day has been called duty as an aviation cadet in and Bennett joined the Navy second class radioman. Rex formerly of the Denver Post, named to fill the editor's Tom Mechling has been appointed assistant news editor.

JERRY PIVEN, announcer WDRG, Hartford, leaves today to join the Army.

JAMES DAWSON, news tator and ELMER SMITH leader, are the latest recruits WFBC, Greenville, S. C. Still 18 members of a staff the armed forces.

LOUIS CAINE, sales executive the Carl Wakefield agency Francisco, has been granted Corps commission as a Captain has left to report to Miami Florida.

DOUG MONTELL, veteran Radio football broadcaster, missing from the airlines when important west coast contests are aired over KPC and KQW, having joined the Corps, as a Captain assigned to recruiting.

FRED GWYNN, KQW, California, announcer, is a of the U. S. Army.

JACK HUBBARD, program at KROS, Clinton, Iowa has in the U. S. Coast Guard.

"Bundles For America Saluted Tonite On

Bundles for America, through courtesy of MBS, will be in a coast-to-coast 15-minute radio show, from 10:45-11 night.

Starring on the program Jean Dickenson, soprano; Young, film star; Frank Fore on "Double Or Nothing"; Beatty, Mutual woman columnist; Mrs. Wales Latham, National president of Bundles for America; Bundles for Bluejackets; Al rilla, commentator, and Nat and his orchestra, through of Local 802. All time has been donated. Harry H of William Esty & Co. is the show.

Sues On Old Song

Suit against NBC and As instituted in New York Court Friday, countering in against accounting for damage composition "On Iowa," by R. Law. Law claims he wrote in 1919, that Melrose Brothers required song sheet publishing in 1929, but only that, and that since 1936, has been broadcast without permission and without licensing.

Manpower Com. Radio Categories

(Continued from Page 1)
 WMC to take a "cooperative" toward the BWC list or that agency's consideration with its establishment of critical operations. resumed that the classification used by draft boards in selective service policies key personnel from the communications industry. standard broadcasting list in different titles, a number are not defined in the dictionary the U. S. Employment

Titles Listed
 The critical occupations in direct participation in, or pre-network or station programs are included the following:

Announcer, announcer, arranger-music, actor, director, musical conductor, editor, copyright expert, copyright manager, education manager, and assistant continuity and script editor, correspondent, foreign news editor, news translator, music manager of news and special; manager of news, special public affairs; sound engineer, music librarian, music broadcast news analyst, news editor. Different categories of director, production department producer, production director, public service, broadcast script writer, sports man, special events manager, sports director, and

Personnel Included
 Included are the station manager, treasurer or program transmission supervisor, manager, personnel or chief manager, manager of personnel, director of (net-operations and the assistant general officer, general electrical foreman.

Listings are included under the title of professional and engineers as follows: Audio engineer, two listings of as chief engineer also defined as to the chief engineer or supervisor or studio super-constructing engineer, chief of chief engineer (or director) or engineering development engineer, field supervisor, maintenance, plant engineer radio, engineer, radio operator, engineer and recording

Engineering personnel listed

RADIO ARTIST?
 Call
 Washington 2-1100

AND FOREMOST

NETWORK SONG FAVORITES

(Continued from Page 6)

FAVORITE STANDARDS OF THE WEEK *

SONG TITLE	PUBLISHER	ACI
Say It With Music (Berlin)		271
Somebody Loves Me (Harms)		223
What Is This Thing Called Love (Harms)		187
Embraceable You (Harms)		174
Blue Skies (Berlin)		146
Mama Inez (E. B. Marks)		135
Liza (Chappell)		122
Hallelujah (Harms)		121
For You (Witmark)		113
Begin The Beguine (Harms)		106
PATRIOTIC		
Marine's Hymn (E. B. Marks)		258
Anchors Aweigh (Robbins)		191
Caissons Go Rolling Along (Shapiro-Bernstein)		149
We Must Be Vigilant (Bregman-Vocco-Conn)		131
Over There (Feist)		123

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

are: Commercial (network) engineer, control-room man or master, stationary engineer and studio engineer.

The account executive (or sales executive or salesman) heads the alphabetical list for the standard broadcasting industry, followed by five titles in the category of accountant, including auditor, chief accountant, cost accountant, general accountant and revenue accountant.

Other listings are as follows: budget officer, chief clerk (or general service manager or general office manager), comptroller (or controller or treasurer), two categories of senior control supervisor and two categories of junior control supervisor, electrical draftsman, mechanical draftsman and radio draftsman.

The five categories of electricians are electrician, chief electrician, conduit installation electrician, electrical repairman and switch-panel installation electrician.

Television Posts Given

Also included are the broadcast maintenance man and building maintenance manager, employment interviewer, two listings of program executives (defined as director or broadcast operations and divisional program manager), purchasing agent (also defined as buyer or supply manager or purchaser), station relations contact representative, supervisor, tabulating clerk, telegraphic-type-writer operator and watchman.

Forty-seven essential occupations are listed for the television industry. These range from carpenter, scene painter, electrician and property man, to talent with special knowledge of television technique, chief television engineer, technical director and manager of television operations. The tele-

Columbus Day Shows Arranged By CIA Staff

(Continued from Page 1)

it. The author, who starred in the domestic production was heard at the opening and closing of the Latin American version, "Epopeya de las Americas." Hollywood's salute and contribution over most North American shortwave stations featured Linda Darnell, Adolphe Menjou, Ray Milland, Carmen Miranda, Rudy Vallee and Gordon Jenkins' orchestra.

From Washington, D. C., there were two salutes. The first was a cultural program featuring Maria Rosa Oliver, Argentine writer and critic; Jose Antonio Arze, Bolivian educator; Gustave Duran, Pan American music authority; and Misha Merson, Hungarian pianist. The second Washington program, "Americas Todos," featured a talk by Dr. Francisco Banda, councillor on Latin American for the Board of Economic Warfare.

A portion of the Italian-American Labor Council show at Metropolitan Opera House was picked up for shortwave broadcast to the other Americas as another salute. The shortwave portion included talks by A. A. Berle, assistant Secretary of State and Mayor F. H. LaGuardia; songs by Elsie Huston, Brazilian soprano, and the playing of the Metropolitan Opera Orchestra.

vision producer, writer, news writer, announcer, master of ceremonies, and program assistants who are specialists in music, research, scheduling and other fields are included.

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

5000 WATTS Directional
 OVER METROPOLITAN NEW YORK

REEVES
 Sound Recording Studios Inc.
 1500 Broadway New York City
 35mm. 16mm.
 Film Acetate and Wax Recording Facilities. Complete Location Equipment for Film, Business Meetings and Specialty Recordings.

Expect Short Delay In Senate AFM Probe

(Continued from Page 1)

weeks of side-tracking was the fact that the legislators have had no time to spare from stabilization and tax matters. Now, with the spotlight shifted to Chicago, where the Department of Justice anti-trust suit has drawn most of the interested parties, it is deemed unlikely that hearings could get under way here at any time this week.

While Congress is not expected to formally adjourn before the elections, many of its members will, be very busily engaged in their own districts. So an opening later in the month of October is not considered likely.

Petrillo Case a Factor

Still another reason to delay until after election, according to some sages here, is the political un wisdom of pressing the Petrillo investigation in Congress right after the AFM chief has received brickwall support from the AFL convention. No political candidate has ever been known to voluntarily alienate the labor vote.

Next move in connection with Senator D. Worth Clark's call for an investigation of the AFM music ban, must be made by Senator Burton K. Wheeler, chairman of the Senate Interstate Commerce Committee. Measure dropped into his lap more than two weeks ago when the Senate approved it by unanimous consent following its whirlwind tour through the committee, including preliminary hearings by a special sub-committee headed by Senator Clark. FCC chairman Fly, OWI Director Elmer Davis and Assistant Attorney General Arnold, testified at these hearings, with AFL Attorney Joseph Padway as a "surprise" witness.

Sen. Clark Seen as Chairman

Senator Wheeler was reported to have named Senator Clark chairman of a sub-committee to conduct the full-dress hearings as well, but this was later denied. The possibility remains that Wheeler will call the hearings before the full committee, although if he follows precedent he will name a sub-committee headed by the author of the legislation. Up to press time, no decision or appointments had been made.

THIS LITTLE BUDGET WENT TO THE "920 CLUB"



WORL
 BOSTON, MASS.

See Govt. Retaining Shortwave Personnel

(Continued from Page 1)
operational establishment would remain the same at the beginning, but that it was not possible to predict whether or not such employees would be retained over a period of time. Any more than it was possible to predict what the personnel picture of the entire broadcasting industry would be a few months from now.

Expect More Program Consistency

In addition to the fact that manpower drain would evidence itself unless special rulings beside those already announced by the government on deferments for essential radio would be applied, it was pointed out by radio executives that even had the government's plans for ultimate handling of the problem been made known to them, they would not feel in a position to comment on a situation which is so vital in the prosecution of the United Nations war effort.

Attitude of radio executives generally seemed to be that the control by the Government would serve to maintain consistency in the messages of the U. S. which were beamed overseas, instead of the programs which sometimes conflicted in content and result, not because of any lack of conscientiousness on the part of the stations or personnel individually, but rather because of lack of coordination in planning.

Co-ordination Long Overdue

Co-ordination of this effort by the Government, in the opinion of at least one responsible shortwave official, was expressed as "something which should have been done a long time ago" and that there was no question but that our shortwave facilities united with a single directional head would help present information to persons in other countries in a fashion which would reflect growing unity of opinion in this country, rather than the expressions of discontent which Axis broadcasters have claimed.

At last report, 14 stations affected, would devote one-third of broadcasting time to Coordinator of Inter-American Affairs for Latin American programs, and remainder to general overseas transmission for OWI. It is hoped that eight more transmitters will be added to the group. Transmitters affected are owned by CBS, NBC, Crosley Corporation, General Electric, Westinghouse, World Wide Broadcasting Foundation and Associated Broadcasters.



Little man... there'll come a busier day

Some fine day, lad, the booming of the big guns will be stopped... the chilling screech of falling bombs silenced. Forever, we hope.

Then will come *your* day. Not an easy one, either. It's going to be up to you to keep the wheels of business and industry turning. You'll have to create, buy, sell things never dreamed of before. You'll have to live in and *run* a brand-new world. It will take more than willing hands and big muscles... lots more "above the ears" than most folks ever needed. That's why, right now, it's time to keep your

eye on the blackboard and your ear on the schoolroom radio.

Yes, American Radio is helping make you ready for the future, too. In Michigan, for example, more than fifty educational programs, specially produced by Radio Station WJR, are picked up every month for classroom listening. It's being done for you, lad... to fit you for that *busier* day.

1 9 4 2											
BIRTHDAYS											
17	18	19	20	21	22	23					
24	25	26	27	28	29	30					

October 13
Georgia Backus . Harry Hershfield
Hugh James McIlrevery
George Henry Payne Irene Rich



BASIC STATION...COLUMBIA BROADCASTING SYSTEM
G. A. Richards, President... Leo J. Fitzpatrick, Vice President and General Manager

Edward Petry & Company
National Representatives



RADIO DAILY



The National Daily Newspaper of Commercial Radio and Television

1, NO. 9

NEW YORK, N. Y., WEDNESDAY, OCTOBER 14, 1942

TEN CENTS

Stormy NAB Sessions

'Language' Men Set Director Meet In N. Y.

Washington Bureau, *RADIO DAILY*
—Robert K. Richards,
has just been placed in charge
of Special Foreign Language Radio
for the Office of Censorship,
and has accepted the invitation of
Foreign Language Radio Wartime
Committee to address a meeting of
the committee to be held in New
York vicinity on October 27.
Speaking under J. Harold Ryan,
chief director of censorship, Rich-
ardson heads a section of seven
linguists, the majority linguists, whose

(Continued on Page 5)

War Savings Bonds and Stamps Advertising Council Adds Five Additional Members

Following from the added requests
of government departments for ad-
vertising aid, seven members have
been added to the board of directors
of Advertising Council, Inc., ac-
cording to Dr. Miller McClintock, ex-
ecutive director of the Council. New
members are William Howard, vice-
president of R. H. Macy & Co., Stuart
W. G. Beatty, vice-president of the Bor-
ing Co., and Vernon Beatty, advertising

(Continued on Page 2)

War Savings Bonds and Stamps Wine Campaign Planned In 4 Markets

San Francisco—Plans for a wide-
ranging radio and newspaper adver-
tising campaign in St. Louis, Chicago,
New York and Buffalo, during the
next few months, have been announced
by Petri Wine Company here.
The campaign will be placed through the
Wasey & Company agency.

Bond Marathon

Harry Noble, band leader on the
Edgar & Sanborn-Charlie McCarthy
show, will do a one-day marathon
on behalf of War Bonds and Stamps
on the Noble show, who is in the East
with Edgar Bergen and the cast of
his network show, will make ten
personal appearances on ten New
York stations, starting at 11:30
a. m. and finishing at 11:30 p. m.

Benny Gives In

Carrying out the announcement
which he made on last Sunday's
broadcast, Jack Benny will devote
the show on his next program to
donating his "Maxwell" to the
scrap collection, and on Oct. 22
will formally turn it over to Lessing
B. Rosenwald, director of the Con-
servation Division of the WPB on
a broadcast of the "March of Time."

Mull Next AFM Move; Wheeler Asks Truce

Transcription, recording and broad-
casting interests were unanimous in
their concern over the court's dis-
missal of the government's anti-trust
action against the AFM. Spokesmen
for the several groups indicated that
some would confer with each other,
though no definite confab had been
set yet, to decide on a course of
action, and to consider the possi-
bilities of state litigation before sub-
mitting to a negotiated peace. Tran-
scription execs were firm in their

(Continued on Page 6)

Buy War Savings Bonds and Stamps

Both Wrigley CBS Shows Renewed For 52 Weeks

Chicago—Wm. Wrigley Co. has re-
newed both its shows on CBS net-
work for a year effective Nov. 1. Pro-
grams are Ben Bernie and orchestra,
plus Jack Fulton tenor, the King's
Jesters, vocal group and Gale Rob-
ertson.

(Continued on Page 2)

Discussion Of Reorganization Plans Results In Miller Confidence Vote After Move To Unseat Him

FCC Sets Hearings In Varied Activity

Washington Bureau, *RADIO DAILY*
—Application of Roy L.
Albertson of Buffalo, N. Y., to change
the operating frequency of WBNY
from 1400 to 680 kilocycles was desig-
nated for hearing yesterday by the
FCC, shift having been requested by
Albertson to obtain a better day and
night signal for listeners in the

(Continued on Page 7)

Buy War Savings Bonds and Stamps

CBS' Research Post Goes To John Churchill

John K. Churchill has been ap-
pointed director of research for CBS,
succeeding Dr. Frank Stanton, recent-
ly elected vice-president. Churchill
has been with CBS for the past 10

(Continued on Page 2)

Buy War Savings Bonds and Stamps

Radio "Preferred Caller" In New Phone Priorities

Washington Bureau, *RADIO DAILY*
—Communications ser-
vices, including broadcasting, are in-
cluded in the list of "preferred call-
ers" who, after Nov. 1, will be given

(Continued on Page 2)

Chicago—Board of directors
of the NAB, during the open-
ing session of the special meet-
ing being held here at the Pal-
mer House, yesterday voted
down during the night session
a resolution which sought to
unseat Neville Miller, president
of the organization, and in its
place subsequently recorded a

(Continued on Page 7)

Buy War Savings Bonds and Stamps

Need Logical Dramas Research Man Holds

Dramatic programs, from now on,
will have to be more logical, and ap-
pear more believable to maintain a
standing in radio as a result of condi-
tions brought on by the war. With
radio designing its programs for prop-
aganda purposes on behalf of the
government and allied war effort, the
long arm of coincidence which has
prevailed in American radio drama is

(Continued on Page 6)

Buy War Savings Bonds and Stamps

Jack Benny Disk Shows For Marine Corps Camps

West Coast Bureau, *RADIO DAILY*
—Hollywood—At the special request
of Major Raymond W. Hanson, ath-
letic and recreation division, United
States Marines, Jack Benny yester-

(Continued on Page 2)

Radio's Cultural Programs Mulled From Inter-Am. Angle

Sidney Flamm To WPAT As V. P. Charge of Sales

Paterson, N. J.—Sidney Flamm,
formerly associated with WMCA,
New York, has joined WPAT of this
city as vice-president in charge of
sales, according to an announcement
by George H. Jaspert, general man-
ager of the station. Flamm will make
his headquarters in the Newark and
New York offices of the station.

Sessions of the Institute of Inter-
American Affairs under joint spon-
sorship of NBC's "Inter-American
University of the Air and Columbia
University, which occasioned a num-
ber of special broadcasts over the
week-end and on Columbus Day,
brought forth commentary and in-
formation which indicate develop-
ment and change in vital phases of wartime
broadcasting.

Plan of U. S. Department of State
(Continued on Page 2)

Humane Service

Radio took the place of physi-
cians in Telegraph Creek back-
woods settlement in British Colum-
bia, according to a news report
last week. Without the services
of physicians and nurses, the in-
habitants of the town were in-
structed via radio on the care of
practically the entire population in
the throes of an epidemic.



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

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FINANCIAL

(Tuesday, October 13)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	130 1/2	129 3/8	129 1/2	+
CBS A	13 7/8	13 3/8	13 3/8	+ 1/8
CBS B	13 1/2	13 3/8	13 1/2	+ 3/8
Crosley Corp.	7 3/4	7 3/4	7 3/4
Gen. Electric	30 1/8	29 5/8	29 7/8	+ 1/8
Philco	9 3/4	9 3/4	9 3/4	- 1/4
CRA Common	3 3/4	3 3/8	3 3/8
RCA First Pfd.	57 1/2	57 1/2	57 1/2	+ 1/4
Stewart-Warner	7 1/2	7 1/2	7 1/2	+ 1/4
Westinghouse	76 3/4	76 1/8	76 3/8	+ 3/8
Zenith Radio	16 3/4	16 1/2	16 3/4	+ 1/4

	Bid	Asked
Farnsworth Tel. & Rad.	1 3/4	2 3/4
Stromberg-Carlson	5 7/8	6 7/8

WBT Appoints Parker To Promotion-Publicity

Charlotte, N. C.—Appointment of W. McGregor Parker to direct sales promotion and publicity at WBT of this city has been announced by A. E. Joscelyn, general manager. Parker joined the staff of WBT in February of 1941 as local salesman, and in March of this year was named head of the merchandising department. Bill, who has just returned from a week's visit at CBS headquarters in New York, will continue to supervise merchandising and program promotion in addition to his new duties.

YOUNG WOMAN AVAILABLE

★
 YOUNG WOMAN WANTS SECRETARIAL POSITION. ONE YEAR EXPERIENCE. EIGHT MONTHS WITH NEW YORK RADIO STATION. WRITE: RADIO DAILY — BOX AA, 1501 Broadway — New York City.

Radio's Cultural Programs Mulled From Inter-Am. Angle

(Continued from Page 1)

for long-range exchange of cultural programs was presented to broadcast and education leaders who attended the meetings. As elaborated on by Sterling Fisher, network's assistant public service program counsellor, State Department's Division of Cultural Relations has "organized a radio section having as its immediate purpose the development of long-range cultural exchange programs of a type that may serve, long after the war is over... nations will be asked to prepare similar scripts for use in this country. Eventually great libraries of scripts and recordings in many fields, and in many languages, will be built up, and made available to the public and private broadcasters of these nations on a genuine exchange basis. Already, educational and other private broadcasters in this country have expressed their desire to participate in this exchange."

Fly Gives Views

In appearing before the group and on the air, FCC Chairman James L. Fly said that he hoped "soon to see more extensive facilities available for the transmission of programs to this country from the other countries of this hemisphere."

While commenting on the necessity

of maintaining lines of communications to sustain our commercial interests, Fly further said that "Italian, German and Japanese interests must not obtain a death grip on them."

"The Axis nations typically use control of communications facilities to sabotage production, to foment disunity among peoples and to maintain espionage organizations. American nations stand ready to assist each other in freeing their communications systems of enemy influences. In giving its part of this assistance this country is not seeking to gain control over these vital utilities in foreign countries, either for itself or for its nationals."

"Rather," he continued, "we shall oppose these trusts abroad as we curb them at home."

Fly also emphasized the fact that this country has "sent thousands of its best specialists and technicians to Latin America to develop and augment radio, telephone and telegraph systems that will aid industrial and military expansion."

Radio vs. movie, as a medium for encouraging better understanding was discussed by Dr. James R. Angell, NBC public service program counsellor.

Advertising Council Adds Seven Additional Members

(Continued from Page 1)

manager of Swift & Co.; Carleton Healy, advertising manager of Hiram Walker, Inc.; Allen L. Billinsley, president of Fuller, Smith & Ross; Richard Compton, president of Compton Advertising, Inc., and William Reydell, partner in Newell-Emmett Co.

New projects on the expanding program of the Advertising Council are campaign for Series A Bonds for the Treasury Department; meat rationing for the Office of Price Administration; fuel rationing for the Office of War Information; transportation conservation for the Office of Defense Transportation; and typewriter repurchase plan for the War Production Board.

CBS' Research Post Goes To John Churchill

(Continued from Page 1)

years, and gives up the post of chief statistician. Prior to joining CBS Churchill had been with advertising agencies.

Both Wrigley CBS Shows Renewed For 52 Weeks

(Continued from Page 1)

bins. Bernie is on Monday through Friday 5:45-6 p.m., EWT.

Gene Autry, other Wrigley program is heard Sundays 6:30-7 p.m. EWT. Both shows are handled by the Arthur Meyerhoff agency.

Jack Benny Disk Shows For Marine Corps Camps

(Continued from Page 1)

day placed a standing order with the Electro-Vox Recording Studios for five recorded transcriptions of his weekly radio program.

The comedian will add a personal message to each of the recordings which will be forwarded to various Marine bases in all parts of the world. Similar requests have been made to other radio personalities.

Radio "Preferred Caller" In New Phone Priorities

(Continued from Page 1)

priority for urgent toll calls placed with commercial telephone systems. On the basis of Order No. 20, just issued by the Board of War Communications, "most urgent calls," which require immediate completion for war purposes, or to safeguard life or property, and which deal with the armed forces, national defense or enemy presence, receive priority.

COMING and GOING

HARRY FRAZEE, production manager of Blue Network, back from three weeks on Coast, during which time he gave his attention to producing and took a belated vacation.

JACK BENNY, BOB WELCH, producer of program, and SAM CLARK, public representative for the comedian, left Hollywood yesterday for Williams Field, Chandler, where they will broadcast their next program from the U. S. Army's advanced bomber base.

THURMAN ARNOLD, Assistant Attorney General, and HOLMES BALDRIDGE, of his office, have left Chicago for Washington after attending the proceedings which resulted in a reversal of the government's request for a restraining order against the recording ban of the American Federation of Musicians.

LESLIE H. PEARD, JR., commercial manager of WBAL, Baltimore, is in town for conferences with the New York representatives of the station.

MAX MARCIN, author of the Sunday "Crime Doctor" series on WABC, left yesterday for Hollywood to aid in the selection of "name" lead for this program when it returns to the Coast next month.

HARRY CUMMINGS, regional representative of WJAX, Jacksonville, Fla., is in New York for a few days on station business.

MURRAY B. GRABHORN, national spot manager of the Blue Network, left yesterday for Chicago.

TED ARNOLD, sales promotion manager of WHBF, Rock Island, has arrived from Chicago in the course of a short business trip.

LARRY ELLIOTT, announcer off on a weeks trip to Hollywood to work on the "Moments in Music" program.

MRS. C. G. CARTER, of the Frontenac casting Co., is in town on business, arrived from Toronto yesterday.

WILLIAM T. LANE, station manager of WAGE, down from Syracuse for another stay in town.

HARRY BETTERIDGE, sales manager of WDET, in New York yesterday and pay call at the offices of the station's local representative.

Swift Increases Time On "Breakfast Club"

Participation by Swift & Company in "Breakfast Club" on Blue Network was increased yesterday in sponsorship of portion five days a week, an enlarged schedule of stations beginning Nov. 3. Formerly on the air times weekly on 87 stations, same participation will be underwritten Tuesday through Saturday on 143 stations. Walter Thompson Company, Chicago, handles the account.

**"BEER AT ITS BEST" SALUTES
RADIO AT ITS BEST**

Schaefer adds extra period



And now in the beer field, one of the most competitive in New York, WEAF has proved itself a successful salesman. Yes, its barrage of high-ranking network programs is one of the reasons. But its specially-designed, well-produced local shows also help make WEAF New York's most popular station. Ask us for facts on these shows. One of them is probably designed to do just the job for you that the "Schaefer Revue" is doing for Schaefer. Could be. Call Spot Sales about it.



Val A. Schmitz, Advertising Director of the F & M Schaefer Brewing Co., congratulates S. D. Gregory, WEAF Manager, on the station's showing as he gives him the contract for another quarter-hour.

Radio Program prepared and produced by...
BATTEN, BARTON, DURSTINE & OSBORN, Inc.

SCHMITZ: This is Schaefer's one hundredth year in business, and, let me add, one of the best in its history. Radio deserves a lot of credit for that sales rise, too.

GREGORY: Those are really kind words, Mr. Schmitz. And we appreciate them, just as we appreciate the excellent programming job you and Batten, Barton, Durstine and Osborn are doing with your "Schaefer Revue" two nights a week. That helps WEAF too, you know.

SCHMITZ: Well, Schaefer is going out for even greater sales, so here's a contract for another quarter hour. That makes us a three-a-week advertiser - Mondays, Tuesdays & Wednesdays, 7:30 to 7:45 P.M.

GREGORY: That's backing up your faith in WEAF with real evidence. Many thanks, and I'm sure this extra period will give Schaefer sales that extra push.

WEAF



**TALKS SALES
IN NEW YORK**

50,000 WATTS • 660 KILOCYCLES • NBC NETWORK

Chicago

By FRANK BURKE

STARS of the WLS "National Barn Dance" go to Danville, Ill., today to aid in the Vermilion County scrap collection.

Upton Close's new series for the Northern Pump Company of Minneapolis is being heard on 125 stations.

Dr. Gerhard Schacher, WIND and WBBM news analyst and Northwestern university lecturer on foreign affairs, is booked to participate in two of Chicago's most popular lecture forums this month. He will speak before the Sinai Forum, Monday, Oct. 19th in a discussion of "The Dawn of Freedom" with Edgar Ansel Mowrer, "Daily News" foreign correspondent and Prof. Frederick Schumann of Williams College. On October 20th, Dr. Schacher will appear on the People's Forum.

Wm. Morris office is grooming Chico Marx and his new band, currently at the Blackhawk, and Sue Ryan, singing comedienne starring at the Chez Paree, as features for commercial radio.

K. D. Fry, manager of the central division news and special events at NBC, in New York on business this week.

A. G. Pearson, purchasing agent of NBC central division, is foreman of the Lake county, Ill., grand jury for October and November.

John L. Sullivan, chief boatswain's mate of the local Navy recruiting office, is the spark behind the many and varied broadcasts being put on here in the interest of navy recruiting. John is a writer, producer and announcer and came to the Navy from radio.

New business at WIND includes: General Furniture & Manufacturing outlet, Chicago, through Illinois Advertising agency, six 10-minute programs and six 15-minute programs weekly for 52 weeks; Co-operative League of U.S.A., New York, through Atherton & Currier, Inc., New York, one 15-minute period weekly for 13 weeks.

Fran Allison's enthusiastic broadcasting as "Sister Emmy" on WBBM's "Victory Matinee" has put her in demand for personal appearances where bond and stamp sale campaigns are being staged. Fran graciously fills as many as these engagements as time will permit.

Elyisse "Sugar" Cooper, singer, last heard with the Bob Chester and Chico Marx bands, is auditioning at local radio studios next week.

Louise Fitch of "That Brewster Boy" is back from a brief vacation in Council Bluffs, Iowa.

NO MUSIC BAN ON

HARMONICA
UKELELE • OCARINA
FOR TRANSCRIPTIONS

Call MICHAEL CHIMES...
he plays 'em all.

LEx. 2-1100



A Reporter's Report Card . . . !

● ● ● IRVING BERLIN: Understand after you finish filming "This Is The Army," you'll put on a revival of "Yip, Yip, Yaphank" for Legion posts . . . AL JOLSON: Gregory Ratoff is more than interested in screening "Hold Onto Your Hats" . . . LANA TURNER: The most popular guy at Camp Elliott is your brother-in-law, Bill Crane, ever since you visited him recently. . . CHARLIE MacARTHUR: Ben Hecht has quit Hollywood—for good, this time, he says . . . ABE LYMAN: Despite the fact that you're going in the army, your name will be used on your radio programs as bandleader . . . BOB HOPE: Hear you're plotting a trip to Ireland to entertain the troops there after your work on "Let's Face It" . . . MARK WARNOW: When the "Hit Parade of 1943" reaches the screen, it will feature the bands of Freddy Martin and Count Basie . . . SIDNEY STROTZ: Since you started to employ women for NBC's technical dept., the personnel office here looks like a recruiting station for the WAACS . . . ORSON WELLES: "Info, Please" may not find that repeat booking so easy to arrange due to your new sponsored show which takes off early in November.



● ● ● JACK BENNY: Your singing star, Dennis Day, is completely recovered from the flu . . . DINAH SHORE: The marines at Camp Elliott are cooking up a surprise for you when the Eddie Cantor show airs from there Oct. 21st . . . ALLEN PRESCOTT: That lad in your studio audience, who gave all those funny answers over the mike, should be added to your scripting staff . . . MEL ALLEN: Understand you'll announce all the Columbia U. home grid duels . . . ALTON ALEXANDER: That's a great idea you've got on the Glen Gray show—awarding a musical chord of "E" for excellence among the workers . . . PHIL SPITALNY: Your "Hour of Charm" broadcast next Sunday from Ft. Des Moines, Ia., will make two liens upon posterity. It will be the first sponsored show to airigate from a WAAC camp—and will be the first all-girl program and audience in radio's history . . . SEC'Y KNOX: Ginny Simms' program will broadcast from the Navy Theater at the Treasure Island Naval Base in San Francisco on Navy Day . . . JOAN EDWARDS: The Copley-Plaza in Boston will give you Saturday nights off so you can do your "Hit Parade" airing—which is nice booking . . . MEYER DAVIS: What's this about you opening an East Side spot with an all-femme orchestra?



● ● ● JACK PEARL: We like your observation about how times have changed. In the last war we booed a Kaiser—in this one, we're cheering one! . . . JACK ADAMS: As the new program director at WINS, you're getting off to a nice start by signing up Phil Cook and newscaster Gregory Abbott . . . BILL DUFFY: How many people came into your Duffy's Tavern last week and asked for "Archie"? . . . BENNY GOODMAN: Your Sextet recording of "Wang Wang Blues" is one of the best things you've yet done . . . BOB BENCHLEY: What's this about your going in the army? . . . CAPT. GLENN MILLER: Talk around is that Guy Lombardo and his entire band may enlist in the Navy as a unit . . . JOHANNES STEEL: Judging from the advance reaction, your new book, "Men Behind The War," looks like a potential best seller. Elsa Maxwell will give it a "coming out party" on the 26th with many Allied diplomats attending the event . . . ZERO MOSTEL: Radio actress Dorothy Knox makes her night club debut tomorrow night at Cafe Society Downtown as a singer. And Kay Lorraine, the singing star of "Basin Street," bows in tomorrow as a dramatic actress on "Death Valley Days" . . . PHIL CARLIN: Hear you're trying to find a spot to bring back Welcome Lewis.



—Remember Pearl Harbor—

Los Angeles

By JAC WILLEN

"CABBAGES AND KINGS," for the first time broadcast on Thursday has become a Sunday evening feature over KFI, beginning Oct. 14 at 8:45 p.m. Among the subjects discussed last Sunday were the story of women volunteers in the Aircraft warning service and an exciting role in protecting the country against any enemy attack, also the story of the famous Cagneys and his family.

Lewis Stone has been selected to play the role of the narrator on the Arch Oboler series, "To The Point," to be launched over the Network Sunday, Oct. 18, at 8 p.m. (PWT).

Bob Hope and Ann Sothern will be heard in "My Favorite Blonde" at the Lux Radio Theater, Oct. 19 on the Columbia network.

Hiding places and how to get in and out of them were given a laugh treatment during the Skelton & Company" broadcast yesterday. Red, in his various drawn character studies—Junior and Deadeye, had the able assistance of Harriet H. Truman Bradley, Ozzie Nelson, Wonderful Smith. Harriet and sang "Abraham."

Worst casualty of Abbott & Costello's roller skating party Tuesday for the Army, Navy and Red Cross Nurses, was NBC's Fibber & Four, who spent one minute skating and the rest of the night moaning for his spouse, Marian Jordan, re that Mr. J., inspired by shooting in his left leg, roused the neighborhood from its midnight slumbers by screaming in his sleep that the Japs were sniping at him.

NOW.
For **COMPLETE** Coverage
in
ALABAMA
it's
The ALABAMA T

- WSGN** • BIRMINGHAM • Now—5,000 watts, 610 on your dial makes WSGN Alabama's clearest daytime station (1,000 watts at night)
- WSFA** • MONTGOMERY • Deep in the heart of Alabama's Army Base, WSFA blazes the market whose signal power is still going strong
- WALA** • MOBILE • 5,000 watts day and night WALA covers the Gulf Coast where war-time payrolls are at an all-time high.

REPRESENTED BY HEADLEY-REED

QUEST-ING

BY HALL, on the "Chamber Society of Lower Basin Street," (WJZ-Blue Network, 9 p.m.).

NIE TOUREL, soprano, on the n of the Columbia Concert tra, today (WABC-CBS, 3:30

AR J. J. SINGH, president India League of America; Y S. L. POLAK, British Lawyer urnalist and former law as- of Ghandi, and DR. FRED- L. SCHUMAN, professor of l science and government at s College, discussing "What Be Done About India," on ca's Town Meeting of the omorrow (WJZ-Blue Network, m.).

ES M. LANDIS, director of the of Civilian Defense, on the g World" series of Columbia's l of the Air of the Americas," (WABC-CBS, 9:15 p.m.).

SOM SHERMAN, on the Rudy program, tomorrow (WEAF-10 p.m.).

A NEAGLE and ORSON ES, on the "Stage Door Can- program, tomorrow (WABC-:30 p.m.).

WEVD

NEW YORK'S STATION OF INCTIVE FEATURES 5000 WATTS

Unique position of WEVD a large section of Metro- n New York's radio ace is evidenced by—

feature boxes of news- radio program pages.

large number of fa- advertisers on the station uously year after year.

for "Who's Who On 'D'" ... sent on request.

WEVD

9 West 46th St., New York, N. Y.

WAR-PROGRAM IDEAS

"The Home Front"

Sherwin Williams Paint Company is the sponsor to a new public service program over WCHS, Charleston, W. Va. Program is called "The Home Front" and is designed to clear up the general confusion which is a result of the many new government agencies scrap drives and regulations which the war has necessitated. Every Thursday for fifteen minutes the Sherwin Williams announcer answers such questions as: Which is the faster service—Air Mail or V. Mail? What is the proper method of handling an incendiary bomb? What is the address of the Charleston Salvage depot? Each question is answered by complete, authoritative information gathered from the proper government agencies.



Record Show For Soldiers

KMYR, Denver, has inaugurated a new recording program for soldier listeners for which the station is seeking a title from dialers. Idea of the program, which is heard six nights a week from 5:30-6, is to play

"Language" Men Set Censor Meet In N. Y.

(Continued from Page 1)
function it will be to lend a helping hand to station managers in applying principles of voluntary censorship to programs in foreign languages. In this task, Richards will have the co-operation of other federal agencies, especially the FCC, which has just asked for a supplemental appropriation to place the monitoring of domestic foreign-language stations on a broader and more systematic basis.

Through such services as those planned for this new office of censorship unit, and through an increase in production activities of the OWI's Foreign Language Radio Section, government policy is seen as definitely in the direction of encouraging stations in foreign-language centers to continue these programs, despite the complexities of personnel inquiries and program checking.

This is one of the reasons why Lee Falk, chief of radio for the OWI foreign-language section, is now on a swing through such midwestern centers as Milwaukee, Detroit, Cleveland and Pittsburgh. A survey recently completed by Falk revealed that 36 stations which formerly carried foreign-language programs have dropped them since the war began. Moreover, in such a German-language center as Milwaukee, there is not a single German program today.

OWI would like some of these stations to restore their German programs, using government material, and other special war programs.

Richards, whose unit hopes to give corresponding aid to stations in the censorship field, came to the Office of Censorship from WSPD, Toledo, where he served under Ryan as production manager since 1938.

the tunes most requested by soldiers at four Denver Army posts. The station is cooperating with Army public relations officers and Service Clubs. Soldiers are requested to submit the names of tunes that hold the fondest memories for them, no matter how old, or how new they are. The records are played later, with soldier announcers reading script. References to "requests," however, are omitted. The six nights are divided up between Lowry Field, Buckley Field, Fort Logan and Fitzsimons General Hospital. The posts furnish their own announcers and own program lists on their respective nights. Although the program is new, it has been publicized in the camps and tune requests are already numerous. The 5:30-6 half-hour was selected after investigating the best suitable time for the purpose. Program is sustainer.

AGENCIES

EVERETT J. GRADY, for many years chairman of the plans board of Ruthrauff & Ryan, Inc., has been named executive vice-president of the agency. He replaces Joe Busk, who resigned to join Ted Bates, Inc. in a similar capacity.

ROY S. DURSTINE, INC., has been named to handle the advertising of the Crocker-Wheeler Electric Manufacturing Co., Ampere, N. J.

HUDSON PULP & PAPER CORP. has named The Joseph Katz Co. to handle a special drive on Hudson napkins in the New York metropolitan area. Radio and newspapers will be used. Announcement was also made that the agency has added Ruth Matthews, formerly with J. Walter Thompson Co., to its copy staff in the New York office.



"AN ADVERTISED BRAND BUYER WON'T TAKE 'JUST ANYTHING,'"

says W. H. Albers, President, ALBERS SUPER MARKETS, Inc. Forty-four Albers Super Markets serve Southern and Central Ohio

"The current buying of customers who enter our stores brings one very interesting thing to light.

"If a nationally known brand is called for but is out of stock, another nationally advertised brand is usually second choice. An advertised brand buyer will not take 'just anything' else.

"That's why I feel it is vitally important that national advertisers continue to do two things.

"... Keep their advertising going on the radio and in newspapers and magazines. The experience of automobile manufacturers showed that even under a rationing system, advertising is necessary to make sales.



"... Continue to make every provision for cooperative advertising and supporting activity at the point of sale in order to obtain better cooperation from the dealers.

"It is my firm conviction that continued national advertising will be a strong determining factor in keeping the structure of the retail food business intact during the troublesome days that lie ahead.

And the dealer, who is really carrying the burden in the war merchandising picture, will remember the help that he got when he needed it most."

★ No. 2 OF A SERIES—WHAT THE MEN WHO MOVE YOUR MERCHANDISE THINK ABOUT WAR-TIME ADVERTISING.



THE NATION'S MOST MERCHANDISE-ABLE STATION

Mull Next AFM Move; Wheeler Asks Truce

(Continued from Page 1)
attitude that they will not allow themselves to be put out of business.

When queried yesterday, most of the representatives were still trying to digest the court ruling, handed down orally by Federal Judge John P. Barnes, Federal District Court, Chicago, Monday, refusing to restrain the musicians from enforcing their ban on recordings. He promised to file a written memorandum of his decision within a few days. The judge held that the dispute was essentially a labor dispute, and did not come under the provisions of the anti-trust laws.

The likelihood of New York State court action was hinted early in August at the time the government filed its suit against Petrillo. Deemed wiser, at that time, to hold off on pursuing the course simultaneously with the federal action. Any success under New York State laws covering conspiracy in restraint of trade and secondary boycotts, would set in motion similar state actions.

Capital Outlook Dubious

Washington Bureau, RADIO DAILY

Washington—Radio circles here were awaiting the return to Washington today of AFM counsel Joseph A. Padway to pierce the "where do we go from here" uncertainty after Senator Burton K. Wheeler announced yesterday that he had appealed to the AFM leadership to lift its ban against recorded music "for at least the duration."

Wheeler's statement, following upon the failure of the government to obtain an injunction in Chicago Monday, and upon two weeks of silence on Capitol Hill about the proposed Congressional probe of the situation, was considered a distinct anti-climax.

After weeks of preparation and miles of wordage about what would be done to show J. C. Petrillo and the AFM the "error" of their ways by some force stronger than public opinion, the chairman of the Senate Interstate Commerce Committee was appealing to the musicians on the same patriotic grounds on which OWI Director Elmer Davis unsuccessfully based his case when he wrote Petrillo last July before the ban went into effect.

Senators Unenthusiastic

Wheeler declared "I have decided to ask Petrillo and his lawyer to come down here with a view of asking him to rescind this order for at least the duration of the war."

While Wheeler did go on to say that if something of this kind was not done, he would go ahead with the hearings "in the very near future" the general impression was that the Senators have become somewhat less than lukewarm about those proposed hearings.

As already pointed out in RADIO DAILY it is entirely possible that some of them are beginning to feel Novem-

PROGRAM REVIEWS

DICK POWELL

Campana Sales Corp.

WEAF-NBC Sat. 10:15-10:30 p.m. EWT
Aubrey, Moore & Wallace

MOVIE STAR IN MUSICAL SHOW AIMED AT FEMME LISTENERS DOES NEAT LITTLE JOB.

Compact little stanza originating on the Coast brings Dick Powell and Matty Malneck's orchestra for a weekly tryst with those of the women-folk who want to hear Powell sing a few songs and Malneck rip off a hot chorus or two. Opening was a ballad by Powell, "At Last," followed by a faster favorite of the day, "I Got a Gal, in Kalamazoo." Powell emceed the proceeding with Larry Keating on the straight commercial end. Credits were plentiful on the 15-minute period for Campana Balm—hand lotion. Gals at the studio all use it, for "lovely kissable hands." Copy also points out that the lotion does not conflict with the user's favorite perfume etc.

Powell gave Malneck (a Paul White-man alumnus) a sendoff prior to the band offering a Gershwin tune, "Lady Be Good." Band proved a tuneful outfit, good either on the sweet stuff or for hep cats. Feature of the program toward the close is the angle of recalling a period in the past and Powell doing the hit tune of the day in question. On Saturday's show Powell did "Til We Meet Again." Another Campana product gets a spot ann. at the very close of the time, D.D.D. for eczema, but referred to now as "occupational itch."

"Mediation Board"

Husbands who beat their wives, wilful daughters, delinquent sons and "Silver Cord" mother-in-laws are back on A. L. Alexander's hour of mediation from 9 to 10 p.m. EWT Friday night on WHN. Considering most of the people who come before the microphone—fanatics, soap-box orators (one of whom insisted upon reciting poetry on the show caught)—it is always astonishing how ably Alexander conducts his court of human relations.

Conflicts presented are often fundamental problems and the participants sincere, but here and there an Arthur Kober or Damon Runyon character holds the stage and the laughs are better than a rehearsed show. That, coupled with Alexander's competent handling of all situations and personalities, his quiet thrusts

ber election storms approaching—especially in districts where the labor vote is something to be reckoned with. In other cases, such as that of Wheeler himself, who is not up for re-election this year, but has ambitions beyond that of the Senate, even more long-range political considerations may be counselling caution before proceeding with what seems bound to develop into a strong anti-labor move.

"The industry has been proclaiming

"ELLERY QUEEN"

Emerson Drug Co.

WEAF-NBC, Sat., 7:30-8 p.m., EWT
Ruthrauff & Ryan

DETECTIVE MYSTERY SERIES RETURNS PLUS USUAL GUEST "DETECTIVE."

"Ellery Queen" is back on the job with his girl Friday tagging after him in a mystery that did not appear too tough for the average follower to guess, but this is just a come-on. They'll probably get tougher, and worry the listeners plenty. This season's premiere was a baseball story, a little late, what with the Yanks failing to stretch the World Series a few days longer. (What do they call the Dodgers?) Story revolves around "Corky" Corcoran's favorite bat and a gambler; the bat disappearing meanwhile. Got a little exciting at one time, but mostly it was not too devastating.

At any rate between jerky chords on the too-willing organ it was worked out that the bat vanished from "Corky's" house through the medium of a guest carrying out his own golf bag and (unwittingly) the baseball bat which the player's wife had placed there hoping her hubby would not be able to hit the ball that day. Benay Venuta and Pierre Huss were the guests and they handled the solution nicely, and correctly, sez Queen. There was considerable local color with the ball park crowds yelling for a hit, etc., and other sound effects now and then.

Bromo-Seltzer takes the credits via Ernest Chappell plus the familiar train headachy squawk with the use of trick super imposing the voice on that confounded instrument. Production could be much stronger if there was less talk, confused or otherwise at the close, and once the denouement or climax is reached—bring it to a snappy close.

of humor, his sympathetic questioning, his keen analysis, makes the program an hour of sustained human interest when it might so easily become maudlin and ridiculous.

Format of the program is the same as in past years. Based on the theory that "there are two sides to every story," complainant and defendant tell their problem to a board of arbitrators, Alexander crystalizes the issue, and a decision is reached. Board on last Friday's show consisted of Walter B. Pitkin, Theodore F. Savage, Paul Dawson Eddy.

to the country that Petrillo's middle name is Caesar, and that he considers himself more powerful than the government itself," one radio spokesman pointed out yesterday, "the way our legislators are handling this issue would give you the impression that we may have sold that same idea right up on Capitol Hill in Washington."

At any rate, indications are that the status quo will remain undisturbed for some time to come.

Need Logical Drama Research Man Holds

(Continued from Page 1)

becoming an insult to the intelligence of audiences who are being conditioned to expect their "entertainment with a purpose."

This program trend was analyzed yesterday, by Dr. Matthew N. Chappell, technical consultant for C. Hooper Inc., who spoke on war radio audiences at a luncheon meeting of the American Marketing Association, Radio Listening Habits Group at the Hotel Sheraton. Accompanying him on the program, was Howard Dietz, vice-president in charge advertising and publicity for M.C. who pointed out how the influence and persuasive idea was being injected into Hollywood products which, running short on the name talent, were resorting to technical achievements, writing and directing, to keep the public interested in the medium, so that motion picture as a propaganda device would remain effective.

Sees Listening on Increase

Second observation Chappell made in radio trends was the overall increase in the number of listeners shown in a survey of evening programs from May through August 1942, compared with reports for same period last year. Results, published below, cover the average rate number of broadcast hours and tender hours for the four months. Broadcast Hours index represents average number of sponsored net hours per week that were devoted to each type. Variety program ranked first in ratings and number commercial broadcast hours.

Four Months Average Evening Index for "Ratings," "No. Broadcast Hours" May through August Combined, 1941 and 1942

Type	1941	1942	Diff.	No. Broadcast Hours	1941-1942
Variety	8.4	10.1	+1.7	13.9	13.3
Plays	7.3	8.6	+1.3	12.3	11.6
Popular Music	6.6	7.4	+0.8	9.4	8.3
Quiz	7.0	8.9	+1.9	7.1	6.1
News	6.1	6.8	+0.7	5.8	7.9
Continuity					
Drama	6.5	6.7	+0.2	4.9	5.3
Concert Music	5.8	5.8	same	3.0	3.5
Miscellaneous	6.4	5.4	-1.0	2.9	3.8

Saudek To Blue Sales

New assistant sales manager Eastern Division of Blue Network Robert Saudek, former assistant Edgar Kobak. Announcement made yesterday by George Ber network's Eastern sales manager Saudek, active in radio even prior to his graduation from Harvard in 1938. He has been identified with Blue activities since 1938. Prior to that was with WBZ-WBZA, Boston, KDKA, Pittsburgh.

Rhodes Named KGO Sales

San Francisco—Ray Rhodes, formerly a member of the sales staff KGO of this city, has been named sales manager of the station succeeding Walter Davison, resigned, it announced by William B. Ryan, KGO manager.

**Permits Hearings
In Varied Activity**

(Continued from Page 1)
part of the State of New York. A construction permit to install a new transmitter to replace one damaged by fire two years ago, granted to WLAY, operated by Mobile Shoals Broadcasting Corp. Mobile Shoals City, Alabama. The commission explained this action was in view of the condition of the damaged equipment and in connection with amount of operating time that has been lost due to transmitter trouble."

Hearings on CPs Set
Scheduled for further hearing on the mutually exclusive application of R. O. Hardin, doing business as Nashville Broadcasting Co., and C. Buchanan, doing business as Tennessee Radio Corp. for construction permits for station to operate on kilocycles with 250 watts. This assignment vacated by WSIX, when it went on 980 kilocycles. The two issues for the further stem from the Commission's freeze order of last April 27. Other action yesterday, the granted KPQ of the Westcoast Broadcasting Co. in Wenatchee, Washington, extension to April 25, 1943, special service authorization to operate on 560 kilocycles with 1 kilowatt power and 500 watts. Station which had previously operated on 1490 kilocycles with 100 watts power, received this extension last January 13. Price of \$10 and certain ungood and valuable considerations placed upon KRBA, in Texas, by the three partners operating company, the Red Broadcasting Association, in an application they filed with the FCC for permission to sell the station to Darrell E. Yates, its man-

agement license Grant to KWKW given for the proposed sale to T. Wilson, president, R. A. and Thomas W. Baker, the owners is a "desire to avoid liability" in view of conditions and the fact that their number may shortly be in military service. who spent 10 years on the island of the Fort Scott (Kansas) "resigned in 1936 to join Galveston, Texas, where he

management license Grant to KWKW given for the proposed sale to T. Wilson, president, R. A. and Thomas W. Baker, the owners is a "desire to avoid liability" in view of conditions and the fact that their number may shortly be in military service. who spent 10 years on the island of the Fort Scott (Kansas) "resigned in 1936 to join Galveston, Texas, where he

**Wanted At Once
Radio Newscaster**

Age, major network station out of New York. Good salary for man who can write and deliver distinctive summaries. Send audition record, personal history and details of current work to:

**BOX 593
RADIO DAILY,
1 Broadway, New York City.**

**NAB Stormy Board Sessions;
Votes Confidence In Miller**

(Continued from Page 1)

vote of confidence in the executive. The session, was characterized by sharp exchanges between members. It is understood that the resolution to unseat Miller was introduced by board member Edwin W. Craig, executive vice-president of WSM, Nashville.

Previously, at the morning session, Miller had refused to consider a suggestion that he accept the post of NAB general counsel.

Following the meeting Miller declared last night that the difference between himself and certain board members seem to have been ironed out but admitted the picture may be altered at today's session.

The NAB president stated that, if he is still in the chair today, the matter of a public relations manager for the organization will be taken up.

Also on the agenda are discussions of the music situation, including the AFM recordings ban, the Sanders Bill and radio advertising.

"The Industry's Wartime Outlook" is the final subject on the conference agenda.

Reorganization Plans

Special meeting of the NAB board was called for so-called reorganization plans and appeasement to the recently formed American Broadcasters Assn. headed by John Shepard, 3rd. Many phases of the industry problems were thrashed out including the

Donato Joins Rambeau

William G. Rambeau Co., national station representative firm, has announced the appointment of Nat V. Donato as manager of the New York office. Donato, who replaces William Wilson, resigned to join the U. S. Naval Reserve, was formerly connected with WOV in New York, and prior to that was in the national advertising department of the New York "World-Telegram."

Vickrey To Navy

Decatur, Ala.—M. K. Vickrey, president and general manager of WMSL in this city and manager of the North Alabama Network, has been commissioned a lieutenant in the United States Navy. He reports for duty on Nov. 2 at the Naval Training School of Defense at South Boston, Mass.

served as general administrator and announcer. Yates has been associated with KRBA since it was established in 1938.

License grants for new stations have been awarded by the FCC to KWKW, Pasadena, Cal., and WIUC, Urbana, Ill., it has been disclosed.

KWKW is operated by the Southern California Broadcasting Co. It has been assigned to 1,430 kc and uses 1 kilowatt power.

WIUC, operated by the University of Illinois as a non-commercial, educational station, is assigned to 42,900 kc, with 250 watts.

admission to membership of the major networks. Although this was voted for by the membership at the NAB annual convention in Cleveland last May, considerable antagonism to the resolution has since developed. At the time various factions were against it, but it appeared that a compromise had been effected and that all was well.

Yesterday's board meeting was virtually a repetition of the first meeting of the same board following the NAB Convention and again those in favor of keeping Neville Miller in office as president, won out. Miller, according to his contract has at least two years or more to go.

Miller May Attend Today

Recently formed ABA which elected its officers in New York last week, decided to await a membership drive until after the current NAB board meeting was over so that compromises could be worked out.

Whether unity will be the by-word after today's board meeting remains to be seen. The ABA faction among other things believes that the industry is not handling its war effort to best advantage.

It is presumed that Miller will attend today's sessions. He did not attend those held yesterday.

**"Our Secret Weapon"
Goes Full CBS Web**

Full CBS network for "Our Secret Weapon" will be taken by Philco Radio and Television Corporation in the dramatic series in which Rex Stout exposes lies of Axis propaganda, starting Oct. 16. Program has been heard on Sunday nights as a sustainer, and the new Friday night time will be 7:15 p.m., EWT, with rebroadcast at 11:15 p.m., EWT.

Total of individual commercial programs to use the full CBS network is now 25, representing 16 separate sponsors using 15 per cent discount plan. In addition to 115 American stations, broadcasts will go over two in Canada and outlets in Honolulu and Hilo.

Pat Ballard Free-Lance

After three years as publicity representative for Fred Waring's group, Pat Ballard, for some time associated with the music industry, has resigned to free lance in public relations field on his own account. Among his first assignments is one as publicity counsel for Dictaphone Corporation now engaged in war industry.

Disk Co. Bankrupt

Voluntary petition in bankruptcy was presented Friday by Musicraft Records, Inc., in District Court, New York. Liabilities were named as \$111,499, and assets as \$100,591.

TODAY-12:30
Luncheon of the
RADIO EXECUTIVES' CLUB
OF NEW YORK

At the Empire Room of the Hotel Lexington,
48th Street at Lexington Ave., New York City

DOROTHY KEMBLE
EDITOR OF CONTINUITY DEPT.—BLUE NETWORK

will speak on the subject:-

"DON'T HELP THE ENEMY"

A REVEALING OFF THE RECORD TALK

Come on down. All radio people welcome—every Wednesday at 12:30. Bull Ring Bar. Play Bingo for U. S. War Stamps. Members \$1.00—Guests \$1.50

★ ★ Coast-to-Coast ★ ★

HOWARD L. CHERNOFF, managing director of the West Virginia network, was recently named an "honorary state farmer" by the West Virginia Association, Future Farmers of America. Chernoff was cited for his work to advance the interests for the farmer. The West Virginia network has carried the farm program, "Farm Life," five times a week for the last six years. Program, which is a production of the State Department of Agriculture, gives a wide variety of information for the farmer ranging from farm interviews and instructive speeches to news about swap items.

New sponsor signatures for the Dick Dunkel Football Forecast shows have been reported by Radio Events, Inc., distributor of the series. They are: Royal Crown Cola on WCSC, Charleston, S. C.; B. F. Goodrich Silvertown Stores on WAPO, Chattanooga; joint sponsorship by a local jeweler and clothier on WJBO, Baton Rouge, La.; the Atlantic Refining Co. on various eastern stations as well as local advertisers on KHMO, Hannibal, Mo. and WSLR, Roanoke.

John Barry, Boston newspaperman and radio news commentator, will broadcast his "Frontline Headlines" over WNAC, The Yankee Network key station in Boston on Mondays, Wednesdays, and Fridays, from 7:45-8 p.m., starting this week as a service of the National Shawmut Bank of Boston.

Contract was signed last week by Aluminum Industries, Inc., through Keelor & Stites for the sponsorship of the play-by-play descriptions of the University of Cincinnati football games over WKRC, Cincinnati. Dick Nesbitt, WKRC sports announcer, and former all-American and Chicago Bears star, will be at the microphone to "call" the games, assisted by Syd Cornell.

Two more late starters collecting on football, are KVOR of Colorado Springs, Colo., and KPQ of Wenatchee, Washington, both having sold the Dick Dunkel Football Forecast show, according to Joe Koehler, of Radio Events, Inc., national reps for the forecast.

Ralph Klein has been advanced to chief of the continuity department of WNBC, Hartford, and has been made responsible for all continuity at the station. Added to the WNBC announcing staff recently is Dick Bronson of Keene, New Hampshire. Increased sales in the Connecticut and Western Massachusetts territory, plus a high Crossley rating, has prompted Piel's Beer of Brooklyn, N. Y., to renew Milt Berkowitz's "Sports Roundup" program on WNBC for another twenty-six weeks. The show is heard Monday, Wednesday and Friday nights at 6:15. The response to the program has been enthusiastic and Berkowitz's sports-casting is fast becoming one of New England's outstanding sports shows of the air.

Hugh Sanders has joined the staff of WMBD, Peoria, as an announcer. He has been associated with various stations in St. Louis as announcer and production man for KWK, the same position with WIL, and continuity director for WEW. At KMOX he was stage manager for the outstanding program, "The Land We Live In." In New York he free-lanced for NBC, CBS and Mutual.

Floyd Hart, director of music in the public schools of West Chester, Pa., is airing a new series of weekly broadcasts, on WCAU, Philadelphia, called "The ABC's of Popular Music." The broadcasts are conducted exactly like classroom sessions with musical examples and plenty of opportunity for audience discussion.

Twice a month the CHML, Hamilton, Ont., special events department visits the Hamilton Military Hospital, where a fast-moving variety show is broadcast. With announcer Harold Stubbs as master-of-ceremonies, these programs bring listeners an inside idea of the type of entertainment that's provided for bedridden soldiers, sailors, and airmen. Air time is 9:05 p.m. every second Tuesday.

Three new subscribers have signed recently for the special AP radio wire, according to Press Association, Inc., radio subsidiary of the news gathering association. They are KSD, St. Louis; KVOO, Tulsa; and WSUI, Iowa City. Last named is a non-commercial outlet operated by Iowa State University.

Estelle Hedy Broderick, production traffic manager of WORL, Boston, has completed final arrangements and will join the U. S. Treasury Department in a similar capacity. Miss Broderick, who has been with WORL for six years, will leave for Washington, Oct. 23 where she will be assigned to her new duties under the direction of Marjorie L. Spriggs, head of the Women's Radio Division of the War Savings Staff.

"Here's Howe" program at WKNE, Keene, had a variety of interesting guest commentators, last week, when Evelyn Howe, women's commentator and copy director was on vacation. Guests included, Beatrice Colony, one time actress and vaudevillian; Ann Larkin, former publicity director of Pictorial Review Magazine; and Mrs. Richard L. Holbrook, wife of Keene's mayor, and director of surgical dressings in Red Cross for New Hampshire. Chief announcer, Ozzie Wade, guested one program, with original songs and sonnets presentation.

New listener builder program inaugurated by WWDC, Washington, D. C. is "Captain Cash." Program features a telephone call by the station every hour on the hour from 8 a.m. to 8 p.m. The jackpot is cumulative and increases \$5 with each unsuccessful call.

John Batchelder, announcing staff WFBL, Syracuse, has returned from Cleveland, Ohio where he appeared as emcee in several industrial movies. Lt. Thomas Hale, U.S.N.R., former member of the WFBL transmitter staff, is spending two weeks' leave in Syracuse. Lt. Hale has been stationed at the naval station in Puerto Rico for the last year. Two new voices are now regularly heard over WFBL: Jack Curren, former station's staff, is vocalist on the Company show, while Lynn Meredith replaced Dick Workman as vocalist on the "Musical Clock." Workman has gone into the armed services.

Following is new business placed in Buffalo stations by the Ellis Advertising Co.: Nemmer Furniture Co. renewed Jim Wells' late night program on WBN for another year. B & B Clothing Company has increased their radio advertising to fifteen-minute transcribed programs (Broncho Busters) and spots weekly over WEBR; Niagara National Bank of Buffalo has launched a spot campaign on three stations WGR-WBEN—and WEBR, has purchased 300 spots on each station. Geo. F. Stein Brewery, sponsor of the Korn Kobbler ETs Tuesday Thursday over WBEN, 6:30 to 7:30 p.m., have increased to five spots weekly.

"IT TAKES A LOT OF THINGS,"

muses Suzy our Steno, "to win public favor. And WSAI has all the things it takes to attract EXTRA LISTENERS for your program . . . EXTRA SALES for your product. Give your product the advantage of our close dealer relations, our sales promotion specialists, our sound and aggressive salesmanship—our unique merchandising."



WSAI'S SALES AIDS

1. Street car and bus cards
2. Neon Signs
3. Display Cards
4. Newspaper Ads
5. Taxicab Covers
6. Downtown Window Displays
7. House-organ
8. "Meet the Sponsor" Broadcast

IT SELLS FASTER IF IT'S **WSAI IDENTIFIED** CINCINNATI'S OWN STATION

NBC & BLUE NETWORKS • 5,000 Watts Day and Night • Represented by Spot Sales, Inc.

NOT JUST MONROE COUNTY

but **WHAMland**

1422 corner drugstores patronized by WHAM listeners.

Nat'l Rep. George P. Hollingbery Co. 50,000 Watts... Clear Channel... Full Time... NBC Blue and Red Networks

WHAM ROCHESTER, N. Y. "The STROMBERG-CARLSON STATION"

1 9 4 2

BIRTHDAYS

6	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

October 14

Leslie Edgley Dan Russo
F. C. Taylor (Stoopnagle)
Russell Thorson

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

21, NO. 10

NEW YORK, N. Y., THURSDAY, OCTOBER 15, 1942

TEN CENTS

Miller Wins NAB Fight

To Survey Ground Before Further Moves

ntly organized American
asters Association headed by
Shepard 3rd, will carefully
the situation before proceed-
gather additional members,
the failure of the NAB spe-
ard meeting to go through with
reorganization proposals as
by the ABA.

ard said yesterday that the
was not out to beg or coerce
(Continued on Page 2)

San Francisco Stations Join Boost War Chest Drive

San Francisco—Actors, singers and
ans from eight San Francisco
stations contributed their ser-
nominously in a gigantic War
program Tuesday, broadcast
KPO studios in Radio City here
played to KGO, KSFO, KFRC,
KJBS, KYA and KSAN. Un-
eature of the program, which
ghlighted by a 40-piece orches-
de up of musicians from all
(Continued on Page 2)

Camel Program Goes Full CBS Network

1 series on full CBS network
sponsorship of R. J. Reynolds
o Company will be "Thanks to
anks" for Camel Cigarettes
g Oct. 31. Sponsor's other two
ms on the network are
ie" and "Caravan."
show, broadcast Saturdays
7:30-8 p.m., EWT, with re-
ast at 11 p.m., EWT, is quiz
(Continued on Page 2)

Full Envelope

artford, Conn.—When ex-WDR-
now in the armed forces, see
station's return address on their
from now on, they know that
are receiving not one but ten
teen letters. Rule in the station
that anyone sending a letter to
dier informs the rest of the staff
that all can write a few words
he entertainment of their former
worker.

Wasn't Ed Craig

Chicago—Although a member of
the resolutions committee of the
NAB board during the stormy Tues-
day sessions, Ed Craig of WSM
did not sponsor the resolution call-
ing for Neville Miller to step down,
as erroneously reported. As a mat-
ter of fact Craig pointed out that
he was and still is an active sup-
porter of Miller.

State Actions vs AFM Planned By Industry

Litigations under state anti-trust
and Common Laws will be instituted
by the NAB against the AFM as
soon as special counsel for the broad-
casters completes negotiations with
recording and transcription com-
panies and stations, to assemble a
group of interests willing to co-
operate in the role of plaintiffs. That
state litigations would be the next
trade move was confirmed yesterday,
in Chicago, at the close of special
meetings of the Board of Directors
(Continued on Page 2)

Tums' "Treasure Chest" Expanding to 125 Outlets

Coverage for "Treasure Chest"
series on NBC for Lewis-Howe Com-
pany product, Tums, will be expanded
from 51 stations to full 125-station
network starting Oct. 27. Repeat
show will cancelled starting same
date. Roche, Williams & Cunnyngh-
am, Inc., Chicago, is the agency.

Woods Mentioned As Arbitrator Of Industry-AFM Record Row

Zenith Earns \$683,644 In First Fiscal Quarter

Consolidated operating profit for
the first quarter ended July 31, 1942
of the current fiscal year of the
Zenith Radio Corp. amounted to
\$683,644 after depreciation, excise
taxes and liberal reserves, but before
provision for Federal income and ex-
cess profits taxes, it was announced by
(Continued on Page 2)

Board Meet Settles Down To Problems Confronting Industry, Especially AFM Recording Situation

Station-OWI Contacts To Attend Dist. Meets

Washington Bureau, RADIO DAILY
Washington—Station managers are
being urged by the NAB to send their
OWI war program managers to the
forthcoming NAB district meetings,
it was learned here yesterday. Eighty
per cent of all stations in the country
already have designated a member
of their staff to represent them in
this capacity, according to the OWI.
Their attendance at the NAB meet-
(Continued on Page 6)

Libby Buys Time On Blue Re Consumer Relations

New device for emphasizing con-
sumer relations by a leading food
manufacturer will be introduced on
Oct. 19 when Libby, McNeill & Libby
uses full Blue Network to dramatize
its forthcoming advertising campaign,
(Continued on Page 2)

New Overseas Series Inaugurated Over WRUL

New series of goodwill broadcasts,
titled "Opposite Numbers" in which
American cities will salute comparable
English cities starts over WRUL, in-
(Continued on Page 6)

Chicago—Neville Miller, NAB pres-
ident, emerged victorious yesterday
from the two-day special meeting
of the trade association board which
met on so-called reorganization plans.
Board immediately turned to the
various problems facing the industry,
particularly the AFM and anti-trust
aspects of the matter.

Before adjourning, the urgency of
retaining a public relations counsel
to work full time for the NAB, was
fully discussed, also the radio man-
power situation. Opposition to Miller's
(Continued on Page 3)

Copy Editing Problem REC Meeting Subject

Problem of editing both commercial
and dramatic copy for broadcasting,
to abide by censorship regulations,
buoy morale, remain in good taste,
and still be effective was discussed
at yesterday's weekly luncheon meet-
ing of the Radio Executives' Club.
Dorothy Kemble, editor of the con-
tinuity department of the Blue Net-
(Continued on Page 3)

NBC's "Lidice" Show For Latin-Amer. Coverage

Unique technical setup in NBC
studios, will enable transmission to
Spanish and Portuguese speaking
countries of "The Murder of Lidice,"
(Continued on Page 2)

No Ban

Fort Sill, Okla.—Soldiers at this
post are beating the current ban
on records by making their own
recordings of radio programs. Their
methods were disclosed recently
when one of the group wrote to
Andre Kostelanetz, conductor of the
CBS Coca-Cola show series asking
him to replay a tune aired pre-
viously as someone had dropped
the first recording.

(Continued on Page 3)



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M. H. SHAPIRO : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL (Wednesday, October 14)

NEW YORK STOCK EXCHANGE table with columns for High, Low, Close, Net Chg. and rows for various stocks like Am. Tel. & Tel., CBS B, Crosley Corp., etc.

Third Camel Program Goes Full CBS Network

(Continued from Page 1) show with audience participation, Bob Hawk acting as emcee. Announcers will canvass audience with portable mikes, and three, five and ten-carton questions will be asked. If successful, contestant names man in the armed forces to whom cigarettes are to be sent. If question is not answered, cartons are set aside, and accumulation sent to remote Army camp. Postage is paid by sponsor. William Esty & Co. is the agency.

Biddle On "M. Of T."

Attorney General Francis Biddle will appear as guest speaker tonight on the "March of Time" program heard over NBC at 10:30 p.m. He will discuss the recent freeing of Italian-Americans from restrictions as enemy aliens.

YOUR SALES TARGET WCOL COLUMBUS NBC in Central Ohio's Richest Market WHITE OR WIRE DIRECT FOR STATION DATA

State Actions vs AFM Planned By Industry

(Continued from Page 1) of the NAB. Formal announcement will be made in the NAB bulletin which will be released tomorrow. Bulletin will also detail NAB reaction to dismissal of government's suit against James Petrillo and the AFM, in Chicago, Monday.

No formal meeting of the trade is being summoned at this time. Instead, Sydney Kaye, special NAB counsel, is conferring with key representatives. Likely that the first in the state suits would be filed in New York, though final determination of jurisdiction depends among other factors upon who will volunteer to accept the position of complainant in the test case.

Court Files Memorandum Re AFM Injunction Ruling

Chicago—Explanation and clarification of his decision denying the government's request to restrain the AFM and its officers from enforcing its ban against recordings was contained in a memorandum filed yesterday by the Federal Judge John P. Barnes.

Ruling that the Sherman Anti-Trust Act was not applicable to the case, Judge Barnes wrote:

"This case unquestionably involves or grows out of a dispute. The subject to the dispute, is, generally speaking, the question as to whether the members of the union shall be employed to make all the music that is to be made or shall be employed to make only a part of it, the remainder being made by means of phonograph records and electrical transcriptions and by amateur musicians.

"In view of the conditions, jurisdiction does not exist to grant any of the injunctive relief sought. The court is further of the opinion that the acts complained of are the kind specified in the Clayton act. Accordingly, the acts complained of may not be considered or held to be violations of any law of the United States."

Libby Buys Time On Blue Re Consumer Relations

(Continued from Page 1) title of the special show being "Napoleon Was Right" and emphasizing problem of feeding a nation at war. Program is a one-time shot.

Food processing company will invite consumers, along with Libby salesmen and dealers to the "sales meeting of the air," on which the organization's advertising plans, normally discussed only as a trade problem, will be discussed

Script is in keeping with Government's nutrition programs, and stress will be laid on urgent need among housewives, grocers and processors, and the specific problems of each group in terms of their effect on the other groups. Libby salesmen and grocers will be urged indirectly to carry message of new campaign to consumers.

J. Walter Thompson Company handles the account.

NBC's "Lidice" Show For Latin-Amer. Coverage

(Continued from Page 1) dramatic verse narrative especially written by Edna St. Vincent Millay for broadcast next Monday night.

Program, which will star Paul Muni in leading role, will have three separate studios and control booths, one to handle the main English presentation, and the other two to take care of the foreign language broadcasts to be heard over WRCA, WNBI and WBOS.

Spanish and Portuguese speaking actors and announcers will be present in each of the other two studios. Special music written by Frank Black and played under his supervision by NBC symphony orchestra in the main studio, will be fed to secondary control booths. Engineers there will be prepared to fade out English-speaking portions of the program on the split second, with supplementary actors and announcers ready to strip in their translations and interpretations in the two languages.

System has been used with one extra studio to some extent for Latin-American broadcasts of such series as "Metropolitan Opera" "Metropolitan Opera Auditions of the Air" and various symphony presentations, but not before as triple setup with elaborate duplicate casts and special timing problems.

Program, written at request of War Writers Board and described by that group as "one of the finest pieces of true propaganda to come out of the war," will be introduced by Alexander Woollcott and will have Clifton Fadiman as narrator. Other participants will include Stefan Schnabel, Peter Beauvais, Lotte Staviscky and Margrit Wyler.

All 'Frisco Stations Join To Boost War Chest Drive

(Continued from Page 1) the stations, was that none of the participating talent was mentioned by name. Each of the eight stations contributed one singer to compose a vocal choir of eight.

Stressing the need for "unity" in the War Chest drive, the vocalists sang en masse, with no vocal solos. National anthems and characteristic music of England, Russia, Holland, Poland, China, Greece, and Free France were heard. The program was produced by Caryl Coleman of KPO, and called for unstinted subscriptions to this year's War Chest.

Zenith Earns \$683,644 In First Fiscal Quarter

(Continued from Page 1) E. F. McDonald, Jr., president of the company. Based upon latest information Federal Income and Excess Profits Taxes on this profit is estimated at \$375,900. McDonald also forecast increasing production to reach a point some time in November, at which it should be maintained as a minimum until the end of 1943 in order to complete present contracts, all of which are with the government.

COMING and GOING

PHILLIPS CARLIN, Blue Network vice-president in charge of programs, left yesterday for Washington for talks with officials of the War Relocation Authority. He will return Saturday.

HOPE H. BARROLL, JR., executive vice-president of WFBR, Baltimore, is on a business trip to New York.

TED HUSING and JIMMY DOLAN leave for South Bend where, on Saturday, they will broadcast the game between Notre Dame and the unbeaten Iowa Pre-Flight team.

W. P. WILLIAMSON, JR., president and general manager of WKBN, Youngstown, has returned from Ohio for conferences at the headquarters of CBS.

CLEM KRACHT, of the Howard K. Wilson Co., has returned from a three-day trip to Adirondacks. He was accompanied by his family.

H. E. FELLOWS, manager of WEEL, Boston, is in town on a short visit prior to his departure for Chicago.

GARLAND POWELL, director of WRUF, Greenville, is up from Georgia for a few days to confer with the New York representatives of the station.

CHARLES LEONARD, secretary and treasurer of WAVE, Louisville, Ky., in town yesterday and visiting at the station relations department of NBC.

ANDRE KOSTELANETZ is in Toronto for concert engagement, his fourth appearance at the Ontario metropolis this year.

HERBERT L. KRUEGER, commercial manager of WTAC, Worcester, is in New York this week to confer with trade representatives.

GEORGE H. ROEDER, general manager of WCBM, Baltimore, is in town from Miami for a short visit with the local reps.

FRAZIER HUNT, CBS commentator heard on the General Electric program thrice weekly, broadcast tonight's stanza from KTRH, Houston, Tex.

HOWARD DAHL, commercial and sales manager of WKBH, LaCrosse, Wis., is in New York on station business.

NELS LAAKSO and his Korn Kobblers left for a two-weeks engagement in Buffalo. They will return to New York in time to appear at Rogers Corner on Oct. 27.

"CHUCK" DOYLE, of WJR, Detroit, is in town on a short visit to New York.

ABA To Survey Ground Before Further Move

(Continued from Page 1) any memberships and never did. That if the ABA found enough broadcasters were interested in going along with the ABA plans and ideas, the organization would proceed accordingly. Otherwise, Shepard intimates he was not out just to carry the fight or carry the ball for others, but for the fun of taking on additional burdens. Thus it is indicated, the ABA will look the ground over before making additional commitments.

WBYN NEWS EVERY MINUTE ON THE MINUTE 12 NOON TO 6 P.M. NEWS AS IT HAPPENS 1430 ON YOUR DIAL

Mark Woods Recording Arbitrator

(Continued from Page 1)
 for the duration of the present emergency." "However," the well-known labor lawyer continued, "I intend to see Wheeler the early part of next week, with respect to other aspects of the proposed investigation." "The circles here are beginning to wobble on the possibility that a prominent representative of the recording industry, along with representatives for other interests affected by the ban he designates, will sit down and start negotiations with the AFM chief to break the present impasse." In a press conference following the refusal of the AFM to grant a temporary injunction, it was indicated that he expected the industry to make the next move, and to Padway.

Woods a "Diplomat"
 One of the names advanced here as a possible broadcaster's representative in such negotiations was that of Mark Woods, president of the Blue Book. Woods would be especially prominent, it was pointed out, for two reasons. In the first place, he is regarded as an able "diplomat," his position in the ASCAP negotiations being widely known to support this fact.

Moreover, Woods has kept his net clear of the NAB campaign against the AFM and recently was reported as being of the opinion that an attempt to negotiate with the AFM should have preceded the attack on its leadership.

The Senate manifesting no intention of making an early start in its proposed probe, it was felt here that the industry might now be forced to give up and accept the belief that the whole matter is exactly what Judge Barnes called it in Chicago—"labor dispute."

Padway Silent on Woods
 Padway yesterday refused to comment on the suitability of Mark Woods as a representative in such negotiations. He asserted, "The selection of a representative would be up to the industry. Naturally we would have nothing to say on that. But I am confident Petrillo would be glad to deal with anyone who represents the industry."

New IT&T Factory

National Telephone & Telegraph Corp. has announced plans to build promptly with the construction of the first unit of a new factory located in New Jersey. New York will eventually become the headquarters of I. T. & T.'s research and manufacturing operations in this country.

92.1 AMUSIC
 Ask FORJOE
 CHICAGO-NEW YORK
SAN ANTONIO

PROMOTION

CBS "Hand" Promotion

Columbia Broadcasting System is continuing its use of its "hands" promotion. Frontispiece of a recent booklet is illustrated with numerous silhouetted hands and carries the caption "Up went their hands and up went their ratings." Booklet tells the story of increased listener ratings as a result of programs increasing their station lists to a full network. In addition to several pages being devoted to a general description of the increased ratings, a page is given to each of nine shows which increased their ratings after going full network.

In each case a picture of the featured artist is reproduced along with the "hand" holding a card on which copy telling the exact percentage of increase is given. Among the facts disclosed are the following: "that in these (added) cities CBS full-network programs increased their ratings 215% to 875%—with a median increase of 435%"; and "that ratings in the cities added were higher than the national Hooper ratings for the same programs—51% to 131% higher." A list of sponsors who have taken the full-network discount plan is included on the last pages of the promotion booklet. Letter accompanying booklet is signed by William C. Gittinger, vice-president in charge of sales.

Copy Editing Problem REC Meeting Subject

(Continued from Page 1)

work, presented a pointed explanation of the subject, elucidating on the meaning of the guide admonition, "Don't Help the Enemy." Her address and subsequent replies to members' questions highlighted procedures and regulations handed down by both government and trade bureaus for conduct of radio during the war.

In the absence of Tom Lynch, president, Linnea Nelson, time buyer at J. Walter Thompson presided.

Censorship and editing angles which have been official directives in the past, and which were reiterated in the discussion yesterday included the discarding of sirens and other attention getting devices because of their exclusive designation, now, for air raid warnings, etc.; the unfairness of trading in on the tragedy of war for commercial purposes; indelicate commercials suspended between news bulletins; the tendency to violate good taste in attempt to bring commercial copy down to earth and realistic, and smart alec innuendos bearing on the weather.

Next week's meeting will not feature a guest speaker. Club's own problems of programming and conduct will be discussed. Policy of conducting station days, in which a different station would entertain each week, is being contemplated by the entertainment committee headed by Art Tolchin of WHN who announced that WJZ would start this series

"Funny Money Man" Folder

Comic treatment is used on a four-page French-fold promotion piece to publicize the "Funny Money Man" syndicated programs released through Allen A. Funt Radio Productions. Frontispiece shows a top-hatted gentleman before a microphone in the act of throwing five-dollar bills in all directions. Copy on the inside pages explains the program under the following captions: "What Is Funny Money Man"; "What's It About"; "How Does It Work"; "How Is It Sold"; "Is It Good"; and "Funny Money Cartoon Strip." Each paragraph is illustrated by a comic cartoon. Folder is reproduced by photo-offset.

WFBL Station Breaks

WFBL, Syracuse, has instituted a new schedule of station break courtesies, the idea being to give the day's program features an occasional plug. Typical breaks being used are: "This is WFBL, Syracuse, where you hear the 'Pause That Refreshes' at 4:30 today"; "This is WFBL, Syracuse, suggesting you hear Fred Allen at 9:30 tonight"; "This is WFBL, Syracuse, which brings you 'Crime Doctor' at 8:30 tonight." Schedule covers about ten station breaks during the operating day.

Hyde Asst. Gen. Counsel FCC Broadcast Division

Washington Bureau, RADIO DAILY

Washington—Appointment of Rosel H. Hyde as assistant general counsel of the Broadcast Division, Legal Department, was announced here yesterday by the FCC. Hyde will fill the vacancy created by the recent resignation of Lucien Hilmer, with whom he was closely associated.

This is a merit appointment, Hyde having been on the commission's legal staff since 1934, and prior to that on the staff of the old Federal Radio Commission, which he joined in July, 1928. A native of Idaho, where he was born in 1900, Hyde is a graduate of Utah Agricultural College and George Washington University Law School, here.

McGillvra Now Inc.

License of incorporation has been issued to Joseph Hershey McGillvra, Inc., by the secretary of state of New York. Directors of the newly-incorporated firm which conducts a station representative business are Joseph Hershey McGillvra, Adam J. Young, Jr., and Helen Barnett.

October 28. Plans call for luncheon programs arranged by the networks, also.

Out of town guests greeted at yesterday's luncheon included the following: Ted Arnold, WHBF, Rock Island, Ill.; Ray Linton, KFBI, Wichita, Kansas, and Harry Cummings, WJAX, Jacksonville, Florida.

Miller Backers Win Fight To Retain Him

(Continued from Page 1)

administration of NAB affairs vanished after the resolution to unseat him was defeated by an overwhelming vote.

In discussing the Federal court ruling by Judge Barnes in favor of the AFM and its officers in denying an injunction to restrain the recording ban, it was the consensus of opinion that the NAB should lend a hand in carrying out the fight through the medium of state courts, an action which would be conducted under their respective anti-trust laws.

See Still Greater War Effort

Miller and his staff will now proceed to build further unity in the ranks of the broadcasters through the scheduled series of NAB district meetings which among other things will introduce to the radio men numerous army and navy officials as well as those of other government agencies as a means toward doing still more for the war effort.

Reports that possibly four members of the NAB board would resign their posts with the board was not confirmed yesterday. It is pointed out that dissension on the board is not new, and possibly has its healthy aspects as well.

Steel At Roxy Theater

Johannes Steel, WMCA commentator has been booked for a week at the Roxy theater, where he opened yesterday following an unexpected booking. Steel is holding forth with a commentary three times daily at a fat salary and believed to be the first type of such booking into a theater apart from the newsreel commentaries.

J. D. Morse In New Post

Washington—Appointment of John D. Morse, originator of the CBS "Living Art" series and radio associate of the Metropolitan Museum of Art, as editor of the "Magazine of Art" has been announced here by George H. Myers, acting president of the American Federation of Arts.

Morse will continue his radio program under the joint sponsorship of the Metropolitan Museum and the Federation.

WHAT'S WHAT IN BOSTON

10 — WCOP averages 684 letters each week of fan mail alone and going higher every week.

REPRESENTED BY HEADLEY-REED CO.

WCOP

BELONGS ON YOUR SCHEDULE

Chicago

By FRANK BURKE

HAL SAFFORD, WLS program director, has been granted a temporary leave of absence and will go to KOY, Phoenix, to take over the vacancy created by Jack Reilly, program director, who was recently re-commissioned a captain in the U. S. Army. Al Boyd, WLS production manager, takes over Safford's duties during his absence from Chicago.

Elliot Henry, formerly of the Howard G. Mayer organization, has been appointed public relations director for WLS and will also handle promotions for KOY, KTUC and KSUN, of the Arizona Network. John C. Whitney has been added to the station's sales promotion department.

Swift & Company has signed for 15 minutes of the Blue Network's "Breakfast Club" on Tuesdays and Saturdays over 142 stations.

Hal Tate, journalist, and his wife, Nikka Kaye, free lance writer, have launched a new weekly variety show on WCEL under title of "Hal Tate and Nikki Kaye." It will be a quarter-hour program featuring interviews with guest stars from the theatrical world. The show will be sponsored by Newart Company. Jack Kelly's orchestra will furnish the music and Frank McGovern gets the announcing assignment.

Dance lessons by Radio featuring Paul Shahin will be heard each Saturday on WGN from 10 to 10:15 p.m. Broadcast will originate from Shahin's studios in the Pan-American House.

Kay-Ashton Stevens, wife of the Hearst columnist and formerly known professionally as Katherine Krug, debuts a new program, "Chats Across the Table" over WBBM from the Pump Room of the Ambassador Hotel, Sunday, Oct. 18, from 12:30-12:45 p.m. The show will feature visits with guest stars.

"Helpmate," daytime serial sponsored by Cudahy Packing Company on NBC, moves from New York to Chicago on Monday, Oct. 19, and the show will be recast by the Grant agency. "Maid of America," on WGN moves from Tuesdays at 7:30 p.m. to Thursdays at 9:30 p.m. effective this week.

Chico Marx, currently appearing with his orchestra at the Blackhawk, will be the guest observer on the "Quiz Kids" program on the Blue Network Sunday, Oct. 18.

YOUNG WOMAN AVAILABLE



YOUNG WOMAN WANTS SECRETARIAL POSITION. ONE YEAR EXPERIENCE. EIGHT MONTHS WITH NEW YORK RADIO STATION.

WRITE: RADIO DAILY — BOX AA, 1501 Broadway — New York City.



The Listening Post . . .!

● ● ● Supreme sacrifice of the war will be made by Jack Benny when he appears on "March of Time" Oct. 22 to donate his "Maxwell" to the scrap heap. Anybody who has been following Benny's script knows what a patriotic gesture that is! . . . Every canary in the country will probably make a pitch for Mary Martin's spot on the Bing Crosby show. Mary's taking three months off for picture work. . . Bert Wheeler singing the blues because he had to nix a fabulous offer for a So. American appearance—due to lack of transportation. . . Phil Carlin off for Washington to confer with the OWI on program ideas. . . Funniest crack of the week (even if it is an oldie) was Margo Good's at the Club 51 the other midnight. When the mike went dead during her singing, she snarled: "Ain't it bad enough you killed vaudeville—without having to crab my act!" . . . Benay Venuta guesting on the Fred Allen show this week. . . It's a boy at the Mel (CBS) Spiegels—and twins (a boy and girl) at the Jack Hartleys. . . Phil Baker is walking around with a long face these days. He says he thought he had a date with a warm WAAC who turned out to be a cold WAVE. . . Ransom Sherman clicked so solidly with Vallee last week that he's being held over for this week. . . Damon Runyon over a siege of the flu. . . Merry Macs opening at the Paramount on the 21st for four weeks. . . Stuart Allen off for Woonsocket, R. I. to be musical director for two theaters up there. . . Earle MacGill will include an original by Joe Ruscoll in his forthcoming text book for college classroom use. Ruscoll pens the "Our Town" vignettes on the Friday Camel show. . . We know a guy who has a revolutionary idea for a new B'way show. No strip-teaser will be in it!



● ● ● Memo from the Writers' War Board: "We have initiated a movement to popularize the use of the last stanza of 'The Star Spangled Banner' instead of the first stanza now commonly used . . . and we believe you will agree that it is most appropriate in the present war emergency. . . Kate Smith has consented to take the leadership in this movement, and will discuss, recite and then finally sing this stanza on her show this week."



● ● ● Hollywood gossip (as relayed by tourist Dave Alber): Charlotte Manson in town for a screen test—probably for "Stage Door Canteen" . . . Marty Lewis shopping around for a house. Plans to stay here permanently. . . Bing Crosby has a bad cold from singing at a San Francisco army base. Plenty of other stars laid up from performing at camps in all kinds of weather. . . Camel Caravan shifts to coast on the 26th with X. Cugat set for another Columbia picture. Herb Shriner, comic on the show, is being paged by Paramount. . . Spike Jones, who did that sensational record of "Der Fuehrer's Face," is a drummer out here with John Scott Trotter's band and is stunned by the success of the record. Phones Martin Block every other day to tell him how grateful he is for his help in putting it over. . . Dinah Shore will do an adagio in her forthcoming picture, "Thank Your Lucky Stars." Right now, Dinah is the darling of Hollywood. Jack Warner wants her for the title role in "The Life of Helen Morgan" and Metro is after her to play La Morgan in "Showboat."



● ● ● CRITIC'S CORNER: If the "Stars From The Blue" show lacks lustre, it's probably due to mixing light classics with pop tunes, not always a good idea. . . Full responsibility for the success of "The Shadow," methinks, goes to Bill Johnstone, as the Shadow, and Marjorie Anderson, as Margot. Even when your imagination becomes overworked, your ears can relax to the pleasant voices of these two. . . Frank Lovejoy and Joan Banks again proved a solid radio team on "Manhattan-At-Midnight" . . . The "Radio Reader's Digest" is worthy of the magazine.

— Remember Pearl Harbor —



WXYZ

...will deliver* lion's share of Detroit at lowest cost...

Guarantee:

*with any WXYZ Champion Show

KING-TRENDLE BROADCASTING CO. Detroit, Michigan

National Representatives Paul H. Raymer Company

WEST-ING

LORRE, on the Abbott & Costello program, today (WEAF-10 p.m.).

MA SCOTT, on the "Kate Winslet," tomorrow (WABC-CBS, 10 p.m.).

STANOYEVIDICH, New York General of Yugoslavia; DOBROSLAVICH SLAVKO, American widow of the former Yugoslav ambassador to the Court of St. James; and GENE KRUPA, band leader "Double or Nothing," tomorrow (WABC-Mutual, 9:30 p.m.).

McMILLAN, champion athlete and parachutist; ROBERT H. HAM, 12-year-old virtuoso of several musical instruments; BOB FUNK, dictionary lexicographer; and W. G. HOLMES, philanthropist the blind, on Dave Elman's "Lobby," Saturday (WABC-Mutual, 9 p.m.).

DAVIS, JUNE COX, EVERETT, FRANCES DONNELLY, POWERS models, and ALYCE, JOHN McNALLY, BILL W. and TOM ROGERS, all aviation cadets, on "Mr. Adam and Eve," Saturday (WABC-Mutual, 9 p.m.).

WYATT, on "Stars Over Broadway," Saturday afternoon (WABC-CBS, 12:30 p.m.).

FRANK CRAWFORD, head of the radio bureau of "PM," and J. POPE, chairman of the National Morale Committee, discuss the Second Front a Public Hearing in the "People's Platform" Saturday (WABC-CBS, 7 p.m.).

DA FARRELL, on "Armstrong Theater of Today," Saturday (WABC-CBS, 12 noon).

AND C. FOUST, editor of "The Farmer," on the "Countryside" program, Saturday (WABC-CBS, 1 p.m.).

FONTAINE, on "Radio Digest," Sunday (WABC-Mutual, 10 p.m.).

NEW PROGRAMS—IDEAS

WTAG Sports Schedule

Two new sport shows have been added to the schedule of WTAG, Worcester, Mass., in order to give a complete picture of gridiron season as well as other fall sporting events. First show is titled "Pigskin Highlights" and immediately precedes the WTAG football broadcasts on Saturday afternoons; it is conducted by Tommy Russell of the announcing staff who gives a cross section picture of all games played on that day, makes predictions as to the result of the day's games and plays the respective schools' song as a musical salute. Second show is titled "The Scoreboard" and is conducted by Bob Dixon, also of the announcing staff; it covers all sports. Program setup for this series calls for Monday and Wednesday shows to feature general discussions of sports highlights, offering roundtable talks with visiting newspaper sports writers; Thursday is "guest night"; Friday is "prediction night"; and Saturday is used for giving results of important games.

Safe Driving Series

New weekly half-hour series on KMYR, Denver, presents simulated sessions of a traffic court in which selected traffic situations are dramatized. Set of examination questions are aired and answered during each broadcast to illustrate traffic violations and the correct method of safe driving. As part of the series, a "traffic school" is conducted by a local police judge.

"Victory Horn" Signal Finds Favor With OWI

Washington Bureau, RADIO DAILY

Washington—Deputy Chief Douglas Meservey of the OWI Radio Bureau told RADIO DAILY yesterday, he thought the Victory Horn Signal Campaign now developing on the West Coast was a "fine idea" and ought to be promoted by stations throughout the country.

The so-called "Victory Signal" is the equivalent of three dots and a dash on an automobile horn, which patriotic drivers are requested to toot whenever they see other drivers traveling faster than the specified 35 miles an hour limit.

The signal was originally adopted a few weeks ago at the suggestion of OWI's West Coast office and has been spreading like wildfire with the strong support of western broadcasters.

Meservey thinks the time has now come for the campaign to travel East. He is asking other stations to get behind it with special announcement.

Stork News

Hollywood, Calif.—Penny Singleton, "Blondie" of the radio and motion pictures, became the mother of a daughter last week. Father is Capt. Robert S. Sparks of the Marine Corps.

"Toy Town Tooters"

"Disneyish" type of program has been inaugurated on WMCA, New York, on a weekly schedule. Program features one of the strangest collection of instruments ever heard inside or outside of a radio studio. It is called "Toy Town Tooters" and features Eddie Lewis and Lou Herrmann, novelty instrument players who made a hit with the network group "The Kidoodlers." "Toy Town Tooters" presents impersonations of famous characters in comic strips as well as inaugurate their own characters of "Tickle," "Pie Face," "Pebble" and "Bumpy." Toy fiddles, flutes, horns, bells and whistles are played by the tooters as well as a variety of other instruments which defy classification.

"Surprise Symphonies"

Novelty in radio's classical music schedule is a new series on W47NY, FM station in New York, which is titled "Surprise Symphonies." Series is dedicated to those who have never had a real interest in concert music because of the atmosphere usually associated with it—staid concert halls, formal dress. World's best music is presented simply as music, without any mention of composer or background. The title is the surprise, and is not revealed until the end of the program. By this time the listener will have passed judgment on the music on the basis of listening pleasure, unbiased by the reputation of the composer.

Godwin Coast Coverage; Repeats Next Morning

San Francisco—In order to give war plant workers and others an opportunity to hear the friendly, man-to-man nightly news chats broadcast by Earl Godwin, in his "Watch the World Go By" air journal, a rebroadcast of the program will be heard from 6:00 to 6:15 a. m., Monday through Friday, over Blue Network station KGO, effective at once. The early morning program will be a repeat of the broadcast heard the night before at 8:00 over KGO and the Blue web.

For example, the broadcast heard on Monday morning will be that heard at 8 p. m. Sunday night. The repeat is believed to be an innovation in radio, according to KGO manager William Ryan, no other commentator having been rebroadcast the following day, although many may have been delayed to afford a better listening hour on the West Coast.

Press Association Signs Two

Acquisition of a special AP radio wire from Press Association, Inc., radio subsidiary of the news service, has been announced by KMO, Tacoma, Wash., and WGH, Norfolk, Va. Latter station will broadcast AP news exclusively, according to Edward E. Bishop, manager of the outlet.

AGENCIES

J. WALTER THOMPSON COMPANY's Brazilian office has been selected to handle the advertising portion of the first defense drive to be put on in Sao Paulo, according to Samuel W. Meek, vice-president in charge of the agency's international operations. Campaign is a project of the University of Sao Paulo to raise funds for national defense research.

KOLYNOS CO. has appointed the Joseph Jacobs Jewish Market Organization as merchandising and advertising counsel in the Jewish field. Campaign starting next Monday includes the quarter-hour "Doctor of Mirth and Song" program on WEVD, New York, supplemented by newspaper advertising.

AGRICULTURAL ADVERTISING & RESEARCH SERVICE INC., Ithaca, N. Y., has filed with the Secretary of State at Albany, N. Y., papers changing its name to the M & K Holding Corp.

ADVERTISING CLUB OF KNOXVILLE has affiliated itself with the Advertising Federation of America, its application for membership having been approved at the fall meeting of the Federation's board of directors.

JOAN GEDDES has been appointed publicity supervisor of Compton Advertising, Inc., replacing Isabel Olmstead, who has joined the copy department of the agency.

GREY ADVERTISING AGENCY has been appointed to handle the advertising of the Phillips-Jones Corp., makers of Arrow shirts.

JACK A. PEGLER, with Lord & Thomas since 1929, has been named a vice-president of the agency, it has been announced.

ROY S. DURSTINE, INC., has been named as advertising agency for The Trailer Co. of America.

Position Wanted

WOMAN STATION MANAGER WANTS POSITION IN GOOD MARKET—14 YEARS EXPERIENCE—6 YEARS AS MANAGER — EXCELLENT REFERENCE AND PROOF OF ACCOMPLISHMENTS.

WRITE:

RADIO DAILY
Box No. 578

1501 Broadway N. Y. C.

SMALL BUDGET WENT TO THE "920 CLUB"



WORL BOSTON, MASS

NEW BUSINESS

KECA, Los Angeles: Benson Shops, Inc. (Women's apparel), thru Glasser, Gailey & Co., 13 half-hour programs, "Pan-American Rhythms," once a week starting Oct. 4; Kellen Kay Co. (used automobiles), thru Milton Weinberg Adv. Co., 209 quarter-hour newscasts, four a week; Galston & Sutton Theaters, Inc., thru Dean L. Simmons, five or more 50-syllable, 100-word or one-minute ETs distributed over a year; The Frito Co., thru Ray K. Glenn Advertising, Dallas, 52 quarter-hour newscasts, three a week starting Oct. 9.

WRC, Washington: C. A. Briggs Co. (H-B Cough Drops), thru Horton Noyes of Rhode Island, 32 station breaks to be used Monday and Friday evenings; Philadelphia & Reading Coal and Iron Co., thru McKee & Albright, Inc., Philadelphia, 52 station breaks; Warner Brothers (Theaters), thru Lewis Agency, Washington, D. C., four anns.; National Savings & Trust Co., thru Lewis Edwin Ryan Adv. Agency, Washington, D. C., anns. for two days, Tuesday and Wednesday.

New Overseas Series Inaugurated Over WRUL

(Continued from Page 1)

International shortwave station, today, at 5 p.m. EWT. First program will have Mayor F. H. LaGuardia in a salute to the Lord Mayor of London and a dramatic sketch depicting New York at war. The program will originate at WNYC, which is carrying this one broadcast locally.

Series takes its name from the military expression referring to comparable persons or things in other countries. Thus, New York is the opposite number to London or Moscow; Detroit to Coventry or Stalingrad; Gen. George Marshall, chief of the U. S. general staff, to Sir Alan Brooke, Chief Imperial General Staff of Gen. Shoposnikov, Russian Army.

New program is part of WRUL's general overseas feature, "Friendship Bridge" which previously aired greetings from British children to their parents at home and "Name-sake Towns," similarly named towns in the U. S. saluting England. (Boston to Boston, Gloucester to Gloucester, Portsmouth to Portsmouth).

Donnelly Joins KFRC

San Francisco—Dan Donnelly, former manager of KDB, Santa Barbara, and before that commercial manager of KGB, San Diego, has been appointed commercial manager of KFRC, local Don Lee-Mutual station. He replaces Ward D. Ingram, now at Officers Training School in Miami Beach, Fla. as a Second Lieutenant in the Air Corps.

Wedding Bells

Greenfield, Mass.—Miss Rose M. Haigis, daughter of John W. Haigis, owner of WHAI, and Benjamin P. Collins were married Oct. 10 in the Haigis summer home in Ashefield.

WORDS AND MUSIC

By SID WEISS

RADIO is a strange, mercurial kind of biz and so the success story of Allen Funt fits right into these pages. It might come as an encouragement to struggling young air workers saddled by woes and fighting to create a prestige for themselves. Seven years ago, Funt was an errand boy for a Manhattan ad agency. Within three months, he was scribbling copy for the agency and drawing some \$200 per. Last June he got the radio bug for fair and developed an idea called "The Funny Money Man." He peddled it for five months and exactly 26 stations rejected it. You know the happy ending. Today, 46 stations around the country and 18 newspapers service the series. Funt counts upwards of three million enrolled members. As a local show, it's one of the top mail-pullers and rates that kind of significance even in competition with full-blown, lavishly-budgeted network programs. Funt notes ironically that after months of weary rebuffs, both the Blue and NBC put in bids on the same day. His answer had to be made within the hour. Another ambitious property of Funt's is the swiftly-paced "Army-Navy Game," which drew the best Hooper mark of all the 5:30 spots, the time it occupied for ten weeks.

☆ ☆ ☆

We had an interesting chat the other day with Bob Allen, whose band is currently at the Hotel Pennsylvania. The conversation drifted around to the high cost of musical instruments. We asked him how much he figured was invested in his band's instruments and after figuring it out on a clean table-cloth, it came to the staggering total of \$6,000. Bob figures his sax section alone calls for an outlay of \$3,000. The most expensive set of reed instruments are owned by Paul Lavallo, NBC bandleader. His reeds including bassoons and flutes, cost \$3,500. Jerry Wald recently purchased two clarinets at a maximum cost of \$300 apiece. Shep Fields has the greatest number of saxes, reeds and woodwinds, with their cost running about \$10,000. Trumpets and trombones average \$175, according to Bob. Tommy Dorsey's wonderful tone comes out of a horn worth about that, but the most expensive "slush pump" was manipulated by Capt. Glenn Miller. About \$220. Harry James plunks down \$275 for his horn (horn of plenty?) and owns three of them. A certain celebrated trumpet-blowing maestro manages to get along with just one at about half that price, but Bob discreetly refuses to mention his name.

☆ ☆ ☆

Drums, being multiple affairs, run into big money. Most cymbal slashers keep adding to their collection over the years, but chaps like Gene Krupa and Ray McKinley have just about as many traps, tympani and maraccas as are practical in a modern band. Bob estimates their outfits are worth about \$600. Krupa, incidentally, is acquiring various African and Congo drums that fall into the collector's items category. Guitars can be bought for as little as a ten dollar bill—but no member of a name band rhythm section would play one worth less than two century notes. Last, but not least, are the big bull fiddles which differ from the aforementioned instruments in that the older they are, the greater their value. A jerry-built job costs \$200. They run as high as \$800, the cost of a string bass manipulated by one of Mark Warnow's men. Incidentally, Warnow lists 45 players in his "Hit Parade" band, including violins, which have the sky as a price ceiling. We pointed to Bob's baton and the maestro grinned. "Very expensive," he said. "Cost me two bits!"

☆ ☆ ☆

TICKER TAPE: Nice emoting job by Eunice Howard on "Death Valley Days" . . . Addie Klein subbing for Frances Corey on WQXR's "Women and the War" . . . Sid Cassel an addition to "Sea Hound" . . . Jerry Benton and Virginia Maxey the new vocalists with Bobby Byrne's crew.

☆ ☆ ☆

—Remember Pearl Harbor—

To the Colors!

GILMORE N. NUNN, owner of WLAP, Lexington, Ky., is a Lieutenant in the U. S. Army assigned to Air Transport Command. After reporting to Washington instructions, he will open an office for the Air Priorities Control Division at New Orleans.

—VVV—

WILTON JOHNSON, announced WRBL, Columbus, Ga., has joined the Army.

—VVV—

EDDIE HOUSE, formerly Chief Engineer in Chicago and recently on staff of KROW, Oakland, Calif., and KEITH KERBY, assistant manager of KROW, are in the Coast Guard and Army respectively. House is Chief Petty Officer and still skipper of his yacht which has also joined the service for the duration.

—VVV—

CHET BLOMNESS, of the KEX, Portland, Oregon, communications department, has been appointed First Lieutenant in the U. S. Army Corps. Blomness was a radio operator on an army transport with the rating of Chief Petty Officer during the last war.

Station-OWI Contacts To Attend Dist. Mtg.

(Continued from Page 1)

ings, where discussion will center on the place of "Radio in the Picture," was described by Arney, Jr., of the NAB, in a talk to station managers, as "highly desirable, both in your own interest and the effort of the OWI generally."

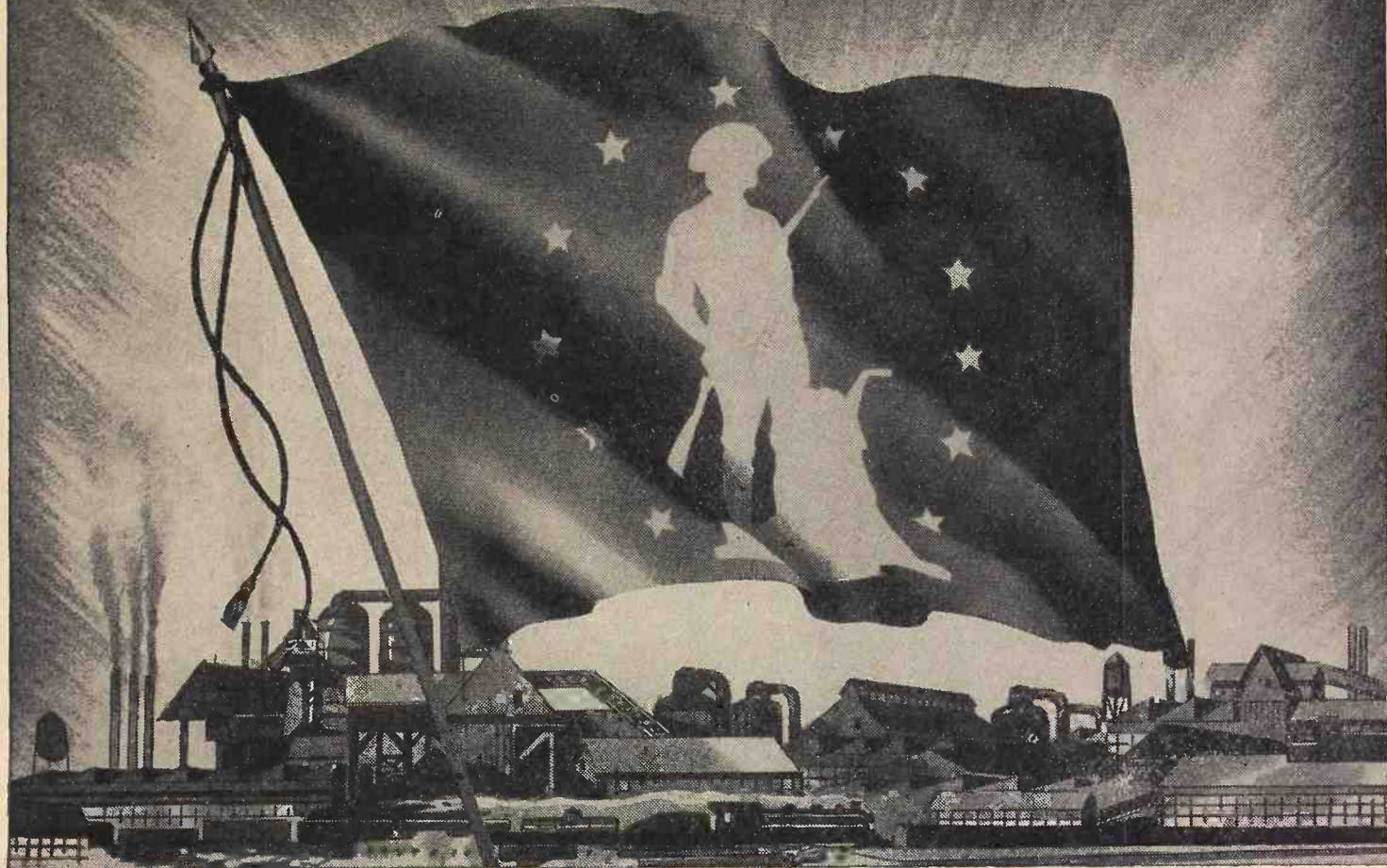
WLS Personnel Changes

Chicago—Personnel changes at this city includes the naming of Elliott Henry as director of public relations and the granting of a temporary leave of absence to Safford, who has been named program manager of KOY, Phoenix, to fill the vacancy created by resignation of Jack Reilly, manager of the army. Safford's program at WLS will be taken over by his absence by Al Boyd, program manager. Station also has new additions in the person of Betty Lingham, formerly with You Rubicam, New York, in the continuity department and John Whitley, formerly of General Inc., in the sale promotion department.

Dinah Shore Renew

Renewal of "In Person—Shore" on Blue Network, effective October 30, has been announced. With the renewal, Bristol-Myers begins its second consecutive year on the network. Dinah Shore is on early and repeat shows over stations. Sponsor also launched "Duffy's Tavern" last week on Blue. First series was placed by Pedlar & Ryan and the second by Young & Rubicam.

A WAR MESSAGE FROM THE UNITED STATES TREASURY DEPARTMENT



Next to the Stars and Stripes . . .

AS PROUD A FLAG AS INDUSTRY CAN FLY

Signifying 90 Percent or More Employee Participation in the Pay-Roll Savings Plan

IT doesn't go into the smoke of battle, but wherever you see this flag you know that it spells Victory for our boys on the fighting fronts. To everyone, it means that the firm which flies it has attained 90 percent or more employee participation in the Pay-Roll Savings Plan . . . that their employees are turning a part of their earnings into tanks and planes and guns *regularly*, every pay day, through the systematic purchase of U. S. War Bonds.

You don't need to be engaged in war production activity to fly this flag. Any patriotic firm can qualify and make a vital contribution to Victory by making the Pay-Roll Savings Plan available to its employees, and by securing 90 percent or more employee participation. Then notify your State Defense Savings Staff Administrator that

you have reached the goal. He will tell you how you may obtain your flag.

If your firm has already installed the Pay-Roll Savings Plan, now is the time to increase your efforts: (1) To secure wider participation and reach the 90-percent goal; (2) to encourage employees to increase their allotments until 10 percent or more of your gross pay roll is subscribed for Bonds. "Token" allotments will not win this war any more than "token" resistance will keep our enemies from our shores, our homes. If your firm has yet to install the Plan, remember, **TIME IS SHORT.**

Write or wire for full facts and literature on installing your Pay-Roll Savings Plan now. Address Treasury Department, Section D, 709 12th St., NW., Washington, D. C.

Make Every Pay Day "Bond Day"



U. S. **WAR Bonds** ★ **Stamps**



Coast-to-Coast



AN exchange agency for "ham" radio operators has been set up by John Watkins, announcer at WCKY, Cincinnati, on his early morning show. It will be known as The Ham Club, and will be aired for a half-hour beginning at 5 a.m. The program will act as a clearing house, swap club, idea center and unofficial "parent" for WCKY ham listeners. No messages will be transmitted, of course. Station is currently stamping all its mail with "Buy Bonds From WCKY."

Herald Goodman and all the Bell Family have been added to the staff of KGKO, Fort Worth-Dallas. Herald Goodman was one of the original members of Vagabond Quartet, heard for years over WSM, Nashville, and later emcee of the Iowa Barn Dance on WHO, Des Moines.

Dr. Frederick K. Stamm has announced his resignation as pastor of the Clinton Avenue Community Church, Brooklyn, to devote full time to radio and writing. Dr. Stamm, for twelve years has annually conducted "Highlights of the Bible," an NBC summer feature. He is a veteran of religious broadcasting and was one of the first to put a devotional ritual program on the air from a radio studio.

Emphasizing the danger of fires as an added war-time hazard, WTAG, Worcester, last week observed Fire Prevention Week with a special 15-minute program originating from city's Central Fire Headquarters. Conducted by special events announcers Bob Dixon and Bob Martin, interviews were held with firemen on duty and deputy fire chiefs. Listeners were given a description of the fire apparatus, how it worked, and procedure required from the initial alarm to the arrival of engines at the fire-scene. WTAG broadcast was one of a safety series attempting to help stamp out unnecessary dangers inconveniencing the war effort.

Two additions to the staff of WDRC, Hartford, are Rodney L. Smith, formerly of WSAY, Rochester, and Charles Haaser, formerly with WMAS, Springfield, Mass. Swift will start his duties next Monday and Haaser is scheduled to begin the following week. Both are announcers.

Johannes Steel, news commentator on WMCA, New York, addressed the League of American Writers, Friday and will be guest of honor at the Overseas Press Club Luncheon, Oct. 21.

"Sport Plays" on KIRO, Seattle, moves from Monday to the Thursday night 10 o'clock spot with the taking on of a sponsor, the Turf Smoke Shop of Seattle. Pat Hayes, sportscaster who handles the KIRO football broadcasts originating at the University of Washington stadium, previews the week-end football games. Back in Seattle after a year as American advisor to the British Information Services in London and New York, Vernon McKenzie, director of the School of Journalism at the University of Washington, last week began a Sunday morning series of commentaries on events around the globe over KIRO.

First weekly meeting of the fall season was held this week by the Sports Broadcasters Association. Sportscasters group is celebrating its first anniversary. Guests at the first meeting were Commander Gene Tunney, U. S. N., and Lou Litt'e, football coach at Columbia University.

Leave of absence has been extended to Betty Campbell, director of education of KMOX, St. Louis, who has gone to California where she is to be married to Lt. John Skinner of the United States Navy. Ambrose Haley has rejoined Pappy Cheshire's National Hillbilly Champions on KMOX and CBS, after an absence of five years. Haley is a versatile entertainer, among his specialities being yodeling, guitar, violin and harmonica playing. He began his radio career in Hot Springs in 1930 after a long career in vaudeville. Haley also appears each morning on the two-hour "Country Journal" program on KMOX beginning at 5:00 a.m.

Hendrik Willem Van Loon, America's foremost Netherlander, inaugurated the first in a new series of programs about the part that the Netherlands is playing in this war, on Monday, over WNYC, New York. The program is one of a group called "News From the United Nations." Already in operation is a weekly broadcast by the Fighting French, heard each Thursday, which gives details of the De Gaulle faction's activities, with Genevieve Tissot as narrator. Plans are now under way to include representatives of other United Nations in the group.

VERSATILE MAN

seeks position where mature experience in any or all of the following fields can be utilized. Copyright clearance—music arranging, copying, composing, editing and directing, organ-piano playing—music librarian and secretary—programme builder—publishing executive. Draft exempt. Will consider any offer. Write:

RADIO DAILY
Box AB

1501 Broadway New York City

Charles G. Burke, formerly with Free & Peters, Inc., has joined the sales staff of WJR, Detroit, as aide to Owen F. Uridge, assistant general manager. He replaces Herschel Roth, now in the Air Force. Burke headed the Free & Peters office in Detroit for five years up to last February. Since then he has been Chicago manager for Wright-Sonovox, Inc. He entered radio at Fargo, N. D. in 1928 after serving as city editor of the Fargo Forum for three years. Later he was commercial manager at W9XBI in Kansas City. Burke is a graduate of the University of North Dakota, is married and has two daughters.

John and Elizabeth Raleigh, recently returned from reporting assignments in the Far East, have inaugurated a new series on WCCO, Minneapolis, titled "What About The News." Sponsored by Chocolate Products Co., the program is in addition to their daily coverage of the news on their own individual broadcasts.

Richard Thomas leaves the news commentator post at WBNX, New York, to join radio staff of Office of War Information. Successor has yet to be picked by the station.

Public relations department of WFIL, Philadelphia, is getting set for a "Garrison finish" in its preparations for the "Town Meeting of the Air" origination taking place in Philadelphia's Town Hall this evening. Due to the fact that this "Town Meeting" broadcast is also under the auspices of the Philadelphia Forum, and is its first program of the 1942-43 season, the forum is releasing tickets first of all to its members, and tickets will not be available to WFIL for distribution until barely three days before the big event. Several hundred requests have already been received and the staff is greasing its elbows in preparation for a triple-time turnout next Tuesday.

New series of broadcasts by members of the Navy League will be inaugurated on WIBG, Philadelphia, this Friday at 3:00 p.m. Speakers on the first program will be Mrs. George H. Earle, wife of the former Governor of Pennsylvania, and Ambassador to war-torn European countries, and Mrs. Livingston Biddle. The series will continue as a weekly feature every Friday at 3 p.m.

First Cincinnati station to adopt an inspirational musical-dramatic wartime signature is WCKY, which will sign off daily, beginning at 1 a. m. with a 4½-minute "Voice of Freedom House" transcription. Conceived by Donald Flamm and produced under the direction of Philip S. Barrison, the signature includes music under the direction of Alexander Smallens and the voices of the Eva Jessye Choir.

Kelly & Young Radio Productions is now handling the Sam Cuff "Face of the War" program formerly handled by the National Broadcasting Co.

Mary Lewis has joined KROQ, San Francisco, in a sales service capacity, resigned her connection with the Stik Company of San Francisco, manufacturers of adhesives. She was previously engaged in merchandising work in Pittsburgh and in industrial pictures. Kilpatrick's Bread, San Francisco, has signed for twenty announcements weekly on KROW, through Reinhardt agency, Oakland. Other business on KROW includes announcements for the professional football in San Francisco, football broadcasts on KROQ, and Tide Water Associated Oil Company. L. Committee, the Valley Club, and the Dawn Publishing Company.

Lorraine Borley, formerly audience-mail department of KJRH, Seattle, was appointed colorator for the stations recently, replacing Ethel Kent Hall, recently resigned. Arlene Malachuk is now handling audience mail for the stations. Garite Wells of the KOMO-KJRH publicity department, returned from a two-weeks vacation in California, where she visited several Blue stations in San Francisco and Hollywood.

Edwarda Pickett Gilmore, assistant press department of KPO, San Francisco, has resigned her position, transferred to the Portland yards Kaiser Shipbuilding firm, where she is cost accountant.

Louise Wilcher, organist, on her own musical program on the network daily at 6:00-6:30 p.m. Her program is called "Keyboard Key." Miss Wilcher formerly conducted popular CBS Sunday organ program "Here's Louise," but had to give up when she became the organist on "Stories America." CBS daily serial sponsored by General Mills. She is also heard on "Sing Along" on CBS.

Studios of WMOB, Mobile, under renovations recently. Announced to install new equipment including announcers' rostrum, acoustic and record files.

"Molasses 'n' January Returning To New

Following Army camp tour weeks, Pic Malone and Pat Padgett, "Molasses 'n' January" fame, return to the Blue Network with five-part program, "Advisors to the Front" Oct. 26 on a Monday-Friday basis at 7:25 p.m., EWT, a repeat Tuesdays, Wednesdays, Thursdays at 10:15 p.m., EWT, currently occupied by the team, 9:55 p.m., EWT, has been taken over by Gracie Fields in her series which began this week which is sponsored by American Cigarette and Cigar Company and Mall cigarette.

1 9 4 2						
17	18	19	20	21	22	23
24	25	26	27	28	29	30

BIRTHDAYS

October 15

Don Bigelow	William Edmonson
Vivian Fridell	Muriel Harbater
Joseph Koestner	Bob Trout
Ransom Mills	Sherman

OWI Picks Consultants

Order by WPB Set Replacements

Washington Bureau, RADIO DAILY
 Washington—Understood here that WPB will shortly issue a long-expected order on replacement parts for civilian radio receivers. A meeting of the industry advisory committee on these replacements, though scheduled, is expected to be in the near future. The order probably will be issued shortly after the advice of the committee has been solicited at this conference by officials.
 Mentioned from last week, the
(Continued on Page 3)

Symph Organizations Ready Seasonal Return

Leading network symphonic NBC Symphony under direction of Arturo Toscanini, and New Philharmonic-Symphony on whose broadcast concerts are conducted by network's conductor Barlow, start shortly on air next week of one another. Philharmonic opening is Oct. 25, 3-4 p. m., and that of NBC Symphony, Toscanini has chosen George Gershwin.
(Continued on Page 2)

Relinquishing Of Scripts Realigned By Blue Net

Assignment of handling of script writing activities in New York headquarters of Blue Network was completed yesterday. Formerly handled in the program and sales department, these activities have been combined and transferred to newly formed routing division.
(Continued on Page 2)

Patriotism

One of the first casualties of the recent scrap drive was Alan Reed, Solomon Levy in NBC's "Abie's Rose." Searching his cellar, he contributed several heavy hunks of metal. Days later he wanted a plumber to convert his furnace to gas. "It won't cost much if you use the old coal parts I left in my cellar," said plumber, "otherwise it will cost \$180."

Vox Pop Birthday

"Vox Pop" on CBS will celebrate its 10th year on the air when Parks Johnson and Warren Hull broadcast their program on Monday, October 26. Series started as a sidewalk interview-quiz program in 1932 on KTRH, Houston, and was the first entertainment of its kind on the networks commencing in July 1935.

Fall Program Ratings Finds Hope In Lead

Resumption of regular Fall programs finds Bob Hope with a rating of 31.7 and Fibber McGee and Molly with 28.8 leading the list of programs in the Oct. 15 Hooper National Program Ratings Report. First fifteen places in the report have been more or less re-taken by network programs of long-standing, which were on the reports before the summer layoffs. Third place in the current ratings was a tie between Jack Benny and the
(Continued on Page 3)

Elmer Davis Web Series Still Being Discussed

Washington Bureau, RADIO DAILY
 Washington—After several weeks of discussion between the OWI and the major networks, it has still to be decided whether OWI director Elmer Davis will present a regular series of broadcasts as an official government spokesman, it was learned yesterday.
(Continued on Page 2)

ACA Submits Engineer Plan; 6-Months Freeze Of All Jobs

Five New Programs Set In WOV's New Policy

Five programs, featuring musical and dramatic talent, comprise the first in the series of English live talent schedules with which WOV is experimenting for its evening attractions. Innovation, which will get under way Oct. 19 includes the following:
(Continued on Page 2)

Completes Personnel Of Regional Men Who Will Coordinate War Messages; Plan Starts Around Jan. 1

Senate Seeks Probe Of Co-Op League 'Ban'

Washington Bureau, RADIO DAILY
 Washington—A resolution introduced on the floor of the Senate yesterday by the veteran Nebraska Senator George Norris requests an inquiry by the Interstate Commerce Committee into the right of NBC and CBS to refuse to sell time for a series of radio programs to the Cooperative
(Continued on Page 5)

"Stage Door Canteen" Adds 9 CBS Outlets

Addition of nine new stations to CBS network carrying "Stage Door Canteen" for Corn Products Refining Company has just been made, bringing total to 53. New outlets are WNBC, Binghamton, N. Y.; WCHS, Charleston, W. Va.; WKZO, Kalamazoo, Mich.
(Continued on Page 2)

300 Gratis YMCA ETs Available To Stations

War Prisoners Aid of the Young Men's Christian Association, which is one of the agencies included in the War Chest, has released, on a gratis basis, 300 fifteen-minute transcripts.
(Continued on Page 2)

Washington Bureau, RADIO DAILY
 Washington—Selection of 17 prominent radio executives as OWI regional consultants, to help develop and put into operation a new plan for coordinating government war messages, was announced yesterday by William B. Lewis, chief of the OWI radio bureau. Serving without compensation, in close touch with stations and OWI branch offices in their respective regions, the following will act as field advisors to the
(Continued on Page 3)

Blue Sept. War Effort Exceeds 86 Air Hours

Contribution to war effort by Blue Network last month has been computed as 86 hours and 43 minutes. Time devoted to this tops the August mark by approximately seven hours. Network time devoted to program and announcements designed to stimulate morale and increase production
(Continued on Page 2)

Small-Business Forum New Series Over WMCA

Program designed to cater to owners and operators of small retail businesses in the metropolitan area will be inaugurated on WMCA, Friday, Oct. 23, 8:05-8:30 p. m., as a business forum. Program is being built with
(Continued on Page 2)

One Extra

Denver—KOA was recently confronted with the problem of having two news editors. When Bill Day was ordered to report to the Army for cadet training, the station replaced him by hiring Rex Brown. Day returned to the station when the orders which had called him for service with the armed forces were cancelled and the station now has two editors.

(Continued on Page 5)



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JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Thursday, October 15)

NEW YORK STOCK EXCHANGE

	Hig	Low	Close	Net Chg.
Am. Tel. & Tel.	127 1/2	125 1/8	125 7/8	- 2
CBS A	13 1/2	13 1/2	13 1/2	+ 1/8
CBS B	13 1/2	13 1/2	13 1/2	—
Gen. Electric	29 3/4	29 5/8	29 5/8	- 1/4
RCA Common	3 7/8	3 3/4	3 7/8	—
Stewart-Warner	7 3/8	7 3/8	7 3/8	- 1/8
Westinghouse	76 1/4	75 1/2	75 1/2	- 3/8
Zenith Radio	16 3/8	16 3/8	16 3/8	+ 1/8

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	1 7/8	2 1/8
WCAO (Baltimore)	17	20
WJR (Detroit)	19	21

Blue's Sept. War Effort Exceeded 86 Air Hours

(Continued from Page 1) increased also in the second half of September as compared with the first half. Total sustaining time devoted to these purposes was 76 hours and 29 minutes, and total network sponsored time was 10 hours and 14 minutes.

Each station affiliated with the Blue also devoted time to war effort. Contribution of WJZ was 25 hours and 33 minutes.

Made CBS Art Director

New promotion art director of CBS is Harry O'Brien, who was employed by the network from 1930 through 1936. In the interim, he has been affiliated with Sutton and O'Brien, commercial art studio.

WBYN

NEWS EVERY MINUTE ON THE MINUTE 12 NOON TO 6 P.M.

NEWS AS IT HAPPENS

• 1430 ON YOUR DIAL •

Web Symph Organizations Ready Seasonal Return

(Continued from Page 1)

win's "Rhapsody in Blue" for his opening all-American program, a choice which brought from Gershwin's mother a telegram which said that "no greater honor can be paid to the memory of my son than to have his greatest composition played by a great orchestra under the genius of your baton." Composition was first presented by Paul Whiteman in old Aeolian Hall 18 years ago.

Philharmonic-Symphony opening marks thirteenth season CBS has carried the series, and the Toscanini broadcasts the fifth. CBS broadcasts, 26 weeks in length, will have as guest conductors, in addition to Barlow, Artur Rodzinski, Cleveland Orchestra; Dimitri Mitropoulos, Minneapolis Symphony; Fritz Reiner, Pittsburgh Symphony, and John Barbirolli. Deems Taylor is again commentator on the programs.

Five New Programs Set In WOV's New Policy

(Continued from Page 1)

lowing programs and talent: "Pan-Americana," 6:05-6:30 p. m., Mondays through Saturdays, Joan Dexter, vocalist, and a novelty instrument quartette, handling Latin-American music; "Visit With Fred Hall (formerly with Fields and Hall) piano act, Monday, Wednesday and Fridays, 7:15-7:30 p. m.; "Midnight Reviews," by David Lowe, 11:45-11:55 p. m. Mondays through Fridays, reviews of new legit shows, and interviews with Broadway celebrities.

Starting Oct. 20, station will feature the Rhodis Sisters, singing trio, Tuesdays, Thursdays and Saturdays, 7:15-7:30 p. m. A weekly dramatic half hour, opening Saturday, Oct. 24, 6:30-7 p. m., will be directed by Alfred Dixon.

Small-Business Forum New Series Over WMCA

(Continued from Page 1)

the cooperation of the Commerce and Industrial Association of New York. Edward Noble, station owner, will launch the program with a short address in which he will discuss its purpose and format.

To achieve its goal, program will provide for pic-ups of key government officials in Washington, when such topics as wage stabilization, price ceilings, etc., are handled. Government rep will give the opening speech, on such occasions, and then, the forum of business men and women will discuss its local applications from local studios of WMCA.

WOR Sets Grafton

Samuel Grafton, newspaper columnist now appearing in the New York "Post," has been signed for a 52-week contract for another series of news analyses on WOR, Sunday evenings, starting Oct. 18. The sponsor is Newark Cheese Company, for Sante Cheese. J. G. Proctor serviced the account.

300 Gratis YMCA ETs Available To Stations

(Continued from Page 1)

scriptions for use on local stations during the War Chest campaign. The transcription is a dramatization depicting the YMCA's service to prisoners of war and is narrated by Private William Holden, former motion picture star, and a cast including Peter Donald, Eddie O'Shea, Allen Hewitt, and others. Lt. Samuel Vuillet, a French officer interned in a German prison camp for 14 months, also participates. The musical background was provided by a Lynn Murray Male Chorus. The script was prepared by Hubert Chain and produced by Henriette K. Harrison, national radio director for the YMCA and was recorded by the NBC Recording Division.

Handling Of Scripts Realigned By Blue Net

(Continued from Page 1)

of the continuity acceptance department.

Work thus combined includes receipt and distribution of scripts for network and local sustaining shows, previously a function of the program department, and network, local and spot commercial shows with records of transcribed programs, previously a sales service function.

New division will work under direction of Dorothy Kemble, continuity acceptance editor, and will be located on the second floor with announcing and production staffs, whose personnel are most concerned with scripts.

Marcella E. Garvin, Helene Mazurek, Jean E. Wilkinson and Jack Flynn, who formerly handled the work in program and sales service constitute new staff.

Elmer Davis Web Series Still Being Discussed

(Continued from Page 1)

terday. Speculation of this subject has been rife ever since the former CBS news commentator came down here to direct the new war information set up but there is little as yet to indicate that such an activity will be added to Davis' already heavy official duties.

Should he do so, however, it is possible the broadcasts might include daily five or 15-minute discussions, or a half-hour weekly "Report to the Nation." These are the three proposals which have been under discussion recently with a decision still to be reached.

"Stage Door Canteen" Adds 9 CBS Outlets

(Continued from Page 1)

Mich.; WISN, Milwaukee, Wis.; WRVA, Richmond, Va.; WGBI, Scranton, Pa.; WMAS, Springfield, Mass.; KOY, Phoenix, Ariz., and KTUC, Tucson, Ariz. Agency is C. L. Miller Company.

COMING and GOING

HOWARD SCHREIBER, sales service manager of Radio Sales, left last night on a business trip to Boston.

LESLIE F. SMITH, manager of WMUR, Manchester, N. H., is in town for conference at the offices of the Blue Network.

CHARLES J. TRUITT, general manager WBOC, Salisbury, Md.; CLARK BROWN, the Lake-Spiro-Schurman Agency, Memphis; ED ROSENWALD, of Plough, Inc., visiting terday at the headquarters of the Atlantic work.

FRAZIER HUNT tomorrow will be at Dallas, from which point he will broadcast CBS his regular newscast sponsored by General Electric.

BEA WAIN left yesterday for St. Louis, where she is booked for an engagement of two weeks at the Chase Hotel.

RAY LINTON, general manager of WICHTA, Wichita, spending a few days in New York on station and network business.

JIMMIE LUNCEFORD has left Detroit with a band for a series of one-nighters in various parts of Ohio.

JUDITH EVELYN and VINCENT PRICE, featured in "Angel Street," leave tomorrow for Toronto, where they will participate in Sunday night's Victory Loan program over WJZ.

HAL SEVILLE, of WJEL, Hagerstown, Md., town from Maryland yesterday for talks with the local reps.

EDGAR BERGEN, DALE EVANS, DON AMBERSON and RAY NOBLE are en route to Quantico, where on Sunday night they will broadcast Chase & Sanborn program from the base.

DON SEARLE, general manager of WLN, Lincoln, Neb., in New York on a short business trip.

PHIL SPITALNY and the personnel of "Hour of Charm" all-girl orchestra will be cast on Sunday night from Fort Des Moines.

A. W. GREBE, office manager of WBAI, town from Wilkes Barre, Pa., for talks with the New York representatives of the station.

MARIE LUVISO is expected back today from Chicago, where she was auditioned by the Chicago Civic Opera Company.

JEAN, GINGER and LOU DINNING will be featured in Chicago following tomorrow night's airing of "National Barn Dance" and will head for home town of Franklin, Ky., where they will vacation until Oct. 31.

GIVES YOU LOW COST RESPONSE IN THE DETROIT AREA

CKLW

800 kc.

MUTUAL SYSTEM

DAY and NIGHT

5000 WATTS

Sets Consultants in Radio "Districts"

(Continued from Page 1)
bureau in formulating the com-
munity plan:

Robert Pettey, WHN, New York;
Evy, WCAU, Philadelphia;
Richard Shaffo, WIS, Columbia,
Mad Holt, WAPI, Birmingham,
James Truman, WARD, WLAC,
WV; H. K. Carpenter, WHK,
Leo Fitzpatrick, WJR,
Henn Snyder, WLS, Chicago;
Jones, KMOX, St. Louis;
M. Hance, KSTP, St. Paul;
Gillespie, KTUL, Tulsa;
Campbell, WFAA, Dallas;
Hudson, Rocky Mountain
Council; Lincoln Dellar, KSFO,
San Francisco; Richard F. Connor,
California Broadcasting Asso-
ciation; Harold Fellows, WEEL, Bos-
ton; Sheldon F. Sackett, KVAN, Vir-
ginia.

Haverlin Appointment

Appointments follow closely
that of Carl N. Haverlin as
sets consultant on industry
to the OWI. Haverlin, who
works in New York with Lewis
this week, is assisting in
out the new time plan, two
of which are expected to
new scheduling plan for all
transcriptions and the
revision of all spot announce-
ing out from the govern-
ment. There will be a consultant in
each District.

Preliminary Details

Many details of the plan,
expected to go into effect
beginning of the year, will be out-
lined to the industry by Haverlin at
the NAB district meetings, the
first of which opens next Monday in
Philadelphia. At these meetings,
bureau consultants, OWI
representatives and OWI war
communications managers of stations
will discuss the plan with
bureau consultants, OWI
representatives and OWI war
communications managers of stations
throughout the country.

During these discussions, the
names named yesterday will be
personally to present the plan
to station manager in their
district. At the same time, these
names will compile information
to the plan's operation,
suggestions or objections and
final ratification from all
stations.

December the regional con-
ference along with the OWI radio
and regional radio repre-
sentatives will hold a three-day
conference, where discussion of the
OWI operation will be fol-
lowed by announcement of the com-
munity plan, according to Lewis.

Advisory Board Members

Selection to its specific functions
in connection with the new time
plan. New regional consultants
are expected to work closely with
the advisory board, which
will guide the radio bureau on broad
policies from the beginning
of the coordination program last
month. Members of the station
advisory board are Neville Miller,
John Shepard, Yankee Net-

★ PROMOTION ★

Marine "Week"

WJTN, Jamestown, devoted an en-
tire week recently to a special United
States Marine Corps promotion. Lt.
Col. Clifford O. Henry of Buffalo
participated in a special program and
three sergeants engaged in recruiting
appeared on special interview ses-
sions. Feature stories about the
Marines were used on newscasts,
sports broadcasts, and women's pro-
grams. Five spot announcements a
day designed toward acquainting the
public with the work and activity
of the Corps as well as general re-
cruiting messages were run. The
slogan, "If you must talk, tell it to
the Marines" was incorporated into
an hourly station break. The Marines'
Hymn was used on recorded shows
and the transcribed dramatic pro-
duction, "Wake Island" with ap-
propriate local tie-ins concluded the
week-long salute to the "Leather-
necks," particularly appropriate today
in view of the sea-soldiers achieve-
ments.

Point-of-Sale Mikes

WCAE, Pittsburgh, has introduced
a new merchandising service, "Mike
Miniatures." These are point-of-sale
cards, five inches long by two inches
wide, with a bright-red WCAE micro-
phone and the word "featured" writ-
ten across it. At the top of the card
is printed the name of the product,
and near the bottom is a space for
the price. These cards will be set up
by the station's merchandising man
in his dealer calls for the various
companies advertising over the sta-
tion.

Northeastern Withdraws "Qualifications" Petition

Washington—Assured of ample op-
portunity to introduce evidence in re-
buttal of any introduced by FCC
lawyers on Oct. 27 at the scheduled
hearing on its application for a new
station, Northeastern Pennsylvania
Broadcasters of Wilkes Barre have
withdrawn their recent petition for
more specific details of the qualifica-
tions issue designated, it was learned
yesterday. Petition was withdrawn by
George B. Porter, the company's
Washington attorney, on assurances he
would be granted a continuance if
desired.

However, since the only Northeast-
ern witness the commission has re-
quested to put in an appearance here
is its president, Robert J. Doran, it is
assumed that the only point at issue
is the complaint of the Wyoming Val-
ley Labor Victory Committee about
Doran's alleged sympathies with
Elizabeth Dilling and other persons
now under federal indictment.

work; James D. Shouse, WLW, Cin-
cinnati; George B. Storer, Fort In-
dustries Co.; O. L. Taylor, KGNC,
Amarillo, Texas; Eugene Pulliam,
WIRE, Indianapolis, and John Fetzer,
WKZO, Kalamazoo.

Blue Progress

Letter signed by Edgar Kobak,
executive vice-president of the Blue
Network, is used by the network
to inform the trade of the new fall
business to be aired starting in the
near future. Mention is made of
future bookings as well as the loss
of two serial shows; neat piece of
selling is done in connection with
this loss by giving statistics of the
"availability" and "sets in use" on
the half-hour given up by the two
serial programs. List of 13 spon-
sors with the name of their new
shows and the number of stations to
be used is also included. Final para-
graph of the letter is devoted to in-
forming the letter-reader of the call
letters and locations of the ten new
Blue Network affiliates.

Farm Paper Plugs

Recent conference between A. E.
Joscelyn, general manager of WBT,
Charlotte, and the publishers of the
"Southern Agriculturist," farm pe-
riodical, has resulted in the inaugura-
tion of a special two-page monthly
radio spread in the publication. The
radio section features station logs
of news and programs directed to
farm audiences, personality high-
lights, program reviews, and equal-
sized station display ads. The other
stations participating are: WSB, At-
lanta; WWL, New Orleans; WAPI,
Birmingham; WSM, Nashville; and
WFAA-WBAP, Dallas-Fort Worth.
Joscelyn's trip also included a visit
to Washington, and conferences with
ODT and other war agencies, on the
promotion and sale of War Bonds.

Fall Program Ratings Finds Hope In Lead

(Continued from Page 1)

Charlie McCarthy - Edgar Bergen
shows.

In addition to the national ratings
the Oct. 15 Hooper report revealed
Red Skelton as leading the list of
programs measured by partial rather
than full national interviewing cov-
erage. The evening "sets-in-use" in-
dex published in the report stands
at 28.3 up 2.9 from the Sept. 30, off
0.5 from the Oct. 15 report of last
year. Average evening rating was
9.9, up 1.2 from the Sept. 30 report
and up 0.2 from last year. Twenty
programs showed losses of audience;
73 showed gains; and 5 were un-
changed.

The complete list of the Oct. 15
"first 15" with their Hooper ratings
follows:

Bob Hope	31.7
Fibber McGee and Molly	28.8
Charlie McCarthy	24.8
Jack Benny	24.8
Aldrich Family	22.4
Radio Theater	22.3
Walter Winchell	21.4
Frank Morgan-Fanny Brice	19.4
Eddie Cantor	18.3
Mr. District Attorney	17.5
Rudy Vallee	16.5
Music Hall	16.5
Kay Kyser	16.4
Burns and Allen	15.3
One Man's Family	14.7

Expect Order by WPB On Set Replacements

(Continued from Page 1)

meeting of the advisory committee for
the receiving tube industry will be
held today (Friday) according to
WPB's civilian radio chief, Frank H.
McIntosh. A program is believed
ready for the meeting of tube requests
for civilian sets.

Board of War Communications is
expected to act within a week on the
recommendations from WPB and
other sources on ways and means of
maintaining all essential station opera-
tions despite the wartime materials
shortage and conversion of many
plants producing transmitter tubes
and other parts to special war work.
The once highly mooted equipment
pool seems to be definitely "out" of
the picture, and there is a growing
urgency for action to prevent radio
stations from being forced off the
air.

May Use Idle Plants

One suggestion which is reported to
be under consideration is that some
plants not engaged in war work, but
which are equipped with machines
which could produce parts for trans-
mitter tubes, might be assigned to
make these. Some of the necessary
material would be salvaged from the
old tubes stations are required to turn
in when purchasing replacements.

WJEJ-NLRB Stipulation Re Technician Dispute

Washington Bureau, RADIO DAILY

Washington—The Hagerstown
Broadcasting Co., operating WJEJ,
has stipulated with the National
Labor Relations Board to stop dis-
couraging membership in the Asso-
ciated Broadcast Technicians' unit of
the International Brotherhood of
Electrical Workers (AFL); to stop
refusing to bargain with the union
as the representative of these em-
ployees (as established by majority
vote); and not to interfere in any
other way with the self-organizational
rights of its employees.

Hearing in the case was held in
August.

The company has also agreed to
pay \$225 apiece to two employees
for loss of pay suffered, reportedly
as a result of union activity.

THIS LITTLE BUDGET
WENT TO THE
"920
CLUB"

WORL
BOSTON, MASS.

Los Angeles

By JAC WILLEN

THIS IS THE HOUR, KHJ-Mutual Don Lee's around-the-world program, starring Betty Rhodes, is now being heard on Thursday evening at 8:30 p.m. (PMT), starting last night. The music for the program is directed by Dave Rose, with Bill Haworth announcing and with Bill Gordon author of the script and weekly drama featured with the series. Dave Young succeeds J. C. Lewis, Jr., original producer on the show now stationed at Fort MacArthur on his latest assignment with the United States Army.

Paul Whiteman rated a kiss from Gracie Allen following the premiere performance of the new CBS "Burns & Allen" show. The genial maestro presented his colleague with a huge bouquet of gladiolas, grown from bulbs native to the Whiteman farm in New England.

Lionel Barrymore will re-enact his famous role of "Scrooge" from Charles Dickens' "Christmas Carol" on the Rudy Vallee program this Christmas Eve. It will be Lionel's second Christmas show with Vallee, and his sixth presentation of the beautiful Yuletide story.

Dick Joy has climbed another notch by landing the announcer assignment on the new Nelson Eddy—Old Gold show heard over CBS, Wednesday nights. This is in addition to his recent acquisition of the Bob Garred spot on the KNX-CBS 7:30 a.m. news-cast.

Son of the Pioneers went romantic on the 10-2-4 Ranch, Monday, Oct. 12, over KECA, when they sang "Serenade to an Indian Maid" and "Ridin' Down the Sunset Trail."

Blind people are now being employed on the assembly line at the Universal Microphone Co. plants in Inglewood, Calif. The U. S. Employment Service extends transportation facilities, and the State Board of Rehabilitation recommends personnel. The blind are placed on precision work besides other workers, and the plan is said to make them less conscious of their handicap than in cases where they are segregated in a room by themselves.

Arthur Fulton, associated with Hollywood's transcription studios the past ten years, and lately operating Fulton Sound Enterprises, has joined the KHJ staff as Sound Engineer.

Billy Mills and his Fibber McGee orchestra will be one of the "name" bands to play at the recently opened Hollywood Canteen for U. S. service men.

Another Bout For Adam

Second boxing bout of consequence being sponsored by Adam Hat Stores, Inc., within two weeks on the Blue Network, will be the welterweight contest between Ray Robinson and Izzy Janazzo, Monday, October 19. Originating in Philadelphia, match will be carried on 130 stations, and will be described by Sam Taub. Glicksman Advertising Co. placed the account, as well as the broadcast of the Montgomery-Shapiro light-weight bout for the same sponsor.



Reporter At Large . . . !

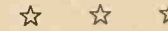
● ● ● Bert Prager leaving Benton & Bowles to take charge of radio dept at Donahue & Coe . . . Wm. S. Paley will be profiled for the Satevepost by Dave Hermon, CBS sriptter . . . Raymond Massey entering the Canadian army as a Major after his current picture commitments . . . Jack Benny will be the next big star to go overseas to entertain the troops . . . Geo. Hicks back from that secret trip with the Navy . . . Every station in the country will carry a two-hour show on Xmas Eve, opened by FDR and featuring practically every big name in the business . . . Bing Crosby says that during his recent tour, over 42 alleged members of the Rhythm Boys "put the bite on him"! . . . Eddie Lambert (husband of Myrtle Vail, of "Myrt & Marge") all taped up after recent auto smash-up . . . Hedda Hopper reported joining the Lucky Strike fold.



● ● ● **PASSING PARADE:** Lieut. Liudmillia Pavleichenko, (is that how you spell it?), famous Russian sniper, being introduced to the lexicon at Lindy's . . . Patricia Peardon dashing into a restaurant with her stage make-up on. Junior Mess . . . Romo Vincent, the Man About Ton, torturing the drugstore scale . . . Don Ameche trying to make a 'phone call in Reuben's and forgetting to deposit the coin. And he's the guy who invented it! . . . Vivacious Arlene Whelan being greeted by the headwaiter at Ruby Foo's. East meets zest.



● ● ● Several weeks ago we lamented the passing of WOR's "Jazz Nocturne"—a rare brew of blue music and indigo chanting, blended by the rusty voice of Connie Miles. Last Sunday, following the lead of Helene Daniels' listing in the program log, we found, at Mutual's spot on the dial, not only Helene, who put the jazz into the series—but Connie, himself, plus the same format that had made the show so listenable. Only he show is now called "Blues In The Night" (why not "Jazz Nocturne"????) and Bob Stanley has replaced Nat Brusiloff as conductor. If any listener wants to hear, and if some smart sponsor wants to buy lowdown music on a high plane, tune in on Mutual Sunday night at 10:30!



● ● ● Communique from a pal of this desk—and a guy who knows his radio acting: "Keep an eye and ear on Patricia Kelly, young radio actress, who hasn't been heard enough around these parts. Her work on the Murder Clinic drama, 'Gulf Stream Green,' the other day over WOR was definitely big-time. Now what're you going to do about it?"



● ● ● Radio is rallying for Victory, not only as an industry, but as a group of artists—who are not content to be merely a part of "an essential industry" as their contribution to the war effort. Just a few of those fighting on the home front are Nurses' Aides Pat Ryan and June Meredith—Geo. F. Putnam, who contributes his time and talents for movies made by Uncle Sam after turning down a \$750 per week Hollywood contract—Benay Venuta and May Singhi Breen, who have been active in the AWVS since pre-Pearl Harbor days—Irene Beasley, whose activities for the Civilian Defense music unit are well known—Dwight Weist and Clark Dennis, who are members of the Civil Air Patrol—and 12-year-old Ronny Liss, who models planes for the Navy and is an Air Raid Messenger. Bess Johnson is devoting her time to nursing and Dick Coogan is working part-time in a defense factory. There must be dozens of others whose names escape us at this writing, but there is the general picture. Radio, in war as in peace, is less spectacular than the other entertainment media, but we think it is safe to say that in the long run, its achievements are more constructive and more lasting.



— Remember Pearl Harbor —

Chicago

By FRANK BURKE

HATS off to George Jennings, chief director of the Radio Council of the Chicago Public Schools, for the series of "Broadcast Handicapped" developed by him and his associates in connection with the public educational programs being broadcast this fall and winter, over WIND, WAIT and other Chicago stations. The mimeographed brochure cover every phase of the broadcast schedule and reflect a great deal of practical planning by the staff of the Radio Council. They cover a matter which will be included in a series of broadcasts from children the kindergarden to the 9th grade. Commercial broadcasting might take a look at the Radio Council's thoroughness as their accomplishments team with presentation applicable to youth programs.

Several WBBM-CBS persons will go to Chanute Field, Rantoul, on Saturday, Oct. 24, to originate a show on WBBM from 4:30-5:30. Those making the trip include Robbins, Mary Ann Mercer, Allison, Eddie Dun and Yogi Youngson.

Pinex Company, Fort Wayne, have signed for a half-hour per week on the WLS "National Barn Dance" 22 weeks through Russel M. agency.

Representatives of music publishers in a huddle the other night on WBBM with having the best most versatile announcing staff, WMAQ and WGN as tying for it. Music men, close followers of the WBBM announcers, assert that the WBBM announcers are not "typed spielers" who conform to a closely set "announcer pattern" and as a consequence develop personalities more in the announcing assignments.

As AFRA prexy, Virginia is lining up "knitting teams" for the girls and "cigarette teams" for the men of radio as contributors to the nation's armed forces.

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 \$2.00

Reasonable All-expense Tours. Write for details.



HOTEL VICTORY

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

ACA Submits Engineer Plan; 6-Months Freeze Of All Jobs

(Continued from Page 1)

suggestion being submitted by E. T. Darlington, union's vice-president, along with a detailed account of a new plan which the ACA is about to inaugurate, in conjunction with eight major Philadelphia stations, to train a backlog of personnel to meet the trade's demands. Darlington's proposals were made in reply to an FCC questionnaire, sent out over the signature of C. B. Reynolds, Acting Radio Inspector in Charge, seeking to ascertain the supply and gravity of shortage of radio technicians.

In submitting the freeze plan, the ACA exec suggested that the Board of War Communications exercise its power in this direction. In his opinion, "The 6-months' deferment would permit an honest study to be conducted, and provide material to dictate the subsequent policy of the FCC, the BWC, and the Selective Service officials.

May Ask Subsidy

"In the absence of any guarantee, or even the suggestion of an abeyance in the present high-speed induction of essential technical men from broadcast stations," wrote Darlington, "we feel we are doing the next best thing (plan to train new personnel). It is possible that we may yet feel it necessary to appeal to the U. S. Department of Education, or to some other governmental agency, to subsidize and widen the scope of our efforts."

In revealing the ACA's plan to develop technicians, the v.-p. pointed out that the Philadelphia experiment would be taken up subsequently in other areas where the union's branches could obtain the proper cooperation of the stations. Outline is as follows:

1. Aim is to secure immediate practical training for men now holding first and second class radiotelephone licenses, but who lack actual broadcast station experience.
2. Each inexperienced man is to spend an appropriate amount of hours in each of the eight major Philadelphia stations, whereby he may acquire a practical knowledge of broadcast technique.
3. The Union will maintain an accurate record of hours spent, and trainee's general aptitude and progress, at each station's stu-

ederation to which most of the nation's cooperative organizations belong, should be granted by the networks the same right to buy radio time as other types of business. If the committee deems that the networks do now possess the power arbitrarily to deny time to these cooperatives, the present radio law should be revised to deprive them of this right; otherwise, according to the veteran senator, other appropriate action should be taken to remedy the situation.

Since the networks have based their refusal to sell time to the cooperative league on NAB's code of Fair Trade Practice, it is believed likely that a discussion of this Code would enter into any Congressional investigation. Another interesting angle is that the FCC does not feel it has been granted

the authority under the present radio law to interfere in any way with the industry's business practices.

However the commission did disclose yesterday that it has written to both president William Paley of CBS and Niles Trammell of NBC requesting a "statement of facts" regarding the matter. Reason for the request, both men were told, was the complaint which the commission has received from the New England Co-operative Federation of Boston, a member of the League. This Federation and Senator Henry Cabot Lodge Jr., of Massachusetts, through whose office its complaint was submitted to the FCC, have both been informed by the FCC that as soon as the network heads reply, the commission will give the matter "appropriate consideration."

1. This training program is to be conducted during periods which do not conflict or interfere with normal station operation, by Union members at each respective station.

2. All of the foregoing to be accomplished with the Company's cooperation.

3. A minimum of eight weeks shall be spent by each man during this training period, unless his aptitude and capabilities warrant otherwise.

4. Any management may, at any time in this training period, employ a trainee for regular full-time employment on his technical staff. Such full-time employment may be of any character specified in the current ACA-Station Agreement.

5. All trainees selected for this training program shall, insofar as possible be of a draft-deferred status.

6. The Union will make a complete investigation of each applicant, and will be responsible for the department of each man during the training period, while on the managements' premises.

Beginner Course Also Set

In addition to the aforementioned program, which is specifically aimed to avail the Union of the services of men already licensed, the Union will simultaneously conduct the following basic theoretical course, for the unlicensed and inexperienced person who is desirous of entering the broadcast industry:

1. Direct and alternating current fundamentals;
2. Electron theory and its applications;
3. Broadcast apparatus and basic radio-telephony;
4. Radio Laws and Regulations;
5. Frequency Modulation;
6. Other subjects necessary for the procurement of a government license for the operation of a broadcast station;
7. Two years of high school shall be a pre-requisite;
8. Text-books used will be those prepared and endorsed by the U. S. Department of Education, such as:—"Fundamentals of Radio," by Everett; "Fundamentals of Radio" by Terman; and "AC and DC Theory" by Loew.
9. When these latter trainees have progressed sufficiently to enable their securing a license, they shall then be afforded the opportunity of securing the same practical experience as outlined for the presently-licensed group.

In addition to the above-mentioned theoretical curriculum, equipment for experimentation in the subjects will be provided, so that the student may learn by doing actual experiments.

There will be no tuition fee involved.

AGENCIES

JENSEN INDUSTRIES, INC., Chicago, manufacturers of long life phonograph needles, has appointed Burton Browne Advertising to handle its advertising.

CHARLES W. HOYT CO. has been appointed to handle the advertising of the A. P. W. Paper Co., Albany, N. Y.

QUENTIN REYNOLDS will address the regular weekly luncheon meeting of the Sales Executive Club of New York on Tuesday at the Hotel Roosevelt.

NEWELL-EMMETT CO. has been appointed to handle the advertising of Kirkman Soap Products, effective December 1.

PAUL R. BARNES, seven years a free-lance writer and for 17 years with McCann-Erickson, Inc., has joined the copy staff of Addison Vars, Inc., Buffalo, N. Y.

THOMAS M. QUINN has resigned as president of Dorland International to become executive vice-president of Irwin Vladimir & Co.

SHERMAN K. ELLIS & CO. will move its headquarters from 500 Fifth Ave. to 247 Park Ave. next week.

Capital Outlets To Aid Community Fund Drive

Washington Bureau, RADIO DAILY
Washington—Washington stations are preparing a number of special programs in connection with the Community War Fair to be staged here at Uline Arena Oct. 23-30, four days before the opening of the local Community War Fund drive. Old fashioned barber shop quartet competition will be WJSV's contribution, while WWDC will sponsor some glee club programs. WINX is planning a table tennis contest, WOL a "double or nothing" program of the type it has popularized and WRC is preparing a foreign-costumes event.

Fifield To CBS
Latest addition to staff of CBS announcers is William Fifield, formerly with WBBM, Chicago. Fifield, also a novelist, has done free-lance writing and directing of radio shows on the Pacific Coast.

Wedding Bells
Chicago—Marian Whitney, Hollywood commentator of WEDC, has been married to Cal Frisk, engineer formerly with WBBM and now with the Signal Corps.

ANNOUNCER WANTED IMMEDIATELY!

Write; stating experience, salary expected, draft status, etc.

STATION WHAI
Greenfield Massachusetts

QUEST-ING

ARY HERSHFIELD, JOE LAURENCE and "SENATOR" ED FORD, "Can You Top This," on the Revell Presents, tomorrow (NBC, 10:30 a.m.).

J. PARSONS, superintendent of Philadelphia Police, and HARRIS HORNE, radio editor of "World Telegram," on the Queen program, tomorrow (NBC, 7:30 p.m.).

ARHA RAYE, HILDEGARDE, and YOUNG and HERB SHRINER on the "Saturday Night Bonanza" tomorrow (WOR-Mutual, 10:30 p.m.).

ADSLAV KIML, former resident of London; LOUISE THADEN, woman pilot plane pilot, and BETTY MIDSTUNT flyer, on the "Army on Sunday" (WEAF-NBC, 3:30 p.m.).

PH NEWMAN, formerly Tokyo correspondent for the N. Y. "Herald-Examiner" on "This Is Our Enemy," tomorrow (WOR-Mutual, 10:30 p.m.).

WELL ANDERSON, playboy on "We, the People," Sunday (CBS, 7:30 p.m.).

LEINSDORF, Metropolitan radio conductor, directing the NBC "Sunday" (WEAF-NBC, 5:30 p.m.).

ONY VENUTA and ORSON WELLES, on Fred Allen's "Texaco Theater," Sunday (WABC-CBS, 10:30 p.m.).

Seeks Probe of Co-Op League 'Ban'

(Continued from Page 1)

of the U. S. A. The resolution, introduced by Senator Burton K. Wheeler, chairman of the ICC, and other senators friendly to the American cooperative movement, was referred to the committee, where favorability is anticipated.

discussion gave the networks a "worst day" "at court" in some addition to Senators Norris and Wheeler, others who criticized the action in this matter were Senator William Langner of South Dakota, George D. Aiken of Vermont, and the Governor of that state came out strongly for cooperatives in a circulated book.

resolution asks the Interstate Commerce Committee to determine whether it would be necessary to revise existing legislation to give the organizations as the Cooperative League the right to buy radio time under the law.

real point at issue, Senator Wheeler later told RADIO DAILY, is whether the Cooperative League, a

To the Colors!

RICHARD A. BOREL, manager of WBNS and W45CM in Columbus, Ohio, is on active duty in Washington as a First Lieutenant.

JACK STRICKLAND, sales manager, and RICHARD DORF, program director of W63NY, New York, have joined the Army. Strickland is a Captain in the U. S. Signal Corps.

JOHN MEAGHER, WGN Chicago, publicity and special events writer, has been sworn into the Navy V-5 program as a Naval Aviation Cadet.

BILL NEILL, engineer, WILLIAM ELLIS, of the mail room, and RALPH WARD, of the control room at WFIL, Philadelphia, have joined the armed forces. Neill is a Warrant Officer; and Ellis is a Radioman Third Class in the Navy; Ward is in the Army.

CHARLES BROOKS, tenor, is a Yeoman Third Class with special permission from the Navy to continue his broadcasts at KYW, Philadelphia.

JOHN C. ROBERTS, general manager at KXOK, St. Louis, has received his wings and commission as Lieutenant-Commander in the U. S. Navy Air Corps. During the last war, Roberts was a naval flying officer stationed in Panama.

IRWIN MORRISON, announcer at CHEX, Petersburg, Ontario, has joined the Canadian Dental Corps.

RHODA LeCOCQ LIPKE, feature writer for KIRO, Seattle, has left for Smith College, Mass., where she will be inducted into the WAVES as an officer-candidate, Class V-9.

See New Experiment In Booking Commentators

New experiment in bookings at presentation houses is being tried by the Roxy Theater, which, in addition to featuring Johannes Steel, WMCA commentator, as reported in RADIO DAILY yesterday, has George Hamilton Combs, Jr., WHN analyst. Both radio news men are presented on the stage at the same time, spotted between a short and the feature picture, apart from the regular vaudeville bill. Tailend of their pitch serves as a trailer for pix, "Thunderbird." Reports coming over the news tickers are discussed and analyzed by the two in conversational manner. They are on three times a day, and their material is different at each session, because they use the latest data on the tickers and speak extemporaneously. Windup manages to touch on subject of aviation and tie in with the pix.

The two are booked for the length of the current show. Theater reports that the innovation, which started Wednesday has been received well by the audiences, though the observation covered only the first couple of shows. Faring of the experiment will determine whether or not the theater will continue booking radio news com-

PROGRAM REVIEWS

JACK PEARL

Schenley Import Corp.

WOR-Mutual, Wed., 9:15-10 p.m., EWT
William H. Weintraub & Co., Inc.

COMEDIAN'S RETURN IN CLASSY SETTING BIDS FAIR TO BE A "MUST" AFTER USUAL SETTLING DOWN; RADIO NEEDS MORE OF THESE ACCTS.—SHOWS.

When the classicists admonished, "Nothing too much," they anticipated some of the troubles which beset the initial broadcast of Jack Pearl's return to the air, Wednesday, in a 45-minute production. Innately, the fundamental elements of the "Cresta Blanca Carnival" idea have the means of surmounting the excess which made the show ungainly. Courage on the part of those in command, to discard sentiment and fetish, via some bold, easy changes, will offer Mutual's audiences a show which is a match for the smooth, captivating, and persuasive commercials.

Jack Pearl, the crux of the production, can do wonders with lines. There is the germ of a good idea in the scheme which tried to set up a basic situation in which the Baron (He has discarded the Munchausen tag in favor of Alias the Baron, of Holland "because that man moved me") is the central figure, but the sleuth theme, involving the "detective agency" office, his hunt for Mr. Hamburger, and the intrusion of Mrs. Van Moving and her buffet supper needed more unity and coherence. Ringing in such extra stooges as Mrs. Van is an example of "too much," because Pearl's humor is dissipated. His comedy has more punch and is more direct when confined to his single standard, Cliff Hall as "Sharlie."

While Pearl may have consumed only 15 minutes in all with his own pitch, the phase was spread over the half-hour, with short intervals provided by Mrs. Van, and two short musical interludes. Pearl is still best in the yarn type of humor sprinkled with a few mispronunciations, an air of naivete and humor growing out of that formula.

A tendency to include the heavier type of music did not mix too well for this type of program. As an individual act, Jean Merrill's rendition of "The Maids of Cadiz" was entirely pleasing. Program harmony and unity would fare better were even Miss Merrill's musical contributions in a more modern and popular vein. Brad Reynolds' "Strawberry Blonde" and Cole Porter's "Night and Day" which both vocalists handled, were more at home on the program. Morton Gould left no questioning his resourcefulness and versatility in musical production. Fewer folderols, so that his musical embroideries appear more nonchalant would help. The flourish was another "too."

Production opened in patriotic gesture which made it acceptable right

mentators. House is booked by Fanchon & Marco.

Several years ago the late Floyd

GRACIE FIELDS

American Cigarette & Cigar Co.

WJZ-Blue Network, Mon. thru Fri.
9:55-10 p.m., EWT

Ruthrauff & Ryan

ENGLISH COMEDIENNE IN GLORIFIED FIVE-MINUTE SPOT SHOULD BE QUARTER-HOUR SHOW.

Gracie Fields along with Harry Sosnik's orchestra opened this week on the Blue for Pall Mall cigars. There is a bit of a story, a song, commercial and that's that. Name such as Miss Fields deserves more time on the air; either she can carry the 15-minute or else it means she is just good for a walk-on and off-to-Buffalo. In which case the need for an English tie-up for Pall Mall is fulfilled and there the matter might rest.

However to use live talent of this calibre (both Fields and Sosnik) for something usually associated with a jingle transcription is more than an innovation. It may prove the first distant warning signal of an analogous situation—such as vaudeville names playing movie houses where their routines were cut to but a few minutes, and eventually vaudeville died along with the artists. Only a mere handful now survive. Radio still has to build up its talent and guard against any move that smacks of future decadence.

The five minutes in question ran off okay, only it seemed such a waste of effort even though it is on five-night-weekly. There is no assurance that all listeners are tuned to "Spotlight Bands" which precedes it and if listening to something else, not everybody wants to stop-watch the program in question and take a chance on picking up Miss Fields at the right moment. It's too easy to slip by. Thus Pall Mall is gambling greatly on the preceding program.

If radio gets to the point where time is so-sold out that five-minute stanzas have to be squeezed in—that's fine. Right now there is plenty of time available.

from the start, to all who tuned in. Frank Gallop, in as fine a delivery he has been able to muster, presented the sponsor's message which dealt with war bonds, and not wine. All through, whenever the sponsor's copy came on, and Frank Gallop took charge, such as at those points where he offered carnival descriptions for background, the production sailed along, the listener falling in without even realizing it. This is staunch support.

Jack Pearl is a valuable comedian and there is no reason why the show shouldn't click after the usual process of ironing out the bugs that crop up on any opening show. Average listener should have been well pleased, all things considered.

Gibbons appeared at the Palace theater here, probably the first such booking of its kind.

War-Program Ideas

"Victory And You"

"Victory and You," a new series of six quarter-hour programs to be heard over WIP beginning this week delves into how American industry is preparing to serve when Victory is achieved. What will the American home be like after the Axis is defeated? What will the post-war automobile and airplane look like? Will there be a new agricultural production picture? Leaders of American industry will be brought to the airwaves by the U. S. Chamber of Commerce to discuss these and other pertinent questions. Scheduled to appear during the series will be Al P. Sloan, Jr., Dan W. Kimball, Donald W. Douglas, Roy F. Hendrich and R. V. Fletcher. Eric A. Johnson, president of the U. S. Chamber of Commerce, will appear on each of the broadcasts.



Youngster Auction

KSO, Des Moines, will work with the Treasury Department in sponsoring a series of Bond and Savings auctions over the air for the boys and girls of Iowa during this month. Among the things to be auctioned will be gifts sent by the Lone Ranger, Captain Midnight, Jack Armstrong, Don Winslow and Superman. There will also be original cartoons by cartoonists whose comics appear in the Des Moines "Register" and "Tribune." These will represent the Evening News broadcast, which is handled by Beverly Berry and Gene Loffler.

Name White And Calmer To Sub For Severeid

Pinch-hitters for Eric Severeid, CBS Washington correspondent, who is in the hospital recovering from an appendectomy, for the next few weeks are to be Leigh White and Ned Bremer. Cecil Brown also substitutes for Severeid on his Parker Pen show Saturdays and Sundays.

Day Joins Blue Net

Sales promotion staff of Blue Network work has been augmented with the addition of Harold B. Day, formerly motion manager of "Popular Science." Day has also been with Lenora Mitchell, New York.

Land O'Lakes Renews Carter

Boake Carter, Mutual's news commentator, will continue his news comments over 21 Mutual outlets for an additional 52 weeks, effective October 19, for Land O'Lakes Creameries, Campbell-Mithun, Inc.

Takes Over Music Firm

Monty Siegel has taken over recently-organized Joseph P. Whalen Music Co. Under the new management the distribution and sales of Whalen firm will be made from the offices of the Alvin Music Corp.

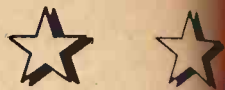
**Getting your
share of the
New Season's
Business?**



Your Advertising Message in Radio
Daily Is Read by the Executives Who
Do the Buying and Placing of Radio
Business.



Coast-to-Coast



JOE DECKER, remote control operator for WABY, Albany, N. Y., will join headquarters staff of NBC next week... Dick Enroth, sportscaster, has resigned from WABY to join WGN in Chicago... Harold E. Smith, WABY-WOKO general manager, has been appointed head of the radio division of the local community chest drive.

Oliver W. Nicoll of Radio Features of America and staff program director of the overseas branch of the Office of War Information staged the prologue for a special Columbus Day celebration at the Metropolitan Opera House on Columbus Day. Featured were Conrad Nagel and Raymond Edward Johnson. Nicoll also assisted in handling the domestic and shortwave broadcasts of various parts of the program. Speakers included Governor Lehman, Mayor LaGuardia and Adolphe Berle, assistant Secretary of State. The program was broadcast in New York by WNYC and WOR and nationally by CBS and MBS, and by shortwave to Europe and South America.

Boyd Lawler, former sales manager of WTCM, Traverse City, Mich., has joined the staff of WHEB, Portsmouth, N. H., in the same capacity.

Waldo Mayo, for the past 16 years orchestra leader of the "Major Bowes Family Hour" radio series has been appointed musical director of WLIB, Brooklyn, according to announcement by Elias I. Godofsky, general manager of the station. Mayo, in addition to his WLIB duties, will continue his outside musical activities.

Business activity at WCAE, Pittsburgh, includes the renewal for another 52 weeks by the Manhattan Soap Company of its six times weekly newscasts and the signing of Golden Center Wheat Germ for twice-weekly participations on "Polly Entertains" programs.

Martin Gabriel, formerly of Indianapolis, Indiana, has joined the technical staff of WOWO-WGL, Fort Wayne, as engineer... It's "back to school" for the WOWO-WGL engineers. With the advent of fall weather comes the resumption of the radio technicians classes taught by the WOWO-WGL technical staff. Those who are acting as teachers and giving up several nights weekly for this task include Al Smith, Glenn Thayer, Bruce Ratts, Paul Luecke and Thomas Copeland... The new women's participation show "It's Talkin' Time with Kay Howard" has been moved to a new spot on WGL. It is now heard from 10:15 to 11:00 a.m. every day, Monday through Friday, and features interesting items by Kay Howard, interspersed with transcribed music.

KPO, San Francisco, is currently broadcasting daily from Bay Meadows race track, with Oscar Otis, turf authority, at the mike... Art Linkletter, emcee on "Who's Dancing Tonight" on KPO every Sunday from the Sir Francis Drake Hotel, has moved his interview show to the 8:30-9 p.m. spot.

Three new announcers have been added to the staff of WINX, Washington, D. C. during the past month. Newcomers and their previous connections are: Hugh Guidi, from WMBG, Richmond; Walt Tyrell, formerly an actor in New York, and Milt Greene, just arrived from WGH, Norfolk, Va. Guidi, aside from being an actor and announcer, has exhibited an outstanding talent for poetic writings, most of which follow a humorous vein.

Rollie Truitt, radio announcer for over 16 years, has been named director of public relations for KGW-KEX in Portland, Oregon, according to Arden X. Pangborn, the stations' managing director. Truitt's duties will mainly be work outside the stations, including personal contacts and speaking engagements. He plans to continue broadcasting sports to some extent and also to handle some KGW-KEX special events. The addition of Truitt to the stations' promotion department adds one more full-time employee working directly under H. Quenton Cox, KGW-KEX assistant manager. Jack Eichenberger continues as director of publicity and sales promotion... Radio talent from KGW-KEX traveled to Corvallis, Oregon and back, about 180 miles, recently to aid in dedication ceremonies of the new recreation center at Camp Adair, the army's huge new cantonment near Corvallis. In charge of the program was program director Homer Welch. Those making appearances for the soldiers' entertainment included Jean Morrison, Jimmy Nolan, Glenn Shelley and Ron Salt.

Latest addition to the staff of WGPC, Albany, Ga., is Rudolph Wills, who has taken over the duties of Mary Ray, continuity director. Wills, who was formerly with WLOF, Orlando, Fla., also will handle the promotional activities of the station.

W47NY, FM station in New York, has been granted special permission by Random House, publishers, and Quentin Reynolds, author, to read the latter's latest book, "Only the Stars Are Neutral" on the outlet's "Bookworm" program. Readings will begin next week and will be aired Mondays, Wednesdays and Fridays at 1:00 p. m.

Sam Molen, sports editor of WCHS, Charleston, W. Va., has been assigned to do all of the West Virginia University football games for the 1942 season. Games are broadcast over the West Virginia Network under local sponsorship.

"Mission to Moscow," a swing march with Russian flavor composed by Mel Powell, former Benny Goodman pianist, will be world-premiered by the composer on Dick Gilbert's program on WHN, New York, today. Powell is giving 50 per cent of the royalties of the opus, which was inspired by former Ambassador to Russia Joseph E. Davies' book of the same name, to Russian War Relief.

Lee Kirby, veteran mikeman at WBT, Charlotte, N. C., has been selected to do play-by-play description on the BC Remedy Company's schedule of Duke University football games... All WBT departments are being furnished twice daily with a brief resume of the latest world news, prepared by Jack Knell, news editor and analyst. Knell's releases add off-the-record commentary on the probable causes and effects behind the day's news and his predictions as to possible future developments.

Herman F. Kartluke, merchandising manager of the American Institute of Food Products, which programs the Dr. Walter H. Eddy show on WOR, New York, celebrated his 50th anniversary in the food distributing business this week... Guests lined up for next week's Dr. Walter H. Eddy Food Forum program are Mrs. Howard Phipps, president of the Girl Scout Council for Greater New York, and Paul Willis, president of the Grocery Manufacturers' Association.

A civilian defense film titled "Bombs Over Fort Wayne," depicting what would happen when and if an air raid comes to Fort Wayne, was made by Clair Weidenaar, of the WOWO-WGL production staff. Paul Roberts, WOWO-WGL announcer, does the narration for the movie, and the cast included several other of the stations' personalities, among them Jane Weston, Bob Sherman, Tim O'Sullivan, Fred Moore and Paul Roberts.

KXO, El Centro, Calif., has added Anthony Ricca to its staff of announcers. Graduate of the University of Southern California, Ricca was producer of "Theme And Variations" on Don Lee-Mutual during his last year at school... Kenneth Thornton, KXO manager, was emcee of the special program in connection with the recent local scrap metal drive. KXO special events crew gave the campaign full coverage.

Sixteen and two thirds per cent time that WPAT, Paterson, is on is being devoted to the airing of government announcements and program operation with Federal agencies. One of the station's broadcast schedule revealed that this time represented more than 19 different national, state and government agencies.

Mike Hunnicut, formerly WSPA, Spartanburg, S. C., and recently with WING, Dayton, has joined the staff of WFIL, Philadelphia... Lieutenant Arnold Nylander, former WFIL chief engineer, has completed his indoctrination course at Fort Schuyler, N. Y. He may be assigned to duty at the Naval Aircraft Factory in Philadelphia.

Newcomers at KOY, Phoenix, Ariz. Glenn Horton in the continuity department, Jack Murphy and Joe Green, apprentice announcers, and Steve Johnson, formerly with KSO, Des Moines, working as announcer and writer, Johnson, KOY business manager, Chicago last week on a business trip.

The Treasury Department granted announcer Larry Elliott a mission to "pipe" his bond auction on "Saturday Bond Wagon," Mutual, from the west coast of the next three weeks. Elliott to Hollywood this week with "Moments In Music" and it is believed that this is the first time the program has been broken in the middle at its point of origin in its announcement from across the country. Elliott has cleared his programs satisfactorily for the week period.

Gladys Conry, free lance script writer, has joined the continuity staff of Broadcasting System. She has been on the Telephone Hour, and was previously associated with Benton & Bowles, Ayer, and WGN in Chicago.

WDR's Special Coverage Of Conn. Governor

Hartford, (Conn.)—Governor and Congressional elections in Connecticut Nov. 3 will be covered by WDR with the cooperation of Hartford "Courant," according to announcement made by Frank Doolittle, general manager. Paper cooperation gives WDR benefit of the election-returns worked out by the "Courant," is regarded as the fastest in Connecticut. In addition, United Press returns will be used for national results and distant Connecticut outside the "Courant" territory. Special wires will be set up between WDR news-room and the Connecticut editorial department to transmit returns. Broadcasting will be from WDR studios, and a strong special is now being prepared by program manager Walter Haase to election news.

1 9 4 2													
BIRTHDAYS													
17	18	19	20	21	22	23							
24	25	26	27	28	29	30							

October 16

Douglas Browing Cynthia Carlin
George Comtois Wilfred Lytell
Vincent Munro, Jr.

October 17

Helen Choat Radie Harris
Roger Kinne Irene Noblette
Jack Owens John Prosser
Marilyn Thorne Frann Weigle

October 18

Helen Claire William Drips
Louise Fitch Annette Hanshaw
J. D. Henry John MacBryde
Lorraine Mantler Jack Turner
Meveric Clyde Rudd

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



NO. 12

NEW YORK, N. Y., MONDAY, OCTOBER 19, 1942

TEN CENTS

Capital 'Language' Meet

Elect MBS Officers, New Board Members

All incumbent officers of the Mutual Broadcasting System were reelected, and three new members were added to the board of directors at three days of meetings here last week of the board of directors and executive committee. The three new board members are Hope H. Barroll Jr., executive vice-president of WFBR, Baltimore; I. R. Lounsberry, executive president of WGR, Buffalo, and Paul Kapner, president-general manager of WCAE, Pittsburgh. The newly elected represent stations which became shareholders and members of the network October 1. Elections included Alfred J. Mc-

(Continued on Page 2)

For "Enemy" Photos Will Be For Duration

Radio drive for photographs of enemy-held territory under direction of U.S. Army Office of Strategic Services, which is soon to get under full force, was revealed yesterday as one which is to be sustained in nature, rather than an annual semi-annual or spasmodic series of campaigns. This is necessary.

(Continued on Page 5)

General Electric Earns \$1.06 In 9-Month Period

Earnings of \$1.06 per share on outstanding shares of the General Electric for the first nine months of 1942 were reported by Gerard Swope, president. Amount compares with \$0.90 per share for the same period last year. Total amount available for

(Continued on Page 2)

The McCoy

It has long been a quip that a sound effects man, after much effort, found the best imitation of walking across hardwood floor was a man walking across hardwood floor, but recent parallel at CBS studios was quite unstudied. It was supposed to be Mischka taking a bath. Sound man gave accurate interpretation. He found the tank.

New Fields

Representing probably the first time that radio has been the subject of an article in the "National Geographic Magazine," the November issue features "Winged Words—New Weapon of War," by F. Barrows Colton, and emphasizing particularly the value of the medium in the field of international communication and as a wartime link for armies on the field of battle.

Disk Firms To Discuss Proposed AFM Move

Representatives of the electrical transcription companies will meet Wednesday morning, at 11 a.m., at the offices of the National Association of Broadcasters, 535 Fifth Ave., to discuss the Petrillo recording ban, and the possibilities of litigation within state jurisdictions.

Reactions among the recorders, as expressed to RADIO DAILY was that individually, they were reluctant to take up the court action, but that a

(Continued on Page 2)

41 Accounts On WOR Show Longevity Habit

Forty-one current sponsors on WOR have advertised on the station for at least four consecutive years, according to a survey, which showed, also, that the longevity of these perennials ranged from four to 16 years, the average being 6.56 years. A dozen are in the four year group, nine in the

(Continued on Page 7)

Confab In Washington October 27 Will Map Plan To Offset Censor Move On Program Regulation

League Outdoes AFM In Senate Importance

Washington Bureau, RADIO DAILY
Washington—With Senate Resolution 305 assured of prompt consideration, probably this week, by the full Interstate Commerce Committee, there were indications here that this follow-up to the refusal of NBC and CBS to sell time to the Co-operative

(Continued on Page 7)

"Int'l Radio Relations" Formed To Aid Europeans

Formation of International Radio Relations for the purpose of coordinating the radio activities of the Occupied Countries was announced by Henri Milo, member of the executive committee of France Forever, the Fighting French organization in America, and the new group's legation relations director, H. Emory Ellis

(Continued on Page 2)

AFRA Sets Contracts In Pittsburgh-Baltimore

First contracts among Pittsburgh and Baltimore stations were obtained this week by the American Federation of Radio Artists, when deals with

(Continued on Page 2)

Revision in previously announced plans for meeting of Foreign Language Radio Wartime Control Committee in New York on October 27, will bring the representatives of the currently estimated 164 domestic foreign language stations to Washington for their conference on the same date at 2 p.m. Among others, aside from the members of the committee who have been invited to attend, is Elmer Davis, and it is anticipated that either

(Continued on Page 3)

Radio Much Affected By New Wage Control

Washington Bureau, RADIO DAILY
Washington—After being virtually untouched for nearly two weeks by the President's pay-freezing order of Oct. 3, the broadcasting industry now faces widespread regulation. Over the week-end, Director James F. Byrnes, of the Economic Stabilization Board, announced arrangements for the War Labor Board to control

(Continued on Page 3)

Communication Perfected Over Electric Power Line

Washington Bureau, RADIO DAILY
Washington—Two Maryland radio engineers and an amateur operator have perfected a means of communication over electric power lines which would permit radio "hams" to keep

(Continued on Page 5)

★ THE WEEK IN RADIO ★

... NAB Board Backs Miller

By BOB LITZBERG

SPECIAL two-day meeting of the board of directors of the National Association of Broadcasters held in Chicago last week resulted in giving Neville Miller, NAB president, a vote of confidence. Board also discussed the urgency of retaining a public relations counsel to work full time on the various problems of the industry, particularly the AFM recording ban and the anti-trust aspects of the matter. Vote of confidence given to Miller was regarded as es-

pecially significant following the Federal Court's action, several days before the board meeting, in ruling the government's anti-trust suit out of its jurisdiction. Expect that AFM will be sued under state anti-trust laws by the industry. Meanwhile, the newly formed American Broadcasters Association which had deferred its membership drive "in the best interests of unity and harmony," will further survey the field before going

(Continued on Page 2)

They Rang Postman

Pittsburgh—Postman in the person of an assistant superintendent of mails for Pittsburgh called at KDKA last Friday to collect 75 cents in postage due. He got the amount owed without any trouble but before he left Jack De Russy, KDKA sales manager, and W. B. McGill, promotion head, sold him a \$100 War Savings Bond, duly made out and delivered.



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FINANCIAL

(October 16)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	125	123 1/2	123 1/2	- 1 3/4
CBS A	14 1/8	14	14 1/8	+ 5/8
CBS B	14	13 7/8	14	+ 1/2
Crosley Corp.	8	8	8	0
Gen. Electric	29 3/4	29 1/4	29 3/4	+ 1/4
Philco	9 7/8	9 7/8	9 7/8	+ 1/8
RCA Common	3 7/8	3 3/4	3 7/8	0
Stewart-Warner	7 3/8	7 3/8	7 3/8	0
Westinghouse	75	74 1/2	74 3/4	- 1/4
Zenith Radio	16 1/4	16	16 1/4	+ 1/8

	Bid	Asked
Farnsworth Tel. & Rad.	17 1/8	2 1/2
Stromberg-Carlson	6 1/8	7 1/8
WCAO (Baltimore)	17	20
WJR (Detroit)	19	21

Reelect MBS Officers, 3 New Board Members

(Continued from Page 1)
Cosker, WOR, chairman of the board; W. E. Macfarlane, WGN, Chicago, president; Lewis Allen Weiss, Don Lee Network, vice-president; Theodore C. Streibert, WOR, executive vice-president; E. M. Antrim, WGN, secretary-treasurer. Directors re-elected included: H. J. Carpenter, WHK-WCLE, Cleveland; John Shepard III, Yankee Network; J. E. Campeau, CKLW, Detroit-Windsor, was elected a network vice-president.

Others attending the meetings were Fred Weber, general manager; Kenneth Church representing Hulbert Taft Jr.; Edward W. Wood Jr., sales manager; and Keith Masters, legal advisor. Willett H. Brown, of the Don Lee Network, did not attend.

Buy Flannery On Coast

Sponsorship of Harry W. Flannery, news analyst, on five CBS Pacific Coast stations has just been announced. Show, for Bekins Van & Storage Company, goes on thrice weekly over KNX, Los Angeles; KQW, San Francisco; KARM, Fresno; KROY, Sacramento, and KGDM, Stockton.

★ THE WEEK IN RADIO ★

... NAB Board Backs Miller

(Continued from Page 1)

ahead... Long-awaited list of critical occupations and definitions of such occupations in the industry has been transmitted to the war Manpower Commission by the Board of War Communications; list includes 102 different titles in the standard broadcasting category, which are considered essential for the maintenance of broadcasting and which, it is presumed, will be used by draft boards in their selective service policies in drafting key personnel from the communications industry... Office of War Information continued its plan to coordinate war messages by selecting 17 prominent radio executives to serve as regional consultants; plan is expected to be in operation by the first of next year.

War legislative matters and the November elections were the reasons given for the delay of the Senatorial investigation of the American Federation of Musicians. Possibility of arbitration of the AFM recording ban, with the naming of Mark Woods, Blue Network president, as arbitrator, was seen following AFM counsel Joseph Padway's return to Wash-

ington and reported peace moves sought by Senator Burton K. Wheeler... Fourteen shortwave stations were taken over by the government for propaganda use by the Coordinator of Inter-American Affairs and the Office of War Information... Foreign Language Radio Wartime Committee scheduled a censorship meeting for late October... American Communications Association has proposed a plan for replenishing the supply of radio technicians; plan, which has been inaugurated by the union in eight Philadelphia stations, calls for the freezing or exempting from the draft of all men presently employed in technical capacities and for the training of new personnel, who will be able to replace the exempted men after the 6-month deferment has expired.

Resolution was introduced into the Senate to begin an inquiry of NBC's and CBS' refusal to sell time to the Cooperative League of the U. S. A... War Production Board, it was learned last week, is expected to issue an order on replacement parts for civilian radio receivers.

"Int'l Radio Relations" Formed To Aid Europeans

(Continued from Page 1)

has been appointed coordinating director to manage the affairs of the New York office which will be located in the General Motors Building.

While plans are still in the formative stage, radio commitments have been assigned under the auspices of Fighting France, Netherlands, Czechoslovakia, Belgium, Poland and Greece with mostly New York locals being used as originating outlets. WWDC, Washington, D. C.; WFPG, Atlantic City and WTTM, Trenton have accepted the plan and offered complete cooperation. First programs under the new pool were aired for the Belgium Information Bureau highlighting the anniversary of the execution of Edith Cavell, British War Nurse.

IRR will act as an advisory radio counsel in clearing English speaking programs, surveying the nation-wide activities of the interested nations on current radio programs, act as a clearing-house for radio stations confronted with requests for time in the name of the Occupied Countries, and dissemination of "under-ground" news and live interviews. Commentators will have access to these personalities through the IRR as well as using the news-gathering facilities of the new group.

Organization of the IRR is aimed at stimulating the sympathies of American radio audiences toward the countries invaded by the Nazis, in much the same way that news and programs have been supervised by the OWI and BBC for the United States and Great Britain. However, the IRR will not act in any manner where shortwave or foreign language radio is concerned, or where existing official bureaus are in authority.

General Electric Earns \$1.06 In 9-Month Period

(Continued from Page 1)

dividends after provision of \$139,000,000 for federal income and excess profit taxes was \$30,710,499. Income for the first nine months of the year amounted to \$169,710,499 an increase of 42 per cent over the corresponding period of 1941; reason for decreased net earnings was an item of \$25,000,000 set aside for additional anticipated Federal taxes on income.

Of the \$1,339,448,946 worth of orders received in the first nine months of 1942, General Electric had \$654,882,607 in net sales billed. Company's 181st dividend on common stock, amounting to 35 cents per share for the third quarter is payable on October 24, making a total of \$1.05 per share in dividends for the first nine months this year, the same as for the corresponding period last year.

AFRA Sets Contracts In Pittsburgh-Baltimore

(Continued from Page 1)

KDKA and WBAL for announcers' units were completed. Vic Connors, national field rep for the union, handled the Pittsburgh negotiations, while Hyman Faine, also a national field rep, negotiated the Baltimore pact.

Union is negotiating with WWDC, Washington, D. C., and upon the signing of that contract, will have all the important capital stations.

Helen Iswolsky on WMCA

Helen Iswolsky, author, will be the guest of the "Voice of Freedom" on WMCA's Freedom House broadcast at 8:15 p.m. on Wednesday.

COMING and GOING

KEN CHURCH, general manager of WKRN returning to Cincinnati following attendance at the Mutual meeting here last week.

ART KEMP, Pacific Coast sales manager of CBS, left for the Coast over the week-end.

LT. JOE THOMPSON is at Ft. Jackson, S. C. for the broadcasting of tomorrow's "Past Review" program over MBS.

LEWIS ALLEN WEISS, vice-president general manager of the Don Lee Broadcast System, leaving for the Coast after attending the Mutual network meeting here last week.

CECIL BROWN, CBS newscaster, was in Hampton yesterday substituting on the Pen program for Eric Sevareid, who at present time is recuperating from an operation.

J. P. WILLIAMSON, of WIZE Springfield, Ohio, was in town Friday and visiting at offices of the Blue Network.

DAVE ALBER is back at his desk this morning, having arrived by plane from the Coast last night. He had been away about ten days.

PARKS JOHNSON and WARREN HULL are Chanute Field, Ill., from which point they air tonight's stanza of their "Vox Pop" program from the U. S. Army Air Corps base.

CHARLIE BARNET and the members of his orchestra are in Baltimore for an engagement of one week at the Hippodrome Theater.

TED HUSING of Pine Camp, N. Y., for broadcasting of tomorrow night's "Cheers in the Camps" for the entertainment of soldiers at the upstate post.

Disk Firms To Meet On Proposed AFM Move

(Continued from Page 1)

united and combined action had possibilities. Evident too, was settlement favoring a possible settlement without court action, through such an intermediary as Mark Woods, president of the Blue. Transcripting firms were invited to the Wednesday meeting by letter, Friday.

KFPY Becomes Of Age

Beginning of 21st year on the air for KFPY, CBS Spokane, Wash. affiliate, was celebrated Saturday. Special broadcast presented many congratulatory telegrams from network's stars.

Leon Henderson on Blue

OPO chief Leon Henderson spoke at luncheon of Associated Industries of Alabama Thursday, October 15, with broadcast to be heard over Blue Network 2:15-2:30 p.m., EWT. Program will originate at Tutwiler Hotel, Birmingham.

Tom Wilson An Ensign

Denver—Tom Wilson, who was guest relations staffer at KOA, is now a Navy Ensign acting as flight instructor at Pensacola.

BALTIMORE'S BLUE NETWORK OUTLET



National Representatives: SPOT SALES, INC., New York - Chicago - San Francisco

Radio Much Affected By New Wage Control

(Continued from Page 1)

salaries under \$3,000, and those from \$3,000 to \$5,000 that are covered by collective bargaining agreements. For salaries from \$3,000 to \$5,000, all as all over that sum will be controlled by the Treasury Department, thus bringing all salaries under control.

It was the Stabilization Board's announcement affecting salaries under \$5,000. Those over that sum, with a few exceptions, frozen at the Sept. 15 level, along with wage rates, in the original executive order.

Eight-Employee Rule Stands
An order issued earlier last week by the War Labor Board, exempting the effects of this legislation on employers of eight or less employees, continues to stand, in the light of the new ruling affecting salaries under \$5,000. While this exemption puts a good many stations outside the scope of the salary regulation, it is believed that virtually all staffs of the networks and stations are affected.

Not having virtually no coverage under the order, the industry will have the compensation of well over the majority of its employees executives regulated when these arrangements go into effect," said L. Miller, NAB labor relations officer, commented.

It has pointed out that salary controls does not mean complete freezing, however, for several broad exemptions allowing normal increases, have followed the original exemptions issued by the War Labor Board to allow raises given merit and promotion by length-of-service systems were approved by Director Byrnes, along with the blanket exemption for employees with eight or less employees.

Future Clarifications Expected
The broadcasting industry is completely exempt from the operations of the President's order on "premium pay" since Secretary of Labor Perkins has ruled that this applies only to industries engaged in the fabrication of war products. A clarification was issued after the NAB wage and hour committee applied for an exemption on the condition that the order would require no retroactive pay time and a half holiday pay.

It is expected that future clarifications and supplementary orders will be issued before talent contracts, special artist fees and other types of radio compensation arrangements are brought into line with the general intent of the stabilization legislation.

Curtis Harrison To "Look"

Curtis J. Harrison who resigned from the sales staff of the Mutual Broadcasting System two weeks ago, has joined the eastern sales staff of WABC, Inc. Harrison, previously, had been manager of "Photoplay."

★ PROMOTION ★

Xmas Program Prospectus

Star Radio Programs, Inc., has just released promotion on its annual Christmas series, the "Christmas Tree of 1942." Audition continuity is included in a handsome sales brochure, bound in color, for presentation to prospective sponsors. Written by John Rostan, the 1942 edition, while following the successful format of previous seasons, employs all new continuity and production. The programs are live presentations and require one man for production. This is the seventh year that the "Christmas Tree" has been released and last year the program was syndicated simultaneously by stations throughout the country.

"Pearls of Wisdom"

Part of extensive and varied promotion which Mutual is conducting for the Cresta Blanca Carnival, starring Jack Pearl, includes a clip sheet news column which the net is making available to newspapers in mat form distributed by its affiliated stations. Column is dubbed "Pearls of Wisdom," runs 75 agate lines on a single column, containing no commercial. In offering the service to newspapers, station asks, only, for a credit line under the column, calling attention to Pearl's weekly appearance Wednesday nights, 9:15-10 p.m. EWT.

In New York area, the feature is used as the front piece on network's

Sec. Knox, Admiral King In Navy Day Talks Tues.

Secretary of the Navy Frank Knox and Admiral Ernest J. King, Commander-in-Chief of the United States Fleet and Chief of Naval Operations, will be heard over Mutual tomorrow in a special Navy Day broadcast from 9:30-10 p.m. Secretary Knox will speak at the Navy Day dinner in the Waldorf-Astoria Hotel, New York, from 9:30-9:45. He will be followed by Admiral King, talking at the Navy Day dinner in the La Salle Hotel, Chicago.

The dinners are just two of many being held throughout the country as a means of expressing the people's admiration for the achievements of today's sea fighters everywhere.

Adds To WABC Time

Participation in Arthur Godfrey program on WABC, has been contracted for by Lehn & Fink Products Corporation for the fifth campaign. Sponsor takes time Monday through Friday for Hinds Honey & Almond Cream. Wm. Esty & Company Inc., handles the account.

Palmer Gree Joins WE

Cincinnati—Palmer Gree, for the past six years a member of WKRC's engineering staff, has joined the radio division of Western Electric doing war work directly connected with the U. S. Navy.

weekly news sheet, and has been offered to the wine and liquor trade papers gratis. WIP, Philadelphia, has circularized newspapers in its area, offering the service.

Advertising Contest

New listener-getting promotion has been instituted on "Toast Time Tunes" on WCAE, Pittsburgh. Program, which offers money prizes for "Do You Know the Answer" telephone calls, is currently conducting a daily letter contest offering five dollars for each letter used as a commercial during the broadcast. Same idea is also being used in connection with newspaper advertising five days a week. Contestants have an opportunity to write commercials as well as advertising copy.

Big 'Language' Group To Capital Gathering

(Continued from Page 1)

he or a representative will be there for the session.

Robert K. Richards, recently delegated to post in charge of Foreign Language Radio Section for Office of Censorship has indicated that he will be present.

It is expected that among matters under discussion will be the manner in which outspoken counter and supporting charges concerning domestic-foreign language broadcasting which have been made recently are to be met, and determination of future conduct.

Letters have been sent to all FLRWCC members apprising them of the change in place, by Arthur Simon, manager of WPEN, Philadelphia, and who is chairman of the committee.



THERE'S NOT ANOTHER LIKE IT!

Little by little, this colossal group of figures was hewn from the solid rock of Mount Rushmore, South Dakota. The combination of patience and unceasing labor brought about the creation of an unduplicated work of art.

Little by little, over a period of 17 years, more and more people in Southern New England have formed the habit of listening regularly to WTIC. And, when we realize that these same listeners can claim a 12.9% greater radio ownership and a 50.8% higher effective buying income than the national average, small wonder that we say

THERE'S NOT ANOTHER LIKE IT!



DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston,
Chicago, Detroit, San Francisco and Hollywood

Los Angeles

By JAC WILLEN

DICK JOY, who recently landed two of the choicest spots on KNX-CBS—the Nelson Eddy program and the 7:30 a.m. news, also is up for two more important shows. Joy shapes up like one of the most promising announcers and newscasters in Hollywood.

Lurene Tuttle, CBS dramatic actress starred in "Dr. Christian," qualifies as one of Santa Claus' most efficient "advance agents." Lurene and her family have been busy shopping, wrapping, packing and mailing gifts to a dozen young soldiers whose service addresses read like a map of the world—the Christmas packages will go to Africa, India, China, Australia and Ireland.

With a picked orchestra of 25 pieces under the direction of Carl Kalash and a cast of brilliant young singers, the Standard School broadcast opened for the school year Thursday, Oct. 15, from 10-10:30 a.m. over KFI.

All-Canada Radio Facilities, Toronto, has secured Dominion and Newfoundland rights to the 52 half-hour recordings "Calling All Cars," with the Ralph L. Power Agency, of Los Angeles, making the deal for the firm.

"The Arkansas Traveler," unlike Bob Burns' relatives, is not a product of Bob's fertile imagination. An actual "Arkansas Traveler" roamed the country shortly after the Civil War, telling stories, singing folksongs and mixing in the affairs of whatever community he happened to stop just as does Burns' "Arkansas Traveler" on his radio program via CBS each Wednesday night. The original Traveler was named Sanford "Sandy" Faulkner.

Appearing with Lum and Abner in their new film, "Two Weeks to Live," now in production, is another well-known radio character, Tim Ryan, formerly of the Tim and Irene air team. Tim is now doing picture work regularly, while Irene continues in radio on her own.

"Black Magic," prize-winning "Dr. Christian" script by Dr. William F. Boos, a leading authority on food poisons, stars Jean Hersholt, tomorrow. Dr. Boos, for many years lecturer on toxicology at Harvard Medical School, wrote the drama based on an actual case of poisoning. Lurene Tuttle plays Judy Price, Dr. Christian's secretary.

Cuthbert Writes Book

Part which radio plays in preparing children for the world in which they are to live is basic theme of new creation by Margaret Cuthbert, of NBC program department. Work, which is entitled "Children and Radio" is part of "Childcraft, Volume 8," published by Quarrie Corporation, Chicago.

WQXR-Muzak Pact

Two-year contract for Muzak transcription library service was inked here Friday by WQXR.



A Reporter's Report Card. . . !

● ● ● IRVING BERLIN: Democrats, Republicans and ALP members still agree with FDR on one thing, at any rate—and that is that "This Is The Army" is the greatest show they've ever seen. . . . ORSON WELLES: Bill Bacher wants you as narrator on that new hour Treasury show he'll produce in Dec. Incidentally, our spies report that you and RKO aren't half as mad at each other as people think. . . . JOE PASTERNAK: Metro is giving your pictures production "priority" so that you can finish two more before going in the army. . . . BOB HOPE: If everybody goes to Alaska, who'll be left to entertain the troops here? . . . ROY HOWARD: John Mason Brown didn't tell anybody he planned to enlist in the Navy. . . . MAYOR LaGUARDIA: B'way bookies, who will bet on anything, are whispering that there will be no baseball broadcasts—and maybe no baseball—next spring. . . . COLE PORTER: Never thought you could get mad at anybody—let alone Vinton Freedley. Mutual pals are betting you'll be dueting "Let's Be Buddies" before long. . . . MCA: The film companies are grabbing up more bands for pictures—before the army gets them, it is supposed. There are eight different bands on one lot alone. . . . DOROTHY PARKER: That Wilson Mizner piece in the "New Yorker" is giving Times Sq. wags a shot in the arm and a lot of new material to work on.



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Los Angeles

By JAC WILLEN

DICK JOY, who recently landed two of the choicest spots on KNX-CBS—the Nelson Eddy program and the 7:30 a.m. news, also is up for two more important shows. Joy shapes up like one of the most promising announcers and newscasters in Hollywood.

Lurene Tuttle, CBS dramatic actress starred in "Dr. Christian," qualifies as one of Santa Claus' most efficient "advance agents." Lurene and her family have been busy shopping, wrapping, packing and mailing gifts to a dozen young soldiers whose service addresses read like a map of the world—the Christmas packages will go to Africa, India, China, Australia and Ireland.

With a picked orchestra of 25 pieces under the direction of Carl Kalash and a cast of brilliant young singers, the Standard School broadcast opened for the school year Thursday, Oct. 15, from 10-10:30 a.m. over KFI.

All-Canada Radio Facilities, Toronto, has secured Dominion and Newfoundland rights to the 52 half-hour recordings "Calling All Cars," with the Ralph L. Power Agency, of Los Angeles, making the deal for the firm.

"The Arkansas Traveler," unlike Bob Burns' relatives, is not a product of Bob's fertile imagination. An actual "Arkansas Traveler" roamed the country shortly after the Civil War, telling stories, singing folksongs and mixing in the affairs of whatever community he happened to stop just as does Burns' "Arkansas Traveler" on his radio program via CBS each Wednesday night. The original Traveler was named Sanford "Sandy" Faulkner.

Appearing with Lum and Abner in their new film, "Two Weeks to Live," now in production, is another well-known radio character, Tim Ryan, formerly of the Tim and Irene air team. Tim is now doing picture work regularly, while Irene continues in radio on her own.

"Black Magic," prize-winning "Dr. Christian" script by Dr. William F. Boos, a leading authority on food poisons, stars Jean Hersholt, tomorrow. Dr. Boos, for many years lecturer on toxicology at Harvard Medical School, wrote the drama based on an actual case of poisoning. Lurene Tuttle plays Judy Price, Dr. Christian's secretary.

Cuthbert Writes Book

Part which radio plays in preparing children for the world in which they are to live is basic theme of new creation by Margaret Cuthbert, of NBC program department. Work, which is entitled "Children and Radio" is part of "Childcraft, Volume 8," published by Quarrie Corporation, Chicago.

WQXR-Muzak Pact

Two-year contract for Muzak transcription library service was inked here Friday by WQXR.



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NEW BUSINESS

WNEW, New York: Iceland Restaurant, New York, four 15-minute periods weekly on Zeke Manners Hillbilly program, direct; Franck Chicory Co., thru the Bullard Agency, Port Huron, Mich., three 5-minute periods weekly on the Zeke Manners show; Musterole Company, thru Erwin Wasey & Co., three 15-minute periods weekly for 26 weeks on Martin Block's "Make Believe Ballroom"; New York State Bureau of Milk Publicity, thru J. M. Mathes agency, three periods weekly on the Block program.

WHCU, Ithaca, N. Y.: Allis Chalmers Co., Milwaukee, thru Bert S. Gittins, Milwaukee, five studio programs weekly; Solvay Sales Corp., Syracuse thru Atherton & Currier, N.Y.C., five studio programs weekly; Portland Cement Assn., N.Y.C., thru Roche, Williams & Cunnyngham, Chicago, five studio programs weekly; International Harvester Company, Chicago, thru Aubrey, Moore & Wallace, Chicago, six spot anns. weekly; Lincoln Tailors, Lincoln, Neb., thru Buchanan-Thomas Advertising Co., Omaha, two anns. weekly; William Wise & Sons, N.Y.C., (Modern Home Physician), thru Huber Hoge & Sons, N.Y.C., five-minute ETs; The Widmer Wine Cellar, Inc., Naples, N. Y., thru Baldwin & Strachan, Buffalo, N. Y., five ETs weekly.

WOL, Washington, D. C.: Bankers Life & Casualty Company, thru United Advertising Companies, spot anns. and a 30-minute program on Sundays; Campana Sales Co., thru Aubrey, Moore & Wallace, "First Nighter" program on Sundays; Embros Wine & Liquor Company, thru Courtland Ferguson, Inc., Washington, D. C., "Mr. Moneybags," 15-minute program on Mondays, Wednesdays and Fridays; Musterole, thru Spot Sales Co., spot anns.

Song Listing Via ACI True Popularity Barometer

Forecast accuracy of the ACI "Network Song Favorites" survey, weekly Monday feature in RADIO DAILY, is pointed out in the RCA Victor "Phono-Graphic," merchandising publication of the recording firm. September 28 issue of the house organ published the following note in commending the survey: "Dr. Peatman's weighted plug rating for the week ending September 16 is so accurate a forecast that nine out of the first ten numbers appear on the September 26 'Hit Parade'; and Peatman had these numbers up there weeks ago."

The ACI for the five weeks in September had an average of 88 per cent in predicting songs which made the top ten tunes broadcast on "Your Hit Parade" on the second Saturday following the issuance of the ACI survey; four of the five weeks hit a 90 per cent average; and one week the percentage was 80.

NETWORK SONG FAVORITES

This weekly survey is based on the copyrighted Audience Coverage Index report of the Office of Research—Radio Division, covering the period of Oct. 8-14, inclusive. The survey provides a scientific index of the relative extent to which these popular songs have been heard by a nation-wide sample of radio audiences.

The index is based on three kinds of research data: (1) the total number of performances heard and reported in New York by the Accurate Reporting Service for WEAJ of NBC, WJZ of Blue, WABC of CBS and WOR of MBS, 8 a.m. to 1 a.m. daily, EWT; Middle-west performances heard and reported in Chicago by the Radio Check-up Service, 9 a.m. to 1 a.m. daily, CWT; West Coast performances heard and reported in Los Angeles by the Radio Checking Service, 9:30 a.m. to 1 a.m. daily, PWT, (2) additional station-uses for network programs heard in New York and (3) the relative size of listening audiences as based on regular surveys of radio sets-in-use by C. E. Hooper, Inc. and Pulse of New York, Inc., as well as on other special surveys.

The higher a song's Audience Coverage for the week, the greater the extent of its radio coverage. Current radio favorites from the American repertoire of popular music are segregated and presented as "Favorite Standards of the Week."

SONG TITLE	PUBLISHER	ACI	ACI (Preceding Week)
I've Got A Gal In Kalamazoo (Bregman-Vocco-Conn)		887	946
My Devotion (Santly-Joy-Select)		856	1074
Dearly Beloved (Chappell)		729	615
I Left My Heart At The Stagedoor Canteen (Army)		656	315
White Christmas (Berlin)		656	384
Idaho (Mills)		636	465
Jingle Jangle Jingle (Paramount)		586	510
Praise The Lord And Pass The Ammunition (Famous)		581	425
I Came Here To Talk For Joe (Shapiro-Bernstein)		565	425
Serenade In Blue (Bregman-Vocco-Conn)		552	313
At Last (Feist)		545	603
He's My Guy (Leeds)		521	386
This Is The Army Mr. Jones (Army)		505	335
By The Light Of The Silvery Moon (Remick)		480	249
Wonder When My Baby's Coming Home (Crawford)		440	375
Mister Five By Five (Leeds)		437	391
There Will Never Be Another You (Mayfair)		430	380
Daybreak (Feist)		428	440
Can't Get Out Of This Mood (Southern)		425	324
Manhattan Serenade (Robbins)		424	612
Be Careful It's My Heart (Berlin)		423	835
Strictly Instrumental (Cherio)		375	199
I Met Her On Monday (A B C)		370	428
I Get The Neck Of The Chicken (Southern)		340	569
When The Lights Go On Again (Campbell-Loft-Porgie)		316	425
Hip Hip Hooray (Robbins)		305	286
I'm Old Fashioned (Chappell)		295	265
Every Night About This Time (Warock)		293	220
Major and Minor (Famous)		293	...
He Wears A Pair Of Silver Wings (Shapiro-Bernstein)		273	396
When You're A Long Long Way From Home (Broadway)		271	227
Army Air Corps (Fischer)		259	249
Pennsylvania Polka (Shapiro-Bernstein)		259	406
You Better Not Roll Those Blue Blue Eyes (Crawford)		240	...
Why Don't You Fall In Love With Me (Harms)		217	162
Cow Cow Boogie (Leeds)		213	171
Touch Of Texas (Southern)		211	221
Conchita Lopez (Famous)		210	300
Love Is A Song (Broadcast Music)		204	211
Ev'rything I've Got (Chappell)		201	333
South Wind (Witmark)		195	...
Just As Though You Were Here (Yankee)		193	463
Ten Little Soldiers (Lincoln)		178	308
Brazil (Southern)		171	152
Take Me (Bregman-Vocco-Conn)		166	390
Abraham (Berlin)		157	...
Gobs Of Love (Paramount)		152	...
Always In My Heart (Remick)		148	305
Light A Candle In The Chapel (Mills)		148	...
I Wanna Go Back To West Virginia (Vanguard)		136	...

(Continued on Page 7)

To the Colors!

GEORGE BRYAN, CBS newscaster is a Second Lieutenant in the Air Force at Wright Field, Dayton, Ohio. One of Bryan's duties will be to act as narrator for Army Air Corps Motion Pictures.

—vvv—
GEORGE WINSTON, transmission engineer at WAYS, Charlotte, N.C., the Signal Corps. HAROLD DANIEL, announcer at WAYS, has joined the Air Corps as a Bombardier and is now in the Reserve on 24-hour duty.

—vvv—
HARRY MARBLE, CBS newscaster since September, 1941, is in the U. S. Army.

—vvv—
WALTER NEWMAN, radio engineer, GENE CRAWFORD, announcer and JOHN EDINGTON, announcer and music director, have left Evansville-On-The-Air, Inc. to join the armed forces. Newman is with the Signal Corps in Chicago. Crawford is in the Army. Edington is in the radio division of the Air Corps.

—vvv—
BOB DANO, KFEL, Denver, newscaster, has been inducted in the Army.

—vvv—
KEN BARTON, staff announcer WDAF, Kansas City, Mo., has reported for active duty with the paratroopers.

Radio Reporters Return From Secret Sea

With return of George Hicks from his secret trip on a convoy to Caribbean sea areas to get first hand broadcast material, "Men of Land, Sea and Air" on Blue Network takes on a new format with Hicks on from New York Mondays and Wednesdays, and Bill Baldwin from San Francisco Thursdays and Joan Harding from Washington on Fridays, all at 7 p. m., EWT.

Voyage by Hicks resembles that of Dave Driscoll of MBS, both of whom took them to get first hand radio reporter view of what men of the sea were up against. Driscoll took on a second trip, after his one earlier year, realizing that ocean war conditions had changed, thus requiring his copy not entirely accurate.

Scripts, of which Hicks has two broadcasts, Oct. 19 and 21, are being scanned by the Navy Department for approval.

Observation by Hicks was that on such sea duty, when there are moments for relaxation, preferences in this order: sports, comedy and quiz shows. Distinction among other types is less sharply defined.

Men have less time to listen on average, than the soldier states in an Army camp, but when they listen avidly. Predominance of interest in sports was evident to radio reporter in his more than a month at sea, in the eagerness of them to get near the radio shack of they could, the ward room, to listen to the World Series and football openers.

AFM Outdoes Senate Importance

(Continued from Page 1)
 of the United States of America may have touched off a fight to amend the radio law. It is possible, by one of those so familiar to Washington, a resolution just introduced by George Norris will get on before Senator D. Worth. Already approved and resolution to investigate the recordings ban, about which has been heard for three

Norris Resolution Lengthy
 created by the senatorial disapproval of Norris' resolution, covering several pages in Friday's Congressional Record, the co-operative has many friends in especially from farm states, on the other hand the AFM issue has been turned to dynamite—until after election—since the attention voted solid support.

It is understood, also that two educational organizations have sought network time been turned down on some of the same grounds as the co-league may ask leave to the hearing on "305." The stage was being set on Hill for a searching probe of industry practices by the Interstate Commerce Committee, John Washington representative of the co-operative league, and incidentally the clerk of the Senate Commerce Committee when the radio act was being drafted, the issue with the statement of resident Neville Miller that Norris' resolution "constitutes the gravest threats to freedom in recent years."

Paternalistic Character
 so, according to Miller, resolution 305 "would direct a committee to determine if a government agency should be set up to determine what the people of America should hear and what they should hear on the radio," adding "if used investigation material—may be sure that all the of bureaucratic control of the press will be on the verge of the enactment of a law would put an end to the system of broadcasting." He commented that the NAB ignores the purport of the and unintentionally dis-

Issue Involved
 resolution merely presents the question whether the law should be amended. The co-operative league representative went on, and stated that in a democratic country, there should be encouragement for a democratic inquiry into the necessity of improving legislation. I am sure Mr. Miller and his associates will change their attitude and welcome this investiga-

NETWORK SONG FAVORITES

(Continued from Page 6)

FAVORITE STANDARDS OF THE WEEK *

SONG TITLE	PUBLISHER	ACI
Embraceable You (Harms)		304
Liza (Harms)		233
Ol' Man River (Harms)		220
I Know That You Know (Harms)		193
Oh Lady Be Good (Harms)		160
Begin The Beguine (Harms)		159
Tea For Two (Harms)		159
Star Dust (Mills)		157
Melancholy Baby (Shapiro-Bernstein)		141
St. Louis Blues (Handy)		101
PATRIOTIC		
Anchors Aweigh (Robbins)		205
You're A Grand Old Flag (Vogel)		166
Over There (Feist)		163
Yankee Doodle Boy (Vogel)		153
We Must Be Vigilant (Bregman-Vocco-Conn)		134

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

tion if they really want to serve their clients."

Commenting further, Carson remarked that Miller "seems to prefer a situation where a private profit interest shall have absolute control of the air, which he certainly will admit is publicly owned, to a situation where a publicly elected body of the United States Senate, and its creature, the Federal Communications Commission, shall have some authority. I am sure, Mr. Miller didn't intend to leave the impression that private property interests, with responsibility practically to no one, and without endorsement by the public, would represent the public interest in a democratic country more than would a public body."

Time Given, Says Miller

The NAB president also said that CBS and NBC, "acting in strict accord with the NAB code of program standards, refused to sell time to a consumer organization to discuss the philosophy of the consumers movement—a controversial public issue."

Miller continued, "This code provides, among other things, that broadcasting stations are under an obligation to present discussion of controversial public issues without charge to the speakers, in such amount as would serve the public interest. Consumers' organizations frequently have been given time on the air to discuss their movement, and have been sold time to advertise their goods when they have goods for sale."

Carson commented that co-operatives "are always grateful" for free time, and that the broadcasting companies might well have given them "a great deal more . . . because the only justification for their license to make use of public property, and to make use of it for their own profits, is that they serve the public interest."

Text of Senate resolution, submitted by Senator Norris, and referred to the Committee on Interstate Commerce, follows:

Whereas, the Co-operative League of the United States of America has reported in a resolution, formally adopted at the 13th biennial congress of the league, that the National Broadcasting Company and the

Columbia Broadcasting System had unfairly and unjustly discriminated against the league by denying the league the opportunity to purchase radio time, and:

Whereas, this report of the Co-operative League of the United States of America raises a very vital question as to the necessity for amendments to the Communications Act of 1934: now, therefore, be it

Resolved, that the Committee of Interstate Commerce, or any duly authorized sub-committee thereof, is authorized and directed to obtain such facts as the Co-operative League of the United States of America, the broadcasting companies, the Federal Communications Commission, the Department of Justice and other government agencies and other groups of persons who may have bearing on the accuracy of the charges of discrimination against Co-operatives and others by the major broadcasting companies in the sale of their radio time: and on the question of whether the Communications Act of 1934 should be further amended to authorize the Federal Communications Commission to prevent such discrimination or should otherwise be amended to deal with the problem of granting further authority to the said commission by or affecting the power of said broadcasting companies. The said committee or duly authorized sub-committee is authorized and directed to secure the assistance of other government agencies in an investigation thereof and to report to the Senate the facts ascertained in the course of the investigation and the resolution herein.

For purposes of this resolution, this committee or any duly authorized committee thereof is authorized to hold special hearings, to set and act at such times and places during the seasons, recesses, and adjournment period of the Senate, to require and subpoena the attendance of such witnesses and production and impounding of books, papers and documents, to administer oaths and to take such testimony as is at times advisable, the cost of stenographic services to report such hearings to be paid in accordance of 25 cents per hundred words. The expenses of the committee or any duly authorized sub-committees thereof, which shall exceed \$1,000 in addition to the cost of stenographic services to report such hearings, shall be paid from the contingent fund of the Senate upon voucher approval by the chairman.

Evelyn McCutcheon To KWKW

Hollywood—Evelyn McCutcheon of KNX-Hollywood's production department has resigned from her post and joined this area's newest radio station, KWKW, Pasadena, where she will start her own radio show, a program for women. Listeners will hear her music under the name of Jean Sterling. Miss McCutcheon assumes her new position at KWKW at once. She has had background experience in dramatics.

41 Accounts On WOR Show Longevity Habit

(Continued from Page 1)

five year group; ten in the six; four in the seven; two in the eight; one in the twelve; two in the fourteen, and one in the sixteen. The latter honor goes to Dugan Brothers, bread bakers. Firm is sponsoring the same program this year as it sponsored sixteen years ago. That is McCann's Pure Food Hour which is now conducted by Alfred McCann Jr., and which was started by Alfred McCann, Sr.

Advertisers next longest in patronage in this group are Dole's Hawaiian Pineapple Juice and Richmond Chase Company for Heart's Delight Canned Fruit. Both firms have used the McCann program for fourteen years.

R. H. Macy & Company has been sponsoring programs over WOR for 12 years. The eight year group includes Fischer Baking Company and Carter Products Company. Four sponsors, who have been consistent WOR commercials for 7 years are Atlantic Refining Company, Philadelphia Dairy Products, Breyer Ice Cream Company and Serutan Company.

Hoffman Six Years Old

Among the six year olds are Hoffman Beverage Co., B. C. Remedy Company, The Pinex Company, Procter & Gamble, Olson Rug Co., Delaware, Lackawanna & Western Coal Co., New York Telephone Company, Longines-Wittnauer Co., Gambarelli & Davitto Wines and Bristol-Myers Company.

Current sponsors who have been associated with WOR for five years include P. J. Ritter Co., Manhattan Soap Co., R. B. Semler, General Mills, V. La Rosa & Sons, The Wheatena Corporation, Howard Clothes, Bayuk Cigars and the Consolidated Cigar Corporation.

The youthful four year olds include Jacob Ruppert Brewery, Grove Laboratories, Vick Chemical Co., Gillette Safety Razor, Pepsi-Cola, Peter Paul, Sweets Company of America, Carnation Co., Quaker Oats, Bond Stores, Lever Brothers and the General Cigar Company.

Lloyd Joins Film Co; To Expand Radio Dept.

Ted Lloyd, formerly of RADIO DAILY staff has joined the Twentieth Century-Fox Radio Department which is planning to expand this division on a scale equal in importance with newspaper and magazine publicity departments, according to Hal Horne, head of the above mentioned divisions. Lloyd will handle all phases of radio production tie-ups for pre-release engagements and special programs for first-run exhibitors, as well as various music and recording developments.

For the present he will concentrate on national radio programs and handle commercial tie-ups in the East as well as personal appearances of the picture firm's stars who come East on patriotic drives or premieres.



Coast-to-Coast



IN BEHALF of Founders' Week, which commemorates the 121st anniversary of the birth of Sir George Williams, who founded the Young Men's Christian Association 98 years ago in London, the Archbishop of Canterbury spoke from London via Mutual on Thursday. Subject of his talk, which was dedicated to the youth of the United Nations, was entitled "A Faith For Youth In These Times."

Realignment of the staff at WFCL, Pawtucket, R. I., has resulted in several personnel changes: new announcer is Frank McCabe; new faces in the control room are Gerry Lampinsky and Bob Morgan; Charles Hayman, formerly control engineer, has been named supervisor of the control room staff; Cliff Ho'man, former announcer, is now production director replacing David Brooks, now in the Army; Marty Payton has joined the sales staff; and Don Rogers and James H. Hines are new members of the announcing staff.

Special program was broadcast on Columbus Day by WGL, Fort Wayne, from the Knights of Columbus auditorium. Bob Sherman, chief newscaster, announced and produced the show, which consisted of speeches and choir music. . . . Paul Roberts, WOWO-WGL announcer, acted as master of ceremonies for the Civilian Defense demonstration held on the Court House Square last week. This program, which demonstrated new fire equipment and which dealt with fire prevention, was broadcast on WGL.

Football games of Mississippi State College will be sponsored by a local department store over WCBI, Columbus, Miss., and stations of the Mississippi Network. . . . Bob McRaney, general manager of WCBI, has been designated master of ceremonies at the Grand Military Ball and the Coronation of "Queen" of the Columbus Army Flying School.

Fred Wieting, staff announcer at WIBG, Philadelphia, has been appointed movie commentator at the station. A former actor himself, with an excellent theatrical background, his knowledge should stand him in good stead in differentiating between the corny publicity story, and the story with definite news value, as well as in his role of critic of the new shows as they hit Philadelphia.

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

October 19

Addison Amor Tom Barton
Opal Bates Clive Davis
Simon Oppenhuizen Jack Shannon

Shirley Staab, formerly heard over WAJR, Morgantown, W. Va., and WMMN, Fairmount, W. Va., has joined the staff of WEIM, Fitchburg, Mass., as director of women's programs. She is broadcasting under the name Joan Shirlee, in order to continue the program, "A Date With Joan," which was handled by Joan Adams, now with the Office of War Information in New York. . . . George Nemett, formerly with WHYN, Holyoke, Mass., and WMFF, Plattsburg, N. Y., has joined the WEIM announcing staff and has taken over the running of the daily 1340 Club show. . . . Veronica Ledger, new to radio, is a new addition to the WEIM office staff, replacing Coula Spiro, resigned.

Ted Lloyd, who produced last season's "Star Spangled Theater" on WJZ, New York, has produced the second in his series of musical short subjects for Columbia Pictures. This one, called "A Band Is Born," features Hal McIntyre's orchestra, and WOV's disc jockey Alan Courtney does the narrations. Film opened at the Globe Theater on Saturday.

"The Cross-Roads Party" sponsored by Conro Manufacturing Co. on KGKO, Fort Worth, Dallas, celebrated its first anniversary recently with a special program keyed to the war effort. Show was started originally as a good-will gesture to the 1941 Texas State Fair. From the original cast of six, the series has expanded and now employs a cast of thirty. Elmer Baughman, of the KGKO staff, announces the commercials on the show.

WDRG, Hartford, has announced that two Connecticut high schools, Bristol and Wethersfield, have accepted invitations to have eight of their pupils participate on the CBS "School of the Air of the Americas." Each school will send four pupils to take part in the participating portion of the CBS feature. Each week different schools from throughout the state will be represented on the program.

WLIB, Brooklyn, is presenting the works of European composers on its new "Continental Fantasy" series heard daily. Quarter-hour recorded programs feature the music of Allied and Axis nations as written years ago, along with compositions of refugee European composers driven from their homelands by the Nazi scourge. Charles David, WLIB announcer, handles the narration, while Joan Sack serves as script writer on the series.

Weekly War Stamp Concerts featuring the New York City Symphony Orchestra conducted by Fritz Mahler are being aired by WNYC, New York, from Carnegie Hall.

WLAK, Lakeland, Fla., joined in the "Salute To Our Heroes" bond drive during a recent "sale by telephone" broadcast. Program lasted one hour and brought in sales totaling \$6,000. It was produced and emceed by Jimmy James, announcer, who has since been called into the army air corps.

New additions to the office staff of WSB, Atlanta, include Mrs. Clayton Doss and Mrs. George Irwin. Latter is serving as secretary to John M. Outler, Jr., commercial manager, replacing Mary Hampton, recently resigned. . . . Bill Lyle, bass singer with WSB's "Swanee River Boys" quartet is resting well in an Athens, Ga., hospital recovering from an emergency appendectomy performed there after he collapsed on the stage while performing before Naval Aviation Cadets at the University of Georgia.

Phil Stearns, newscaster, has joined the news department of KQW, San Francisco, according to an announcement by C. L. McCarthy, manager. Stearns is widely known throughout the San Francisco, Oakland and East Bay area. He holds a record of four years continuously sponsored news broadcasts including such national sponsors as Borden Dairy Delivery, Brown & Williamson Tobacco (Avalon Cigarettes) Manhattan Soap Co. (Sweetheart Soap), and others.

"Housewives, Inc.," afternoon program on KIRO, Seattle, has begun a half-hour five-day-a-week broadcast schedule. Former quarter-hour show gives practical up-to-the-minute advice on home planning, menus, fashion and beauty. Tied in with the broadcasts is a column of the same name which is printed in the weekly papers of the area.

New German language series of broadcast interviews with famous European personalities of musical and dramatic circles has been inaugurated on WHOM, Jersey City, by Martha Ley. First interviewee was Emanuel List, Metropolitan opera basso, Oscar Straus, composer, was the guest last week.

KDKA, Pittsburgh, made a special hookup with WPTF, Raleigh, N. C., on Saturday for a broadcast of the Duquesne University-North Carolina game. This contest wasn't on the original schedule of either school, being booked unexpectedly last Wednesday. . . . Mrs. Raymond Clapper, wife of the newspaper columnist, was the principal speaker at a bond rally picked up by KDKA last week.

Staff organist Jean Wilkins of Worcester, has been named to a position at the First Christian Church in Worcester. Miss Wilkins is featured in several sustaining shows. WTAG, is also donating her talent to Community Chest Pageant to be soon. . . . Word from Staff Sergeant W. Booth, former assistant manager, rector of WTAG, tells of his work in Hawaii.

Transfers of personnel of the Northern Broadcasting & Publishing include the following: Dave from CFCH, North Bay, to CKWS, Kingston, to CJKL, K. Lake. . . . New program on CKWS titled "Gas Light Gayeties."

Local furniture store is now sponsoring a weekly half-hour show, "Melodymakers" over KJR, Seattle, featuring Zena Griffin as emcee with Harvey's 15-piece orchestra. Robin produces the show and Frank Shee the account executive.

WBNX, New York, has started "Miniature Opera" series airing Wednesday evenings to a local furniture store. Ruth Parsey acts as emcee on the series. . . . Herb ris, WBNX sportscaster, is emceeding a Saturday evening sports program in which he gives late results and commentary.

WCHV, Charlottesville, has inaugurated a new series under the title of "The Show." Programs feature a variety with a cast consisting of students of the University of Virginia. It is broadcast one of the university's auditoriums to a live audience.

Mary Jo O'Brien has recently taken over the duties in the recording department of KOMO-KJR, Seattle, vacant when Josephine Yates joined the WAVES. . . . Dan KOMO-KJR account executive is taking the civilian pilot course in preparation for naval training. . . . Dick Keplinger, in charge of special events and news at KOMO-KJR, is acting as emcee for the "Victory Square" bond sales.



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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



21, NO. 13

NEW YORK, N. Y., TUESDAY, OCTOBER 20, 1942

TEN CENTS

NAB District Meeting

Materials-Saving Plan Being Readied By FCC

Washington Bureau, RADIO DAILY
Washington—The FCC is expected to announce in the near future a plan for the conservation of materials this program having been set up to guarantee the continuation of all essential broadcasting stations for the duration. FCC Chairman James Lawrence Fly said today that the recommendations of his long-awaited wartime operation, which will be announced in a matter of days, have just been
(Continued on Page 7)

Men Now Active In Army War Show Unit

St. Louis—New radio officer with Army War Show Task Force is Lieutenant David J. Kempkes of the 1st Corps and formerly NBC-Chicago engineer, according to release from the unit's headquarters. Lieut. Kempkes replaces Lieutenant Charles E. McNeil, former NBC International production director, in the new "Victory Division." Car-
(Continued on Page 2)

Sees More Interest In Educational Programs

Department of NBC shows strong interest in queries dealing with the audite broadcasts. In September compilation reveals, requests for information about educational programs and allied program aids increased 400 per cent over June.
(Continued on Page 2)

Lidice

Unexpectedly became a collection of literary gems last night at the auctioning of the manuscript of Edna St. Vincent Millay's "The Murder of Lidice," after broadcast premiere of the verse, enthusiastic stockholder outbid Frank Mullen's \$500 with a \$1,000 offer. A spokesman indicated network would assume responsibility for the unauthorized bid.

Vegetable Corsage

In keeping with meatless diets and other war measures which advocate less waste in buying, well wishers sent bouquets and pot arrangements of fresh vegetables, instead of the standard flowers, yesterday, to Bert Prager, to mark the first day on his job as radio director of Donahue and Coe.

Labor "Piracy" Ban Called For By BVC

Washington Bureau, RADIO DAILY
Washington—Suggestion that broadcasting employers get together voluntarily and draw up agreements not to "pirate" one another's employees was made yesterday by Broadcasters Victory Council in what is expected to be the final news letter under its imprint. The BVC, which actually "signed off" about two weeks ago to make way for the American Broad-
(Continued on Page 6)

Executive Committee Set By Regional Assn.

West Coast Bureau, RADIO DAILY
Hollywood—Van C. Newkirk, director of program operations of Mutual-Don Lee Broadcasting System, has been named chairman of the executive committee of the Southern California Broadcasters' Association, according to an announcement by Lawrence W. McDowell, president of
(Continued on Page 2)

Rosenbaum Strongly Criticizes NAB Action On Recording Ban

New Blue Net Contract Stresses Simplicity

New format for Blue Network's contract forms has just been completed. Contract is larger in physical size than those generally in use, due to the use of larger type for printing the various conditions, seven in all, under which advertiser agrees to sponsorship. Terminology has been
(Continued on Page 5)

Unanimous Vote Of Confidence Given NAB By Third District Meeting; Gov't Agency Men Speak

Political Time-Buy Gains On N. Y. Outlets

Well over 30 stations with a total time of 192.5 station-hours have, thus far, been used by five political parties in the current New York State gubernatorial campaign, the outcome of which is regarded as one which will have vital national significance. Evidence shows that independent outlets have gained by the strong competition for public support, though
(Continued on Page 6)

War Dept. Anns. Seek To Clarify Allotments

Clarification in listeners' minds of what is characterized in a War Department communication as the "biggest wartime security measure in our country's history," the Family Allowance, is being sought by that government.
(Continued on Page 2)

Welles Series Debuts On 56-Station CBS Net

New institutional series titled "Ceiling Unlimited" and presenting Orson Welles, is to be sponsored by Lockheed & Vega Aircraft Corporation over CBS starting November 9. Program
(Continued on Page 2)

Philadelphia—First of the 17 scheduled NAB district meetings was held at the Hotel Benjamin Franklin here yesterday when more than 50 radio executives representing stations in NAB District No. 3 (Delaware and Pennsylvania) attended the first day of a two-day meeting and listened to discussions of various industry problems by government agency and industry executives. Meeting, presided over by NAB director Isaac D. Levy, CBS vice-president and WCAU executive, resolved
(Continued on Page 6)

Spot Drives By MGM Radio Trial Balloon

Following through on an advertising policy which involves greater use of radio for promoting motion pictures, and which was first announced by Howard Dietz, vice-president in charge of promotion and publicity for MGM, late in June (RADIO DAILY, June 29) firm is planning two national spot campaigns, and may expand into the
(Continued on Page 6)

"Critical" Jobs Defined For Local Draft Boards

Washington Bureau, RADIO DAILY
Washington—Selective Service Board, yesterday released a list of 92 occupations defined as critical in the communication services, including broadcasting. This is the initial
(Continued on Page 2)

Debut of a Beet

Star of last Friday's television program conducted by Richard Hubbell, head of the CBS Television News, was a beet—a sugar beet—from Colorado, important today because of the shortage of cane sugar. The beet, silvery white in color, seemed exceptionally handsome, but Hubbell modestly assured his audience it was only average. Debut was a success.



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M. H. SHAPIRO : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Monday, Oct. 19)

NEW YORK STOCK EXCHANGE

Table with columns: Stock Name, High, Low, Close, Net Chg. Includes Am. Tel. & Tel., CBS A, CBS B, Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio, NEW YORK CURB EXCHANGE, Hazeline Corp., OVER THE COUNTER, Farnsworth Tel. & Rad., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

Executive Committee Set By Regional Assn.

(Continued from Page 1)

the association. In addition to Newkirk, others appointed to serve on the executive committee are Kenneth Tinkham, KMTR, Los Angeles; John Swallow, program manager of NBC-Hollywood; and Donald W. Thornburgh, CBS vice-president in Hollywood.

Executive committee is in direct charge of defense and wartime activities of the association. Thornburgh, Newkirk and McDowell served on the previous committee, along with Harry Maizlish of KFVB and Harry Witt of KNX, both located in this city. Former has been elected secretary-treasurer of the association and the latter served as president of the group last year.

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

CBS BASIC SUPP.



270,000 METRO M'K'T

UTICA, N. Y.'s ONLY RADIO STATION

War Dept. Spots Seek To Clarify Allotments

(Continued from Page 1)

ment branch through a special broadcast announcement campaign.

Suggested messages are being distributed to the nation's stations, together with a letter over the signature of Lt. Col. E. M. Kirby, stressing the importance of getting certain facts over to soldiers' families.

"Millions of Americans have never heard of the family allowance," the letter said in part. "Thousands who are eligible for it do not know what it is, who gets it, or who should apply for it. The Army wants to tell the public these things. We want to furnish all the answers on this subject which affects seriously the basis of our society, the American home."

Gist of messages is that information about such allotments should not be made by application to the War Department, but to the soldier himself by dependents or those considered in such classification.

NBC Sees More Interest In Educational Programs

(Continued from Page 1)

program, however, did not lessen importance of usual run of listener requests, some serious in tone, others lighter, as the subject demanded. For instance, in one week, the mail pouches disgorged over 150 pleas for copies of "Letter to Hitler," which was broadcast, September 22, by John Nesbitt. As is customary, whenever possible, every request was filled.

Few letters, received at NBC, bear the trade-marks of cranks. The majority express criticisms that are the healthy expressions of citizens who are merely exercising the good democratic right of free speech. In lighter vein are the communications from soldiers. One buck private who had appealed for, and obtained, photographs of his favorite NBC actresses and vocalists, described his resulting popularity among his fellow-soldiers in a note of thanks.

Welles Series Debuts On 56-Station CBS Net

(Continued from Page 1)

is first of this sponsor on the network. Series, which will be heard Mondays, 7:15-7:30 p.m., EWT, with rebroadcast at 11:15 p.m., EWT, is dramatic in type, and deals with stories of American planes and the men who fly them, with the dramatizations based on latest information from the Army and Navy. Besides producing the dramas and serving as narrator, Welles is to write the scripts. Network is 56 stations. Account is handled through Lord & Thomas.

Collins Named Radio Chairman

Ted Collins, producer-director of the Kate Smith air shows, has accepted chairmanship of the radio committee of the United Hospital Campaign of New York City, according to an announcement by William S. Paley, general chairman of the 64th annual appeal of the 76 hospitals joined in the drive.

Radio Men Now Active In Army War Show Unit

(Continued from Page 1)

vajal has been transferred to foreign shortwave assignments.

Other former radio men who are active in radio and publicity work with the War Show are Pvts. Bert Parks and Bob Waldrop who announce the show, Pvts. Don L. Kearney and Dick Koster who are active in the publicity line, and Pvt. George Fuller. Parks was an announcer at CBS, and handled most of the Camel cigarette work in the East. Waldrop was a NBC staff-man for 7 years and announced the NBC Symphony, "Hour of Charm," and "John's Other Wife." Kearney was an assistant of Bill Stern's at NBC and was also associated with WHAM, Rochester, WAGE, Syracuse and WFAS, White Plains, N. Y. He handled radio production for the USO under Jesse Butcher. Koster was active at WCAU, Philadelphia, in publicity, traffic and news departments which he headed. Fuller was on the staff of WFBR, Baltimore.

"Critical" Jobs Defined For Local Draft Boards

(Continued from Page 1)

list of occupations thus certified as a guide to local draft boards and will undoubtedly be followed by others, to be selected in the future from the list prepared by Board of War Communications for the War Manpower Commission.

Yesterday's list included only occupations in the broadcasting category and were as follows: cost accountant, control room man, junior and senior control supervisors, managing editor, international broadcasting director, all-around electrician, professional and technical engineer, foreign language translator, foreign language news or script writer, electrical work foreman, employment and personnel manager, radio communication office mechanic, bi-lingual production man, program transmission supervisor, radio operator, radio broadcasting repairman, recording engineer, radio rigger, radio communications traffic chief, translator, was correspondent.

The final decision on deferment of these men remains in the hands of the local board.

REC Closed Meeting

Radio Executive' Club luncheon meeting to be held tomorrow at the Hotel Lexington will be a closed session for members only. Questions of extreme importance will be discussed.

WBX NEWS EVERY MINUTE ON THE MINUTE 12 NOON TO 6 P.M. NEWS AS IT HAPPENS • 1430 ON YOUR DIAL •

COMING and GOING

CHARLES B. JORDAN, managing director of WRR, Mutual outlet in Dallas, in town for conferences at network headquarters.

COL. HARRY C. WILDER, president of WSYR, Syracuse, in New York yesterday, and visiting with William S. Hedges, NBC vice-president in charge of the stations department.

NEAL TOMY, publicity director of WJR, here from Detroit on station and network business. Called yesterday at the offices of CBS.

ALBERT LEITCH, of WJSV, Washington, on an Autumn vacation.

CHARLES B. BROWN, NBC director of advertising and promotion, back at his desk after having been away for a few days because of illness.

LIEUT. COMMANDER JOHN C. ROBERTS, formerly general manager of KXOK and on active duty with the aviation branch of the U. S. Navy, paid a call yesterday at the headquarters of the Blue Network.

W. H. SUMMERVILLE, general manager of WWL, has arrived from New Orleans for business talks with the New York representatives of the station.

LYMAN BRYSON, education director of CBS, leaves for Washington today. Expected by Friday.

CARLAND POWELL, director of WRUF, Gainesville, who spent a portion of last week in town, has returned to the Florida headquarters of the station.

TOM SLATER, sports director of the Mutual network, is in Cleveland completing arrangements for the Pastor-Bivins bout. He is expected back tomorrow.

SAM LITZ, personal manager for Del Conroy and his orchestra, is spending two weeks in Chicago on business.

J. ROBERT GULICK, station manager of WORK, York, is in town for business conferences at NBC headquarters.

FRAZIER HUNT, CBS commentator, conducts the thrice-weekly newscast for General Electric, has reached Oklahoma City in course of an extensive tour, and will broadcast tonight's program from KOMA, Columbia in Oklahoma City.

KEN DARBY, of the King's Men Quartet, arrives in Hollywood by plane today for the stanza of "Fibber McGee and Molly" over the radio. He has been at College Station, Tex., acting as music supervisor for the Walter Wanger production, "Texas A. and M."

Research Firm Luncheon

Pulse of New York, Inc., research organization for radio surveys in New York Metropolitan area, will celebrate its first anniversary, tomorrow with a luncheon at the Victoria. Dr. Paul F. Lazarsfeld, director of the Office of Radio Research at Columbia University, will address the luncheon gathering on the "What do we really know about radio time serials?"

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.



WXYZ will deliver*

**Lion's Share of Detroit
at lowest cost...**



Guarantee

**with any WXYZ
Champion Show**

KING-TRENDLE BROADCASTING CORP., Detroit, Mich.
National Representatives: Paul H. Raymer Company

Los Angeles

By JAC WILLEN

CASS DALEY has made her third Bing-sing fiesta appearance on KMH. She looks good for a bet to stay on for another and longer period of broadcasts on the J. Walter Thompson-Kraft stanza.

Radio's starring comic team, Abbott and Costello, were singled out for special honors last week when both comedians were presented plaques by Governor Culbert Olson in recognition of their recent achievement in the bond-selling drive. The plaques state that the comics sold 78 million dollars worth of bonds. The presentation was made at the review of the California State Militia's first regiment of mechanized cavalry.

Service men who combine their stints in Southern California with appearances on "Bombardier Quiz" on KHJ will have a chance to add to their autograph lists soon. Slated for appearances with the boys in uniform on one of the "Bombardier" programs is a group of motion picture actresses recruited not from star list but from the studios' favorite supporting cast columns. "Bombardier Quiz" is heard at 8 p.m., PWT, each Thursday evening.

Irene Rich, star of radio, stage and screen, celebrated a double anniversary this week. Her own birthday and the beginning of her tenth year on the air with "Dear John," the CBS dramatic series on which she is starred.

Bobby Breen went Mutual, when he made a guest appearance on Walter White's Jr.'s "Nobody's Children" broadcast Sunday, Oct. 18. Breen, who before becoming film-famous was a Cantor radio prodigy, approaches the KHJ "mike" after a much too long lapse to suit his own fans.

Dick Joy, KNX-CBS announcer, joins the Wednesday night Nelson Eddy show—resulting in more New England appeal as both Eddy and Joy hail from New England.

Fibber McGee's King's Men quartet just completed a Decca album of songs they did on the McGee airtel during the past year. The album is scheduled for immediate release. Sid Zelinka and Ray Singer.

Gayne Whitman, well-known announcer and actor of film and radio, will announce the Bob Burns programs for its new series which started over CBS Oct. 7.

"Lux Radio Theater" booked one of its famous Bob Hope specials for last night's program, when C. B. DeMille presented Bob Hope and Ann Sothern in "My Favorite Blonde."

Chet Huntley slipped one over on the boys at CBS and signed himself on as an actor in Rosalind Russell's new RKO picture.

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



Radio Is My Beat . . . !

● ● ● We love Fred Allen's counsel to Jack Pearl (advising him to forget heavy drama and stick to comedy): "After all," he said, "an onion can make people cry—but try and get a vegetable that'll make 'em laugh!" Incidentally, Fred's show Sunday night with Orson Welles was one of the greatest he's ever put on. In fact, we wouldn't be at all surprised if it weren't the greatest show ever put on by anybody! It hit a mile-a-minute pace from the opening gong and didn't slow up until the 'phone calls started pouring in from all over the country at the finish. Even Jack Benny couldn't hold out. He called in his congrats from Arizona.



● ● ● It is an established rule that no actor can impersonate FDR without his approval. On last week's Caravan Hour, there was to be a one-line delivery of the President (upon hearing the first flashes of treachery at Pearl Harbor) saying to his friend and aide: "Well, Harry . . . I guess this is it." Actor Bill Adams was called to impersonate the President. But official approval did not reach producer Bill Bacher in time for the show so Adams used his natural voice. However, execs in Washington heard the program and decided they liked it so much they requested that Bacher lengthen "This Is It" for presentation on Treasury Star Parade and this time Bill Adams will imitate the President.



● ● ● SMALL TALK: CBS "Workshop" fades Oct. 27th and will return in Jan., offering a series of outstanding scripts previously used . . . When Eddie Cantor was rehearsing at Santa Ana Air Force Training Center, a contingent of 100 trainees trotted past at a given signal and gave out with the familiar: "We Want Cantor!" . . . Abbott & Costello plotting an ocean hop to entertain the troops in London . . . Herman Bernie has set Roy Rogers, the rodeo star, on Fred Allen's show this week . . . Vocalist Nicki Galpeer gets a break on WEAF's "Air Breaks" Nov. 10th . . . Jimmy Monks, who left the cast of "Against the Storm" for a lead in the B'way click, "Eve of St. Mark," is doubling again in radio . . . Arnold Stang stole most of the sugary notices given RKO's "7 Days Leave" in the Hollywood papers . . . Sydney Moseley has become a member of the Advertising Club of N.Y. and doing plenty of lecturing around town . . . The more we listen to Adrienne Ames, the more we're convinced she's network caliber.



● ● ● THE MORNING MAIL: "Thought you might enjoy this joke on me," writes Frankie Basch. "As you know, I use the name of 'Frances Scott' entirely now. Well, the other evening, Roland Young and I did a spot on a 'Bundles for America' program. After the show, everybody was very chummy and as we said goodnight, several people called me Frances—one called me Martha—and one, very cordially called me Hazel! So, at last, I'm all things to all people."



● ● ● "I don't know whether or not you can use this story," pens Lillian Okun, "but it is a good one and proves the terrific 'reaching' power of radio. From time to time, on my Civilian Defense News program, I have asked for various objects for the Red Cross—with great success. But the other day they handed me a really tough assignment. It seems that someone donated to the 'Bundles for America' a 1937 Chevrolet with only three tires. I made the request for a fourth tire on the air and before I was hardly off, the 'phone started ringing. Net result was six good tires—plus a Rolls-Royce with four good tires. What a tribute to radio to get such speedy response!"



—Remember Pearl Harbor—

Chicago

By FRANK BURKE

FIBBER McGEE and MOLLIE takes full NBC network of stations effective October 29. current line-up has been 82 stations. "Salute to Victory," servicemen show, emceed by Eddie Dunn, a sponsor on WBBM starting yesterday. Nelson Brothers Furniture Company will present the Monday through Saturday from 10 11 p.m.

Three programs have been renewed and two new shows started on WBBM by Peter Hand Brewery Company. Renewals are Henry Hoople's "Hoople Hour," "Sanders and Savage" featuring Hill Sanders and Savage, and Jimmy Evans' "Maggie for Men and Women."

On Saturday, Oct. 24th, a weekly program, "Calling All Cars" will be heard on WGN from 7-7:30 p.m. on the following Sunday, the "True Story Detective Mysteries" be launched as a weekly feature under Peter Hand sponsorship.

Quaker Oats, for Aunt Jemima bought a five-minute transcribed program on WBBM at 6:55 a.m., Thursday and Saturdays for 26 weeks effective October 29th, through Sherman K. Ellis & Company.

Fern Persons gets the lead of Linda Harper in NBC's daytime serial, "helpmate," which recently moved from New York to Chicago studios.

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.

GUEST-ING

BROWN, CBS commentator, bringing his new book, "Suez to the Nile," with Prof. John T. ...

BURKE, on Eddie Cantor's "Smile," tomorrow (WEAF-9 p.m.).

LAWSON C. LOWRY, discussing "Youth Meets the Challenge," "Always to Health," Thursday (CBS, 4:30 p.m.).

W. DOUGLAS, president of Douglas Aircraft Co., Inc., on "You and You," Thursday (WOR-9:15 p.m.).

NICA LAKE, GRANTLAND DUBE GOLDBERG, JOHNNY EDMUND GWENN and the MACS, on the "Stage Door" Thursday (WABC-CBS, ...).

"The Lidice" Aired in Special Show

The broadcast of Edna St. Milay's dramatic verse, "The Lidice" was presented last night on NBC in conjunction with ...

The production consisted of a dramatic production in which Paul Muni ...

1,400 guests crowded into

RADIO ARTIST? Call Washington 2-1100

NEW PROGRAMS-IDEAS

High School Sports

"The Scholastic Parade," a new five-minute sports feature presented on WLIB, Brooklyn, on Saturdays at 6:08 p.m. ...

WTOL Educational Series

Toledo "School of the Air," presented for the first time last week on WTOL at 10:30-10:45 a.m. ...

New Blue Net Contract Stresses Simplicity

(Continued from Page 1) Simplified and less legible type eliminated. Usual type used in such documents is six-point ...

NBC's studio 8-H to witness the broadcast. Before going on the air, the network treated the audience to a special program of folk dances ...

WHAT'S WHAT IN BOSTON WCOP 11—WCOP consistently receives testimonials unsolicited from advertisers ...

Industry Tribute

Roar of the mills, the grinding of machinery and the white heat of furnaces are blended in the "Song of the Forge," new weekly quarter-hour series aired on WCAE, Pittsburgh ...

"Dinner Celebrities"

"Dinner Celebrities," a new evening musical variety program starring Greater Cincinnati nightclub headliners, is being aired Mondays through Saturdays at 6:45 p.m. ...

AGENCIES

ALLEN S. FLOUTON, assistant account executive of Compton Advertising Inc., has resigned in order to join the armed forces.

JACK D. TARCHER, of the J. D. Tarcher & Co. advertising agency, has accepted the chairmanship of the advertising, publishing and public relations division of the New York and Brooklyn Federations of Jewish Charities for the 1942 campaign.

McCANN-ERICKSON, INC., San Francisco, has been appointed as special advertising agency for the Pacific Coast area only for Harold H. Clapp, Inc., baby food manufacturer. Young & Rubicam, Inc., retains the account nationally.

M. H. HACKETT, INC., has been appointed as advertising agency for the Manhattan Life Insurance Co.

EDWARD SHERRY, formerly of Lord & Thomas, Chicago, has been named copy chief of the Grey Advertising Agency, Inc.

DOROTHY GARDNER has been appointed publicity director and copywriter for women's accounts of the Anfenger Advertising Agency, St. Louis.

Al. Bland STARS IN THE "Blandway" WCKY 50,000 WATTS CBS THE L. B. Wilson STATION

Spot Drives By MGM Radio Trial Balloon

(Continued from Page 1)
radio field if the results of these two prove encouraging.

Already in progress is a local one and two-minute spot campaign plugging "For Me and My Gal." Stations carrying this business include WJZ, WMCA and WOR. Drive started last week, and will run up to the opening of the picture tomorrow at the Astor Theater. Simultaneously with the release of the picture nationally, MGM will put the spots on 200 stations throughout the country during November. Contracts will be timed with local releases.

Used on "Miniver"

Dietz had experimented with the spot campaign to plug "Mrs. Miniver," using a recording which put the firm's trade mark, the lion's roar, on the air for the first time. Starting November 1, the motion picture firm will experiment with a 13-week campaign, of a 15-minute recording which will bring to the air much of the style and manner of "The Lion's Roar" which firm has used in publications. Program will combine some features prevailing among disc jockeys such as Martin Block and his "Make Believe Ballroom," on WNEW and "Here's Morgan," on WOR though the kidding and joshing, however zany, will be toned down, compared to that of the WOR production. Campaign will be used three times a week, on WGN, Chicago, at 6:45-7 p.m., and will plug "White Cargo," which will have its Chicago premiere in the Windy City at that time.

See Swing to Radio

Should this campaign prove successful, there are possibilities that the idea of a record trailer will be tried out, on the Coast, perhaps in San Francisco, before being adopted for a national project. Account is being serviced by Donahue & Coe which has just engaged Bert Prager, formerly of Benton & Bowles, as radio director.

Expansion of picture advertising on radio at this time, confirms more readily, reports of changing attitude on part of the big Hollywood companies toward radio, tendency being to view the medium as a useful outlet, rather than a competitor. Warner Brothers had played around with the recorded trailer for "Wings for the Eagle," back in June, also. Present plans of MGM in the direction of radio advertising, are perhaps the most extensive tying in the two major media of entertainment.

"Sons O' Fun" Adds WABC Time

Additional radio promotion for musical revue, "Sons O' Fun" has been contracted for by Select Theaters Corp. on WABC. Wednesday through Friday one-minute announcements also are to be heard on Sundays. Corporation is also participating in "Woman's Page of the Air" on the station effective October 12 in the interests of the production "Uncle Harry." Agency is Blaine Thompson Co.

Policy Anent Recording Ban Okayed At NAB District Meet

(Continued from Page 1)

itself into four general discussions which undoubtedly will set a precedent for subsequent meetings of the various NAB districts scheduled between now and December 9-10.

Morning session began at 10 a.m. and was devoted to OWI proposed plans which are to go into effect after January 1, 1943. Details of the plan for cooperation between the OWI and stations are being modified as a result of these discussions and cannot be released yet. Essence of the discussions will be reported to the OWI in Washington for further handling. Speakers representing the OWI who addressed those in attendance were Douglas Meservey, assistant to Bill Lewis, OWI radio head; Dr. Leon Levy of WCAU, OWI Philadelphia regional director; Carl Haverlin, BMI vice-president and newly appointed OWI station relations consultant; Harold Fellows, OWI regional director for the Boston area; and Herbert Petty, OWI regional director for New York.

Following the OWI discussions, Lewis B. Raycroft, regional director of the War Manpower Commission for Pennsylvania, Delaware and New Jersey, addressed the meeting and answered questions concerning the industry's personnel problem. Raycroft indicated that the government through the War Manpower Commission was attempting to maintain the status quo of key men in radio.

The morning session was concluded with a discussion of censorship presided over by Eugene Carr, assistant to J. Harold Ryan of the Office of Censorship, radio division. In addition to Carr, representatives of both Army and Navy public relations bureaus explained the various aspects and problems in wartime censorship.

NAB Uphold Unanimously

Afternoon meeting was led off by Frank MacIntosh of the War Production Board, who addressed the meeting on the subject of priorities of materials for station equipment as

well as receiving sets. MacIntosh expressed the hope that a plan could be worked out to keep stations on the air for the duration and to keep the supply of receiving set replacements at such a production point that the general public would be satisfied. He mentioned the possibility of "pooling" as a solution to the equipment problem.

From an industry standpoint the most important action taken at the meeting, which will continue tomorrow, was the unanimous affirmative vote upon a resolution introduced by Clair McCollough, which upheld the NAB in its fight of the recording ban of the AFM. Resolution was offered following Sidney Kaye's report to the meeting on the status of the ban. Kaye's report was preceded by the statement of Samuel Rosenbaum condemning the manner in which the recording situation was being handled by the NAB (see other story in today's RADIO DAILY). The afternoon session closed with a report on BMI given by Carl Haverlin.

In addition to the speakers and representatives of the stations in the third district others attending the meeting were Neville Miller, NAB president; Lou Avery NAB director of advertising; Joe Miller, NAB labor relations counsel, who spoke briefly on wage-hours and the freeze order on salaries and its effect on radio; and Carl Culmer of SESAC.

Today's Meeting

Today's meeting will be devoted to the sales managers' committee of the NAB and will be presided over by Jack Surrick of WFIL. Speakers include Lou Avery of the NAB and an advertising representative of Strawbridge & Clothier, Philadelphia department store.

NAB will open its second meeting of the scheduled tour on October 23-24 at Pinehurst, N. C. Representatives of NAB District No. 4 (District of Columbia, Maryland, North Carolina, South Carolina, Virginia and West Virginia) will attend.

Film Co. In Radio Drive; Sets Spots in 40 Cities

Hollywood — Producers Releasing Corp. is planning a national radio promotional campaign for "Secrets of a Co-Ed," starring Otto Kruger with Tina Thayer and Ric Vallin, through spot announcements to be used over stations in approximately 40 big cities over the week-end of Oct. 24-25. Plugs will list names of theaters playing the attraction, which opens in the localities during the following week.

This is the first time that PRC has used spot announcements to promote its pictures. If the results are considered satisfactory, the same plan will be applied to "The Yanks Are Coming," "Permit to Kill," "The Lady from Chungking" and also to "The Day-Off."

Political Time-Buy Gains On N. Y. Outlets

(Continued from Page 1)

any comparison with time bought during the last election, would not be fair in showing the gains in station time, since 1940 marked a Presidential year.

According to reports as given out by each party's headquarters, Democrats are in the lead, having thus far used 34 stations with a total time of 1500.75 hours. Republicans follow with 23 stations and 21.75 hours. Then come the Communists with 15 stations and 10 hours, American Labor Party with 14 stations and 8.5 hours and Socialist Party with 8 stations and two hours.

State and regional networks have been getting a fair share of the business, with the Republicans using 18 stations of the combined Blue and

Labor "Piracy" Ban Called For By BVC

(Continued from Page 1)

casters Association, issued this report, "As a friendly and somewhat disembodied voice from the ground. It also announced that stations would be contacted by the ABA by the end of this week, with memoranda following until the new association is being full kilt."

Pointing out that many stations have asked whether they can have any wage increase to keep their personnel offered more money change jobs, BVC asserts, "This plain, unfilled labor piracy. In war industries, employers have voluntarily gotten together and agreed to raid one another's personnel. The opinion of the War Manpower Commission, it's high time the broadcasters adopted a similar agreement."

Stations also, were urged by BVC to start immediately to employ new workers such as women, men, and persons physically unsuited for military service. Commenting upon the reading of its own "Policies," BVC cited disagreement on the part of the American Red Cross with its recent statement that the radio industry has failed to live to its potentialities as a force for American radio geared to war conditions.

Lamar Kelly, chief of the Red Cross radio section, wrote BVC, "As we at the Red Cross are concerned, I could take exception to the saying that both the BVC and individual broadcasters have operated with our wartime program completely and enthusiastically."

KMOX Schedules 24-Hour

St. Louis—KMOX of this city week inaugurated 24-hour broadcast schedule, according to announcement by Merle S. Jones, general manager of the outlet. Before KMOX signed on at 5:00 a.m. and continued through 1:30 a.m. additional time under the new schedule will be known as "Victory Parade" during which special features will be presented by Guy Runion will be

Stork News

San Francisco—Floyd Farr, announcer at KPO, made his public announcement recently when he announced the arrival of an addition to his family. Daughter arrived weighing seven and one-half pounds.

CBS networks for some of the presentations. Democrats set up special 19-station network of the for 15 half-hour programs.

It should be observed that the portion of time and stations used by one party does not necessarily indicate the relative amount of which will be purchased by the of the radio phases of the campaign. Competition is keen for time, and difficulties are noted now and in broadcasting circles in the matter of time allotment and clearance acceptability of programs.

Rosenbaum Hits Stand NAB Re Petrillo

(Continued from Page 1)
...in its conduct of the... NAB's report was de-... Sydney Kaye, special at-... who reported on everything... had done and planned to... way of carrying the ball... radio industry. Resolution... posed by Clair McCullough... manager of the Mason-Dixon... group.

Recording Groups Present
... session heard non-committal... from representatives of the... and transcription phases of... industry. Representative of the... recording studios in-... that he had no program to... the moment. C. O. Langlois... Worth Productions, repre-... for the electrical transcrip-... declared that the McCul-... resolution summed up the con-... for his group.

... reporting on the NAB's part... controversy with Petrillo, Kaye... the Federal Court ruling... ed it for its effect on the... and indicated that the NAB... and its facilities for further... on under state laws where... or transcription firms would... plaintiffs.

... of Rosenbaum's statement

... handling of the Petrillo situa-... the National Association of... ers is a masterpiece of in-

... the past year or two the... of other work has made it... for me to take a direct... the work of the trade or-... in the broadcasting in-... I would prefer to avoid... actively into the so-called... controversy, but as a mem-... is District speaking in our... meeting, I cannot keep silent... see how it is being mis-

Criticizes "Master-Minding"
... association should never have... leadership in a fight against... cians. Their fight is not... primarily, but principally... the juke-box barons and the... manufacturers. Yet we have... counsel to master-mind the... and we have hired a high-... publicity firm which is in-... the national flood of news... editorials and cartoons against

... ve allowed ourselves to be... he record-manufacturers to... chestnuts out of the fire... While I admire the in-... of this strategy, it is our... which are being scorched. If

AMUEL FRENCH
SINCE 1830
AUTHORS' REPRESENTATIVE
FOR RADIO, STAGE & SCREEN
22 West 45th Street, New York
10 West 7th Street, Los Angeles
(Inquire of Plays on Request)

★ PROMOTION ★

Feminine Promotion

Two feminine personalities are being publicized by two promotion pieces recently prepared by WCAU, Philadelphia. One, an extremely feminine eight-page folder, simulates a formal announcement and is captioned "May We... introduce Jean Colbert." Copy gives a brief biog of the women's commentator and a description of her show "For Women Only," which is a new participating feature on the station. Folder contains a photo of Miss Colbert and is printed in two well-chosen colors. Other promotion piece is handled in the same manner to introduce Katharine Clark's new program idea, "Today's News For Children." Frontis-piece uses teaser captions and re-produces a WCAU microphone as a tie-in. Copy also devotes one page to a biog of the commentator and another to a description of the program. Photo and line drawings are used as illustrations.

we keep it up we will be badly burned. In the meantime we are paying bills for services which should be borne by the manufacturers, and we will incur the odium of a method of warfare contrary to all modern ideas of dealing with labor.

Decries Personal Attacks

"Having entered into it, we are allowing our name to be seriously damaged by letting it be used in a form of labor-baiting and labor-leader smearing which is a relic of a past generation. It may end in losing us all the gains we have achieved as an industry in twenty years of fair dealing with labor. Billingsgate, bilge and bluff are no longer successful weapons in a labor negotiation.

"With the entire press of the United States at our disposal, and with powerful branches of Government lending themselves amiably to the effort, all we have been able to think of is to attack the integrity and personal characteristics of one labor leader who happens to be a vigorous and outspoken agent of his craft.

"It will do us no good to destroy Petrillo as an individual. There will only rise up others to succeed him who may be more diplomatic or more grammatical, but who will be even more determined and unyielding in carrying out the mandates of their people and they will be embittered to boot.

"Not One Constructive Thought"

"There are deep-lying economic difficulties to be met in this controversy. What have we contributed toward their solution by this unseemly brouhaha? Not one constructive thought has been uttered. All our energy has been concentrated to organize a legal and newspaper hue-and-cry. The only remedy we have proposed is the old reactionary slogan, 'Keep Everything As Is.'

"It is my belief that the court action which was started with in-

Color Movies

Color movies of Radio City, new home of WTMJ-W55M in Milwaukee, have just been completed by the Wadhams Division of the Socony-Vacuum Oil Company, sponsor of football and sports broadcasts by Russ Winnie over WTMJ for the past 13 years. Narrated by Winnie, the film gives a complete story of the new layout, with sequences devoted to executive offices, studios, news room, and microphone shots of Johnny Olson, "Rumpus Room" emcee; Nancy Grey, WTMJ women's commentator; Heinie and His Grenadiers; Gordon Thomas, "Top O' Morning" announcer; and Russ Winnie, all of whom carry the sponsor's story on their various programs. To be shown at dealer meetings of the sponsor throughout the middle west, the film ties in the firm's products in sugar coated fashion, placing its main emphasis on the exploitation of Radio City, pointing out WTMJ's role in the sponsor's merchandising setup.

sufficient forethought and inadequate preparation may put a clamp on us which will discredit everybody who had any part in this cynical proceeding. It is difficult for me to believe that any of the lawyers concerned were really convinced the action would succeed. I can only presume the Attorney General's approval was obtained because he is too busy with major war problems. It is at least to the credit of the Department that the action was limited to a civil proceeding instead of firing off a terrifying blank cartridge with a criminal indictment.

Stirs National Issue

"As for legislative action, it does not take much reflection to realize that introduction of repressive labor legislation in Congress will bring in the whole of organized labor to fight for its own. Instead of a local siege we will find we have stirred up a major war on a wide home front at a time when we have plenty to do in the War with Japs and Germans.

"Let us stop trying to scare people by making false faces. Labor won't scare. Petrillo won't scare. Maybe after Hallowe'en the manufacturers will begin to think and talk sense, and our National Association of Broadcasters will stop representing manufacturers and confine itself to representing broadcasters.

Seek Settlement

"This is a case that can and should be settled. Petrillo's objectives also require legislation and it is probably just as true that any legislation he wants would stir up the whole underlying problem of patents, copyrights and restraint of trade, so it is out of the question during the War. Somebody ought to get these people together.

"I invite the members of this District to read and consider a letter I wrote on this subject to a prominent New York daily newspaper which was editorializing on this sub-

Materials-Saving Plan Being Readied By FCC

(Continued from Page 1)

forwarded to the FCC for action from the Board of War Communications and its industry advisory committees.

"Thorough-going Consideration"

"The matter has had very thorough-going consideration by most of the parties concerned," Fly told his press conference yesterday, adding, "The domestic broadcast committee (BWC), our co-ordinating committee, and the WPB staff have spent considerable time on this, and I think we have it in pretty good shape now."

It is understood that the WPB has been urging adoption of this plan at the earliest possible date, because of the shortage of certain critical broadcasting materials.

Queried about the recent complaint filed by the Cooperative League of the United States of America against the networks for refusal to sell time, the FCC head said that while he had not made a "critical study" of this complaint, his judgment at this juncture was that the Commission does not have any "authority" to do anything about it. While there has been no change in the matter since the FCC made its inquiry and called upon the networks for a statement of the facts, Fly indicated that he expected to be called as a witness if the proposed Senate hearing gets under way.

Bribery Charge Pending

The Commission chairman also said that the possibility of instituting bribery charges against former members of the FCC or old Federal Radio Commission, as recently discussed before a Congressional committee, was "still pending." He added "We will proceed to a completion of it in the very near future, but as to what procedural steps will be in order I just won't know until we get there."

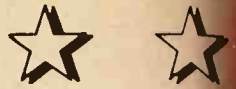
ject last July. My letter was not published because, I suppose, it was not in line with the views of the newspaper. I would like to present these views to my neighbor broadcasters as no doubt a resolution will be offered at this meeting approving the conduct of the national body, and I appear to be the only broadcaster who has seen this thing differently from the start."



WORL
BOSTON, MASS.



Coast-to-Coast



LONGEST transcribed show in the 20-year history of WDRG, Hartford, was broadcast last week when the station aired the hour-long description of the "E" award to the Chase Brass & Copper Co.

"The High School Parade," new series of programs by and for high school students was inaugurated on Saturday over WFIL, Philadelphia. Program, under the direction of Edmund Dawes, WFIL educational director, will feature a different high school each week, from Philadelphia or suburban districts. Each school will prepare and present its own musical or forensic program... First completely intra-mural wedding in WFIL's history will take place in the near future, when Lois Andrews of the promotion department becomes the wife of John D. Scheuer, night supervisor.

Charley Stookey recently observed the tenth anniversary of the founding of his early morning farm program on KMOX, St. Louis. Broadcast was originally named the "Farm Folks Hour" but now is known as the "Country Journal" and is heard daily except Sunday from 5 a.m. to 7 a.m. Fred Kirby is the emcee of the show. In addition to the early morning series, Stookey has also been conducting for the past three years a weekly half-hour program on CBS under the same title.

Three local sponsors on WSBA, York, Pa., have contracted for all but one hour of the 15-word news headlines aired by the station on every station-break. Sponsors use a 15-word commercial announcement with the headlines... "Serving Uncle Sam" is the title of the new quarter-hour program recently inaugurated on WSBA, to handle government agency campaigns.

Sergeant "Will Douglas" Dougherty, former announcer on WKBN, Youngstown, Ohio and CBS, is producing and announcing, as well as preparing the recruiting announcements on a series titled "True Stories of Duncan Field" on WOAI, San Antonio. Dramatizations are by Private Howard Maier, former short story writer and movie scripter. Vocalist on the show is Munson Compton, formerly aired on NBC.

Daniel Boone Network, composed of WOPI, Bristol, Tenn., WKPT, Kingsport, Tenn., and WISE, Asheville, N. C., is launching an advertising campaign through the offices of Henry J. Kaufman, Advertising, Washington, D. C.

KPO, San Francisco, has started a new football program titled "Friday Night Quarterbacks." Series consists of questions and answers, forecasts of scores of games to be played on the following day, and roundtable discussion between Ernie Smith, KPO sports announcer, and Bill Leiser and Prescott Sullivan, sports writers of the San Francisco Chronicle and Examiner respectively.

Two-station hook-up between WBEN, Buffalo, and WHEC, Rochester, returned to the air this week when the "Quiz of Two Cities" resumed its regular weekly broadcasts for the third successive year. Jack Paar is the emcee at Buffalo with Ed Reimers as announcer. The series is deadlocked with Rochester having won the first year and Buffalo the second.

"Music From Monmouth" is the title of a new musical broadcast from Fort Monmouth, N. J. over WCAP, Asbury Park. Series, which started on Sunday, features a different musical organization from the Fort each week. Series, according to Lt. S. M. Allen, assistant public relations officer and formerly with WGN, Chicago, is a forerunner to other shows scheduled for the Post in coming months. Continuity consists of recruiting announcements for 18-19-year-old enlistments and is written by Sergeant Tom DeHuff, formerly with NBC in New York. Programs are piped from Fort Monmouth to the station over recently installed direct wires to WCAP.

G. Arthur Peterson, assistant commercial manager of WDRG, Hartford, has again been placed in charge of political advertising on the station... Seck & Kade, Inc., has contracted with WDRG, for three weekly five-minute morning periods for the ET, "Pertussin Singing Neighbor." The transcriptions will be heard each Monday, Wednesday and Friday mornings from 8:55 a.m. to 9, from Oct. 19 through Jan. 15. The account was handled by Erwin, Wasey Co.

KUTA, Salt Lake City, has made a contribution to the war effort, by throwing into the scrap pile name plates, old filing cabinets, broken "mike-stands," and worn out typewriter stands. It is hoped that the old name plates will eventually be dropped on some strategic enemy stronghold, and not only for the publicity angle either... Wynonah Baily, secretary; Mel Jass, program director and Mike Cassidy, account executive, attended the luncheon held recently for Dorothy Lewis NAB representative who was in Salt Lake City.

Nelson Pringle, news analyst on KNX, Los Angeles, has been signed by Smith Bros. Cough Drops, following the cancellation of his contract with the Union Oil Co. because of priorities. Sponsor also signed Dick Joy, news reporter, for a four-times weekly contract... Another KNX news sponsor, Beaumont Laboratories, has recently signed Bob Anderson for a twice-weekly five-minute evening period.

Toledo Sunday "Times," the only Toledo Sunday newspaper, is using WTOL of that city in a campaign to build interest in its recently added picture supplement, "Parade." Eight announcements a day, plus "Parade of the Bands," a quarter-hour of college music, preceding the Saturday football games, is the radio baptism of the newspaper... "Behind the Head-Lines" in our Army, with humorous stories about unusual happenings in the Army, is sponsored on WTOL, by People's Liberal Credit Clothing Store. Show is spotted at 12:10 noon daily, and is handled by sports announcer, Roger Bacon.

Dr. Sigmund Spaeth has inaugurated a new show on WQXR, New York. Titled "Sigmund Spaeth and His Record Library," series is sponsored by Columbia Masterwork Record on Tuesdays, Thursdays and Saturdays at which time he interprets one conductor or artist on each program.

Roger Forster, WNEW announcer, will appear on "Portia Faces Life," next week, on NBC in the "Victory Volunteers" series which the network as well as CBS, is presenting in cooperation with the OWI to bring important government messages to the public.

Ralph Maddox handled the production and Norvell Slater was at the mike at the recent awarding of the Army-Navy "E" to the Universal Building Product Co., which was broadcast by KGKO, Fort Worth-Dallas.

WOV, New York, will sponsor what will probably be the largest racial or national group rally in behalf of War Bond sales, on November 4 in Manhattan Center. Organized for its Italian language audience, the rally, featuring WOV artists and government personages, is expected to draw more than ten thousand people.

Recent 90-minute show arranged by Roger Van Duzer, manager of WAlbany, Ga., and local War Bond office ran a total of over \$11,000. Program consisted of local speakers and entertainment including officials from the Army Air Fields located in Albany.

Penn-Princeton football game Saturday was broadcast and televised simultaneously by the same sponsor, Philco Corp. Taylor Grant's play descriptions over WCAU, Philadelphia, were also used in the television version over WPTZ, and operated by the sponsor Yellow Cab Co. has renewed its contract with WCAU for another year with Powers Gourand continuing night-owl programs Mondays through Fridays.

Andy Bogue, graduate of South Dakota State, has been added to the announcer staff of KTRI, Sioux City, to replace Tredway, who recently joined the U.S. Army. Tredway's sports chores have been taken over by Bud LaGrave and Dick... Tony Peters, 21-year-old chief engineer at KTRI, died recently after an illness of one week.

News of soldiers stationed at Camp Blanding has been added to the regular "News For Service Men," on WJNO, West Palm Beach, three times daily... WJNO is presently presenting a quarter-hour recorded light classical and classical music at 12:30 p.m., Monday through Friday... Excerpts from "Morrison Merry Minstrels," a soldier production to be presented this week at the Florida State Theater, have been aired by WJNO to publicize the show.

Official opening of the local Bank last week was publicized by W Worcester, with a special program emphasizing emphasis on the victory value of donations. Reactions of Mayor... first contributor, were described by Brook, announcer, reporting the... Tony Randall, former WTAC announcer, who was lately in the "The Corn Is Green," has reported from Fort Devens, Mass., for induction into the army.

YOUNG WOMAN AVAILABLE



YOUNG WOMAN WANTS SECRETARIAL POSITION. ONE YEAR EXPERIENCE. EIGHT MONTHS WITH NEW YORK RADIO STATION. WRITE: RADIO DAILY — BOX AA, 1501 Broadway — New York City.

1942											
BIRTH			DAYS			M			D		
17	18	19	20	21	22	23	24	25	26	27	28
29	30										

October 20
Benedict Gimbel, Jr.
Leo O'Rourke
Clifford Peterson
Margaret Shanna

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

Hit Firms-Petrillo Talk

Listening-Time Warlike Change

Philadelphia—That there was no yardstick for determining "best listening time" due to changing listening habits of war years on 24-hour shifts, was the opinion expressed at the one-day session of NAB District meeting which was concluded yesterday afternoon at the Benjamin Franklin Hotel here. Meeting marked the debut of Lew Avery as NAB chief of broadcast advertising, who presided over the sales manager's portion of the two-day meet attended by 50

To Get Spy Dramas Gov't-Blue Cooperation

American version of "Counterintelligence" which deals with activities of spy agents within our borders, henceforth be shortwaved to the south of the border in line with government's war information presentation is being made in cooperation with the Coordinator of Information-American Affairs. The program, sponsored by Mail Pouch Company on the Blue Net—

Die Talk On Monday To Be Aired By Networks

Well Willkie will report to the nation his world tour of the United States next Monday, Oct. 26, from 7:30 to 8:30 p.m. The address will be broadcast over the major networks. The presidential candidate, who is currently staying in Rushville, Ind., will be in New York for the broadcast.

Soldier
 Normal NBC show, "Everything You Can Do," yesterday had Garry Moore questioning a Flying Cadet in audience. At end of bantering interchange, Moore wished him luck. Cadet thanked him in military manner then gripped laughing audience, affirming he intended to be a good officer. "You see, sir, I have a date with a couple of guys. My brother was killed overseas."

Real Friend
 Lost in the fog off Newfoundland during patrol duty, an RAF captain finally obtained his bearings when, while tinkering with his radio device picked up a broadcast of Bide Dudley over WHN, New York. The captain, an old friend of the columnist, is in town this week, to tell of the coincidence.

NBC Appoints Miller War Program Mgr.

Newly created post at NBC of war program manager will go to William Burke Miller, eastern program manager, effective immediately, it was revealed yesterday. At the same time, it was stated that Bertha Brainard has been appointed as assistant to him in the program department. Miss Brainard will continue to handle package program sales. Appointments follow shortly after announcement by William B. Lewis, chief of the OWI radio bureau, of

Special Show On WJSV Marks 10th Birthday

Washington—Shortwaved greetings from two of its best known alumni, now in London, were the highlight of a special program aired yesterday from 5 to 5:30 p.m. EWT by WJSV of this city on the occasion of the station's tenth anniversary as a member of the Columbia Broadcasting System. Speakers from London were

Bonds-Dept. Stores-Spot Biz Concludes 3rd District Meet

Durstine First Program Via Edelbrew Account

Roy S. Durstine Inc., has arranged one of the first big radio shows for its accounts, in placing the Edelbrew Beer sponsorship on a half-hour production of WOR, starting October 30, and running for 52 weeks. Program, which will air weekly, on Fridays,

Two Large Outfits In Preliminaries To Actual Negotiations Regarding Deal To Make Recordings

WLW 500 Kw. Hearing Readied For Nov. 2

Washington Bureau, RADIO DAILY
 Washington—Outstanding in the week's licensing activities in FCC headquarters is hearing just set for November 2, of the application of Crosley Corporation for modification of WLW license for operation on 500 kw. daytime power, using the transmitter of Crossley's experimental station.

Own "Lidice" Version Being Set Over WNEW

Expending approximately \$10,000, WNEW will present a half-hour show, much on the same style of the NBC extravaganza, "The Murder of Lidice," Sunday, October 25, 7:30-8 p.m., under the title, "We Refuse To Die," an adaptation of the Paramount victory

Blue Net Revamping "Farm Hour" Format

Change in program setup of "National Farm and Home Hour" with the objective of increase in effectiveness in bringing information and entertainment to farm families, is being

Two recording firms were reliably reported "courting" James C. Petrillo, president of the AFM, yesterday, subject of huddle being, for the first, commercial transcriptions. These independent initiatives on the part of the firms, coming on the eve of an official conference of transcription firms and NAB execs, irritated the remaining recording execs, particularly those whose activities are varied, and who are wary lest the deal worked out by such individual efforts be limited, and at the sacrifice

CBS Daytime Shows Aired In Night Series

Night audiences will be presented sample daytime programs when CBS starts its new series, "Daytime Showcase," next Monday. Time allotted for this plan, which in some respects offers promotional advantages of the former "Forecast" series the network

WPB Order Expects Radio In Use of Insulator Talc

A five per cent tax for use of steatite talc in insulators for radio and RADAR equipment and sound instruments is one of four exceptions to a WPB conservation order issued yesterday to provide adequate supplies of this powder for military use. After

Bond Salesman
 Barry Wood, vocalist on the CBS "Your Hit Parade," will appear between the half-time periods at the Columbia-Cornell football game on October 31 to auction off the football used in the game to the largest purchaser of U. S. War Bonds. Wood has also scheduled a five-day Victory Bond tour of Canadian cities following Saturday's "Hit Parade" broadcast.

(Continued on Page 6)

(Continued on Page 2)

RADIO DAILY



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M. H. SHAPIRO : : : : Editor

MARVIN KIRSCH : : Business Manager

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

FINANCIAL

(Tuesday, Oct. 20)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	125 7/8	125	125 3/8	+ 3/8
CBS A	14 1/4	14 1/8	14 1/4	+ 1/8
Gen. Electric	30 3/8	30	30 3/8	+ 1/8
Philco	10	10	10	0
RCA Common	3 3/8	3 3/4	3 3/4	- 1/8
RCA First Pfd.	57	57	57	0
Stewart-Warner	7 1/2	7 1/2	7 1/2	0
Westinghouse	75 1/4	74 1/2	75	+ 7/8
Zenith Radio	16 3/8	16 1/8	16 3/8	+ 1/4

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	1 7/8	2 1/4
Stromberg-Carlson	6 1/4	7 1/4
WCAO (Baltimore)	17	20
WJR (Detroit)	19	21

CBS Daytime Programs Aired In Night Series

(Continued from Page 1)

work presented in summer months, is 10:30-11 p.m., EWT, each week.

Series is being broadcast, according to network, because it is felt that "many persons who tune in at night are unaware of the full range of entertainment covered in the daylight hours—symphonic music, human interest, educational broadcasts, melodramas."

Full length samples will be taken from broadcasts which run from six a.m. to six p.m. First to be on the air will be Ben Bernie and Kate Smith. Other programs scheduled, in this order, are "Second Husband," "Landt Trio and Curley," "The Pause That Refreshes On the Air," "Big Sister," "Are You a Genius?" "Mother and Dad" and "Let's Pretend." Others are being scheduled.

IN KANSAS CITY

MORE PULL
MORE COVERAGE
FOR YOUR MONEY



Basic Blue Network

NATIONAL REPRESENTATIVE - JOSEPH HERSHEY McGILLVRA

Two Disk Firms Confer With AFM's Officials

(Continued from Page 1)

of subsidiary activities maintained by some firms.

Report in the trade yesterday had it that the majority of network executives also had reached the point where they are willing to negotiate with Petrillo.

Several ET execs acknowledged awareness of yesterday's talks with Petrillo, adding that on several occasions since the recording ban went into effect on August 1, either or both firms have been known to stand aloof from recommended anti-Petrillo commitments, and have been reported "appeasing" the union exec, maintaining communications with him on the pretense that they were seeking approval for patriotic productions.

Oddly enough, recording execs did not condemn the idea of setting up feelers with Petrillo, but criticized the manner in which the conferences were conducted, for other firms were not officially notified of the move.

Persons close to Petrillo did not deny the report of the confabs, but explained that an official statement on the matter at this time might injure negotiations.

Blue Net Revamping "Farm Hour" Format

(Continued from Page 1)

made by Blue Network. A new feature of the 15-year-old program, heard every Saturday, is a weekly merit award to a farmer who has done a particularly outstanding job. News coverage has been increased with the presentation of news of particular interest to the farmer by the Office of War Information thrice weekly. In addition, two minutes are devoted daily to local farm newscasts from each Blue station carrying the program.

Secretary of Agriculture Claude Wickard appears each Friday with a message to farmers, and Ruth Van Deman and Wallace Kadderly of the Department of Agriculture, often heard before, now appear regularly with official department information. A new musical group, Jack Baus and the Cornbusters, specializing in folk tunes, contributes to the musical portions of the broadcast with Harry Kogen and the Homesteaders, and the Cadets, male quartet.

Features being continued are the weekly dramatic sketches of the Forest Rangers on Thursday, and the special programs produced in cooperation with the 4-H Club, Future Farmers, Farm Bureau, National Grange and Farmers Union.

WBYN
NEWS EVERY MINUTE
ON THE MINUTE
12 NOON
TO 6 P.M.
NEWS AS IT HAPPENS
• 1430 ON YOUR DIAL •

NBC Appoints Miller War Program Mgr.

(Continued from Page 1)

selection of 17 outstanding radio executives as regional consultants and the forecast of a plan for OWI war program managers throughout the country.

Miller's new assignment makes his office the focal point at NBC through which all programs concerned with the war effort will clear. He will act as liaison between the program department and the various offices of the government, and will have under his jurisdiction in the program department, all matters concerning the programming of the network's war activities.

After three years with the network, which he joined as a member of the press division in 1927, Miller created the organization's first special events division. In 1936 he was made night manager, a position he held until 1941, when he was appointed director of talks. His promotion to eastern program manager was announced earlier this year. Miss Brainard has been in radio since 1922 and with NBC since its formation in 1926. Before assignment to her present position, she was commercial program manager and later manager in charge of program sales.

Durstine First Program Via Edelbrew Account

(Continued from Page 1)

7:30-8 p.m., will feature Ray Block, his orchestra and chorus; Jerry Cooper, vocalist; Tom Meany, sports columnist of "PM," giving football predictions; and Jimmy Jemal, inquiring photographer on the New York "Daily News" who will present the question of the day and interview three guests weekly.

More MGM Radio Spots For "Me And My Gal"

MGM has supplemented its local spot campaign, with a 15-minute program, on WHN, plugging "For Me and My Gal." New commercial consists of interviews by Jimmy Jemal, inquiring photographer of the New York "Daily News," with persons who have seen the new movie. Commercials will start tomorrow, and will run through October 26, the hour of broadcast varying each day.

NOT JUST MONROE COUNTY
but **WHAMland**
WHAM
5305 factories swell buying power for 900,000 radio homes.
Nat'l Rep. George P. Hollingbery Co.
50,000 Watts... Clear Channel... Full Time... NBC Blue and Red Networks
ROCHESTER, N. Y. "The STROMBERG-CARLSON STATION"

COMING and GOING

C. L. MENSER, NBC vice-president in charge of programs, is in a business trip to Nashville. He will return at the end of the week, making a stop at Chicago on the back.

HAROLD E. FELLOWS, station manager WEEI, Boston, in town yesterday and made a call at the offices of CBS.

ROBERT MAGEE, sales manager of W. Reading, is here from Pennsylvania for conferences with the local representatives of the station.

JUDITH WALLER, director of the public vice department of NBC's central division, back in Chicago following a short business trip to New York.

THOMAS D. CONNOLLY, director of promotion for CBS, left last night for Cincinnati, where he will speak tonight at the Advertising Club on the subject, "Radio—1942." affair will be held at the Hotel Gibson.

LARRY BLAIR, of WWL, New Orleans, in town yesterday on station business and for a call with the local reps.

JOHN MAYO, sales manager of Associated Recorded Program Service, on a short business trip that includes the Philadelphia region, the NAB and the South Jersey sections, expected back in New York around the end of the week.

A. D. WILLARD, JR., general manager of WJSV, Columbia outlet in Washington, was in town yesterday.

PAUL McCLUER, sales manager and general manager of NBC's central division department, on a hunting expedition to Minnesota and North Dakota.

CONRAD THIBAUT leaves this morning for Atlantic City, where he will sing at the Atlantic City Auditorium and at Haddon Hall for the entertainment of the Army Air Cadets. return tomorrow.

A. E. MATHESON, president of WHDH, in New York yesterday on a short business trip.

Forty-Six New Members For Song Writers' Assn

Forty-six new members elected to membership at a meeting of the Council of the Song Writers' Protective Association according to an announcement by E. C. Mills, general manager. New members elected following individual proposals by members in good standing in the song writers' group.

When you buy time BUY AN AUDIENCE



WTAG WORCESTER

Just add an announcer .. and serve

circumstances today make urgent the need for radio programs that are easy and thrifty to produce.

United Press radio news features meet that need. There are sixteen of them—all delivered ready for broadcast. All you need do is add an announcer—and serve.

For sponsorship—here's what stations themselves report:

DAILY CHUCKLES

"Sponsored 5 nights a week."
—WROK, Rockford, Ill.

DESIGN FOR WARTIME LIVING
"One of the best features of the time."
—KMYR, Denver, Colo.

HIGHLIGHTS OF WEEK'S NEWS
"Sponsored since we subscribed to U. P."
—WTJS, Jackson, Tenn.

IN MOVIELAND
"Sponsored 6 nights a week for the past year."
—WSJS, Winston-Salem, N. C.

IN THE WOMAN'S WORLD
"Compliments from both sponsor and his customers."
—WJPR, Greenville, Miss.

ON THE FARM FRONT
"Sponsor has renewed."
—KIDO, Boise, Ida.

SPEAKING OF SPORTS
"Sponsor's sales in territory up 60 per cent."
—WICA, Ashtabula, O.

TIME OUT
"Human interest feature of the week."
—WGKY, Charleston, W. Va.

TODAY'S AMERICAN HERO
"Especially good. Sold as separate program."
—WCFL, Chicago, Ill.

TODAY'S WAR COMMENTARY
"Has proved a money-maker for sponsor."
—KWIL, Albany, Ore.

WE COVER THE BATTLEFRONTS
"Excellent feature—on regular schedule."
—KPMC, Bakersfield, Calif.

WEEK END BUSINESS REVIEW
"Contract renewed for indefinite period. Many compliments."
—KWKH-KTBS, Shreveport, La.

WOMEN IN THE NEWS
"Sponsor noticed results immediately in sales to new customers."
—WDAN, Danville, Ill.

WORLD AT WAR
"Very, very good."
—WWL, New Orleans, La.

WORLD IN BRIEF
"Fool-proof. Basis for important commercial broadcast."
—WBZ, Boston, Mass.

YOUR FOOTBALL PROPHET
"Sponsored for entire season."
—WDLP, Panama City, Fla.



United Press

Los Angeles

By JAC WILLEN

JOHN GUEDEL, producer of "People Are Funny" for the Russel M. Seeds agency comes up with a dandy suggestion for aid in the sales of war bonds and stamps. A suggestion he has now tried and put into practice and which audience shows throughout the land could copy for the general benefit. Its pattern and format are exceptionally simple but very effective. During the after-show, Guedel merely asks for unused items that persons in the audience have at home that they would be willing to swap with possible users—and remuneration of the swapped item be made in war stamps or bonds. A worthy idea for an exceptionally worthy cause! Thanks John Guedel—for the suggestion and for the permission to bring it to the attention of other possible users.

Dave Davies, formerly with Earle Ferris and Associates in Hollywood has shipped off to the wars aboard a tanker. And he has been replaced by a returning hero of the wars—Peter Dixon—whose exploits have become known generally. Dixon, incidentally, had previously shipped on a tanker that was recently torpedoed off the west coast this month. Dixon has been active in radio as a writer, actor and publicist for 12 years, prior to his shipping activity, in New York and Hollywood.

John Daily, Freddie Martin press agent, and one of Hollywood's busiest get-arounders, seems to have his fingers in every pie at the moment in preparation for the Martin 3-hour musical jam-session that will take place at the Pershing Square Victory House, Thursday, October 22.

Next week's Crosby-Kraft session will include special guests Judy Canova and Andrew Toombes, with an as yet unnamed United States Marine of the Tank Corps unit to also appear.

Bill Moore's second Abbott and Costello broadcast turned into a smooth rip-roaring fun-fest from the fine scripting material of Martin Gosch and Howard Harris.

Bon Voyage to Bernard Smith, KFI-KECA, in anticipation of his reporting for Army duty this week.

Appreciation to Austin Sherman, AFRA affiliate, for his unhesitating efforts at the local Canteen.

TUNE-DEX

The music publishing industry's only living, permanent, reference index.

WILL KEEP YOU POSTED

Advance releases, and old favorites at low cost!

TUNE-DEX cards detail complete info: prices, arrangements, performance license, copyright info, publishers, etc., with chorded lead sheet & lyric of chorus FREE SAMPLES

and info on request. TUNE-DEX, Inc., Dept. R, 1819 B'way, N. Y. C.



Notes From a Ringside Seat . . .!

Walter Craig, new radio director at Benton & Bowles... Herb Polesie, coming in from the coast to take over production on the Al Jolson show... Doris Dudley, a licensed pilot, talking about scrapping her film career to join the Civilian Air Patrol... Henry Morgan, slated for the army?... Twosome at the One-Two-Three: Cole Porter and Greta Garbo... James Melton has the satisfaction of knowing that one of his ancient but valuable autos will be instrumental in bumping off a Jap or a Nazi. He just donated it to the scrap drive... Edith Kingdon Gould, practically set as the lead in the film's "Stage Door Canteen," up and quit to join the WAVES... Ted Steele's brother, Earl, in radio only six months, already chief announcer at WHTT, Hartford... Bonnie Baker and Orrin Tucker are more serious than ever and may wed before he goes overseas... Russell Birdwell in town... Jerry Lee, free-lance photographer, in the Navy... Songstress Elaine Rhodes, a staff member of WKBN, Youngstown... Renee Terry resumes her NBC singing spot Nov. 5th... Aside to Ann Thomas: Thank for that copy of the "Masque," put out by the P. C. S. alumni. Very well done and very interesting... Henrietta Harrison, nat'l radio director of the Y. M. C. A., bedded at the Doctors' Hospital for minor operation... Plans being made by Bud Barry to have Cottonseed Clark broadcast the finals of the World's Championship Rodeo events from Madison Square Garden via a Blue coast-to-coaster—which is smart programming when you consider that Clark is a former rodeo star himself and has been broadcasting them locally for ten years plus the fact that here's an audience never before served on a network.



From WDEV, Waterbury, Vermont, comes the following: "One of the zaniest local shows on the air is now entering its 6th month up here. Known as the '2:15 Show', it offers each afternoon such features as chirp by chirp accounts of real live cricket races—daily drama known as 'Perils of George and Cecily'—a never-ending murder mystery with detective Wun Long Pause—musical selections sung by the prima donna, Lotta Stuff—and weekly lectures on music appreciation by Dr. Walter Oh Gosh and Prof. Perryifski. Show is the brain child of John Williams and Stuart Perry, who by not going home until totally dark have thus far escaped bodily harm."



A radio comedian was on the verge of firing his press agent due to an acute shortage of press mentions. But the p.a. tearfully pleaded the War, lack of newsprint, the return of Fred Allen, Jack Benny and the other top-notchers and so the skeptical comic lifted his option for one more pay check. In a few days, a batch of "breaks" arrived in the mail, each one heavily underscored in red. "I'm thoroughly impressed," wrote the comic to his space-grabber, "but next time you needn't use your blood to show me you're in there punching!"



Helen Menken, chairman of the Radio Division of the American Theater Wing, and Roger White, producer of "Stage Door Canteen," flying to the coast Friday to straighten out the situation with the Hollywood Canteen whereby the two will work together as a team. There had previously been talk of a Hollywood Canteen show emanating from the coast.



Jay Jostyn, who portrays the title role in "Mr. D. A.," likes to take his regular turn washing dishes at the Stage Door Canteen. The other night, one of the soldiers asked a pal "who's that tall guy over there washing dishes?" He was told that it was "Mr. District Attorney." The soldier scratched his head and replied: "What some guys will do to get votes!"



Remember Pearl Harbor

Chicago

By FRANK BURKE

BONNIE BAKER in town to plan forthcoming wedding to Lieutenant Orrin Tucker of the U. S. Navy. Bonnie rose to fame singing "Oh Johnny" with Tucker's orchestra which recently disbanded.

June Rollinson, time buyer for Russel M. Seeds Agency leaves for New York today on a time buying trip. It is rumored that Old Gold is seeking network time for a new musical show.

WBBM has a new tabloid program sheet called "Listening Guide," carries stories, art and a summary of the week's programs.

E. Henry has left the WLS publicity department to join the Howie May public relations staff.

WLS artists will entertain veterans at Hines Hospital on Thursday, Oct. 22.

James Lawrence Fly, chairman of FCC, has returned to Washington after telling 500 telephone men at a convention here that he expects the new system of long distance phone call priorities to eliminate the need for more stringent curtailment and rationing of telephone service.

Ben Bernie and company, head on the CBS Wrigley program, accepted a Canadian Government invitation to broadcast from Toronto on Oct. 30th and from Ottawa on the 31st.

Ninety-four hundred persons swarmed into the Danville, Ill., high school auditorium and gym Sunday for personal appearance of the "National Barn Dance." As a result more than a million pounds of scrap was collected. The "Barn Dance" troupe gave two shows and the admission requirement was 100 pounds scrap from each person.

For COMPLETE COVERAGE in ALABAMA

it's The ALABAMA TR

Today smart advertisers who want complete coverage of Alabama's war production market—where per capita rolls are at their highest peak—specifying the ALABAMA TR... Its power blankets the entire state and you get a 10% reduction,



BIRMINGHAM MONTGOMERY MOBILE REPRESENTED BY HEADLEY-REED CO

QUEST-ING

TUR TREACHER, on the Rudy program, tomorrow (WEAF-1 p.m.).

CLAUDE PEPPER of Florida REP. **EDWARD COX** of discussing "Should the Poll be Abolished," on "America's Meeting of the Air," tomorrow (Z-Blue Network, 8:30 p.m.).

DORIE LAWRENCE, soprano Metropolitan Opera Company, in "Artha Deane" program, tomorrow (R-Mutual, 2 p.m.).

CARL S. DALBÉY, motherhood seaman who has now gone to ocean duty, on "Fred Warpleasure Time," tomorrow (NBC, 7 p.m.).

ADMIRAL REGINALD and **FRANCES LONG**, actress featured in "Mrs. Double or Nothing," tomorrow (WOR-Mutual, 9:30 p.m.).

"Lidice" Version Set Over WNEW

(Continued from Page 1)

the same title. Production picture names, Madeleine Joseph Schildkraut, and Eric Clifton Fadiman will narrate. In addition, to the broadcast will highlight from London, through Dr. Edouard Benes, president of the Czechoslovakian Republic, Colonel Vladimir S. Hursh Minister of the U. S., who also on the NBC offering, will feed this special program to the seven other members of the Atlantic Coast Network will shortwave it to both axis nations.

Production from which station is being made, will be on October 29 at 23 first-run metropolitan theaters.

argy, formerly with Paul's orchestra, has written a musical score, and will conduct a piece orchestra. Phil Cohan

Showmanship!

WABC

HARTFORD

500 WATTS Basic Blue

GREAT RADIO STATION

WAR-PROGRAM IDEAS

Record Give-Away

Still another angle to selling U. S. Defense Bonds will be aired by WKST, New Castle, during the popular request platter show of "Number Please." Each afternoon between 2 and 3 p.m. WKST will play many of the most popular phonograph records. During the course of each record an announcement will be made by the emcee to the effect that "If Your Heart Longs for Daddy" or for the voice of Bing Crosby, you can have this very recording that is on the air by simply calling WKST and pledging to buy at least a \$25 bond. The bond and the phonograph record is delivered to the home immediately. Local music stores are donating the records for the publicity received.



WPEN Bond Drive

Recent bond-selling drive of WPEN, Philadelphia, was put on with the cooperation of a local air raid zone in the city. Three nights previous to the rally the station set aside two quarter-hour programs each night on which officials of the local War Savings Staff interviewed air raid wardens and prominent citizens of the zone. The night of the rally, the entire WPEN staff turned out to sell and issue bonds at the neighborhood police station. Sale which lasted three hours resulted in the purchase of \$105,000 in bonds and stamps.

WPB Order Except Radio In Use of Insulator Talc

(Continued from Page 1)

November 15, non-military use, sale and delivery of steatite talc is forbidden except for these and a few other specified purposes.

will direct and produce. CBS has offered the facilities of one of its newest and largest studios for the occasion, though WNEW is not distributing tickets for a big studio audience. Station is aiming the broadcast directly for regular home reception. However, to accommodate the reviewing press and radio and motion picture executives who are being invited to a reception to be tendered the cast following the show, at the Hotel Ambassador, station is arranging for receiver set facilities.

To back up the special, WNEW is placing full-page advertising on the back page of the New York "Times" Friday, October 23, and in the "Daily News" on Sunday, the day of the broadcast. Ad space cost runs to about \$6,000, which supplements \$1,500 for orchestra and cost of copying the musical score; \$500 for line charges involved in linking up the BBC Studio with WNEW in a two-way circuit; and \$1,000 for advertising production. Station will share the cost of another few hundred dollars, with Paramount Pictures, for the reception. Cast is contributing its services.

Community Chest Broadcasts

Impressive schedule of half-hour shows, 15-minute round-table programs, and 25 one-minute transcriptions in behalf of the Community Chest and War Fund Campaign has been initiated on WTAG, Worcester. Several of the broadcasts, prepared and created by WTAG program-production manager, William T. Cavanaugh, dramatize incidents based on case histories of the organizations connected with the Community Chest. Fifteen-minute round-table discussions feature representatives of Worcester industries and businesses who answer questions pertaining to the 1942 drive. Announcements, aired daily on WTAG, consist of informal interviews with war workers and business men who consider various phases of the campaign.



Wartime Separation

"Our Secret World," new Saturday night program on WOR, New York, deals with the problem of wartime separation of married couples. Young couples in the continuous story are faced with that problem and decide to talk to each other at a certain time, no matter where they are. Their remote conversations, with dramatic flashbacks, comprise the body of the program. Programs are written and directed by Ilse Intrator, German actress refugee.

Special WJSV Program Marks 10th Birthday

(Continued from Page 1)

Harry C. Butcher, former CBS vice-president in Washington and WJSV's general manager at the time of the station's CBS affiliation, who is now a Lieutenant Commander in the U. S. N. R. and aide to General Dwight D. Eisenhower; and Bob Trout, former CBS presidential announcer at WJSV and now the network's correspondent in London.

Both men reviewed old times at the station and extended their greetings to their families and friends across the Atlantic, during the broadcast. Program was introduced and emceed by A. D. Willard, Jr., present general manager of the outlet, who was sales manager in 1932 and who participated in the dedication ceremonies ten years ago. Other WJSV alumni taking part in the commemorative show were John Charles Daly, former WJSV announcer now located in the CBS headquarters in New York as chief special events announcer, and Warren Sweeney and Hugh Conover, announcers, now also stationed in CBS-New York. The "Happy Am I" singers of Elder Lightfoot Solomon Michaux, led by the Elder, sang some of the original hymns for which they have become famous during the anniversary broadcast. Musical group has been a weekly WJSV feature continuously since 1932.

AGENCIES

QUENTIN REYNOLDS, author and war correspondent, will be guest speaker at the Advertising Club of New York luncheon today. "Man-of-the-Month" award will be presented to Reynolds.

THOMAS J. COREY of the media department of Compton Advertising, Inc., has resigned to join the Army.

RICHARD A. FOLEY ADVERTISING AGENCY, has been named to handle the advertising and merchandising of J. S. Ivins' Son, Inc., bakers of biscuits and crackers.

JACK RHEINSTROM, formerly with Wilding Picture Productions, Inc., and **WALTER HOPKINS**, formerly with Purity Bakeries Corp., have joined the Chicago office of Campbell-Mithun, Inc. in the account contact department.

JOE ALVINE of the NBC-Hollywood press department has been named chairman of the publicity committee of the Advertising Council, Hollywood radio section, according to Jack Smalley, chairman of the group. Meeting will be held on Friday at which time all artists, who contribute to radio programs, will be mobilized for war effort and home front campaign.



Another TESTED Transcribed Series 15 1/4-hour Programs

Sponsored by department stores, utilities, candy, soft drinks, drug stores, etcetera. Contains all original music. Plenty of merchandising possibilities.

Write or Wire for Samples and Prices

KASPER-GORDON, Inc.

140 BOYLSTON STREET BOSTON, MASS.

PROGRAM REVIEWS

"ABBOTT and COSTELLO"

R. J. Reynolds Tobacco Co.
KFI-NBC, Thursday, 4:30-5 p. m., PWT
Wm. Esty & Co.

COMBINATION OF GOOD SCRIPTING
AND ABBOTT AND COSTELLO PRODUCE
A MERRY HALF HOUR.

Fans of Abbott and Costello will not be disappointed in the comedians' current series in the interest of Camel cigarettes, if subsequent shows sustain the comedy level and fast-punning tempo of the second broadcast which found the groove.

With scripting fitted to the Abbott and Costello famed routine by Martin Gosch, Howard Harris, Don Prindle and John Grant, full freedom of quips by the duo gave added momentum to their delivery which was aimed at, and hit true to its target for belly-laugh after belly-laugh. Yet there was restraint sufficient to allow for the punch in the format—the introduction through a running central theme—of guest star, Marlene Dietrich, who received a just proportion of merited applause.

Smoother commercial break-ins could be achieved through tie-ins with the script as was observed in one instance, but at no point was there any real lag or let-down for Ken Niles' or the "song-spot" of Camels' now standard reminder.

Supervised by Bill Moore of Wm. Esty offices, with production chores in the hands of Martin Gosch, the show clicks solid.

Connie Haines and the Camel Quintet balance nicely in their vocal-musical interludes to the accompaniment of Leith Stevens' orchestra and arrangements which in themselves are deserving of highest praise for originality.

Ken Niles' announcing contained sufficient tone level to allow for audience and listener appeal to take kindly to his suggestion about Camels. If current high-standard is continued, Thursdays nights will find many new listeners waiting for the "C-A-M-E-L-S" theme, and Abbott and Costello.

S. A. To Get Spy Dramas In Gov't-Blue Cooperation

(Continued from Page 1)

work, will be entitled "Contraespionage," and will be shortwaved over approximately 50 Latin-American stations which will rebroadcast it locally. Spanish version will be written by Rene Borgia and directed by William Wilgus.

"Town Meeting" In N. Y. Following 27-Week Tour

Following a 27-week tour which took it 15,000 miles around the country, "America's Town Meeting of the Air" has returned to New York and broadcast will again originate from Town Hall starting tomorrow night.

Bonds-Dept. Stores-Spot Biz Concludes 3rd District Meet

(Continued from Page 1)

Garber, advertising manager of Strawbridge & Clothier, local department store, who spoke on the various aspects of department store advertising and was representative of the sponsor function in broadcasting; and C. H. Cottington of the McCann-Erickson advertising agency, who presented the agency viewpoint.

New Bond Approach

Callahan emphasized the government's appreciation for the great job the industry is doing in selling war bonds and pointed out that without the help of the radio industry the campaign would undoubtedly be far below even minimum expectations. He said radio had actually been the salvation of the drive so far. The War Savings Staff chief went on to say that he realized that many broadcasters were afraid that the people were getting too much of the bond drive over the air and possibly listeners were tired of hearing so much about it. However, he pointed out that obviously we had to sell bonds to win the war and as compared to other countries abroad, we at least had the privilege of doing it voluntarily. If we stop buying bonds then that will please the Axis powers more than anything else connected with the war, was Callahan's summation.

Roger W. Clipp, of WFIL called attention to the fact that perhaps a new method of approach was needed and that was to lay the cards on the table and inform the listeners that the government and radio were well aware that many may be bored by constant bond talk and suggestions to buy. Clipp also suggested informing the listeners we can stop it—and probably lose the war. New angles were developed during the discussion that followed and Callahan was of the opinion that a new method of attack might be feasible.

Dept. Store Angles

John Garber, advertising manager of Strawbridge & Clothier, large local department store spoke on various aspects of department store advertising in radio. He revealed that his past experience included research and the buying of time on the air, but he realized that radio and the department store had yet to arrive at a mutually satisfactory means of doing business. The store he said, had not yet made an intelligent approach to radio and on the other hand radio had not intelligently made its presentation to the store. He advocated stations working out plans for selling one department of a store at a time, rather than seek to crowd in numerous items. By concentrating on one department, the store could then check its sales and learn whether the media is suitable or not. Also, there was the question of properly merchandising and possibly a preferential rate such as given by newspapers. However, he found by survey that

at least thirteen per cent of those interviewed believed radio could do the job and make advertising pay without resorting to special rates.

Spot Saturation Point

C. H. Cottington of McCann-Erickson agency spoke on various phases of broadcasting but summed up with the observation that, as long as radio had something to sell, agency clients will continue to demand its services and no agency could prevent it. Cottington touched on the possibility of reaching the saturation point, particularly as to spot announcements. Availability was highly important he said, and the time is approaching when good spots would be scarcer and scarcer. He found that the most harmful practice was crowding in three announcements into a station break with the result that at least one of the advertisers must suffer and eventually one would drop out. He saw no progress in filling in with another with the same eventual result.

Agency executive stated it was quite possible an agency should know better than force the station to accept business against its better judgment and on the other hand the station should fight against the agency making such demands. If the agency proffers and the station continues to offer wrong advertising to the listeners the public will turn against it and both will lose out—agency and broadcaster. In answer to a query, Cottington said he did not know what the public considered too much in the way of spots and didn't know whether it was twenty a day or one hundred. But a certain limit should be set and aggravation of the public must be avoided.

Queried on Budgets

Another query anent client budgets for the first quarter of next year brought forth the opinion that the majority of accounts are going ahead without cutting down from previous amounts set. Mentioning the handicap placed upon the industry by Petrillo, Cottington said they were proceeding nicely with the use of mouth organ and ukulele, but that the recording ban was not doing the business any good. In conclusion, Cottington told the broadcasters that there would be need of new market data due to shifting population of war workers, but he advised the station men to hold off awhile until the agencies asked for it.

Election of a new director for the third district will take place sometime prior to the next NAB annual convention. Isaac D. Levy, present incumbent had stated at the morning session that the job of director should be rotated as much as possible so that all could eventually sit in at board meetings of the NAB. This may be construed that Levy did not desire to be re-elected. At subsequent district meetings, NAB offi-

NEW BUSINESS

WCKY, Cincinnati: Mullane's Candy Co., thru Walter E. Haehnle Agency; Olive Kackley's Women's program; Douglas Shoe Company, spot announcements; renewal of contracts with Carter's Little Liver Pills, Ex-Lax, Roman Cleanser, Dr. Caldwell, Best Nut Gum, Luden's Cough Drops, Heidelberg Brewing Co. (thru Walter E. Haehnle Agency), Quaker Oats, Tressler Oil (thru William F. Hollister Agency), Paramount Pictures, and an added campaign of night club breaks for Schulze Baking Co.

Godwin Shows From Detroit Reporting On Production

During tour of Ford Motor plants, Earl Godwin, who usually reports on production at the various plants where tanks, jeeps and bombers are coming off assembly lines and some of the men and women are turning out these weapons will be guests.

Complete broadcasting facilities being installed in the Governor Oliver Wolcott cottage in Dearborn Village where Godwin will stay during visit, and newsprinters of the press associations and telephones also be at hand. Maxon, Inc., handles the Ford account.

'Mr. D. A.' On 'Bondwagon'

Entire production of "Mr. District Attorney," an NBC feature sponsored by Vitalis, will be presented on local's U. S. Treasury program, "Saturday Night Bondwagon," Oct. 24, 10:15-10:45 p. m. EWT. A script is being written for this broadcast wherein Jay Jostyn will take the lead. Rally will originate the Mutual Playhouse, via WOR.

OWI Issues War-Aid Data

Washington—OWI radio bureau preparing a new batch of radio background material to be sent out shortly to all stations, it was disclosed last week. Included will be monographs on "The Cost of Living," (based on President Roosevelt's seven anti-inflation antidotes) on "Transportation," "Meat-Sharing" and "Children In The War."

RWR Luncheon

Special luncheon meeting of popular music committee of the Russian War Relief will be held today at Toots Shor restaurant. Benny Goodman is chairman.

Officials will seek to have elections so that unnecessary travel later will be avoided.

WFIL played host to the attendees with a cocktail party following close of the afternoon session which ran until close to five o'clock.

**Listening-Time
Warime Change**

(Continued from Page 1)
representing stations lo-
the district. In a round-
discussion of sales problems,
clusion was reached and ex-
cited that the entire sales
of broadcasting had been
due to wartime conditions.
urther agreed that since all
e off as to what was the
ening time, the so-called
e spots, e.g. after midnight,
d increased opportunity for

Surrick Presides
attended by station and
ial managers and was pre-
er by Jack Surrick of WFIL.
e introductory remarks Isaac
of WCAU, NAB director
eing this district, defended
and the administration of
t Neville Miller. Levy also
e explanation of the recent
eeting in Chicago and be-
at from now on all internal
should be brought out into
Levy introduced Surrick
urn did the same for Avery.
with considerable clarity of
y and presentation, develop-
talk with well documented
highlighting the problems
ed important to the business
roadcasting. In this connec-
of the 50 or more attendees
nsylvania, Delaware and
New Jersey received a
data entitled "Broadcasters'
Manual." Avery frequently
to these charts and other
laining his points as he went

Its Per-Inquiry Method
warned against continuing
ice of the per inquiry type
ess which many small sta-
re taking in the hope of
national business should a
onse result. Strong criticism
e against tying in trivial
ng messages either before or
important war news bulletins.
outlined the six-point plan
t in the wartime manual.
AB director of advertising
ly stressed the need of
ing station research meth-
verage, pointing out that
ing of the Radio Executives
New York last season, Frank
then NAB Broadcast Ad-
Director, was advised by
ers present that standard,
station coverage data was
hing they most desired from
ans. Offer to adopt a reso-
ainst retaining the present
of measuring station cov-
as approved by the FCC
acted upon and this was
a vote of maintaining the

Free Announcements
believed that certain types
e announcements requested by
er under guise of wartime
should be bought and paid
ents in question, especially
nt stores, for instance, who

WARTIME PROMOTION

"Write-A-Letter Corps"

Plan which will identify "Jack Armstrong" with one of the finest morale-building campaigns in the war effort was introduced recently by General Mills, Inc., sponsor of the children's series on the Blue Network. Through the daily serial aired in behalf of Wheaties, sponsor will invite every listener in the children's audience to enlist in the "Write-A-Fighter" corps, members of which will pledge themselves to write one letter each month to a fighting man, either a member of his family or a friend.

Listeners will be asked to organize units of five members each of which he will be the squadron leader. A WAFC kit and instruction booklet will be sent to each organizer of a unit. "Quiz Kids," sponsored by Miles Laboratories on the same network, will comprise the first WAFC unit in the country. Blue affiliates are being asked to launch the idea by displays in public places, newspaper and car card advertising, parades and announcements on other programs. Stations have received a recording, prepared by the Knox-Reeves agency, in charge of the Wheaties account, which gives details of the plan and the opportunities it offers for promotion of the individual station as well as the "Jack Armstrong" series.

want free announcements telling women shoppers not to order three dresses sent when they only plan to keep one of them. While it may be construed as part of the war effort, such practices should be standardized and the volume of wartime business possibly increased thereby.

In a forum discussion of ways and means to increase the volume of wartime business, Surrick pointed out that his station (WFIL) for instance, sought to do an institutional job for automobile dealers who had nothing to sell now but service which would aid in keeping cars now in use in good condition. David Rosenbloom of WISR, Butler, Pa., revealed how his station had decided to broadcast the egg auctions which give prices a day or two before they are printed in daily papers throughout the country and that feed dealers had bought the time with good results.

Davies Heard

Further exchange of ideas brought a story by Ed. Davies of WIP who told of the spot his station was in last April when they were unable to carry the baseball games due to commitments to Mutual network. On top of this the "Spotlight Bands" business was lost by MBS creating a double vacuum in the commercial schedule. Davies told of developing a series of participating spots and up to Sept. 15 had made up ninety per cent of the loss due to the April drop. Eleven of these accounts never used radio before and they helped to keep the outlet seventy-four per cent sold.

Davies also stated that best time in Philly was a thing of the past

Bond-Purchase Give-Away

To boost sales of War Bonds to fans of the "WSB Barn Dance" and other hillbilly programs originated by the Atlanta station, WSB is preparing an eight-page, lithographed promotion booklet featuring pictures and stories of all the members of the cast of the program. These will be sent as gifts to bond buyers. At the end of the first two weeks of the station's all-out campaign to sell bonds by the "hillbilly route," a total of \$5,600 worth had been sold. The majority of sales are done by "mail order" and the remainder are made right on the stage of Atlanta's Erlanger Theater during he two-hour "WSB Barn Dance" Saturday show.



Radio-Movie Bond Co-op

WDRC, Hartford, and the State Theater in that city have made a tie-up to stimulate the sale of war bonds. Without advance publicity, WDRC sets aside one day every so often when listeners who buy war bonds from the station get a pass for two to the State Theater. The first day brought a sale of \$1,500 in bonds. Another idea being used in to reward \$500 bond-buyers with a visit to WDRC to meet leading band-leaders and celebrities playing the State.

since listening trends were changed and all time was now considered good. As an illustration he took the hour of twelve mid-night to one a.m., which they considered "dead time" and developed it for political accounts which found it excellent for reaching the different shifts in the war plants and those either waiting for them or just seeing them off at home.

Cites Interesting Example

As his third illustration Davies told of taking on a Texas perfume account which offered five vials of perfume for twenty-five cents. Since a check for a week in advance accompanied the order and the product was not considered high enough in price to warrant a more expensive evening spot, the only time that seemed available was 6:55-7 in the morning. Within ten days Davies said some 2,200 letters containing quarters had arrived. No one had believed heretofore that such a product could be sold so early in the morning. As to the mid-night to 1 a.m. spot Davies admitted that since it was dead time, a deal had been made to suit both client and himself. There subsequently arose a discussion on listening trends having changed and it was agreed that due to workers shifts, all bets were off as to what was the best listening time, and that the so-called dead-time provided increased opportunity for sales.

Personnel problems were then taken up by Avery who strongly stressed the need of guarding against "errors of performance" such as a careless engineer or announcer who dropped the reproducer too many grooves along the transcription or

**WLW 500 Kw. Hearing
Readied For Nov. 2**

(Continued from Page 1)
tion W8XO, which has been operating with that power after midnight by special authorization. No change in WLW's present night time power of 50 kw. is requested.

Concurrently it was announced that FCC had granted consent yesterday for the sale of two southern stations, WJZM, Clarksville, Tenn., and KPAB, Laredo, Tex., and for the transfer of control of WMSL at Decatur, Ala., from Clarence H. Calhoun, Jr., to the Mutual Savings Life Insurance Company.

KPAB Plea Granted

License for the Clarksville station will be assigned by Roland Hughes to William Kleeman for a total consideration of \$22,500. Kleeman, who is now mayor of Clarksville, has been engaged in the soft-drink bottling business for 17 years.

Marvel M. Valentine, presently operating KPAB, 250-watter, has been granted permission to sell it for \$14,450 to the Laredo Broadcasting Co. Company directors are Howard W. Davis, president; J. K. Beretta, vice-president, and W. W. McCallister, secretary-treasurer. Beretta is an officer of banks in Laredo and San Antonio, while Davis and McAllister are part owners of KMAC, San Antonio. The three men hold equal shares in the Laredo Broadcasting Company.

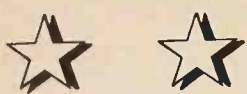
Mutual Savings Life Insurance Co., which now owns 26 per cent of the shares in the Tennessee Valley Broadcasting Co., Inc., operating WMSL, will own 66 and 2/3 per cent with the acquisition of 60 shares of common stock from Calhoun. Purchase price for the stock is \$4,000.

WFAS Hearing Near

Also scheduled for hearing on the Commission's calendar, is the application of WFAS, White Plains, N. Y., for a modification of its license to shift from 1240 to 1230 kilocycles and operate unlimited time with 250 watts. The White Plains station, operated by the Westchester Broadcasting Corporation, now shares time with WGBB, Freeport, N. Y., and operates simultaneously with WBRB, Red Bank, N. J. WCAU Broadcasting Co., of Philadelphia is intervening on grounds of interference.

the announcer who wanders out for a cup of coffee and skips an announcement which means loss of revenue for the station. Employees should be fully explained these items which if allowed to continue would eventually tear down the efficient radio structure, Avery warned.

Quoting Paul Peter, NAB research director, Avery indicated that broadcasting business as a whole was estimated at running some eight to ten per cent ahead of last year. Danger of over-selling an account on the basis of deducting advertising expenses was mentioned. There was no question that the immediate future for radio was bright for the energetic salesman, was Avery's concluding remark.



Coast-to-Coast



WWNY, WATERTOWN, N. Y., recently aired a series of five-minute addresses by representatives of the local Community Chest drive. . . . New business signed by WWNY includes a contract for three weekly news programs by a local drug store firm. Contract for the five-minute news periods will run for 14 weeks.

"Sweet Land of Liberty," new patriotic series sponsored by the Land Title Bank & Trust Co. debuted on WFIL, Philadelphia, last Sunday. Series is divided into four features to help show the "home front" ways of furthering the war effort. . . . Other new programs on the WFIL schedule are a news period sponsored by a local tailoring firm and a nightly interview show conducted by Harold Davis for a local night club. . . . Local dentist is currently bankrolling the 11:30 to midnight dance-music recordings.

Pulling power of radio was amply demonstrated this week when it was reported to WDRG, Hartford, that 65 per cent of the men who reported to join a hospital auxiliary medical corps did so because they heard it on the radio. Hospital officials congratulated WDRG which plugged the corps exclusively on the air in its area.

Howard Claney, one of the pioneer radio announcers who quit broadcasting for an artist's career, makes his return after a three-year absence this Sunday on the NBC musicale, "American Album of Familiar Music." Claney is also scheduled to temporarily replace Larry Elliott on "American Melody Hour" and "Waltz Time." An exhibit of the Claney paintings, by the way, is scheduled for an early showing.

Jack Stewart, account executive at KHJ-Don Lee, Los Angeles, has been chosen vice-president of the Alumni chapter of Alpha Delta Sigma, advertising professional fraternity. Frank W. McMahon is president. . . . New member of the KHJ-Don Lee announcer staff is Ruben Gaines, former announcer at KVI, Tacoma, Wash. . . . New mid-afternoon Friday program added by KHJ is "Fashion Communique." Program deals with wartime fashions and what styles and fabrics women are wearing. Velma Cowlard, Los Angeles fashion editor, gives the word pictures on the latest in wartime fashions.

Dulcie Moss, hostess, is now employed in the research-advertising department of KOMO-KJR, Seattle, Wash. . . . **Marian Crombie**, hostess and wife of Dick Crombie, former KOMO-KJR announcer now in the Navy, is now assistant in the station's traffic department. . . . **Ruby Richardson** and **Gloria Thompson** have taken over the hostess duties formerly handled by Miss Moss and Mrs. Crombie.

Songstress **Vera Barton** who has been saluting workers in war plants which have won the Army-Navy "E", over the CBS network, appeared along with **Vaughn Monroe** and his orchestra at the graduation exercises on the U. S. S. *Prairie State*, training ship, stationed in the Hudson River last Monday night.

Andy Browning, assistant chief engineer at WTAG, Worcester, has been promoted to chief engineer, effective immediately, it was announced this week by **E. E. Hill**, managing director. **H. H. Newell**, who formerly combined this post with that of consulting engineer, continues in his advisory capacity. . . . **Pierrina Zampatti**, WTAG continuity writer, has joined the Worcester Fireside Players, local dramatic organization. She will enact leading feminine character roles.

WJNO, West Palm Beach, Fla., has completed arrangements for a regular program for the soldiers at Camp Murphy. Series, which debuts this week, was arranged by **Captain Reid**, special service officer. First broadcast will feature a dramatic presentation directed by **Corporal Gerdes-Testa**.

CHML, Hamilton, Ont., has brought back to the air the ET series, "Voices of Yesterday." Program is aired on Sunday evenings at 6:15 p.m. and was one of the most popular shows on the station last season.

Mobile recording equipment was used by **KROW**, Oakland, in connection with the newspaper industry's scrap drive. **Bob Simon** of the Oakland Post-Enquirer and **Wally Elliott** of the station's staff handled the mikes in recording interviews with Oakland residents on the subject of the scrap drive. . . . **KROW** also cooperated with the local Junior Chamber of Commerce recently in the drive to recruit men for the new aircraft carrier, the U.S.S. *Lexington*.

KOA, Denver, is now airing two 15-minute band concerts of the 15th Army Air Forces Band from the service club at Lowry Field, Colorado. The programs, heard Monday and Friday mornings, are announced by **Pvt. Dave Achor**, formerly of **WBLJ** in Dalton, Ga. . . . **Bob Young**, first KOA, Denver employee to don a uniform in active service, has been promoted from lieutenant to captain of infantry. **Young**, stationed at Ft. Sam Houston, Texas, was a KOA announcer. . . . New addition to the KOA, Denver, staff is **Betty Abbott**. She acts as program director **Clarence Moore's** secretary.

New sports program debuted over **WINX**, Washington, D. C., this week, featuring sportscaster **John Bartlett**, who conducts interviews with prominent sports personalities every Monday, Wednesday and Friday night at 11:05 p.m. **Bartlett** has designated Monday as "Football Coach Night," Wednesday as "Meet The Athlete Night," featuring boxers, hockey players, football players, basketball stars, etc., and Friday as "Meet Your Sports-writer Night," interviewing columnists of the four local newspapers.

Cedric Foster, Yankee Network news commentator and Mutual coast to coast news analyst, is one of the most sought after men in radio by organizations judging from his recent speaking engagement schedule. **Foster** will speak on "Global Warfare" during the coming weeks before the Hellenic Women's Club in Boston; the Concord High and Grade Schools Parent Teachers Association in Concord, Mass.; the Royal Arch Chapter of Masons at Providence; the Jewish Synagogue congregation at Pawtucket, R. I.; the Lowell Hebrew Association, Lowell, Mass.; the Fort Worth Women's Club, Fort Worth, Texas; Boston University; and the Loose-Wiles Grocers meeting at New Bedford, Mass. **Foster** will also broadcast over the shortwave station, **WRUL**, Boston on Thursday.

Twelve engineers of staff of **WHAM**, Rochester, N. Y., have enrolled as instructors of radio technique at local Army Air Corps and Army Signal Corps schools. Headed by **Ken Gardner**, technical supervisor, **Al Balling**, **Ray Lucia**, **Warren Wheeler**, **Wilfred O'Brien**, **Charles Snyder**, **George Driscoll** and **Jerry Hall** are connected with the Army Signal Corps conducting classes at the University of Rochester. Others doing similar work with the **VEND** and the Air Corps are **Andy Anderson**, **Elmer Grabb**, **Nelson Smith** and **Birdsall Holly**.

Peggy Boughter, control operator at **WKST**, New Castle, Pa., for the past six months, has taken over the full-time announcing job vacated by **Chuck Wilson**, who joined the Navy. . . . Newcomer to radio, **Alan Freed**, has replaced **Bob Ferguson** as announcer and assistant program director at **WKST**. **Ferguson** has taken up duties with the U. S. Marines. . . . Another new face around **WKST** is **Ruth Schweikert**, new control operator.

Utah broadcasters staged a special Intermountain Radio Day recently in honor of the visit of **Dorothy Lewis**, coordinator of listener activities for the National Association of Broadcasters. Through arrangements set by **E. J. Glade**, executive vice-president of **KSL**, Salt Lake City, and **Mrs. Erma Bitner**, Mrs. **Lewis** spoke at two meetings. **D. N. Simmons**, sales promotion manager of **KDYL**, also in Salt Lake City, was in charge of the "radio industries" luncheon at which representatives from various stations in the area participated in a panel discussion of radio problems.

KSTP, Minneapolis, has sold another special news package to the **Corn Products Refining Co.** for **Kreml** Deal Contract gives the station 48 sports news periods each week. Sponsors include **Richman Bros.**, **Phillips Petroleum**, **Bristol-Myers**, **Sweetheart Soap**, **Shoe Polish**, **Model Laundry of St. Paul** & **Minneapolis**, the **Minnesota Milk Station**, **St. Paul Book & Stationery**, **Gruen Watches**, **Vick Chemical Co.** and the **Corn Products Refining Co.**

Appointment of **Ralph M. Kisch** as the announcing staff of **W75NY** has been announced by **Metropolitan Television Corporation** effective on 25. **Kisch** formerly was associated with **WWRL** in Woodside, N. Y., previously was handling publicity sales promotion for **Gotham Stripe** hosiery. **W75NY**, eighth of New York City FM stations, is scheduled to go on the air around the first of November.

Donald Van Wart and **Johnny** two of Boston's leading pianists co-starred on a new program yesterday, 7:30-7:45 p.m. over **W**. The double piano program, featuring two popular artists, will be heard early three nights each week, Mondays, Wednesdays, and Fridays at the time.

Recent check of government announcements made on **WVVA**, King, W. Va., during the period January 1 through August 31, revealed that the station had 3,373 government announcements, 426 government programs. This not include network or local programs. Total contribution to the effort represented \$42,611.80 in broadcast time.

Permanent broadcast line has been installed in the **Service Club** at **Lowry**, Colorado to feed all soldier programs emanating at the Air Forces post over stations and network outlets. Line is piped into the **Rocky Mountain Radio Council**, which, in turn, feeds stations in the Denver area. At present shows weekly are produced by the club with several others contemplated. Plans to entertain soldier audiences at casts and to allow for more special shows from the post.

Music Men Fete Robbins At Chicago's 'Blackhawk'

Chicago—Name orchestra and fellow music publishers and press, turned out for a testing to **Jack Robbins**, music publisher staged by **Chico Marx** and **Ben** lack at the **Blackhawk** Monday. **Jack** was eulogized as a publisher who found time to give a hand to orchestra leaders and artists. Among those who attended were **Ben Bernie**, **Woody Herman**, **Henry King**, **Art Kasell**, **Ed King**, **Marty Bloom**, **Ned Williams**, **Lee**, **Ned Miller** and **Erwin**

1 9 4 2

BIRTHDAYS

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

October 21

- Jack Holden
- Richard Nicholls
- Louis Sobol
- W. Calvin Moore
- Tommy Riggs
- Irving S. Strouse
- Norman Warenbud

NAB Waits On ET Firms

Contract Info Sought From Stations

Washington Bureau, RADIO DAILY
Washington—Pleas for better cooperation between member stations and the NAB on labor union contract negotiation is being made by the organization, particularly now district meetings are being held. Requests are being placed directly in the hands of the attendees. It is pointed out that "every time a newsman is about to negotiate a new agreement with a labor union, the station receives, without even asking, practically all the material for the negotiation."
Reason why the NAB Labor Relations

'Twasn't Hay
George A. Wells, news-editor of the WBYN "We Bring You News" program alighted from a street-car in Times Square, New York, on his way to work. As he did so, a horse hitched to a junk wagon bit him. Uninjured except as to top-coat and dignity, Army-reservist Wells is convinced he should stay out of the Cavalry. No comment was made by U. S. Cavalry authorities.

FCC In Final Denial To Extend WNYC Time

Washington Bureau, RADIO DAILY
Washington—With Commissioners George Henry Payne and Paul A. Walker dissenting, the FCC yesterday issued a final denial of WNYC's petition for operation until 11 p.m. The order makes final the Commission's action of last February. The chief argument remains that operation by WNYC after sundown would interfere with the secondary area of WCCO, CBS outlet in Minneapolis.

UP Distributing Disks By War Correspondents

United Press is distributing to its radio clients, without cost, a new series of transcribed shows dramatizing the first-hand experiences of war correspondents covering the battle-fronts for the news service. The series is reproduced on 16-inch platters to accommodate a 15-minute program.

Daytime Serials-Audiences Analyzed By Dr. Lazarsfeld

Midway Island Film On NBC Tele Next Mon.

Film made by Navy during battle of Midway Island, will be carried over NBC television station, WNBT, next Monday, 9 p.m., EWT. Produced by Lt. Commander John Ford, former Hollywood director, presentation is made up of pictures taken while island was under direct Japanese attack.

Ready To Back Up Any Disk Concern Which Sues AFM; Decision Follows Meeting With Recording Men

Britain's Parliament Debuts On U. S. Radio

Extent to which American radio can cooperate in voluntary censorship in matters dealing with war effort was evidenced yesterday when NBC, Blue Network and MBS carried first U. S. broadcast from British Parliament from 11:30 a.m. to 12:07 p.m., EWT, without making any previous official announcement.

It was indicated by CBS that "previous commitments" in the field of

FTC Issues Citation Against Emerson Drug Co.

Complaints have been filed against manufacturers of "Bromo-Seltzer," "BC," "Stanback," "Hick's Liquid Capudine" and "C. C. Compound" by the Federal Trade Commission. All were described as headache remedies.

Ruthrauff & Ryan Elects Two New Vice-Presidents

Election of two new vice-presidents was announced yesterday by Ruthrauff & Ryan, Inc., New York. They are George A. Huhn and Luther H.

NAB is planning no further course of action in the matter of the AFM ban on recordings other than to offer support to any electrical transcription company willing to pursue litigation against the union. Stand was reported to RADIO DAILY following yesterday's conferences between the transcription companies and Sydney Kaye, special NAB counsel. All the major firms with one exception were represented. Trade organization also issued a denial to report that the networks were not in accord with

Says America Leads In Int'l Broadcasts

San Francisco—That United States is now "dominant in worldwide short-wave broadcasting," and that its shortwave programs have the confidence of the majority of listeners abroad, was the assertion of KPO manager John W. Elwood in an address before the Oakland Advertisers

Blue Skeds Tax Authority For New Weekly Series

In series designed to aid citizens who are making efforts to adjust personal budgets as result of further war taxes, Blue Network is scheduling David K. Lasser, tax authority, in

New Meeting Place For Radio Execs Club

Weekly luncheon meetings of the Executives Club will hereafter be held at the Cafe Loyale. Change arranged at yesterday's closed meeting. Policy of allowing alternate station to present a program of entertainment at one meeting-month will be followed this month by WJZ starting the series run next Wednesday's meeting.

NBC Employees Now In Armed Service

of NBC employees now in the armed forces of the United States and United Nations is 13. During the month of September, 30 more joined. This number, 272 were from New York headquarters; 38 from Chicago;

Undaunted

Hartford, Conn.—Larry Edward, commercial manager of WNBC has proof that "there'll always be an England." Proof is a notification that one of his pictures has been accepted for exhibition at the Motion Camera Club's annual international show. Club, which was "aged" out of its 58-year old quarters, now has the finest equipment in its new headquarters.

Cotton Pickers

Atlanta, Ga.—Contributions by radio of time and talent to the war effort have been numerous and widespread but cast of the WSB Barn Dance program has added one to the books. Through arrangements with the Georgia Agricultural Extension Service, entire cast of 20 volunteered to donate a day recently during which they assisted in picking the heavy cotton crop.

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M. H. SHAPIRO : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Wednesday, Oct. 21)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	125 ³ / ₄	125	125	- 1/2
CBS A	14 1/2	14 1/4	14 1/2	+ 1/4
Crosley Corp.	8	8	8	0
Gen. Electric	30 3/4	30	30 3/8	- 1/8
Philco	10	10	10	0
RCA Common	3 3/8	3 3/4	3 3/4	0
RCA First Pfd.	57 1/2	57 1/4	57 1/4	+ 1/4
Stewart-Warner	7 5/8	7 1/2	7 5/8	+ 1/8
Westinghouse	76	75	75 1/2	- 3/8
Zenith Radio	16 3/8	16 1/4	16 1/4	- 1/8

OVER THE COUNTER			
	Bid	Asked	
Farnsworth Tel. & Rad.	17 3/8	21 3/8	
Stromberg-Carlson	6 3/4	7 3/8	
WCAO (Baltimore)	16	19	
WJR (Detroit)	18	21	

Blue Skeds Tax Authority For New Weekly Series

(Continued from Page 1) weekly talks starting Nov. 12. Author of "Your Income Tax" will be heard Thursdays, 10:45-11 p.m., EWT. Broadcasts will cover tax bill as it affects men in the armed services, the bill as a whole, and finally as it affects citizens in specific income groups.

Vote New Meeting Place For Radio Execs Club

(Continued from Page 1) October 28. Talent lineup is still tentative and will be announced later in the week. New meeting place is at Fifth Avenue and 43rd Street.

TECHNICIAN WANTED IMMEDIATELY!

Write: Stating experience, salary expected, draft status, etc. Send snapshot of yourself or call. Radio Station WSPR, Springfield, Mass.

Britain's Parliament Debuts On U. S. Radio

(Continued from Page 1) domestic broadcasting made it impossible for it to carry the presentation, even though the other three major networks had scheduled it. Latter network said it had been aware of the plans.

Though numerous efforts have been made since broadcasting became a major industry to put parliamentary sessions on the air they have been unavailing. Thus, for the first time in its 647-year history of the legislative body, its proceedings were brought to the world through the medium.

Broadcast, which was arranged through BBC offices and which was previously kept an official secret, at the request of that organization included addresses by Winston Churchill; David Lloyd George, England's Prime Minister in World War I; Field Marshal General Jan Christian Smuts, Premier, Union of South Africa, and Major Clement Atlee, British Deputy Prime Minister.

Voluntary pre-announcement censorship was presumably made to forestall enemy's learning of meeting of these important persons, and to prevent Axis propagandists from being prepared to answer speeches quickly.

Labor Contract Info Sought From Stations

(Continued from Page 1) tions Department does not furnish similar service, is attributed to the fact that less than one-third of the stations which have union contracts have filed them with the NAB. On the other hand, every newspaper readily files its contracts with the ANPA. Therefore it is stated, the lack of cooperation by the stations, causes the lack of information to the general membership.

Stations are reminded that contracts will not be identified in any way for other outlets, unless specific permission to do so is given. File numbers only will be the identification otherwise.

UP Distributing Disks By War Correspondents

(Continued from Page 1) gram and are designed for use as promotion for newscasts of the individual stations. Disc will be delivered to make possible a regular schedule of one release weekly for 13 weeks. Each will be an opened transcription with space reserved at the beginning and end for local tie-in. Series may be used to promote greater audience interest in other news shows aired on the individual outlets or may be offered to sponsors.

Ruthrauff & Ryan Elects Two New Vice-Presidents

(Continued from Page 1) Wood, both account executives with the agency. Huhn has been with organization since 1925, and Wood since 1926. They will continue to deal with accounts with which they have been working.

FTC Issues Citation Against Emerson Drug Co.

(Continued from Page 1) and FTC charges were those of false advertising and misrepresentation.

In statement on Bromo Seltzer, Commission cited advertisements stating "it alkalizes—reduces the excess acidity caused by overindulgence" and asserted that such statements were false and misleading "as, in fact, overindulgence in food or drink will not cause excess acidity in the system and use of the preparation will not counteract the effects of overindulgence in food and drink and will not reduce acidity or alkalize the system."

Statement also asserted that while advertisements of each of the preparations bear directions that not over two doses should be taken in any 24-hour period, no statement is made as to potential danger of excessive use of the preparation.

FCC In Final Denial To Extend WNYC Time

(Continued from Page 1) neapolis. CBS and the State of Minnesota had argued against the WNYC plea, opposing, among others, Mayor Fiorello H. LaGuardia, who appeared at the hearing last April.

Commissioner Payne, in his dissent, stated that he did not think the interference issue was important, arguing that the "high and unique quality of service" provided by WNYC should be considered by the Commission. "I cannot emphasize too strongly the high quality of the programs broadcast by the New York City Municipal station," he wrote, adding, "WNYC is unique. There are many stations like WCCO. It is no better, no worse, than scores of others. Any abridgement of the service that WNYC suffers is a direct loss to millions of people, a loss which cannot be compensated by other stations."

Payne pointed out also that residents of the region in WCCO's secondary area who would be affected by evening hours for WNYC could tune in other CBS stations.

Midway Island Film On NBC Tele Next Mon.

(Continued from Page 1) tack. Many of the scenes were shot so close to the exploding bombs that the cameras were jarred out of position by the blasts. Program is one of group of official government films being televised during the station's regular Monday evening broadcasts.

WBYN
NEWS EVERY MINUTE ON THE MINUTE 12 NOON TO 6 P.M.
NEWS AS IT HAPPENS
• 1430 ON YOUR DIAL •

COMING and GOING

HARRY E. CUMMINGS, regional representative of WFLA, Tampa; WHIO, Dayton; WIOD, Miami; and WJAX, Jacksonville, has returned to Jacksonville, Fla., headquarters following days in New York.

JOHN H. DODGE, sales and advertising manager of WRC, Washington, D. C., and FRANK R. BOWES, sales manager of WBZ, Boston, meeting at Rockefeller Center yesterday with V. McConnell, manager of the NBC national spot and local sales department.

TED HUSING and JIMMY DOLAN leave for Annapolis, where they will broadcast Saturday's game between Navy and Georgia Tech which will be played on the Middies' grounds.

W. H. SUMMERVILLE, general manager, LARRY BAIRD, of WWL, Columbia outlet in Orleans, are en route to Louisiana after having spent the early part of the week here. They have a stopover scheduled for Chicago.

LINUS TRAVERS, vice-president in charge sales and production of the Yankee Network and of WNAC, Boston, in town yesterday calling on the local representatives of the stations.

ANDRE KOSTELANETZ is in Toronto where he will conduct a concert for the benefit of the Canadian Merchant Marine. It is his appearance in the Ontario metropolis this year.

CONRAD THIBAUT returns today from Atlantic City and will sing in the Wedgwood Room of the Waldorf-Astoria at the luncheon of the Banhees, organization composed of newspaper executives.

L. W. HERZOG, manager of WTMJ-Wisconsin, Milwaukee, in New York this week on a business trip.

FRAZIER HUNT will broadcast tonight's cast sponsored by General Electric from KCMO, Kansas City.

MARTIN V. CAMPBELL, general manager, WFAA, Dallas, has arrived from Texas for a short stay in New York on station and network business.

383 NBC Employees Now In Armed Services

(Continued from Page 1) 29 from Hollywood; 16 from Denver and 13 from Washington. Nine were from the network's Cleveland office and six from San Francisco.

WOV's Bond Party

Family party tendered Eddie Brown, nephew of Eugene and Willy Howard, Tuesday night, prior to his army induction, swelled bond sales on WOV where he had been employed, \$2,125. Guests invited to the party had to buy a bond before gaining admission or partaking of refreshments.

WHAT'S WHAT IN BOSTON
12—WCOP is getting more and more radio dollars from more and more advertisers... do YOU know why?
REPRESENTED BY HEADLEY, REED CO.
WVBC
BELONG ON YOUR SCHEDULE

NAB Will Back Suits Sought Against AFM

(Continued from Page 1)

NAB's fight against the Petrillo rulings held in the morning and afternoon at the NAB offices here, and possible courses of action to the firms, Kaye reporting the matter was now up to the members to mull individually and decide on the next move, whether individual or concerted litigation negotiations with James C. He said no deadline had been set for replies, for the firms to have to answer to the NAB for their decisions. He said, too, that there were no plans at present, to deal with the recording firms, juke interests or advertisers for consideration of alternative trade action. Description executives manifested perseverance over turn of affairs, fully aware that they are caught in the middle of the real issue between the union and the juke boxes on one hand, and the stations on the other. Speculated, that transaction companies per se are not the ones against which Petrillo is imposing his restrictions. Consensus among them, too, is that additional support for the bargaining position of the union.

Network Statements

NAB statement regarding the actions of network officials on the matter in which the organization conducted itself in the matter is as follows:

National Broadcasting Company, Columbia Broadcasting System, Mutual Broadcasting System, and other stations of the country, in their fight which the National Association of Broadcasters is waging against the Petrillo ban on recording electrical transcriptions.

The trade association of the broadcasting industry, yesterday made public this information in quotations from letters received by it from the above three networks.

W. E. Mullen, vice-president and general manager of National Broadcasting Company, writing to Miller, NAB president, said: "Half of the company I would assure you that we feel very strongly that the matters in dispute between the broadcasters and the union are industry matters and they are very appropriately handled by the trade association of the industry of which we are a part. We have confidence that the association is handling the matter in the interests of the industry and the public."

Kesten Supports NAB

W. Kesten, vice-president and general manager of Columbia Broadcasting System wrote to Miller saying: "The Columbia Broadcasting System, as a network, is not bound by the Petrillo ban as it does not employ recordings on net-

PROMOTION

Fuel Conservation Booklet

Importance of the local heating service man in the national fuel conservation program is emphasized in a booklet which Minneapolis-Honeywell Regulator Company is offering to listeners on "Alias John Freedom," broadcast on 124 stations of the Blue Network. The program is sponsored once every four weeks by Minneapolis-Honeywell under the Blue's sponsorship plan for manufacturers who are no longer producing for the consumer.

Under the title "Do's and Don'ts of Fuel Saving," the booklet lists a set of simple rules for making a home easier to heat. The company is distributing the booklet to newspaper editors, columnists and radio commentators also.

WCKY Market Data

WCKY, Cincinnati, has issued another market and merchandising brochure, which is being released to agencies throughout the country through Free & Peters, the station's national representatives. Complete data on the coverage market is supplied, together with maps showing coverage and layouts of WCKY-CBS features. Local interest and public events promotion programs are included in the brochure with an outline of WCKY's 10-point promotion. Testimonials of national and local advertisers complete the sales acceptance appeal. Promotion piece follows the usual WCKY style in that it is done in black and white.

"Hobby Lobby's" 5th Anni.

"Hobby Lobby," conducted by Dave Elman, will celebrate its fifth anniversary Nov. 1. Program started on WOR, and at one time, ran simultaneously on both WOR and another network. In 1937 show won the "outstanding show of the year" in a radio editor's poll. It is currently on CBS and sponsored by Colgate-Palmolive-Peet Co.

Bowman Joins WHN

Roger Bowman, formerly of WLIB and WNYC, has joined WHN as an announcer, effective this week.

work programs. However, we have a very real interest in the matter by reason of our ownership of radio stations and our close relations with owners of other stations throughout the country. Accordingly, we feel, as we believe do substantially all other station owners, that the activities of the National Association of Broadcasters are proper, and we have, as I am sure you know, no desire to do anything other than to support your position.

"Mutual Broadcasting System said: 'The Mutual Broadcasting System states that it (the matter at issue) is entirely an independent station matter and that Mutual will be guided by the interests and actions of members and affiliated stations.'"

WTMJ-W55M House Organ

House organ has been instituted by WTMJ and W55M in Milwaukee so that staffs of both stations can express their views concerning all phases of operation in the "Journal's" new Radio City. Issued twice monthly, tabbed as the "Radio City Monitor," the first editions dealt largely with personalizing station personnel, with a "question and answer" section dealing with the many subjects that come up in a radio station. The new twice-monthly house organ will be distributed only to the various members of the staffs of WTMJ and W55M.

Says America Leads In Int'l Broadcasts

(Continued from Page 1)

ing Club at its annual Radio Day luncheon. Elwood traced the development of international broadcasting as a propaganda weapon, and introduced members of the sales staff of KPO, who discussed operations and successes of radio selling. These included Alfred Crapsey, sales manager; Don Staley, local sales, and Tom Ray Jr., national spot representative. Archie Presby, emcee of KPO's daily "Funny Money Man" broadcast, exhibited amusing articles sent in by listeners and staged an impromptu prize quiz among the club members present.



Why Mr. Henley sang before breakfast

"Oh, morning bright and fit for flight
And who wilt with me go?"

"The Mrs., Sir."

"The question, Williams, was purely rhetorical. Use your imagination, man. What, think you, brings song to my lips this gay and bright new day?"

"Not the faintest idea, Sir."

"Ha, Williams! I thought you looked a trifle baffled. You're wondering why I'm feeling so spry, eh? Why this display of vulgar jollity?"

"Oh no, Sir."

"Well, man, it's WOR, if you will know. Wonderful station that. A persuasive behemoth, if I do say so. Let me tell you, Williams—one mention on my WOR program sent 13,442 lovely ladies fluttering into stores for a sample of our product. And my advertising manager, prompt-

lad, reports that we have 100% distribution in New York. Forced it, as a matter of fact!★

"Marvelous, Sir."

"Indeed, Williams. Now off with you, man, and hustle me forth a breakfast fit for a light and tender mood."

★ The characters in this brief sketch are fictitious. But the results aren't. They are excerpts from one of WOR's 99 success stories—the greatest collection of success stories ever gathered by any station anywhere.

WOR

that power-full station

Los Angeles

By JAC WILLEN

SPIKE JONES and his City Slickers have been signed for a pitch in the Warner Bros.-Eddie Cantor feature "Thank Your Lucky Stars."

Sympathy to Margene Danch, wife of Bill Danch, Fibber McGee writer Don Quinn's assistant. She fell and broke her arm.

Toast to Dinah Shore, for her never failing lend-an-ear policy towards traveling to any camp for any number of special shows for any amount of Uncle Sam's boys.

Thanks to Ken Murray, for testing real talent and putting Sylvia Stanton, whirlwind dancer of the former Ambassadors, on his "must-use-soon" list, and keeping her here in Hollywood where pictures will benefit.

Cheers to Milton Berle for that funniest-as-yet telegram of information of things that could but won't happen.

Bernie Smith, KFI-KECA farm editor and director of public relations, turing over his publicity duties to Pete Peterson of the sales staff, his government messages to Ken Higgins and his farm editor broadcasts and duties to Nelson McIninch prior to reporting for induction into the army.

Ginny Simms' rendition of "American Prayer" on recent "Johnny Presents" (first time on the air) should be picked up for an immediate recording. Depth and timeliness of tune heads it straight for top interest and reception. Lawrence Stock and Vincent Rose are responsible for the music, with Albert Stillman credited as lyricist.

Harry Sobol is making one of his all too infrequent appearances on the West Coast, and is being wined-dined by his many friends. New accounts, too, seem the order of the day.

Brian Donlevy is reported set as the choice for "Crime Doctor" series which makes its CBS bow November 8. Max Marcin will do the scripting chores with balance of casting and production as yet not set.

NBC-Hollywood this week lists three department heads as "heading for the army." Bill Andrews, guest relations head, is up for induction as are Robert (Bob) Schuetz, Hollywood NBC Recording Division head, and Wendell Williams, continuity acceptance head.



Bigtown Small Talk. . . . !

● ● ● When Orson Welles plugged his new Lockheed program on the Allen show Sunday night, he forgot to mention that the series, which bows in on CBS Nov. 9th, has been titled "Ceiling Unlimited" . . . Last public appearance of Tyrone Power will be, aptly enough, the title role in "A Yank in the RAF" via Screen Guild Players Oct. 26th . . . Jack Benny, having given up his Maxwell to the scrap drive, says he'll get his mind off his troubles by horse-backing. Benny, incidentally, will break up his camp tour this Sabbath and air from Hollywood so that Mary Livingstone, who fainted again in Arizona last week, can get some rest . . . Eddie Cantor's philanthropical gesture of the week was a donation of \$1,000 to the Hollywood Canteen following his broadcast there . . . Columbia is 500,000 records behind in orders for Kay Kyser's "Praise the Lord, etc.", which has already sold half a million copies . . . Wm. L. Shirer, who should know, says that when Hitler was stymied by the Russians, he faced the best jeers of his life . . . Bar owners who named their places "Duffy's Tavern" to cash in on the radio show will be disappointed to learn that the title has been altered to just "Duffy's" . . . Bob Hope is always funny, except when he talks about working for the troops and then he is as serious as a war communique as he reveals plans to visit Iceland, Ireland, Scotland and other spots to duplicate his Alaskan successes as a morale vitamin.



● ● ● WNEW has again given evidence that it takes no back-seat—and that goes for the larger stations as well—when it comes to showmanship and exploitation . . . Therefore it comes as no undue surprise that WNEW has again come through with a spectacular piece of "business" in its handling of the coming Sunday nite broadcast of "We Refuse to Die," a story of the infamous Nazi massacre at Lidice . . . To herald this imposing show, which will feature Madeleine Carroll, Joseph Schildkraut, Erich Von Stroheim, and Clifton Fadiman, WNEW is buying the back page of the New York "Times" of tomorrow, and a full page in Saturday's "Daily News," plus investing in a 25-piece orchestra especially assembled for the broadcast.



● ● ● Prime Minister Peter Fraser, of New Zealand, has requested his representative in Washington to get the record of the Blue Network's "I Pledge America" show for use there in a similar bond drive . . . Len Finger, scripter of "Stars From The Blue," slated for the army . . . Between Camel Caravan broadcasts, Lanny Ross will tour St. Louis and Kansas City with "La Boheme" . . . Jackson Beck, who plays the title role in "Cisco Kid," may get a crack at the movie version . . . Jerry Cooper returns to the air Friday night for Edelbrew Beer via WOR . . . Good news to this dept. is Jane Pickens' guest appearance on the Fred Allen show this Sunday. Jane's been missing from the airlines too long . . . Marilyn Brandt appointed assistant producer on "Stage Door Canteen" . . . Coasters say that Bob Crosby is giving up his band and will essay acting solo for Metro . . . It's a healthy sign to find radio press agents, normally as hostile to each other as the United Nations and the Axis, burying their hatchets while they bid farewell to one of their own fraternity as he goes to war. As, for instance, the send-off they gave Bernie Green who shoves off today . . . When you are asked to buy war bonds and stamps, always remember that American ends in "I Can"!



— Remember Pearl Harbor —



... will deliver* lion's share of Detroit at lowest cost . . .

Guarantee: *with any WXYZ Champion Show

KING-TRENDLE BROADCASTING CORP. Detroit, Michigan National Representatives Paul H. Raymer Company



Daytime Serials-Audiences Analyzed By Dr. Lazarsfeld

(Continued from Page 1)

spoke at a luncheon, yesterday, tendered by the Pulse of New York Inc., on its first anniversary. Explaining causes for some misconceptions on the subject of soap operas, Lazarsfeld pointed out that the major research organizations employ the telephone methods of investigations, whereas Herzog's survey revealed that there are more listeners in non-telephone homes.

No Difference in Listeners

Discounting other long prevailing notions about soap operas, the university's radio research director maintained, on the basis of the surveys, that the differences between the listeners and non-listeners of the daytime serials are not very great. No consistent age differences have been established so far, nor is there any noticeable variation in the habits of the two groups on other scores such as the civic, religious, intelligence and emotional.

"Studies have showed that there are the same number of voters in elections among listeners and non-listeners," declared the speaker. "They are equally interested in news programs. Thus there is no evidence that the daytime stories make women less responsible as citizens.

"Emotional make-up of the two groups does not appear to be very different. They are equally often seen at church and social gatherings, and their movie attendance is about the same."

Noticeable Characteristics

The readily noticeable characteristics of the daytime serial listener are, according to Lazarsfeld, a less formal sophistication and a greater interest in radio altogether. They listen more during the evening as well as during

the day, than do those who are not generally daytime serial fans.

Two positive studies made of the conduct of daytime listeners revealed that there is very little evidence of selectivity among soap operas, that all were constructed on wide psychological latitudes which permitted unlimited individual flexibilities among listeners. Survey showed that the audiences were inclined to keep their radios tuned in to the same station, taking the fare as it came. However, the same audiences showed greater specificity in regard to news programs.

The speaker urged his audience to study daytime listeners and the soap operas medium for the reasons women offer to explain their interest in the daytime productions, and for the effect war will have on "opera" developments.

Sees Value For Morale

According to analyses, women's interest in the serials is either for escape or guidance in conduct. Forty per cent of the listeners were reported admitting that the advisory function of the soap operas accounted for their dialing loyalty. Recipes for conduct of home and life are reportedly strong appeals in the serials which contain much of the material listeners will find in women's columns in the newspapers and magazines.

The possibilities of serials as an important instrument in the government's morale program, Lazarsfeld concluded, might be beneficial if the passive inclusion of war were adjusted so that its theme would be more realistic and less coincidental. Listeners would then be moved to action.

Following is a table Lazarsfeld submitted, showing the proportion of people listening, to daytime serials by economic status and telephone ownership.

Eco. Status & Telephone Ownership	Proportion of Respondents listening to daytime serials	No. of cases
A—Telephone	24.7	279
A—Non-Telephone	53.8	13
B—Telephone	34.6	554
B—Non-Telephone	34.2	73
C—Telephone	35.8	966
C—Non-Telephone	39.8	332
D—Telephone	37.3	775
D—None-Telephone	44.1	973
E—Telephone	38.9	221
E—Non-Telephone	47.3	740

FCC Permits Yankee Net To Use W43B Facilities

Washington Bureau, RADIO DAILY
 Washington—The FCC yesterday granted the Yankee Network a construction permit, but it involves no construction. It is stipulated that the network, whose application for an FM station near Paxton, Mass., was granted, will use the facilities of W43B, formerly experimental station W1X0J. Yankee Network will operate on 44,300 kilocycles, with studios in Boston, to cover an area of 19,000 square miles within a 50 microvolt-per-meter contour.

AGENCIES

ADVERTISING AND SELLING COURSE of the Advertising Club of New York has switched meeting places. Commencing tonight when John Darr, vice-president of the Institute of Public Relations, will discuss "How To Mold Good Public Relations," the class now will meet at the Advertising Club quarters. Starting time remains at 6:15 p.m.

AMERICAN CRANBERRY EXCHANGE, for Eatmor Cranberries, has scheduled a spot announcement campaign on 20 stations in United States and Canada. BBD&O is the agency.

MARLEN E. PEW, formerly with the publicity department of Campbell-Ewald Co., has been named public relations director of Maxon, Inc.

FLETCHER D. RICHARDS, president and general manager of Campbell-Ewald Co., will discuss the relationship between advertising and publicity at today's luncheon meeting of the Publicity Club of New York at the Belmont Plaza Hotel.

Vibisk On "Food Forum"

Jenkins Laboratory, for Vibisk, a vitamin-mineral wafer used as a diet supplement, has been added to sponsors on the "Food Forum," conducted by Dr. Walter H. Eddy on WOR daily.



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.

EST-ING

BENNY, EDDIE "ROCH-ANDERSON, LESSING LD, chairman of the committee, WPB; JOHN A, chairman of the Special Committee on Defense Migration, ALEXIS PELYPENKO, secret agent, and JOHN correspondent with an eyepoint of Guadalcanal, on "of Time" program, on AF-NBC, 10:30 p.m.).

ARFIELD, on the Abbott show, tonight (WEAF-p.m.).

MacDONALD, on "Those Days," tomorrow (WJZ-ork, 8:30 p.m.).

CA LAKE, on the Kate program, tomorrow (WABC-p.).

MEAGLE, on "Information tomorrow (WEAF-NBC, 8:30

ES. HAAS, Latin-American of the UP; ROBERTO Assistant director of Latin-relations for CBS, and MRS. KNOPF, of the Knopf Pub., on the "People's Platform," Saturday (WABC-p.).

IS BIMSTOCK, Rabbi of olem, Chicago, on Colum-arch of the Air," Sunday SS, 1 p.m.).

ALLEE, as representative Coast Guard Patrol, on "Bandwagon," Sunday C, 7:30 p.m.).

The Coca-Cola Company presents



America's leading bands — playing from War Camps and War Plants

UE NETWORK 9:30 P.M. EVERY NIGHT EXCEPT SUNDAY E. W. T.

COPYRIGHT 1942, THE COCA-COLA COMPANY

PROGRAM REVIEWS

"We, the People"

Sunday night's "We, the People" scored a "beat" by airing for the first time portions of Maxwell Anderson's hit war drama "The Eve of St. Mark" and interviewing the famous playwright in his first air appearance.

The scene given from the play involved a small group of American soldiers in the Philippines who had to decide whether to abandon their small island or stay and battle it out in the face of certain death. Scene was deftly acted by members of the Broadway cast with James Monks, in the role of Francis Marion, having most of the scene's choice lines. Monks gave a splendid performance as the aristocratic Southerner and William Prince, Eddie O'Shea, Robert Williams, David Pressman and Martin Ritt were excellent in lighter roles.

In the interview which preceded the drama, playwright Anderson explained the theme of the play by quoting: "How close does a man have to come to being horizontal before he earns the right to remain perpendicular?"

Others interviewed on the program were: Lt. Richard Amerine of Lawrence, Kansas, who told about his experiences on Guadalcanal; Frances Long, recently released by the Japs, who had something to say about Japanese treatment of civilian prisoners in Manila; 19-year-old Seaman First Class Elgin Staples, already a veteran of four Naval engagements, related a few exciting experiences and his mother advised American women to "Say your prayers at a war job where they'll do the most good."

Milo Boulton does an expert job as master of ceremonies and keeps the program moving smoothly throughout. Entire production was under the direction of David Levy; John Reed King is the announcer and music under the direction of Oscar Bradley. "We, the People" continues to be a program of and for the people—timely and dramatic.

Show, sponsored by Gulf Oil Co. is heard via WABC-CBS network, Sundays, 7:30-8 p.m., EWT.

FTC Complaint

In a complaint issued by the Federal Trade Commission William J. Cooksey, also known as Ross Dyar, operating under the trade name of World's Medicine Co., Indianapolis, is charged with misrepresentation and false advertising via radio and other media. Product named in the complaint is "World's Tonic," a medicinal preparation, distributed by the respondent.

John Hicks To WSAI

Cincinnati—John Hicks, formerly of WBAP and KGKO, Fort Worth, has joined the newscasting staff of WSAI here.

**To The Colors**

BOB HANSEN, sportscaster and chief announcer for the past three years at KUTA, Salt Lake City, has resigned to handle the news department of the Army-Navy shortwave station in San Francisco.

GEORGE BRYAN, announcer at CBS, is now a second Lieutenant in the Army Air Force.

EARL JAMES, one of the WABC field technicians, has been inducted in the Army.

BILL SHEA, of WNEW's continuity staff, is a second Lieutenant in the Air Corps, stationed at Miami, Florida.

WILLIAM M. WILSON, manager of the New York office of William G. Rambeau Company, has been commissioned a Lieutenant (j.g.) in the Naval Reserve.

ROBERT SAMPSON, national sales manager of KWK, St. Louis, is a Captain in the Army, stationed at the Tank Destroyer Center, Camp Hood, Texas.

ROBERT PILCHER, of the WJSV, Washington, engineering staff, is a second lieutenant in the Signal Corps at Fort Monmouth.

MILTON VANDEVENTER, head of the stock room at KMOX, St. Louis, has joined the Navy Air Force and is taking preliminary training at Lambert Field, St. Louis.

Kasper-Gordon Readies ET Christmas Programs

Kasper-Gordon, Inc., of Boston, syndicated transcriptions producers, have started their annual release of transcribed Christmas shows. This year they are releasing two 15-episode half-hour series, "Adventures in Christmastree Grove" and "Santa's Magic Christmas Tree." Production firm annually serves about 200 Christmas sponsors. Each series is accompanied by complete merchandising setup, including ad mats, publicity releases, advance teaser spot announcements, display suggestions, etcetera.

One of the first firms to sign for 1942 was Sears Roebuck of Bangor, Maine. "Santa's Magic Christmas Tree" contains all original music. Both programs were recorded before the recording ban.

Sillman Joins Souvaine

Leonard Sillman, Broadway producer, has joined the sales department of Henry Souvaine, Inc., program producer, where he will handle certain programs primarily of a public relations character. Sillman's association with the Souvaine organization permits him to work on his announced Broadway production, this season, of "New Shoes." Play is the work of John Lund, Lee Wainer, Sidney Carroll and June Carroll.

JOHN C. ROBERTS, vice-president of the Star-Times Publishing Company and general manager of KXOK, St. Louis, is a Lieutenant Commander in the U. S. Naval Aviation Service. Roberts was a naval aviator in the first World War.

ED KOOPS, production man, CLIFF GARFIELD and EARLE HALL, vocalists of WOWO-WGL, Fort Wayne, have joined the armed forces.

FRED FOSTER, KWK, St. Louis, announcer, has been appointed an Ensign in the Naval Reserve.

HUGO BONDI, of WNEW's engineering staff, has resigned to accept a berth with the Office of War Information in the engineering section. Bondi expects to be sent abroad for service.

GILES F. O'CONNOR, first CBS television announcer, has been sworn into service with the Coast Guard.

ROBERT J. MCINTOSH, formerly with WGRC, Louisville, Ky., is a second lieutenant in the Air Corps and an assistant public relations officer stationed at Jefferson Barracks, Mo.

TOM DOWNING, WSB, Atlanta, staff announcer, is now in the U. S. Army.

J. C. LEWIS, JR., producer at KHJ-Don Lee, is now at Fort MacArthur.

"Literary Tea" For Steel To Be Aired By WMCA

WMCA on Monday will broadcast 25 minutes of a "literary tea" to be given at the studio to honor Johannes Steel and the publication of his new book, "Men Behind the War." The broadcast portion of the program will be heard from 5:05-5:30 p.m.

Elsa Maxwell will be hostess at the gathering. Among those expected to attend are contemporaries of Steel in the radio commentary field as well as literary critics and representatives of the United Nations now in New York.

WINS Holds Bond-Dance

Ralph Cooper, currently aired on WINS, New York, acted as the master of ceremonies at a Bond Dance held last night at the Savoy Ballroom, New York. Admission price to the dance was the purchase of \$2.00 worth of war stamps. Members of the WINS staff who appeared to lend their aid in creating additional sales were Stan Shaw, Phil Cook, Bill Harding, Don Dunphy, Gregory Abbott, Waverly Root and Herb Sheldon.

Wedding Bells

Mary Lou Gibbons, secretary to John H. Norton, Blue Network station relations manager, is leaving her job on October 24 to be married to Corporal Hugh Mullen, now at Camp Davis, N. C.

NEW BUSINESS

WHN, New York: Nedick's Stationery Co., thru Weiss & Geller, N.Y.C., renewal of two 15-minute programs daily for 26 weeks; F. & M. Schaefer Brewing Co., thru BBD&O, 13-15 min. sponsorship of the WHN News Theater of the Air, Tuesdays, Thursdays and Saturdays; United States Tobacco Co. (Model Smoking Tobacco), thru Arthur Kudner, Inc., for 13 weeks; Twin City Shellac (Dandee Products), thru Dierks Dorskind, Inc., anns. for 52 weeks; Lever Brothers Co. (Rinso), thru Ruthrauff & Ryan, station break for three weeks.

CHEX, Petersburg, Ont., Chase Medicine Co., Ltd., thru Advertising Agency, Ltd., 195 min. National Drugs (Pills), thru McKim, Ltd., 65 spots; Dominion Government War Loan, thru Reynolds & Co., 30 spots; National Drug and Chemical Co., Ltd., Cockfield Brown Co., Ltd., 78 min. RCAF Recruiting Campaign, thru W. Reynolds & Co., 20 five-minute programs.

KFI, Los Angeles: Douglas Craft Employment, thru the Co., Los Angeles, 13 one-minute Scotch Cleanser, thru Raymond Morgan Co., Hollywood, several minute ETs.

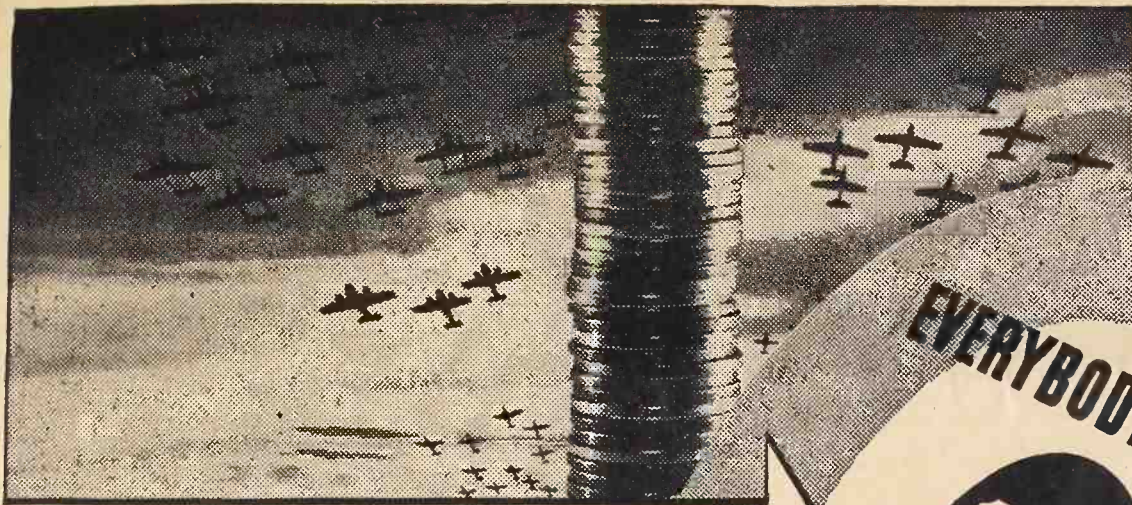
KVOO's "Declaration" Finds Wide Approval

Tulsa, Okla.—Whole-hearted approval of his proposed "Declaration of Independence" is indicated by actions from various sections of the country, according to William KVOO of this city, who was elected to the NAB board of directors at the NAB Code Committee at the meeting held last week in Chicago. KVOO is going ahead with plans to cooperate of the industry in the proposed "declaration," which will read to the NAB directorate on the occasion of his election to the post.

Stressing the importance of maintaining the independence of operators who are morally and responsible for the programs, KVOO's document, proposes unified action on the part of broadcasters in terms of style and character of commercial and sustaining programs, extension and number of courtesy commercial announcements, and ratification of contracts, rates and accounts. He also proposes a full-time Code Authority to work with a Central Code Committee for the purpose of reviewing and upon present broadcast practices.

Edwards To OWI

Replacing John Edwards in CBS shortwave news editor is Pryor. Edwards, who has headed the network for the past four years, has resigned to join OWI.



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

RUSSELL NAUGHTON has been appointed president of the "Strictly Swing Club" at WDRC, Hartford, an organization which has 15,000 members. Naughton, a 19-year-old announcer, is well-acquainted with the swing music world, and his first program resulted in scores of new members. Each applicant receives a special membership card signed by the president of the "Strictly Swing Club," which is heard for a half-hour each Saturday afternoon.

In a station shuffle of personnel, Warren Mead, erstwhile program supervisor of FM station, W55M, has been appointed production manager of WTMJ-W55M, Milwaukee, acting also as assistant to assistant manager Russ Winnie. Bob Heiss is chief announcer in the current set-up, devoting full time to the enlarged Radio City announcing staffs. Margie Walters replaces Marian Ringenbach in the program office.

New Sunday children's program titled "Fun For Kids" was inaugurated last Sunday on WJJD, Chicago. Show is made up of stories set to music. Program is emceed by Bill Evans cast as "Uncle Willie."

Martin Agronsky, war correspondent spoke at the Pittsburgh Advertising Club and the State Teachers College at Indiana, Pa., last week. Agronsky, who recently returned from Australia, was booked by National Concerts & Artists Corp.

Gary Lee, formerly on the announcing staff at WSON, Henderson, Kentucky, has joined station WKBN, Youngstown, Ohio, as a member of its announcing staff. Lee has been in radio for one year.

Richard Biddle, formerly of WRAW, Reading, joined the announcing staff of W49PH, frequency modulation station of WIP, Philadelphia. New face in the WIP engineering department is Charles Drock, formerly with WTTM, Trenton, N. J. John Paul Weber, former WIP announcer, now a corporal in the morale division of the army at Fort Bragg, N. C., chalked up his tenth network broadcast from the camp last week.

Nick Stemmler, who handled the pre- and post-game baseball programs over KWK, St. Louis, during the past summer, has joined the station's staff as a commercial announcer. Esther Henshaw, formerly night switchboard operator at KWK, is now handling the day shift and Frances Wolff has joined the staff to run the board at night. New KWK receptionist is Helen Hamilton Smith, formerly with KGLO, Mason City, Ia.

Two local sponsors have signed to air weekly programs on KSD, St. Louis, exclusively. Kruth China Co. returns to the station on November 8 with a weekly 15-minute show entitled "Serenade In Waltz Time." Selle Jewelry Co. is bankrolling another musical show titled "Gems of Melody." Both programs are scheduled for Sunday afternoon airings.

Bea Wain, vocalist on many network programs, will appear as guest star on the "Ben Feld Show" over KMOX, St. Louis, for the next two weeks. She also has scheduled guest appearances on KSD and other St. Louis stations during her visit in the area.

Glenn Jackson, formerly chief announcer at WSPD, Toledo, has been appointed production manager to fill the vacancy caused by James Cochrane's entry into the Army Air Corps. Jackson joined the station two years ago as an announcer.

E. Z. Jones, managing director of WBBB, Burlington, N. C., has announced the acquisition of the special AP radio wire from Press Association, Inc., radio subsidiary of The Associated Press. The Burlington outlet of MBS and member of the North Carolina and Southern networks has an extensive newscast schedule.

Staff of WJW, Akron, Ohio, recently gave a farewell party for chief announcer Larry Krupp, who has been inducted into the army. Mickey McCowry, new announcer at WJW, will take over some of Larry's work. Just returned from her vacation in Chicago is Mary Jean Schultz, WJW's director of women's programs.

New business on WLIB, Brooklyn, includes a 52-week spot announcement campaign calling for five announcements daily, seven days weekly, for Empire Gold Buying Service through Furman, Feiner & Co. and a 13-week contract with the Brass Rail Restaurants for 14 five-minute periods weekly, through the Blackstone Co. Treasury Department has presented Walter Kaner, WLIB publicity director, with an award for "distinguished services in behalf of the national War Savings program." Kaner originated and prepared material for a special campaign directed at stamp collectors.

WIBG, Philadelphia, will broadcast the local Navy Day Parade from various points along the line of march this Sunday afternoon. Station will cut through its schedule at various periods throughout the afternoon to air the event which is set to start at 12 noon and expected to continue for better than five and a half hours, making it one of the longest parades in the city's history. Doug Arthur and Roy Neal will handle the mikes.

WMAL, Washington, is currently airing 90-second spot news flashes between the shows to the audience of the Trans-Lux newsreel theater located on the ground floor of the station's studio building. News periods are piped from the studios to the theater and are aired following the newsreel which closes each show. Placard in the theater lobby informs the audience of the newscasts.

Personnel additions at WOR, New York, are as follows: Geraldine Merken, formerly at WINS, New York, has joined the continuity department; Leonie Greenwood Adams is now a member of the office staff of the engineering staff, replacing Marie Franke; Elliot Halper is a new face in the mailing room replacing Dick Schwarz; and Wilma Harriet Lipman has been added to the receptionist staff of the station. Charlotte Peters has resigned from WOR's engineering staff.

Special salute to Lieutenant Don E. McCafferty and his men with the U. S. Marines on Guadalcanal is being prepared by John Watkins for broadcast on Saturday over WCKY, Cincinnati. McCafferty, a local boy, wrote to Watkins recently telling of his hearing the early morning program which is titled "Soldiers Serenade."

Jerry Burns, former network special events man, has been added to the staff at KXOK, St. Louis. While under contract to Knox-Reeves this past summer, Burns was a featured play-by-play baseball announcer on the special KXOK network. In his new job Burns will specialize in news and special events. Harry K. Renfro, KXOK director of special events, went to Louisville, Kentucky, last week-end to see the Army War Show in advance of its showing in St. Louis. KXOK in addition to running advance publicity on the show, will make pickups direct from the show grounds.

No two business men work together more harmoniously than Clarence Leich, manager of WGBF-W45V, Evansville, and Guy Crecelius, sales manager of the same stations. However, when it comes to politics they are on opposite sides of the fence. Leich is the Republican candidate for County Councilman and Crecelius is running for re-election to the same office on the Democratic ticket.

Reports from former students of School of Radio Technique, New York, tell of their current activities in commercial broadcasting. Two of the grads, Phyllis Browne and Carl Wolford, are at WTBO, Cumberland, Robert Scott is a member of the announcing staff at WCAP, Asbury Park. Herbert Sheldon has just been promoted to assistant production manager of New York; Edmund Stevens, who recently made head of the literary department and assistant chief in script department of the Blue Network attended the school five years ago.

WBYN, New York, is publishing its solid news programs, from 12 to 6 p.m., by trailer announcements in 24 New York and Brooklyn theaters. Announcements advise audience to tune to the station week-day afternoon for the "every minute on the minute" as it comes from the news ticker.

New girl at the front desk at Prince Albert, is Pat Lussier, who replaced Aline Rousseau. Latter has been referred to the continuity department to fill the vacancy caused by Erle Halperin now in the RCAF. Halperin is manager of CKCK, Regina, was a visitor at CKBI studios in connection with Victory Loan business.

"Sing Along," daily CBS, featuring Louise Wilcher, Curley Marr, pianist, and the Trio, has been renewed for another year effective this Friday. Programs are aired at 5:30-5:45 p.m., through Friday.

Navy Week, October 25 to 31, find KOA, Denver, boosting its playboys now in gobs' outfits. All KOAites in sea togs will be in the station's screen trailers motion picture houses. Denver Grande Railroad, through the War Relocation Authority, has purchased a half-hour on KOA on October 25 for a special program. Talent includes a 15-piece band conducted by Milton Shrednik and Men of the West quartet.

With six members of its armed forces, WCBI, Columbia, Miss., is currently operating skeleton staff. To partially make up for the loss of Birney Imes, Jr., Frank Everette and Bill McFarland, announcers, Ray Faust, engineer, Hinman, program director, and Gore, porter, the station has added Jane Burrous and L. Watson to the announcing staff. T. M. Wynn to the engineering staff.

1942 BIRTHDAYS

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

- October 22
- Powell Clark
 - Roger De Koven
 - Laurette Fillbrandt
 - Noel Mills
 - Allen Stuart
 - Frank Danzig
 - Parker Fennelly
 - Mitzi Green
 - Charles A. Nobles
 - Frank Sullivan
 - Walter J. Willey

YOUNG WOMAN AVAILABLE
 YOUNG WOMAN WANTS SECRET POSITION. ONE YEAR EXPERIENCE. EIGHT MONTHS WITH NEW RADIO STATION. WRITE: DAILY — BOX AA, 1501 Broadway — New York

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

1, NO. 16

NEW YORK, N. Y., FRIDAY, OCTOBER 23, 1942

TEN CENTS

Network Biz In Wartime

Outlet Operators Continue Optimistic

Despite curtailments caused by the war of war industry, FM broadcast is maintaining much of the program initiated in pre-war years. In evidence are the reports of resumption of regular service by more stations. W75NY, owned by Metropolitan Television Inc., will resume regular operations Nov. 1. New York City owned, and owned by the Moody Bible Institute of Chicago, have not set dates for the start of their operations, though the promise is being made at W75NY.

(Continued on Page 2)

Lists 16 Programs Comedy For Services

Broadcasters' realization of the need for radio-inspired laughter in the armed forces, war industry workers, and those holding the front is evident in NBC's list of comedy programs which reveals 16 programs as supply each hour each week.

According to network, is only distinctive mark of such

(Continued on Page 2)

Old Gold Show Goes On Full CBS Web

CBS network will carry Nelson program with addition of 53 starting October 28, 8-8:30 CWT. Series originates at KNX, Los Angeles' Hollywood outlet. Program sponsored by P. Lorillard Co. for Old Gold cigarettes.

Studio Wedding

Wedding of WMCA, New York, at the scene of an unexpected ending recently because of an air-raid Rabbi, who had arranged to perform the ceremony and had when he scheduled participating a special Navy Chaplain's program. Rabbi invited the couple to studios where the marriage ceremony was performed after the broadcast.

Ladies In the Dark

Phil Cook, "the man with 1,000 voices," late for his 8:00 a.m. broadcast yesterday morning on WINS, New York, found himself blocked at the elevator door by two old ladies deep in conversation. Cook tapped one of them on the shoulder and exasperatingly said, "Ladeez, if you pleez"; and was answered as follows: "Young man you would probably get further along in life if you changed your tone of voice."

CBS Executive Post For Forbes In N. Y.

William E. Forbes, who last June assumed the management of WCCO, Minneapolis, replacing Earl Gammons, has been named by CBS to the post of executive assistant to the network management with headquarters in New York. He will take up his new duties here on Nov. 9.

Forbes' present post at the Minneapolis outlet of CBS will be taken over

(Continued on Page 2)

WDEF Joining Blue Net; Total Now 142 Stations

Effective the first of the year, Blue Network affiliates will include WDEF, Chattanooga, Tenn. This, and addition of WRRF, Washington, N. C., brings present total to 142 outlets.

WDEF operates 6 a.m. to 11 p.m. CWT, with power off 250 watts on 1,400 k.c. frequency. Station is owned

(Continued on Page 2)

Free Music To Service Bands In Plan Proposed By Black

Heavy Cast Selected For "Readers' Digest"

Probably the greatest star-studded supporting cast has been selected to enact the three one-act plays on the "Radio Readers' Digest" on CBS Sunday night at 9 p.m. Among the top-ranking radio actors and actresses, who will support Claude Rains and Kay Thompson on this week's show,

(Continued on Page 2)

Small Decrease Of 4.8% For All Webs Indicated By 1941 Comparisons; 39 Clients New To Season

By SYLVIA WEISS

Misgivings at the start of the war as to the effects on radio advertising by the wholesale conversion of industries to war production, and the inroads of priorities on others, are now considerably negated by the actual state of business conditions on the networks, according to a study conducted by

(Continued on Page 6)

Chi. Radio Council Sets Joint Confab

Chicago—With advance reservations indicating unprecedented interest, George Jennings, acting director of the Radio Council, Chicago public schools, yesterday announced the program for the joint national meeting of the School Broadcast Conference, Association For Education by Radio

(Continued on Page 3)

Orson Welles To Produce So. Amer. Series For CIA

Commissioned by the Office of Inter-American Affairs, Orson Welles will write, produce, direct and star in a new series of half-hour dramatic programs designed to inform North Americans on matters, customs and ways of Latin Americans. Production will start Sunday, November 1,

(Continued on Page 2)

Mutual Network To Air Submarine Warfare Show

Authentic on-the-spot recordings of the war at sea will be presented on Mutual Sunday from 4-4:30 p.m. when Dave Driscoll, first American broad-

(Continued on Page 2)

CBC Staff Changes; Forms New Committee

Montreal—CBC yesterday announced certain changes in its staff for the provinces of Quebec and Ontario and in consequence of these changes Jean Beaudet, heretofore the CBC's regional director at Montreal as well as supervisor of music, will be attached henceforth to the Toronto office.

While continuing in his post as

(Continued on Page 3)

KGO and Local Paper In "Revolutionary" Tieup

San Francisco—KGO and the San Francisco "Chronicle" have completed arrangements for mutual cooperation in bringing a revolutionary type of news coverage to both listen-

(Continued on Page 2)

First For Chi. 'U'

For the first time in 10 years, the University of Chicago "Round Table" will miss its regular broadcast. Next Sunday's hour will be taken over by a special program which the United States Navy is presenting. The regular broadcast of the Round Table will be resumed on November 1. The program is heard Sundays on NBC at 1:00 p.m., CWT.



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JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Thursday, Oct. 22)

NEW YORK STOCK EXCHANGE

Table with columns: Stock Name, High, Low, Close, Net Chg. Includes Am. Tel. & Tel., Crosley Corp., Gen. Electric, Philco, RCA-Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio, Farnsworth Tel. & Rad., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

Orson Welles To Produce So. Amer. Series For CIA

(Continued from Page 1) 8-8:30 p.m., on CBS under the tentative title, "Hello Americans." Permission to engage in this sustaining series was readily granted by Lockheed & Vega Aircraft Corporation which is sponsoring Welles' Monday night series, "Ceiling Unlimited," starting November 9.

Plans thus far call for an indefinite run. Welles will use casts taken from his Mercury Theater as well as native Latin American talent and musicians.

Rockhill Radio, Inc., Reorganizes

Stanley J. Wolf has been elected president and Arthur W. Alsberg, vice-president of Rockhill Radio, Inc., program producing firm. New officers succeed Joseph Tenenbaum and Ralph E. Schneider, respectively.

YOUNG WOMAN AVAILABLE

YOUNG WOMAN WANTS SECRETARIAL POSITION. ONE YEAR EXPERIENCE. EIGHT MONTHS WITH NEW YORK RADIO STATION. WRITE: RADIO DAILY — BOX AA, 1501 Broadway — New York City.

KGO and Local Paper In "Revolutionary" Tieup

(Continued from Page 1) ers and readers, according to KGO manager William B. Ryan. Basic idea will be to present what will be termed a "three-dimensional" coverage—spoken word, written word and pictures. Both KGO and the "Chronicle" will supplement each other's efforts. Special programs based on the news and the war effort will be reproduced in the "Chronicle," in stories and pictures, after being broadcast over KGO.

Similarly, the station will narrate and dramatize special "Chronicle" achievements in the news field. "We will now be able to give readers and listeners a complete picture," said Ryan. "For instance, when the 'Chronicle' prints the story of a young Naval hero, plus his picture, we will bring them the ring of his voice, his tone, and his manner of speech."

CBS Executive Post For Forbes In N. Y.

(Continued from Page 1) by A. E. Joscelyn, now station manager of WBT, Charlotte, N. C. The management post at WBT, in turn, will be assumed by A. D. Willard, Jr., who in the past has been general manager of WJSV, Washington, D. C., outlet of the network. His successor in the Capital will be announced shortly.

Joscelyn and Willard will assume their new duties in the CBS owned and operated stations on Nov. 9.

Heavy Cast Selected For "Readers' Digest"

(Continued from Page 1) are Agnes Young, Colleen Ward, Bill Prinz, Eddie O'Shea, Jim Monks, Ed Latimer, Ted Jewett, Stefan Schnabel, Johnny Gibson, Frank Lovejoy, Jackie Grimes and Lew Sorin.

All were cast after competitive auditions handled by director Bill Rousseau of Transamerican Broadcasting and Television Corp., producer of the show.

FM Outlet Operators Continue Optimistic

(Continued from Page 1) a week from Sunday, from its new studios and transmitter atop the Hotel Pierre, brings the number of FM transmitters here to a total of seven. Philadelphia is a close second with five commercial FM stations operating currently. When W39NY and W75C finally start going, operation will probably be on non-commercial basis.

R. B. Watson-Jack Harris Commissioned As Majors

Washington Bureau, RADIO DAILY Washington—R. Brooks Watson and Jack Harris, production men in the Army's Bureau of Public Relations, have been commissioned Majors in the Army Specialists Corps. Watson was formerly program director of WMBD, Peoria, and Harris occupied a like post with WSM, Nashville.

Black Completing Plans To Send Music To Camps

(Continued from Page 1) and to amateur groups in uniform. Project, it was said by NBC, was conceived by Black after receiving visits from former members of NBC orchestras, now in service in the armed forces. Orchestras for camp use have been difficult to obtain, they said, and those obtained, arrived months after the songs had passed the peak of popularity.

Composers and orchestra leaders questioned after the network's announcement was made officially, strongly supported such effort. At the same time, however, they agreed that songs which suggested that enemy forces were easy to handle should not even be considered in the future.

Black says that he hopes to enlist the cooperation of publishers through Ascapi, BMI, SESAC and other such groups, and arrange to have them print several hundred extra copies of orchestrations normally sent only to commercial bands. Once a week, these copies would be collected and mailed to a designated person in each of the various military bases.

WDEF Joining Blue Net; Total Now 142 Stations

(Continued from Page 1) by Joe W. Engel, with Frank Lane as manager. Network rate per evening hour is \$120.

Affiliation of WRRF as bonus member of the network's Southeastern Group was effective October 15. Owner is Tar Heel Broadcasting System, Inc. Station operates daytime only with power of 1,000 watts on frequency of 930 k.c. President of station W. R. Robertson and manager is B. W. Frank.

Mutual Network To Air Submarine Warfare Show

(Continued from Page 1) caster to go to sea with a microphone in wartime, will give an eye-witness account of the progress that has been made in fighting offshore submarines.

During the program Driscoll will contrast what he saw—and recorded—while on a Navy patrol ship last February with the vastly improved conditions which he encountered during a trip which he has just completed aboard a destroyer convoying a fleet of merchantmen down the Atlantic Coast.

NBC Lists 16 Programs As Comedy For Services

(Continued from Page 1) devotion of time to humor. Latest CAB survey, it was pointed out, reveals that nine of the NBC comedy shows are included in the country's 13 most popular broadcasts.

Comedy series mentioned include those of Bob Hope, "Fibber McGee and Molly," Jack Benny, "The Aldrich Family," Eddie Cantor, Rudy Vallee, Bing Crosby, Kay Kyser, Red Skelton, Abbott & Costello, Tommy Riggs, Frank Morgan, "The Great Gildersleeve," and Garry Moore.

COMING and GOING

LT. COL. EDWARD M. KIRBY, radio of War Dept. Public Relations Branch, East from trip to West Coast where he conferred with radio writers and producers.

HUGH I. SHOTT, president of WHIS field, West Va.; WALTER JOHNSON, special manager of WTIC, Hartford, and HERZOG, manager of WTMJ, Milwaukee, town yesterday and visiting at the relations department of NBC.

DICK MOONEY, of the Steve Hannagan office, has left New York for Dearborn, where he will cover Earl Godwin's Ford casts from that locale.

EDGAR BERGEN, CHARLIE McCALL, DALE EVANS, DON AMECHE and RAY to West Point on Sunday, where they broadcast their program for the entertainment of the officers and cadets at the academy.

CHARLES E. DENNY, general manager of WERK, Erie, was in town from Pennsylvania yesterday for talks with the station transcription people. Left for home night.

ROBERT O. REYNOLDS, vice-president, general manager of KMPC, Beverly Hills, is on a business trip to Chicago, Cleveland, New York. He will be away about two weeks and will include a visit with his in Okmulgee, Okla.

"HAL" MEYERS, station manager of WDEF, was here from Stamford yesterday for 12 hours on station business.

FERN PERSONS, of the NBC serial, "The Girl in the Red Coat," leaves Chicago by plane for New York tonight. She will appear tomorrow on "Nellie Revell Presents."

PHIL SPITALNY and the girls of his "Charm" orchestra will be back in New York on Sunday after six weeks of film and entertaining at U. S. Army camps.

WORTH KRAMER, station manager of WCHL, Charleston, West Va., was here yesterday on station business.

FRAZIER HUNT, CBS newscaster, will cast tomorrow's General Electric program on WBBM, Indianapolis, after which he will go to New York, completing a nation-wide tour which started in Washington, D. C., on Monday.

GALE ROBBINS, MARY ANN MEROER, ALLISON, ADDIE DUN and YOGI YOUNG featured personalities on WBBM, Chicago, go to Rantoul, Ill., tomorrow to entertain service men at Chanute Field.

ANDRE KOSTELANETZ, ALBERT SPAHL, HELEN JEPSON and CHARLES RUTLEDGE, the Steve Hannagan office, to Washington, D. C., for the broadcasting of Sunday's Cola program from Ulines Arena.

GROUCHO MARX will be in Santa Ana tomorrow to appear as guest on the "With Wings" program, which will be broadcast from the West Coast Air Force Training Center.

ROBERT MAGEE, sales manager of WDEF, has returned to his Pennsylvania quarters following a few days here.

NELS LAAKSO and his Korn Kobblers turned from Buffalo and are appearing at the Miami Club on Staten Island as a warm-up for their opening next Tuesday at Rogers Park where they will be heard five times over the Blue Network.

WBWN NEWS EVERY MINUTE ON THE MINUTE 12 NOON TO 6 P.M. NEWS AS IT HAPPENS 1430 ON YOUR DIAL

Staff Changes; New Committee

(Continued from Page 1)
of music for the director-
broadcasting, Gladstone
leaudet, owing to his wide
in this field, will act in
liaison officer between the
of the CBC's French and
networks
known as a pianist and con-
laudet is the first French-
to hold a post of such im-
as music supervisor for a
work as extensive as that of
reputation as a winner of
Europe, as a student under
teachers and as a sound
enthusiastic artist, pointed the
career.
maud, who has for the past
been acting as assistant
ut, becomes manager of the
studios with jurisdiction
of Quebec and Chicoutimi.
duties he will be directly
to the assistant general
Dr. Augustin Frigon.
joined the corporation in
an announcer and through
promotions has achieved
now holds.
ate of the University of
took an active part in the
of that city and was one
most ardent participators in
theater movement, having
been the holder of the
gh Trophy.
announced the formation
administrative committee pre-
by the assistant general
and composed of Jean
omer Renaud, Arthur Du-
eopold Houle.

Femme Newscaster

San Francisco—Believed to be the
most commercially sponsored
newscaster on western radio
with Andersen, who broke
two years ago as a home
authority, has just been
twenty-six week contract
last news six mornings
over KFRC for O'Connor,
Company, large depart-
The program and spon-
the same as gave John B.
well-known Mutual com-
start in radio. During
months Miss Andersen
portion of the program with
years, during which she aired
tips.
earns left for vacation she
spot capably, and when he
have the station for war
Andersen was given the
Meanwhile, KROW in
as assigned Phyllis Flynn,
actress, a news spot sus-

On WLS Barn Dance

Pinex Co., for Pinex
Sup, has signed for a half-
and on the WLS National
Pinex portion of the
be from 10 to 10:30 p.m.
Contract for 22 weeks was
ough Russel M. Seeds Co.

★ PROMOTION ★

"The NBC Record"

Second issue of "The NBC Record,"
now being distributed to the industry
by NBC Radio-Recording Division,
features a story of the successful try-
out of the transcribed series, "Betty
and Bob" by a Tennessee grocery
chain. Article tells how the sponsor
used the commercial periods in each
daily broadcast, to tie-in with the
day's "special," instead of devoting
the entire series to a single item.
Effect on sales during the 13-week
test period was so marked that the
stores immediately renewed "Betty
and Bob" for 13 additional weeks.
The programs were promoted in
various ways. In each store, the
sponsor placed large, illustrated
counter cards, calling attention to
the broadcasts; "spotlight" advertise-
ments were inserted in the local
newspaper, and small inserts describ-
ing the series, were wrapped in the
sponsor's own brand of bread.

Recognizing the growing demand
for musical programs, house organ
also gives prominence to two NBC
melody series. One is "Time Out,"
which features Felix Knight, tenor,
and Ted Steele's Novatones, with
Allen Prescott as master of cere-
monies. The second is the series of
popular tunes and cowboy songs re-
corded by Carson Robison and His
Buckaroos. Other NBC recorded pro-
grams, mentioned in the current
issues are "Touchdown Tips," with
football predictions and comment by
Sam Hayes, and the drama series,

Radio To Aid Campaign For United Nations Fund

Radio will play its part in launch-
ing "War Fair," campaign to raise
funds for charities associated with war
effort of United Nations and speci-
fically characterized by CBS as a
USO-Community Chest drive, when
50-piece orchestra goes to Washington
to be directed by Andre Kostelanetz
Sunday afternoon.

Launching the two-week campaign,
network will present hour and one-
half concert with the augmented or-
chestra; Helen Jepson, Metropolitan
Opera soprano, and Albert Spalding,
violinist, participating.

Stern Adds 59 Outlets

Fifty-nine stations have been added
to NBC network for Bill Stern's
"Sports Newsreel of the Air," bring-
ing total to the full 125-station web.
Series is sponsored by Colgate-Palmo-
live-Peet for Colgate Shave Cream,
and is handled through Sherman &
Marquette, Inc.

Cronin Joins McGillvra

Joseph Hershey McGillvra, Inc.,
station representative firm, has an-
nounced the addition of Kevin Cronin
to its sales staff. Cronin had been
connected with the display advertis-
ing department of the New York
"Daily Mirror" for the past two and
one-half years.

WJR Newscast Survey

Recent survey made by WJR, De-
troit, reveals that the station had
aired a total of 15-hours and five
minutes of news in a single week's
time. Breakdown showed that, dur-
ing the 15 hours, WJR has 81 news
periods, 48 of which are local and 33
are originated by the Columbia Broad-
casting System. Sixty of the 81 news-
casts are commercially sponsored and
21 are sustaining. Leo J. Fitzpatrick,
WJR vice-president and general man-
ager, in making public the result of
the news survey, said that the ever-
increasing public interest in the news
of the world had made increased
news time on the air a necessity.

"WJR will keep pace with the de-
mand for news," Fitzpatrick said,
"and our news policy is probably best
explained by a small sign that hangs
in the newsroom—'Facts Not
Opinions'."

"Flying for Freedom"; which relates
the authentic day-to-day story of
the evolution of a United Nations
pilot from his enlistment as a rookie
to his assignment as a fighter over
enemy territory.

To emphasize the fact that sales-
men frequently have located pros-
pects in unexpected fields, The NBC
Record discusses the subject in an
article "Business is Found in the
Strangest Places." Reproductions of
all presentations prepared by the
NBC Radio-Recording Division to aid
station representatives in closing con-
tracts, are used to illustrate the story.

\$75,000 Worth Of Bonds Sold By WINS Bond Dance

WINS Bond Dance held at the Savoy
Ballroom last Wednesday night sold
\$75,000 worth of bonds and stamps.
Sale was obtained through an admis-
sion charge of \$2.00 worth of stamps
per person. Total was increased by
having song requests paid for in bonds
and stamps. Top-name bands made
personal appearances during the even-
ing, including Gene Krupa, Will Os-
borne, Cootie Williams, Al Sears, John
Kerby, Al Cooper and Eddie Durham.

CBS Inaugurates Symph. Series

New series by Rochester Civic Or-
chestra in conjunction with Eastman
School of Music will be started on
CBS today, with broadcasts running
weekly, 3:30-4 p.m., EWT. Programs
which will have Dr. Howard Hanson
director of the school, as conductor,
will embrace symphonic, choral
chamber and opera music, and will
use available resources of the school.

Fleetwing Corp. On WJR

Detroit—Fleetwing Corp., in behalf
of the sale of government-approved
mailing cartons for overseas gifts at
its gasoline filling stations, has con-
tracted for a series of spot announce-
ments over WJR of this city. Gris-
wold-Eshleman Co. is the agency for
the account.

Chi. Radio Council Sets Joint Confab

(Continued from Page 1)

and National Association of Educa-
tional Broadcasters at the Morrison
Hotel, Chicago, Nov. 10 to 12.

Highlight of the program will be
the address by Dr. Lyman Bryson,
Office of War Information and direc-
tor of education for CBS, which will
be given at the annual School Broad-
cast Conference dinner on Wednesday
evening, Nov. 11. During the dinner
the SBC will make the annual Dis-
tinguished Service Award to the per-
son contributing the most to radio
during the past year. Major Harold
W. Kent will be chairman.

Col. Kirby a Speaker

Lt. Col. Edward M. Kirby, chief
Radio Branch of War Department will
be the principal speaker of the open-
ing session of the SBC on Wednesday
morning, Nov 11, with Dr. William
H. Johnson, superintendent, Chicago
Public Schools delivering the address
of welcome. A discussion panel on
"Radio's Contribution and Respon-
sibility in the World At War" will
also be conducted. The panel in-
cludes Lindsey Wellington, BBC;
Dwight Herrick, NBC; Robert Hudson,
Rocky Mountain Radio Council and
John Gunstream, Texas School of the
Air.

The Wednesday afternoon session
will feature the "Social Studies Radio
Program Clinic" with Thomas D.
Rishworth of NBC as chairman. Later
in the afternoon Work Study Group
meetings have been planned.

Other important group meetings
are scheduled for Thursday at which
time various phases of education as
applied to radio will be discussed.

Adventures in
**CHRISTMASTREE
GROVE**

**15 1/4-Hour
Transcribed Shows
That Have
Smashed Sales
Records for
Hundreds of
Stores!**

Christmas, 1942, is more important than
ever before. Get this TESTED series and
help make it a Merrier Christmas!

Write for Samples and Prices

KASPER-GORDON, Inc.
140 BOYLSTON STREET
BOSTON, MASS.

Los Angeles

By JAC WILLEN

GEORGE L. MOSKOVICS, director of sales promotion for KNX and the Columbia Pacific Network addressed the Long Beach Advertising Club recently on "Radio's Place in Advertising Under War Conditions."

The other day Moskovic gave a talk along similar lines before the Fresno Junior Chamber of Commerce and has had many requests from sections throughout the West for repeat performances.

Hedda Hopper very busy on her new setup which is reported as "almost ready" to hit the airlines. La Hopper, as her friends know, can be trusted to come up with a top-notch idea for entertainment and audience appeal.

Maestro Kay Kyser will face the cameras for his next picture starting the first week in November, announcements read. The picture, as yet untitled, will be produced by M-G-M.

Victor Borge, the Music Hall pianist-comedian, was last week notified that the Scandia Society of the Middle West had awarded him its annual plaque for outstanding representation of the Scandinavian countries. Borge is a Dane.

Meredith Willson's latest song, "The Old Tuscarora," will be on the music stands this week. Song experts describe the duty as a rollicking ballad with a good chance of becoming the sea-going "Hinky-Dinky"—with the difference that all the lyrics so far written are printable.

Laugh of the Week: Tom Brene-man on his "Breakfast at Sardi's" early morning airing playing second-fiddle to the ostrich which snatched the mike spot and gobbled everything which came close to the mike, including oranges, what-have-you and Tom's script-notes, which he rarely uses except for gag recollection.

Agnes Moorehead, who plays "Mayor" Lionel Barrymore's house-keeper in his new CBS dramatic series, has just completed her fourth Hollywood film, Damon Runyon's "The Big Street," at RKO studios.

After several weeks of watching his Rudy Vallee writing staff torn to pieces by service calls, producer Dick Mack has now assembled a new quintet of scribblers.

"News Grab Bag," a new Hollywood Radio City mid-morning mixture of pertinent news of the moment, will be piped to the NBC network Mondays through Fridays from 9:45-10 o'clock starting this week.

Presidential Order Near For WU, Postal Merger

Washington Bureau, RADIO DAILY

Washington—The executive order directing consolidation of Western Union and Postal Telegraph is expected within the next few days. It is probable that the President will order consolidation "for the duration and six months afterwards," but it is not probable that the time limit will be enforced.



Radio Is My Beat . . .!

● ● ● You can expect a revamping of "Duffy's" shortly with bigger attractions to be added. . . Orson Welles signing a writer-director-actor contract with 20th Century-Fox. . . Six universities wrote in to Fred Allen requesting copies of last week's script to be used in their radio classes. . . With a shortage of coal as well as oil being threatened, Jack Haley opines that you can't have your coke and heat it! . . . Arch Oboler writing the prologue and epilogue to the Universal film, "Flesh and Fantasy," starring Chas. Boyer, Edw. G. Robinson and Barbara Stanwyck. . . Eddie Forman, reported quitting Jolson, isn't. The scripiter has taken on two new aides, Eddie Davis and Bob Marko. . . Oscar Serlin expects to be in the army by Nov. . . Ethel Smith, one of the better femme organists, joining "Hit Parade" tomorrow. . . Edgar Bergen claims he isn't worried about the future. Says he can always sell talking parrots in a bird store! . . . Veronica Lake, who has a golden curtain draped over one eye, will brush it back long enough to read a dramatic script on the Kate Smith show tonight. . . Studio audiences get more than the dialers from Gracie Fields, England's ambassador of good-will, because her afterpieces are a solid thirty minutes of happiness. . . The Carters are doing rightly these days what with Sheelah now on her own and brother Boake pocketing a 52-week MBS renewal. . . Kay Lorraine says these meatless and wheatless days will cut down expenses. . . Ezra Stone now a master sergeant. . . Three baby food sponsors interested in "Dr. Stork" handled by Sol Reese, of WOR. . . Talk around that "Blondie" may be replaced. . . Norman Broken-shire now an inspector at Republic Aviation at Farmingdale, L. I. . . An album of Xmas carols by Lyn Murray sound like snow and jingle bells and when they go on the market, you'll never believe that Lyn waxed them during one of the hottest nights in June. . . Ed Fleming, brother of Jim, signed as one of the four announcers on Bob Hawk's new show, "Thanks to the Yanks."



● ● ● HOLLYWOOD REFLECTIONS: Most active patron of the Hollywood Canteen is Mrs. Jules Stein, wife of the MCA prexy. . . New York press agents now in the cinema city include Ezra Goodman and Leo Guild with Warner Bros. Milt Berger is taking care of Harry Carey—but just got his notice from the draft board. . . Milt Josefsberg, who used to be a local p.a., one of Bob Hope's ace scripsters. . . Lou Harris, who started in the publicity dept. at Paramount in N.Y., is Cecil B. DeMille's special aide. . . Jimmy Saphier has signed Phil Silvers, another good radio bet. . . John Scott Trotter gets those gorgeous string effects on the Crosby program using only four fiddles, and the secret of Gordon Jenkins' style is the way he blends his one trumpet with the clarinets.



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

600 ROOMS, each with bath, from \$2.00

Reasonable All-expense Tours. Write for details.



HOTEL VICTORIA

AT RADIO CITY 7th AVE. at 51st ST. NEW YORK

RONALD A. BAKER, Manager

QUEST-ING

BENJAMIN WATSON, presi-
"Belgians in Britain"; JAME
JOHNSON, authority on foo
ns in Europe; WILLIAM
geologist and president o
n House, and LAIRD ARCHER
of the Greek War Relief Com
discussing "Should We Fee
d Europe," on the "People
" program, tomorrow
CBS, 7 p.m.).

LACE PAIGE, inventor o
s for use against the Nazis
ROLESON, child piano prod
and ALBERT FREEDMAN
y on superstitions, on Dav
"Hobby Lobby," tomorrow
CBS, 8:30 p.m.).

MERKEL, on "Armstrong
of Today," tomorrow (WABC
noon).

REGINALD M. ATWATER
e secretary of the America
Health Assn., on "Adventure
ce," tomorrow (WABC-CBS
).)

REN H. ATHERTON, chair
the national defense commit
the American Legion; FRED
J. LIBBY, executive secretary
National Council for the Pre
of War; DR. HARRY A
TREET, author and lecturer
MANUEL CELLER of Nev
and REP. JENNINGS RAN
of West Virginia, discussing
"Can We Best Use Our Con
Youth," on Theodore Gran
merican Forum of the Air,
(WOR-Mutual, 8 p.m.).

EDWARD HUGHES PRUDEN
First Baptist Church, Wash
D. C., on the "National Radi
Sunday (WEAF-NBC, 10
a.m.).

N CLOSE, authority on the
st; FREDERIC S. MAR
T, foreign correspondent o
ago "Sun," and FRANKLIN
TT, professor of history a
stern University, discussing
the Face of Japan," on the
ing Stand," Sunday (WOR-
11 a.m.).

ROGERS, rodeo star, on Fred
"Texaco Star Theater," Sun
ABC-CBS, 9:30 p.m.).

BNX NEW YORK
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WATTS Directional
METROPOLITAN NEW YORK

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WORL BOSTON, MASS.

Los Angeles

By JAC WILLEN

GEORGE L. MOSKOVICS, director of sales promotion for KNX and the Columbia Pacific Network addressed the Long Beach Advertising Club recently on "Radio's Place in Advertising Under War Conditions."

The other day Moskovic gave a talk along similar lines before the Fresno Junior Chamber of Commerce and has had many requests from sections throughout the West for repeat performances.

Hedda Hopper very busy on her new setup which is reported as "almost ready" to hit the airwaves. La Hopper, as her friends know, can be trusted to come up with a top-notch idea for entertainment and audience appeal.

Maestro Kay Kyser will face the cameras for his next picture starting the first week in November, announcements read. The picture, as yet untitled, will be produced by M-G-M.

Victor Borge, the Music Hall pianist-comedian, was last week notified that the Scandia Society of the Middle West had awarded him its annual plaque for outstanding representation of the Scandinavian countries. Borge is a Dane.

Meredith Willson's latest song, "The Old Tuscarora," will be on the music stands this week. Song experts describe the duty as a rollicking ballad with a good chance of becoming the sea-going "Hinky-Dinky"—with the difference that all the lyrics so far written are printable.

Laugh of the Week: Tom Breneman on his "Breakfast at Sardi's" early morning airing playing second-fiddle to the ostrich which snatched the mike spot and gobbled everything which came close to the mike, including oranges, what-have-you and Tom's script-notes, which he rarely uses except for gag recollection.

Agnes Moorehead, who plays "Mayor" Lionel Barrymore's housekeeper in his new CBS dramatic series, has just completed her fourth Hollywood film, Damon Runyon's "The Big Street," at RKO studios.

After several weeks of watching his Rudy Vallee writing staff torn to pieces by service calls, producer Dick Mack has now assembled a new quintet of scribblers.

"News Grab Bag," a new Hollywood Radio City mid-morning mixture of pertinent news of the moment, will be piped to the NBC network Mondays through Fridays from 9:45-10 o'clock starting this week.

Presidential Order Near For WU, Postal Merger

Washington Bureau, RADIO DAILY

Washington—The executive order directing consolidation of Western Union and Postal Telegraph is expected within the next few days. It is probable that the President will order consolidation "for the duration and six months afterwards," but it is not probable that the time limit will be enforced.



Radio Is My Beat . . . !

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EST-ING

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CKBI, Prince Albert, Sask.: Department of Finance, thru Advertising Agencies of Canada, 60-minute Wednesday evening program; Kernaghan Co. (Hardware), 15-minute Thursday night program, "Wade Lane Home Folks," direct; W. K. Buckley Co., Ltd., thru Walsh Advertising, Ltd., one-minute spot twice daily starting Nov. 2.; Melrose Tea, thru R. F. Griffiths, Winnipeg, 100 25-word spots used thrice weekly; Maple Leaf Milling Co., "Good Luck," thrice weekly, direct.

Fed. Tel. Changes Name

Albany—Federal Telephone and Radio Corp., formed in Delaware, has filed a change of name with the Secretary of State here to I. T. T. Development Corporation, through H. F. Lundgren, New York. At the same time, International Telephone & Radio Manufacturing Corp., another Delaware outfit, has changed its name to Federal Telephone and Radio Corporation.

Adds Atlantic Net Time

Plough Inc., first commercial on the Atlantic Coast Network has extended its coverage to the network's two supplemental stations in Maryland, WJMJ, Hagerstown, and WBOC, Salisbury, effective immediately. Sponsorship covers four 15-min. programs, six days a week. Account is handled by the Lake-Spiro-Shurman Agency, Memphis.

Sims, Allen Take Over

Jay Sims and Mel Allen have taken over the news broadcast schedules formerly filled by George Bryan and Harry Marble. Sims broadcasts the 8 and 9 a.m. news shows. Allen has taken over Marble's 4 p.m. news program. Marble and Bryan both left CBS to join the armed forces.

Network Business In Wartime Shows Overall 4.8% Decrease

(Continued from Page 1)

Radio Daily, to gauge Fall network commercials. The study compares current conditions with those of last year when the country was still non-combatant, revealing the decrease in the number of commercials hours as only ten and a half hours, or 4.8 per cent divided among the four networks.

RADIO DAILY's survey has taken as a unit of comparison, the period between October 1 and 10 of both years because most of the Fall business is usually rolling by such times. Sales departments have held, however, that there has been unusual delay in business placements. Pointed out that there are, accordingly, such exceptions as Jack Pearl's 45-minutes a week on Mutual, which because it started October 14, is not included in the survey's totals.

Survey showed, also, a shuffling of sponsors, so that there was a total of 39 who bought time on one of the networks this year, but who were not on last year, though some are not entirely new to radio.

Blue and MBS Show Gains

Two of the networks, Mutual and the Blue, showed gains in the total commercial business, whereas NBC and CBS showed decreases. Largest gain was registered by the Blue, which noted 19 new sponsors, 7 more commercial hours. That the total number of programs was reduced to 38 from 44 on the Blue would indicate more productions of greater longevity.

Mutual is represented by gains of two and a quarter commercial hours, five sponsors and four programs.

At NBC the commercial hour figures showed a slight falling off from fifty-eight and three-quarters hours to fifty-five and one-quarter hours. Network, however, gained six new programs. Study of conditions at CBS lists eighty-six and a half commercial hours in 1941, and seventy in 1942, and an introduction of 10 sponsors. All told, the nets showed 206 1/4 commercials hours for the survey period this year, 216 1/4 for last year.

In making the survey, RADIO DAILY considered as net, programs which were sponsored over more than 10 stations in a transcontinental pattern, and not regional such as New York State, or Pacific Coast.

In noting new business to the network this year, the Blue listed the following: Bristol-Myers Co., for Mum and Minit-Rub, "Dinah Shore" and "Duffy's Tavern"; Carter Products Inc., for Arrid, "Jimmy Fidler";

Coca-Cola Co., "Spotlight Bands"; Cream of Wheat Corp., "Breakfast Club (participating)"; Ford Motor Co., "Earl Godwin—Watch the World Go Bye"; General Foods Corp., for Post Toasties, "Don Winslow of the Navy"; General Mills, Inc., for Kix, "Lone Ranger," for Cheerioats, "Hop Harrigan," and for Wheaties, "Jack Armstrong"; Hall Brothers Inc., greeting cards, "Meet Your Navy"; Hecker Products Corp., for H-O Oats, "Moylan Sisters"; Lance Inc., toasted cheese sandwiches, "Sunday Toast-chee Time"; Mail Pouch Tobacco Co., "Counter-Spy"; Minneapolis-Honeywell Regulator Co., for air conditioning equipment, "Alias John Freedom" under team sponsorship plan; C. F. Mueller Co., "Morning Market Basket"; Northwestern Yeast Co., "Songs of a Dreamer"; Serutan Co., "Drew Pearson"; Dr. Earle S. Sloane Inc., Sloane's Linament, "Gang Busters"; Socony Vacuum Oil Co., "Raymond Gram Swing"; and Wander Co., for Ovaltine, "Capt. Midnight."

More Newcomers

Mutual reported the following newcomers: Benson & Hedges Tobacco, "Paul Schubert"; Land O'Lakes Creameries, "Boake Carter"; Whitehall Pharmaceutical Co., "Arthur Van Horn"; Conti Products, "Walter Compton"; and Seventh Day Adventists "Voice of Prophecy."

Six additions on the NBC comparative list are: Colgate-Palmolive-Peet Co., "Can You Top This?"; Lever Brothers, "Tommy Riggs and Betty Lou"; Standard Brands, "The O'Neills"; R. J. Reynolds, "Abbott & Costello"; Capana Sales Co., "Campana Serenade"; and Emerson Drug Co., "Ellery Queen."

Sponsors who are on CBS for the Fall, but who were not on that network this same time last year are as follows: B. T. Babbitt Co., for Bab-O cleaner, "David Harum"; General Electric Co., "Frazier Hunt"; Johns-Manville Corp., "Cecil Brown and the News"; Corn Products Refining Co., "Stage Door Canteen"; Lewis-Howe Co., for Tums, "Frank Crumit and Julia Sanderson"; Parker Pen Co., "Eric Severeid and the News"; Welch Grape Juice Co., "Irene Rich in 'Dear John'"; Edna Wallace Hopper Cosmetics, "Romance of Helen Trent"; P. Lorillard Co., for Old Gold, "Nelson Eddy"; Celanese Corp., "Great Moments in Music."

1941-42 Comparison

The table below shows a comparison between 1941 and 1942, the periods October 1 and 10, of network commercial programs, commercials hours and sponsors added this year.

	1941		1942		No. New Sponsors
	No. Programs	No. Hours	No. Programs	No. Hours	
Blue	44	37 1/2	38	44 1/2	18
Mutual	23	34	27	36 1/4	5
NBC	*	58 3/4	*	55 1/4	6
CBS	76	86 1/2	78	70	10

*Program figures for NBC unavailable.

To the Colors!

DAVID S. GARLAND has resigned as director of sales promotion WEEI, Boston, to enter the Army under the voluntary officer candidate plan.

BETTY DUNN, WWJ, Detroit, receptionist, has joined the WAACs reports for training shortly at Des Moines.

ELBERT HALING, publicity-chandising director of WBAP-KJ, Fort Worth, for six years, has signed to enlist as a private in air forces. He is stationed at Army Air Forces' Combat School, Tarrant Field, attached to public-relations-radio section.

HENRY HUTCHINS, general manager of National Union Corp., is now a Lieutenant Commander on active duty in the Naval Reserve.

HENRY J. BYRNES, studio and recording engineer of Pawtucket, R. I., has joined the Navy as first-class electrician stationed at Quonset Point, R. I.

JORDAN T. HARGROVE, who has been in the research and service departments of Arthur Kudner, in the last five years, is a Lieutenant in the Naval Training School in Quantico.

RANDY ENGLISH, of the announcing staff of WTRY, Troy, has joined the U. S. Army.

CARL J. MEYERS, chief engineer at WGN, Chicago, since 1926, is a Lieutenant Commander in the Navy.

Vacancies On CBC Board

Montreal—Three vacancies on the Board of Governors of the CBC occur Nov. 1, the terms of J. T. Thomson the new general manager expires then and Mrs. McClung of Calgary has resigned to ill health. It is anticipated Morin will be reappointed but appointees will be made to fill the other two.

Wedding Bells

Seattle, Wash.—Wedding bells have been ringing for several members of the KOMO-KJR staff. Homer operations supervisor, has taken marital vows as has Virginia nee Murray, music librarian. Stoen of the accounting department is flashing a diamond given to him by Jim Forest of the U. S. Navy. Jan Willows, secretary of the station, has announced her engagement to Elmer Ball, also a member of the armed forces.

San Diego, Calif.—Lieutenant Commander, former announcer at Atlantic City, and before that WCOV, Montgomery, and Brooklyn, and Brenda Ross, who also employed at WFPG and WABC, have announced their marriage.

The **RADIO ANNUAL** *for*

1938

1939

1940

1941

1942

FIVE GREAT REFERENCE VOLUMES
and the SIXTH EDITION IS NOW IN
INTENSIVE PREPARATION AND
WILL BE READY SHORTLY
AFTER THE FIRST OF THE YEAR

THE 1943 RADIO ANNUAL



Coast-to-Coast



NEW weekly five-minute show, "Bookshop of the Air" is being sponsored on WMCA, New York, by the Nesterman Publishing Co., book distributors. Series features the voice of Glen Hancock, who will review books, with scripts written by Robert Eastman, publications editor of the sponsor.

Michael J. Hunnicutt inaugurates a new half-hour Monday through Friday series on WFIL, Philadelphia, on Monday at 7:30 p.m. Hunnicutt was recently heard on WING, Dayton, Ohio, and before that on WSPA, Spartanburg. He will emcee the new series, interspersing records and transcription with humorous chatter. Series is open to participating sponsorship.

Spirited competition has developed between staff announcers and artists at KOA, Denver, in the sale of war bonds to listeners through brief personal announcements made on various local programs. In the forefront, so far, are announcers Ivan Schooley and Andy Gainey, home economist Lora Price, the Sunshine Boys, Si Westbrook and Zeke Beckman, accordion-guitar duo. Total of 21 five-minute programs were presented by KOA in NBC's "Fall Parade of Stars." Programs feature specially transcribed bits by network stars, interspersed with local announcers' chatter about new Fall programs to be heard on the station during the coming weeks.

Bill Reid, formerly at KCRN, Rouyn, Que., has taken over announcing duties at CKWS, Kingston, Ont. New business at CKWS includes a spot campaign for Feenamint placed through the Baker Advertising Agency, Toronto; a contract for 195 announcements for Dr. Chase's Medicine, through Ardial Advertising, Ltd.; 11 spot announcements for Forty Fathom Fish, through Weed & Co.

1942 BIRTHDAYS

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

October 23

Ford Bond Charlie Capps
Lucy Monroe Cesar Saerchinger
Margaret Speaks Colleen Ward
Frederic A. Willis

October 24

B. A. Rolfe Reginal Schuebel
Elinor Sherry Russell Willis

October 25

Vera Barton Anita Boyer
Fanny Brice Wallace Butterworth
Carl Calman Anne Dall
Richard Gordon Dan Landt
Cyril Pitts

First trainload of 500 New York workers, brought West by the Kaiser Shipyard interests, was met several miles from its destination by Johnny Carpenter, director of special events at KOIN, Portland, Ore. When the train pulled in, Carpenter hopped off and led several of the workers to a waiting microphone and transcribed an interesting quarter-hour. The platter was aired later by KOIN, and gave listeners in this area their first contact with the mass labor importation.

Scotch songstress, Ella Logan, star of the Broadway hit, "Show Time," and her husband, Fred F. Finklehoffe, producer of the show, will be interviewed by Mary Margaret McBride on her NBC program originating at WEA, New York, today at 1 p.m. This will mark the first time that Ella and Fred have appeared together on a coast-to-coast program.

Larry Elliott, free-lance announcer, who went to Hollywood with the "Great Moments In Music" program several weeks ago, continues to do the narrations on the AP's "Eye Witness News" program that is heard via electrical transcriptions on more than 50 stations. Elliott's narrations are air-mailed to him from New York, he records them in Hollywood and the transcriptions are sent back East to be dubbed in on the finished program.

Ben Bernie has been selected as master of ceremonies at a public rally in Ottawa on October 31. Accompanying the orchestra leader on his Canadian goodwill tour will be members of his orchestra including Gale Robbins, Jack Fulton, the King's Jesters and Yogi Jorgenson. Ottawa rally is for the benefit of Canada's Air Cadets and will be broadcast via CBC. Bernie will originate his Friday night CBS program from CFRB in Toronto.

Peter Hand Brewery Company (Meister Brau beer) has renewed three current shows and additionally taken on two new programs over WGN, Chicago. The renewal and new programs were handled through the Mitchell-Faust Advertising Company and are for 26 weeks. Renewals are on "The Hoopie Hour," a variety show; "Sanders and Savage," news and sports and Jimmy Evans' "Magazine for Men and Women." New programs are "Calling All Cars," a Saturday weekly, and "True Story Detective Mysteries," a Sunday weekly.

In the interest of public service, WTMJ-W55M, Milwaukee, issued 1,200 studio tickets to campaign workers connected with Milwaukee County's Community Fund Drive, inviting them to hold their organizational meetings in its Radio City's auditorium studio, witness a broadcast, and then tour the building. The invitation was enthusiastically accepted and three groups of approximately 400 each planned their campaign in Radio City.

WCHV, Charlottesville, Va., was forced off the air for 12 hours recently when the Rivanna River reached a flood stage six feet higher than at any previous time in history. Although telephone lines connecting the studio and transmitter were completely washed away, the only network commercials washed out were Coca-Cola's "Spotlight Bands" and Gracie Fields for Pall Mall. Several local commercials were cancelled, however.

New early-morning 50-minute variety program is being aired Monday through Fridays on WHCU, Ithaca, N. Y. Titled "Musical Reveille," the show is sponsored by seven national accounts including: Allis-Chalmers Manufacturing Co.; The American Agriculturist; Co-operative Grange League Federation Exchange, Inc.; F. E. Myers & Bros. Co.; Park & Pollard Co.; Portland Cement Association; and Solvay Sales Corp. Artists on the series are Bob Short, emcee; Jack Deal at the novachord; Art Ryan, impersonator; Jane and Carl, the "Sunshine Pals"; Ira Williams, baritone; and studio orchestra and guests.

Russ Winnie, veteran football announcer and assistant manager of WTMJ, Milwaukee, addressed a University of Wisconsin pep rally preceding the last week's Wisconsin-Missouri game. Winnie, who did the play-by-play of the game on the following day, was present at the rally at the request of the school's coach, Harry Stuhldreher.

Milo Boulton, master of ceremonies of "We, the People," on CBS is starting a chain picture service for actors in the armed service. Boulton is an amateur photographer and takes candid shots of dramatic broadcasts. He sends a print to a radio actor who has a friend in the picture and instructs him to send it along to other actors who have friends in the cast. Boulton covered his own program "We, the People" last Sunday and plans to shoot others this week.

Radio Workshop of the Christopher Columbus High School will present a broadcast over WBNX, New York, Wednesday, October 28 at 4:30 p.m., in commemoration of the dedication of the Statue of Liberty. The workshop will present "Lady with a Torch," an original play by Edward Stasheff of the school's English department, with an original musical score by Donald Phillips and Joseph J. Sexton. Program will be directed by Francis Seldon, teacher in charge of the workshop and will also feature instrumental solos by students of the high school.

Sponsor of University of Tennessee football games on WNOX, Knoxville, Tenn., has nothing to sell, according to a release from the station. Games, announced by Jack Joyner with Tys Terwey handling the color, are sponsored by Southern Athletic Co., Hall-Tate Manufac-

turing Co. and Southern Sports, all of whom are manufacturing government war contracts. They are headed by "Breezy" Wynn, University of Tennessee football

Benedict Gimbel, Jr., president of WIP, Philadelphia, celebrates his 12th anniversary as an emcee leader in the broadcasting field this week. Gimbel resigned his vice-presidency and directorship of Gimbel Brother's department in 1931, to become WIP emcee. Since then he has guided the station to many "firsts" in the industry and the nation. Amid the splendor of kleig lights and uniforms, Irving Berlin's "This is the Army" was jammed "sell-out" opening at the Mastbaum Theater, Philadelphia on Monday. WIP emcees and interviewers will be on hand to bring listeners a word picture of "what promises to be Philadelphia's biggest theatrical opening of the 1942-43 season." The broadcast originates from the lobby of the Mastbaum and will be heard on WIP from 8:30-8:45 p.m., EWT.

When over a thousand employees of Lowry Field, Colorado, gathered in the Post theater recently for a bond rally, KLZ, Denver, aired an hour of the proceedings. Capt. Evans was heard in a reading of Shakespeare and Col. J. F. Mand, bond officer of the Seventh Service Command, spoke briefly. Entertainment was furnished by soldiers of the

Coast Musicians' Association Sought For New Canteen

West Coast Bureau, RADIO CITY, Hollywood—Inviting more than 1,300 musicians placed in the Los Angeles Musicians' Association, to visit the new Stage Door Canteen—the "The Labor Built," John te Groen, president of the Musicians' Association, not only has asked members to donate music to the Canteen but also planned invitations inviting enlisted men to the Canteen's guests.

Speaking of the part music will play in the Canteen's program of entertainment, te Groen said, asking all orchestra leaders and members to take their place with other guilds and unions in top entertainment to the 30,000 service men expected to be housed there.

"Name bands of national fame to furnish entertainment and music for all enlisted men in the Canteen," said te Groen. "The music for Hollywood Canteen is one of our Association's main objectives in behalf of the war. Wherever musicians serve whether at the front, the camps, or at home, our members are always ready to do its part."

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

NO. 17

NEW YORK, N. Y., MONDAY, OCTOBER 26, 1942

TEN CENTS

Networks' Election Coverage

Bill Outlaws Recording Ban

Washington Bureau, RADIO DAILY
Washington—Apparently unwilling to give the Senate Interstate Commerce Committee to name a subcommittee to investigate the AFM recording ban, Senator D. Worth Clark, Democrat, who has been expected to head the subcommittee, Friday introduced a bill designed to make the leadership guilty of a Federal crime. Making it definitely a war legislation, Clark called

(Continued on Page 2)

Record Contracts Approved By NBC Division

New contracts have been approved by the NBC recording division, to include two renewals of existing

contracts in the new contracts and the following programs: "Bob" by KRLD, Dallas, and "Skillern's Drug Stores" by the Skillem's Drug Stores. The new advertising agency, "Freedom," by KYW,

(Continued on Page 7)

NAB-RMA Campaign to Maintain Set Operation

Washington Bureau, RADIO DAILY
Washington—Campaign to bring the radio industry in need of repair to the attention of the NAB, as initiated by the NAB, is a step in the joint NAB-RMA campaign to maintain operation of the national listening sets. Several stations for local stations

(Continued on Page 5)

Political Question

Compton, emcee of "Nothing" on Mutual, no longer reached home after his flight the other night when the radio was calling. Crossley was calling. "Radio tuned in? To which station was he listening?" To which he replied: "I just finished myself." (Ed. Note: How many statisticians classified)

Equal Competition

Peter Donald, aired on "Can You Top This?" on NBC and WOR, New York, competed against himself for listeners yesterday. Donald was heard via transcriptions on WNYC's "Answering You," a two-way broadcast between here and England and also was narrator of the "Peter and the Wolf" portion of the NBC Symphony program. Both shows were aired at 5:30 p.m.

Educators Set Meet On War Programs

Columbia, Mo.—"Educational Radio In Wartime" will be the theme of a two-day national radio conference to be held here at Stephens College For Women on November 6-7. Guest speakers from all parts of the radio industry will be present to discuss such issues as Organizational Programs in Wartime; Government Sponsored and Produced Wartime Pro-

(Continued on Page 7)

WJZ Talent To Entertain At REC Meeting On Wed.

Seven performers of WJZ have been set for the talent lineup which will represent the station at "WJZ Day" luncheon of the Radio Executives Club on Wednesday, October 28, at the Cafe Royale, at 12:30 p.m. Ed East, who with Ralph Dumke used to present the Sisters of the Skillet, will emcee the entertainment. Remainder

(Continued on Page 2)

Networks Plan Nation-wide Coverage; New York To Be MBS Focal Point; CBS Sets Round-Robin

Vinylite Reclaiming Inaugurated In Nov.

Use of reclaimed Vinylite will come under the control of the Plastic and Synthetic Rubber Division of the WPB after November 1, according to an explanation by R. P. Kenney, director of that division. Kenney also made clear that arrangements whereby stations and other consumers return used recordings and transcrip-

(Continued on Page 7)

Lowell Thomas To Air Gen. Motors War Shows

With the inauguration this week of its 13th week on the air, the General Motors ET series, "Victory Is Our Business," will feature Lowell Thomas as announcer and narrator. Series consists of radio dramatizations of news from the fighting and factory

(Continued on Page 2)

New Series Will Counter Axis Radio Propaganda

Newly created character, "Baron Eje" (eje being Spanish for Axis) is being presented over NBC shortwave facilities for Spanish speaking peoples of the United Nations. Series will

(Continued on Page 2)

Two of the four major networks have already announced specific plans for covering the November 3 elections which will elect an entire House of Representatives and one third of the Senate of its first wartime election in 25 years. Both Mutual and CBS released details of plans for comprehensive national coverage. NBC and the Blue stated that they were formulating plans, but had not worked out anything concrete as yet.

Mutual and WOR headed a combined plan with a national name—Fulton Lewis Jr., who will broadcast

(Continued on Page 5)

OWI Gives Impetus To 'Language' Shows

Washington Bureau, RADIO DAILY
Washington—Greatly expanded program of foreign language broadcasts throughout the middle west, especially OWI discs, is in prospect as a result of the recent trip by Lee Falk of the OWI Radio Bureau, with several stations which had discontinued

(Continued on Page 5)

Keystone Adds 5 Outlets Bringing Total to 202

Transcription network of Keystone Broadcasting Co., Inc., now totals 202 affiliates, according to KBS headquarters, which has announced the addition of five more stations since

(Continued on Page 2)

★ THE WEEK IN RADIO ★

... NAB Caravan Inaugurated

By BOB LITZBERG

NAB-GOVERNMENT agency caravan made its first stop last week at Philadelphia, where 50 representatives in NAB District No. 3 gave the trade association a unanimous vote of confidence for its handling of the fight against the AFM recording ban. Meeting went along smoothly in all respects, except for the criticism by Samuel R. Rosenbaum, president of WFIL, Philadelphia, who charged the NAB with a "masterpiece of ineptitude" in the conduct of the trade

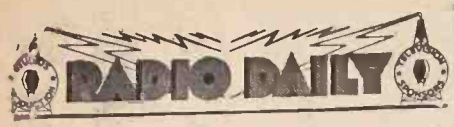
fight; delegates also listened to various government agency representatives and broadcast and advertising executives during the two-day meeting... Immediately following the NAB District No. 3 meeting at Philadelphia, it was learned that two recording companies were "courting" James C. Petrillo as to commercial transcriptions. To counteract this stepping out of line, a meeting of transcription companies was held

(Continued on Page 2)

Busy Little Man

Use of music as an important psychological factor in industry has been gaining such public attention that Ben Selvin, program director of AMP library service, and Muzak, averages about one booking a week as a guest speaker. Current issue of Coronet Magazine features an article on him. Time magazine interviewed him last week for another.

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FINANCIAL (October 23)

Table with columns: Stock Name, High, Low, Close, Net Chg. Includes Am. Tel. & Tel., CBS A, CBS B, Crosley Corp., Gen. Electric, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio, and OVER THE COUNTER section with Farnsworth Tel. & Rad., WCAO (Baltimore), WJR (Detroit).

Keystone Adds 5 Outlets Bringing Total to 202

(Continued from Page 1) last tabulation. New outlets are WGOV, Valdosta, Ga.; KRLC, Lewiston, Idaho; WMFR, High Point, N. C.; WCRS, Greenwood, S. C., and KUJ, Walla Walla, Wash. As part of its regular sustaining program plan Keystone has released to its affiliates which operate with that service, "1,127 tax-free musical selections, which are programmed into 84 shows per week, comprising four hours daily to a total of 28 hours per week." In addition to its regular release of commercial programs, sustaining schedules and war effort programs, tied in with OWI allocation plan, Keystone is continuing to release on "network" basis, spot announcements to its affiliates, both live and ET.

BALTIMORE'S BLUE NETWORK OUTLET W C B M National Representatives: SPOT SALES, INC., New York - Chicago - San Francisco

THE WEEK IN RADIO ... NAB Caravan Inaugurated (Continued from Page 1)

under NAB auspices at which time the trade organization issued assurances of a united front and offered its support to any electrical transcription company willing to pursue litigation against the union.

Effect of the war on commercial network broadcasting is very slight, according to a survey released last week by RADIO DAILY. Study, which compares current conditions with those of last year when the country was still non-combatant, reveals a decrease of only ten and one-half hours, or 4.8 per cent, divided over the four networks in the ten-day period surveyed; Blue and Mutual networks showed substantial gains. . . . Researcher Dr. Paul F. Lazarsfeld, director of radio research at Columbia University, last week told an audience at a luncheon tendered by the Pulse of New York, Inc., that daytime serials and their audiences are becoming increasingly more important and that aspersions on the character, quality and type of soap opera listeners are unfounded. . . . Foreign language broadcasters and government agency officials set final plans for a meeting to be held tomorrow in Washington.

At its recent board of directors' meeting the Mutual Broadcasting System re-elected all its incumbent officers and added three new members to the directorate. . . . Radio, which is one of the much-unionized industries, faced widespread regulation as a result of the new wage control agency set up under the new Economic Stabilization Board which is headed by James F. Byrnes, who resigned from the United States Supreme Court. . . . It appeared likely that the refusal of NBC and CBS to sell time to the Cooperative League of U. S. A. would receive the attention of the Senate before that legislative body's proposed AFM investigation;

New Series Will Counter Axis Radio Propaganda

(Continued from Page 1) have as principal, Rafael Carvajal, Spanish language writer and stage actor, and will be broadcast over WRCA-WNBI and WBOS every Friday at 8:45 p.m., EWT. Programs, being presented in cooperation with Coordinator of Inter-American Affairs, will analyze propaganda output of Axis radio stations and point out their contradictions and blunders.

WJZ Talent To Entertain At REC Meeting On Wed.

(Continued from Page 1) of the program will consist primarily of music featuring Wilbur Evans and Josephine Huston in operetta duets; Diane Courtney and the Jesters; Marilyn Jean Miller and Texas Jim Robertson. Roy Porter will speak on "From war correspondent to radio commentator, and its headaches."

resolution, concerning the League was assured prompt attention by the Senate Interstate Commerce Commission by the end of the week. . . . In what was probably the final of its news letters, the Broadcasters' Victory Council called upon broadcasters to get together voluntarily and draw up agreements not to "pirate" one another's employees; stations were also urged to train new workers to replace personnel who have joined the armed forces and government agencies.

Long-awaited wartime operating plan for the conservation of materials used in broadcasting will be announced in the very near future, according to FCC Chairman James Lawrence Flv, who announced last week that the FCC had received a material savings plan from the Board of War Communications. . . . MGM revealed that it planned to use radio in the promotion of its motion pictures on a more extensive scale, with two national spot campaigns already planned. . . . NBC appointed William Burke Miller, eastern program manager, as war program manager. . . . CBS announced a new evening series titled "Daytime Showcase" and featuring regularly aired programs heard on the network during the daytime. . . . The NAB Labor Relations Department asked stations to furnish it with labor contract information so that member-stations could benefit from the experience of previous negotiations with unions. . . . Dr. Frank Black, NBC conductor, proposed a plan for sending orchestrations of popular songs to all armed force camps and bases. . . . Canadian Broadcasting Corp. announced a reorganization of its staff for the provinces of Ontario and Quebec. . . . Management of three CBS M & O stations will be affected by a personnel realignment announced by the network's headquarters for November 9.

Senate Bill Outlaws AFM Recording Ban

(Continued from Page 1) for fines up to \$5,000 and imprisonment of one year for any person, group of persons, organization, etc., who might refuse to manufacture or engage in the "manufacture" of transcriptions for broadcast because they are designed for radio or music box. The bill calls for this legislation to remain in force for the duration and six months thereafter.

Such conspiracy is definite interference with the war effort, according to Senator Clark, because radio is important to the successful prosecution of the war effort. There was no immediate indication of senatorial reaction to the bill though several observers were extremely skeptical that it could be properly enforced. Customary right of labor to strike or refuse to make recordings because of pay or working conditions is not curbed by the bill. These rights are specifically protected in the bill.

COMING and GOING

FRAZIER HUNT and DINTY DOYLE at their CBS headquarters following a wide trip during which the General thrice-weekly newscast was aired from affiliates in various parts of the country.

BARRY WOOD, MADELEINE CARROLL, LOY, WALTER PIDGEON, JACKIE KELLY, FORD GOLDSMITH and HAL BLOCK on five-day tour of Canada in behalf of the Union Victory Bond Drive. Appearance scheduled for Toronto, Montreal and Wood will return to New York later this week.

JERRY KING, president, and MILT manager, of Standard Radio, left for route to the Coast, with a stopover for Chicago.

J. CARSON BRANTLEY, head of the N. C. agency bearing his name, is in this week on transcription business for Co. and R. J. Reynolds Tobacco Co.

GEORGE CLAPP arrived in town late for visits with business and social acquaintances.

CHARLIE BARNET and the member orchestra are back in town for rehearsal to their departure on a tour of Ohio and sylvania.

PARKS JOHNSON and WARREN HULL Boston today for the broadcasting of "Vox Pop" program from the Coast receiving Station.

GINNY SIMMS, FRANK BINGHAM, and DAVE ROSE and his orchestra off Francisco where tomorrow night they will be the survivors of the aircraft carrier on the program, "Johnny Presents Ginny" to be broadcast from Treasure Island, Francisco Bay.

Lowell Thomas To Air Gen. Motors War S

(Continued from Page 1) fronts and is broadcast weekly radio stations in 25 of the which GM operates war plants, and is produced by American Broadcasting & Company in the New York World Broadcasting Corp. where the programs are and from which point the are distributed to the local views, transcribed in local between local GM war work station announcers.

Broadcasts bring to air, true stories of what some 325,000 of the organization's in 90 war plants and the 29,000 former employees in the forces are doing to help win the Narration includes experience battle in various parts of the and in plants turning out war

RADIO EXECUTIVE

Presently employed by aggressive watt New England station change. Age 28, married, draft empt. 7 1/2 years in radio; 6 present employer. Have learned holding engineering, writing, and announcing positions. program manager handling some personnel, public relations and administrative work. My superiors will ward frank opinion of my worth. \$3,600. Would appreciate interview with station or network that come. Box AC, Radio Daily, Broadway, New York City.

WNEW NEWS



VOL. 1 NO. 1

ISSUED MONTHLY IN NEW YORK

NOVEMBER, 1942

BUSINESS NEVER BETTER

69 WNEW Advertisers Include Local Sponsors

Block, Ballroom Still Tops for Sales, Ratings

Radio's Greatest Salesman Producing for 19 Sponsors

Eight years ago enough listeners liked WNEW's "Make Believe Ballroom" to influence one sponsor to take a chance. Today, the Ballroom is New York's favorite program for 12 of its 14 quarter-hours on the air—with sponsor-appeal to match.

Nineteen advertisers, whose combined years on the Ballroom total 48, are now taking advantage of radio's top salesman and most merchandisable personality — Martin Block.

No other program on any station can boast this who's who of sponsorship: Gruen, B-C (6 years); New York State Milk Fund (5 years); Mission Bell Wines (4 years); Del Monte Fine Foods, Andy Boy Broccoli, Abelson's (3 years); Ivory Snow, Camay, Dura-Gloss, Lucky Strike, National Shoes, Hensler Beer (2 years); and in their first year: Musterole, French's Bird Seed, The Brunswick Laundry, Howard Clothes and Nedick's.

H. Morgenthau Please Copy

Of the first \$250,000 worth of War Bonds bought by WNEW listeners, 54 of every 100 were \$25 bonds.

N. Y. Federal Reserve bond sales (August) show 72 of every 100 were \$25 bonds.

WNEW listeners bought a greater percentage of bigger bonds than did the general public in Greater New York:

Bonds	WNEW Sales	Fed. Res. Sales	%
25	54%		72%
50	19	14	
100	18	12	
500	5	1	
1,000	4	1	



ZEKE MANNERS

See that big grin? Noticed that extra zing in Zeke's daily hour of corn over WNEW? There's a reason, pardner.

Zeke Manners, the hillbilly, is ten years old. And ten years as a 'billy, is more than an anniversary—it's a record!

A few years ago, Hillbillies from all over America left the hills and came to New York; Zeke had more competition than he had audience.

But Zeke stayed head and Stetson above the field, and he's made corn pay more and make more than anyone who ever split an infinitive. Right now he's parlaying an accordion, an ad lib or two, a good versatile gang and some really fine music into success for Howard Clothes, Roma Wines, Community Opticians, Canadian Fur Corp., Ex-Lax and Franck's Chicory.

Zeke can't read the "Pulse of New York" September ratings, but we tell him that he averages better than 15% of the available listeners from 9-10 A.M., and he's happy. So are the sponsors.

Who wouldn't be?

Personal Notes

A. Hitler: Martin Block and Spike Webb have made New York "Der Feuhrer's Face" conscious. WNEW listeners bought \$60,000 worth of bonds in three days, got a free copy of Webb's Victor recording with each bond. That disc's a delight, Adolf. It'll kill you—we hope.

Ask Retailers About Radio

Ask any retailer using radio about his station's effectiveness. When a merchant totes up his cash register every Saturday, results have to be there! Howard Clothes, Nedick's, Community Opticians, National Shoe Stores—new and old WNEW advertisers know about all the customers this station sends in to be satisfied.

Consider also WNEW's unique record of producing for retailers with restricted trading areas. Rogers Dept. Store, 75-year-old Bronx institution, is using five quarter-hours a week. Barney's has one store; Canadian Fur Corp. has one New York store, one in Newark.

L. Bamberger & Co. and other New Jersey retailers know WNEW's low-cost selling strength in localized areas of this station's coverage. Hensler Brewing Co., selling 50% of its beer in Essex county, is in its second 52-week "Make Believe Ballroom" contract.

The Brunswick Laundry of Jersey City, world's largest, can send its trucks into but three New Jersey counties. As its only radio advertising, Brunswick is using Martin Block and the Ballroom, for intensive selling where it counts.

Checked WNEW's "Pulse" Lately?

More power to WNEW (10,000 watts since last December) has meant more of everything good.

More coverage; more radio homes; more listeners; more business. It's meant higher ratings, too.

For example: the September "Pulse" shows that—from 6 A.M. to 12 Noon—WNEW has more listeners than any other station in the metropolitan area.

Just what you'd expect from one of America's most independent stations.

BOTH SIDES OF THE MIKE

WNEW's "We Refuse To Die," starring Madeleine Carroll in a radio play adapted from the Paramount Victory Short, a smash show, aptly termed "the answer of free peoples to Nazi tyranny and oppression" . . . Samuel H. Cuff, WNEW news analyst heard Sundays at 1:00 P.M., hit a 2.3 "Pulse" rating (highest for that period) in September . . . Zeke Manners, driving to Newark for a rush guest appearance, asked: "Where else could you get a hillbilly—with a car—with gas—at a minute's notice?" . . . As of October 26, these advertisers are using WNEW for the first time: Admiracion Shampoo, Seamprufe Slips, Douglas Shoes, Super Suds, Franck's Chicory, Howard Clothes, Allstate Insurance, Antiphlogistine, Virginia Dare Wine, Chidnoff Studios, Rogers Dept. Store, Musterole, Wesson Oil, French's Bird Seed . . . Fourteen Firsts! . . . John B. Kennedy, WNEW commentator, addressing Howard Clothes executives at a luncheon recently: "Gentlemen, I'm glad to be working for you people. I'll tell you one thing right now—No Nazi or Fascist or Jap will ever buy a suit of Howard Clothes!" John is still thrilled over the applause!

Los Angeles

By JAC WILLEN

DINAH SHORE, featuring "He's My Guy" on her Friday Blue Network song program and recently released a record of the tune, declares it is among the top three songs she has ever presented. Dinah starts work on her Warner film chore this week in the Eddie Cantor "Thank Your Lucky Stars" feature.

Leave it to Abbott & Costello to originate a new way to press the sale of war bonds. Duo, who now each owns a night spot of his own, will each entertain the two highest bond buyers of the week of the Victory House, with winners bound to be given the utmost of attention in the teams, efforts to outdo each other at their respective night spots. Competition was always the "life" of trade!

Mrs. Alice Belding has been appointed as Director of Publicity and Promotion for station KMPC. Mrs. Belding has had considerable experience in publicity and advertising in the East and Los Angeles. She was formerly with Lord & Thomas in Chicago and Bullock's in Los Angeles. In private life, she is the wife of Don Belding, exec. vice-president of Lord & Thomas, Los Angeles, and Western representative of the advertising council.

Don E. Gilman, vice-president in charge of the Western division of the Blue Network Company, Inc., will be among the leaders of the radio industry of the West Coast to present a unified emergency broadcast plan to the Fourth Fighter Command at a meeting to be held in San Francisco's Radio City today.

Leo Tyson, program director for the Blue in Hollywood, will join Gilman in the trek.

Jim and Marion Jordan (Fibber McGee and Molly) gained new honors last week. They were interviewed for their biographies which will be placed in the National Cyclopaedia of American Biography. The Jordans are among the first radio artists so honored.

Lou Kosloff should be credited with much praise for his many fine musical scores and arrangements that are used by many of the top-notch musical names.

"Amos 'n' Andy's" half-hour deal for a Sunday night spot is still far from a cold proposition.

Fibber McGee musical director Billy Mills lost his arranger, Ralph Hollenbeck, last week when he reported to 29 Palms in California as a civilian instructor at the Glider School. Paul Wetstein replaces.

Pet Milk Renewals

Tenth year for Pet Milk Company on CBS begins with renewal of "Mary Lee Taylor" effective October 27. Sponsor's "Saturday Night Serenade" has also been renewed, marking the beginning of its seventh year. Pet's first year with radio and the network resulted in expenditure with CBS of \$26,418 in 1933 and was increased the following year to \$161,054. Gardner Advertising handles the account.

MAIN STREET

OL' SCOOPS DAILY

A Reporter's Report Card . . .!

ELMER DAVIS: Is it true that you're considering resigning shortly from your OWI post? . . . **SEC'Y KNOX:** Moving the Army-Navy game to Annapolis is distressing the locals no end. Many of them had organized parties for Philly which had to be cancelled. . . . **AL JOLSON:** If Herb Polesie does half as much for your show as he did for Bing Crosby, watch your Crossley zoom. . . . **GRACIE FIELDS:** Pall Mall is thinking of scrapping your present time slot and giving you a 15-minute spot daily. . . . **LADY ESTHER:** How come you bought time directly following the Lux show—which is practically the same type of show? . . . **MILTON BERLE:** The word's around that you've given up plans to appear in "Needle in a Haystack" and will be in the new edition of "Ziegfeld Follies". . . . **EZRA STONE:** Norman Tokar, who followed your footsteps in "The Aldrich Family" is following you right in the army. . . . **JOHNNY WEISSMULLER:** Understand you're planning to do a "Billy Rose" in So. America. . . . **GLENN MILLER:** Several of the top bandmen are now advertising in the trade sheets for "4-F musicians". . . . **JOHANNES STEEL:** Your book, "Men Behind the War," due out today, will be recommended by both the "Book of the Month" club and the "Literary Guild". . . . **GINNY SIMMS:** The survivors from the aircraft carrier, "Lexington," will be your guests on your show tomorrow night.

★ ★ ★

ROXY THEATER: Don't think the Paramount and Strand aren't worried about the band situation and the competish you might offer—because they are. . . . **BENNY GOODMAN:** No greater tribute could be paid you than to have Toscanini ask for you as a soloist on his first NBC broadcast Sunday. . . . **EARLE FERRIS:** Tim Marks would rather get in the army than write six new jokes! . . . **DINAH SHORE:** "Time" magazine has acclaimed you as radio No. 1 blues singer in an article called "Dynamic Dinah". . . . **GEN'L MARSHALL:** Frank Black created a plan whereby all American bases in every country will be supplied with free orchestrations heretofore limited to big name orchestras. . . . **JACK BENNY:** Your vocalist, Dennis Day, had to have his dark brown hair hennaed for his role in the film, "The Powers Girl". . . . **ROY ROGERS:** "Red Rider," the Mutual cowboy serial, will get the full coast-to-coast hookup on the Blue, its new parent. . . . **STELLA UNGER:** Starting tomorrow, your "Hollywood News Girl" will be heard at 11:30 p.m. instead of 6:30. . . . **MARTIN BLOCK:** You really started something with "Der Fuehrer's Face." Its composer, Spike Jones, has been signed by Warner Bros. . . . **ED GARDNER:** Understand that if the film companies grab "Duffy's," you'll go with it.

★ ★ ★

NELLIE REVELL: You made the "Ladies Home Journal" twice in one issue plus the "Readers' Digest" with items from your old book, "Right Off The Chest". . . . **ALICE FROST:** Nancy Marshall, star of "Big Sister," quits radio Nov. 6th—at least in N. Y.—to join her husband, Frank Getman, who is doing radio production in Bogota. . . . **MARY MARGARET McBRIDE:** The rose named after you by Chas. N. Perkins, world's largest rose grower, has been named the All-America winner of 1943. . . . **HARRY FLANNERY:** RKO is dickering for your "Assignment to Berlin". . . . **JACK HURDLE:** Nine-year-old Diana Joan Donnenworth, heard on "Amanda," is another Shirley Temple. . . . **SIDNEY PIERMONT:** The list of celebs at your pre-induction dinner read like another of those army or navy benefits. . . . **ANDREWS SISTERS:** Your recording of "Strip Polka" is an example of how a song can be made without a single radio plug. . . . **MARJORIE LAWRENCE:** Your comeback after a year and a half of paralysis deserves the plaudits of the entire industry. . . . **WPB:** Joan Edwards says that when a girl carries a torch these days it doesn't necessarily mean she's pining away for a guy. She's probably a welder in a defense factory.

★ ★ ★

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

PROOF that the "Quiz Kids" is an unrehearsed press and cannot be given a live rep. Blue Network stations on the Coast is the fact that a transcription sans instrumental now being used. In a desire to with the A. F. of M. edict music on transcriptions the "Kids" sponsor dropped the theme musicians and has eliminated musical questions calling for or other instrumentation in show. Sponsors point out the kiddies' show is one pre-which doesn't lend itself to a repeat broadcast as it is entirely rehearsed. Then too there's the lem of keeping school kids range from 6 to 14 up late if possible to do a live broadcast coast.

Four clients have bought WJJD's participation show, "Fast Frolic." They are: Spige through J. L. Stewart Agency, cago, six 15-minute broadcast week for 52 weeks; American Journal, three 15-minute weekly; Paramount Hosiery Co. Lexington, N. C., three 15-minute programs a week, and Blue Company, Jersey City, through Walter Thompson Company, York, three 15-minute spots for 52 weeks.

WGN has launched a new "Wagon" program which will be at Treasury Center, Monday, Tuesdays and Fridays at noon. Marx, Griff Williams and Nagle orchestras volunteered first week's broadcasts.

Russ Young, director of "The Children" on CBS has taken space in the William Morris radio department.

Novelist Thomas Mann scheduled to appear at WBBM on "Of Books" show on Armistice November 11.

"Pressbox Opinions," heard WJJD every Saturday following broadcast of a Notre Dame proving an innovation in broadcasts. WJJD takes the a swing around the press box being the game interviewing by-lined sports writers of papers.

WGN will broadcast the Admiral Ernest J. King of the States Navy which will be the "Navy Day Dinner" at the Salle Hotel on Tuesday, Oct. 30. Admiral King will be heard on the Mutual network from 8 p.m.

Elinor Lee Spons

Washington—Elinor Lee, home economist, has been a new commercial series, the Home Front With Elinor sponsored by the P. J. Neer and heard Mondays, Tuesdays and Fridays from 8 p.m. The commentator also will be at the same time on Thursday on a sustaining basis.

GUEST-ING

JOHN CHARLES THOMAS, on the Great Artists Series of the "Telephone Hour," today (WEAF-NBC, 9 p.m.).

TYRONE POWER and BETTY GRABLE, in an adaptation of "A Yank in the RAF," on the "Screen Guild Players" program, today (WABC-CBS, 10 p.m.).

BRIAN DONLEVY, ROBERT PRESTON and WILLIAM BENDIX, in an adaptation of "Wake Island," on the "Lux Radio Theater," today (WABC-CBS, 9 p.m.).

ORSON WELLES, on "Cavalcade of America," today (WEAF-NBC, 8 p.m.).

JOSEPHINE TUMINIA, soprano, in a second appearance on the "Carnation Contented Program," today (WEAF-NBC, 10 p.m.).

VIVIENNE SIMON, on the "Air Breaks" program, tomorrow (NBC, except WEAF, 1 p.m.).

WILLIAM KAPPELL, pianist, on the "Keyboard Concerts" program, tomorrow (WABC-CBS, 3:30 p.m.).

COMM. E. J. SPAULDING, in charge of recruiting for the U. S. Navy Construction Battalion, on Horace Heidt's "Treasure Chest" show, tomorrow (WEAF-NBC, 8:30 p.m.).

WILLIAM LESCAZE, architect, discussing "Houses of Tomorrow" on the "Living Art" series, tomorrow (WABC-CBS, 4:30 p.m.).

NICHOLAS GOLDSCHMIDT, Czech baritone, on the program of the Columbia Concert Orchestra, Wednesday (WABC-CBS, 3:30 p.m.).

CORNELIA OTIS SKINNER and ROLAND YOUNG, on the "Stage Door Canteen," Thursday (WABC-CBS, 9:30 p.m.).

Detroit-Tulsa Dwellings Over 90% Radio-Equipped

Washington Bureau, RADIO DAILY

Washington—Bureau of Census made public here Friday the radio homes figures of two cities, Detroit, Michigan, and Tulsa, Oklahoma. More than 97 per cent of all dwelling units in both the city and the metropolitan area of Detroit contain radio receivers, according to the Bureau's release which is based on the 1940 count. Total of 579,649 units were reported of which 562,624 contained radios. There are no radios in 17,025 units.

In Tulsa, Oklahoma, the figures are nearly as impressive, with 94.5 per cent of the city's 72,560 units containing radios. Only 3,902 of 70,496 units on which the question was answered reported no radios.

NETWORK SONG FAVORITES

This weekly survey is based on the copyrighted Audience Coverage Index report of the Office of Research—Radio Division, covering the period of Oct. 15-21, inclusive. The survey provides a scientific index of the relative extent to which these popular songs have been heard by a nation-wide sample of radio audiences.

The index is based on three kinds of research data: (1) the total number of performances heard and reported in New York by the Accurate Reporting Service for WEAF of NBC, WJZ of Blue, WABC of CBS and WOR of MBS, 8 a.m. to 1 a.m. daily, EWT; Middle-west performances heard and reported in Chicago by the Radio Check-up Service, 9 a.m. to 1 a.m. daily, CWT; West Coast performances heard and reported in Los Angeles by the Radio Checking Service, 9:30 a.m. to 1 a.m. daily, PWT, (2) additional station-uses for network programs heard in New York and (3) the relative size of listening audiences as based on regular surveys of radio sets-in-use by C. E. Hooper, Inc. and Pulse of New York, Inc., as well as on other special surveys.

The higher a song's Audience Coverage for the week, the greater the extent of its radio coverage. Current radio favorites from the American repertoire of popular music are segregated and presented as "Favorite Standards of the Week."

SONG TITLE	PUBLISHER	ACI	ACI (Preceding Week)
White Christmas (Berlin)		1065	656
Praise The Lord And Pass The Ammunition (Famous)		867	581
I've Got A Gal In Kalamazoo (Bregman-Vocco-Conn)		858	887
This Is The Army Mr. Jones (Army)		819	505
At Last (Feist)		716	545
Manhattan Serenade (Robbins)		685	424
Dearly Beloved (Chappell)		637	729
When The Lights Go On Again (Campbell-Loft-Porgie)		618	316
My Devotion (Santly-Joy>Select)		582	856
Be Careful It's My Heart (Berlin)		546	423
He's My Guy (Leeds)		533	521
I Came Here To Talk For Joe (Shapiro-Bernstein)		526	565
Mister Five By Five (Leeds)		492	437
Wonder When My Baby's Coming Home (Crawford)		481	440
There Will Never Be Another You (Mayfair)		477	430
I Get The Neck Of The Chicken (Southern)		377	340
I Met Her On Monday (ABC)		377	370
Idaho (Mills)		376	636
Serenade In Blue (Bregman-Vocco-Conn)		365	552
Der Fuehrer's Face (Southern)		343	...
Daybreak (Feist)		318	428
Army Air Corps (Fischer)		304	259
Can't Get Out Of This Mood (Southern)		291	425
Every Night About This Time (Warock)		278	293
Ev'rything I've Got (Chappell)		278	201
He Wears A Pair Of Silver Wings (Shapiro-Bernstein)		276	273
Hip Hip Hooray (Robbins)		266	305
I'm Getting Tired So I Can Sleep (Army)		262	...
Pennsylvania Polka (Shapiro-Bernstein)		252	259
People Like You And Me (Bregman-Vocco-Conn)		245	...
At The Crossroads (E. B. Marks)		235	...
Conchita Lopez (Famous)		234	210
I Left My Heart At The Stagedoor Canteen (Army)		227	656
Love Is A Song (Broadcast Music)		221	204
Cow Cow Boogie (Leeds)		217	213
When You're A Long Long Way From Home (Broadway)		216	271
Touch Of Texas (Southern)		213	211
Just As Though You Were Here (Yankee)		189	193
I Don't Care What You Think (Dorsey)		187	...
Why Don't You Fall In Love With Me (Harms)		175	217
Brazil (Southern)		173	171
Lullaby Of The Rain (Jewel)		172	...
You Better Not Roll Those Blue Blue Eyes (Crawford)		171	240
Abraham (Berlin)		169	157
One Dozen Roses (Famous)		161	...
Street Of Dreams (Miller)		154	...
Major And The Minor (Famous)		147	293
By The Light Of The Silvery Moon (Remick)		146	480
Rolleo Rolling Along (Miller)		140	...
Move It Over (Santly-Joy)		136	...

(Continued on Page 7)

AGENCIES

NORAN E. KERSTA, NBC of television, will address tomorrow luncheon meeting of the H Advertising Club. Subject of address is television's place in the "Shape of Things To Come," the club's theme for the 1942-43 season.

EDWARD J. McCORMACK, formerly of the Chicago branch of Blackett-Sample Hummert and Thomas, has joined the staff of Ruthrauff & Ryan.

ATTORNEY GENERAL JOHN B. BENNETT, candidate of the Democratic Party for Governor of New York, will deliver an address at luncheon meeting of the Advertising Club of New York on Wednesday.

H. J. HANDERNACH has been named as sales manager of the placement tube section of radio vision and electronics department of General Electric at Bridgeport, Conn.

POLITICAL RADIO TIME in New York includes the broadcasting of a Democratic rally at Carnegie Hall Saturday over nine stations, the mess having been handled by Leighton & Nelson, also a series of four broadcasts on behalf of Alfange, candidate of the American Labor Party. The agency for the latter programs is Furman-Feiner.

A PLEA FOR CONTINUED ADVERTISING for institutional good-will purposes during the time period was voiced last week by Fletcher D. Richards, president and general manager of Campbell in an address delivered at luncheon of the Publicity Council of New York held Thursday in the Mont Plaza Hotel.

Bandsmen Laud Toscanini On Gershwin Presentation

Reaction of leading dance orchestra conductors to decision of Arturo Toscanini to present George Gershwin's "Rhapsody In Blue" on opening program of NBC Symphony Orchestra 1942-43 season was shown as enthusiastic on basis of telegrams received at New York headquarters of the work.

One of the first messages to come from Paul Whiteman, who presented the world premiere composition at Aeolian Hall, New York, in 1924.

"The true test of music is whether it can live," Whiteman wired. "'Rhapsody In Blue' has already lived years, and I am sure it will live with the help of Mr. Toscanini."

Others heard from included Goodman, Sammy Kaye, Heidt, Xavier Cugat, Guy Lombardo, Shep Fields, Meredith Willson and Tommy Dorsey.

Stork News

Salt Lake City—Melevin Jacobs, special events director of KUTA, is giving out cigars to celebrate the birth of a 6-pound boy.

The Reclaiming Sugared In Nov.

(Continued from Page 1)
 producing and recording stu-
 clamations are entirely per-
 do not need a WPB di-
 Kenney's information was
 R. Smith, chief engineer
 ranscription Inc., who had
 try on the subject for edi-
 particular, of his fellow
 in the Association of Re-
 studios. Smith will make a
 lled report on the subject
 ct luncheon meeting of the
 Wednesday, October 28, at
 Edison.

Plan Not New

of the use of the reclaimed
 means, simply, that the stu-
 have to follow the same
 which has been in effect
 of the original product, as
 nder M-10. Similarly, prom-
 ms will have to obtain
 ons from the director when
 apped Vinylite. Smith ven-
 the regulation would not
 dship because, via the re-
 the supply of the product
 substantial, so that commer-
 cations would not be dis-
 against. Plan of having
 urn their used recordings
 since several of the larger
 ve sought the returns even
 ar intervened. Idea, how-
 sued more diligently now,
 in order to insure a more
 ecution of the plan, it is
 at the NAB take up the
 provide for tradewise co-
 among its stations. Some
 agencies are already co-
 d returning the discarded
 idual transcription library
 have been cooperating
 n for a long while.
 n to the report of Viny-
 nness agenda of Wednes-
 g will include discussions
 nt contracts, etc. At the
 session, members will be
 on a tour through the
 rding plants by Smith.
 eeves is president of the

Simms To Launch Ship On Navy Day

Bureau, RADIO DAILY
 —Ginny Simms has been
 launch the first of the
 ton liberty ships, which
 wn the Richmond, Cali-
 Yard skids on Navy Day,
 d tomorrow. This marks
 first officiating act at a

also will appear on the
 reasure Island Theater
 om where her "Johnny
 ny Simms" broadcast
 and which will feature
 ture "The Navy Comes
 rring George Murphy,
 Jane Wyatt, Jackie
 Arnaz, Carl Esmond

Washington Front

Washington Bureau, RADIO DAILY
 Washington—Army Signal Corps is
 nearly ready to begin training mem-
 bers of the WAAC's to replace en-
 listed men as radio operators and
 mechanics in Air Force Headquarters
 Companies, the War Department an-
 nounced yesterday. The first class,
 composed of 55 student operators and
 28 student repairmen, will get under
 way November 30, at the Midland
 Radio and Television School, in Kan-
 sas City, Mo.

New classes of about the same size
 will begin every month. The opera-
 tors' course is of 13-weeks duration,
 the repair course eight weeks. Can-
 didates, who will be selected from the
 Training Center at Fort Des Moines,
 Ia., will receive code aptitude tests
 for operators and trade aptitude tests
 for repair and maintenance special-
 ists.



Nathan H. David, of Boston, was
 named Friday to the post of assistant
 general counsel in charge of the war
 problems division of the FCC. He
 has headed the division since Feb-
 ruary of this year, when he returned
 to the FCC after six months with
 the Coordinator of Information as
 radio liaison officer. David was gradu-
 ated from Yale in 1934 and from
 Harvard Law School three years
 later. He served two years on the
 board of the Harvard Law Review,
 the second being spent as case editor.
 From 1937 to October, 1939, he was
 associated with the Boston law firm
 of Burns & Brandon. He was first
 on the staff of the FCC as Assistant
 to the Chairman, from October 1939,
 to September 1941.

The Commission also appointed
 Harry M. Plotkin as chief of the
 litigation and administration division,
 and Donald M. Harris as principal
 attorney. Harris fills the vacancy

created by the recent promotion of
 Rosel Hyde to assistant general
 counsel. Plotkin is a native of Athol,
 Mass., and a Harvard graduate. Upon
 graduation from Harvard Law School
 in 1937 he engaged in law practice
 in Chicago for two and one-half
 years. He joined the Commission's
 legal department in January 1940 as
 a member of the litigation and mo-
 tions section. Prior to his appoint-
 ment Friday, Plotkin was chief of
 the litigation and motions section.
 Donald M. Harris was graduated by
 Amherst in 1932 and by the Columbia
 University Law School in 1935. He
 is a member of the New York Bar
 and was associated with the firm
 of Carter, Ledyard & Milburn there
 from 1935 to 1941. He joined the
 FCC in September 1941.



Appointment of K. Wallace Husted,
 formerly of WLOL, Minneapolis, as
 chief of the station relations division
 of the OWI Radio Bureau was an-
 nounced Friday. Husted, whose head-
 quarters will be in Washington, will
 be in frequent consultation with the
 17 OWI regional consultants, whose
 appointment was announced earlier
 in the week. In addition, he will
 work closely with Carl Haverlin,
 BMI executive who is now OWI
 headquarters consultant working with
 the radio bureau to map out a new
 plan for coordinating government
 war messages. Preliminary details of
 the plan, which is expected to in-
 clude a new scheduling plan for gov-
 ernment discs and consolidation of
 all government spot announcements,
 was revealed by Haverlin last week
 at the NAB district meeting in Phila-
 delphia. Husted will explain the plan
 to the Nashville NAB meeting and
 to other broadcasting groups in vari-
 ous parts of the country.

Educators Set Meet On War Programs

(Continued from Page 1)

grams; Religious Programs and their
 place in the war effort, and School
 Training in Radio. Each phase of
 programming for the war effort will
 be discussed from the standpoint of
 what the organizations, stations, gov-
 ernment departments, and schools are
 practicing in their programming and
 what can be done to improve their
 shows.

List of speakers include such lead-
 ers as I. Keith Tyler, national vice-
 president of the Association for Edu-
 cation by Radio; Hugh Stephens, ad-
 ministrator of the Missouri State
 Council of Defense; Charles A. Siep-
 mann, Office of War Information; Dr.
 Louis Berg, psychiatrist; John W.
 Tinnea, Program Director of KWK,
 St. Louis, Mo., and Mrs. William H.
 Corwith, representing NBC. A total
 of fifty speakers from other colleges
 and radio stations will also be present.

11 New Record Contracts Acquired By NBC Division

(Continued from Page 1)

Philadelphia, for the Jacob Reed
 Stores; by WESX, Salem, Mass., for
 the National House Furnishing Co.;
 by WJAC, Johnston, Pa., on a sus-
 taining basis; by WAPI, Birmingham,
 Ala., for the Birmingham Electric Co.;
 and by WTMA, Charleston, S. C., for
 Emily of Charleston, ladies ready-to-
 wear store.

"Time Out With Ted Steele" was
 taken by the National Biscuit Co., for
 use on WNEW, New York City;
 KDKA, Pittsburgh; WCAE, Pittsburgh
 and WBEN, Buffalo. "Time Out With
 Allen Prescott," was also bought by
 the same sponsor for the same out-
 lets. McCann, Erickson, Inc., placed
 both series.

"Let's Take a Look in the Mirror,"
 will be used by WFBM, Indianapolis
 and WBLK, Clarksburg, W. Va.

The "Hollywood Headlines" series
 was ordered by WMBG, Richmond,
 Va., for the People's Finance Service
 of that city.

Renewals include "The Name You
 Will Remember" which was secured
 by KYW, Philadelphia, for Solo's
 Department Store, through the Ver-
 nik Advertising Agency; and "The
 Lone Ranger" which was taken by
 KGU, Honolulu.

Fly On NBC Saturday

James Lawrence Fly, chairman of
 the FCC and the War Communica-
 tions Board, will talk over NBC next
 Saturday on the subject, "The Signi-
 ficance of Communications." The pro-
 gram, which will start at 7 p.m., EWT,
 will originate in Washington.

WGN-Mutual Honors Dr. Stock

Chicago—A tribute to the late Dr.
 Frederick Stock, for many years con-
 ductor of the Chicago Symphony
 Orchestra, has been planned for the
 "Music That Endures" program to be
 heard tonight on WGN and the
 Mutual network at 7:30 p.m.

NETWORK SONG FAVORITES

(Continued from Page 6)

FAVORITE STANDARDS OF THE WEEK

SONG TITLE	PUBLISHER	ACI
I Know That You Know (Harms)		283
Night And Day (Harms)		271
Three Little Words (Harms)		223
Begin The Beguine (Harms)		220
Mary's A Grand Old Name (Vogel)		162
St. Louis Blues (Handy)		156
My Buddy (Remick)		141
I Got Rhythm (New World)		138
Blue Skies (Berlin)		132
Melancholy Baby (Shapiro-Bernstein)		118
PATRIOTIC		
Yankee Doodle Boy (Vogel)		379
Caissons Go Rolling Along (Shapiro-Bernstein)		282
Anchors Aweigh (Robbins)		249
We Must Be Vigilant (Bregman-Vocco-Conn)		164
Marines' Hymn (E. B. Marks)		129

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



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JOHN W. ALICOATE : : : Publisher
M. H. SHAPIRO : : : : Editor
MARVIN KIRSCH : : : Business Manager

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

FINANCIAL

(Monday, Oct. 26)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	127 3/4	127 3/8	127 3/4	+ 1/2
CBS-A	15 1/2	15 3/8	15 1/2	+ 1
CBS-B	15 5/8	15 1/2	15 1/2	+ 1/2
Crosley Corp.	9 1/4	9 1/8	9 1/4	+ 1/4
Gen. Electric	30	29 3/4	29 3/4
Philco	10 1/2	10 1/8	10 1/2	+ 3/8
RCA Common	3 3/4	3 3/4	3 3/4	+ 1/8
Stewart-Warner	7 3/4	7 5/8	7 3/4
Westinghouse	77 3/8	76 3/4	77 3/8	+ 7/8
Zenith Radio	16 3/8	16 1/4	16 1/4
OVER THE COUNTER				
Farnsworth Tel. & Rad.		Bid 2 1/2	Asked 2 3/4	
Stromberg-Carlson		6 1/2	7 1/2	
WCAO (Baltimore)		16	19	
WJR (Detroit)		18	21	

Ascap Thanks Toscanini For Including Gershwin

(Continued from Page 1)
president of the society of music writers and publishers.
"Such a gesture of friendship," Taylor wrote Toscanini, "is one that would find a heartfelt response from every American musician." To Trammell, Taylor expressed Ascap's "gratification over this fine gesture toward our native makers of music."
In addition to "Rhapsody in Blue," Toscanini will conduct the NBC Symphony in "Memories of My Childhood," by Charles Loeffler; "Choric Dance No 2," by Paul Creston, and "Lincoln Legend," by Morton Gould.

FCC Officially Approving Gov't Short-Wave Leases

(Continued from Page 1)
rangements, it is expected that it will come before the commission.
In reply to a question concerning the FCC's position on the matter, Fly said, "I am sure the commission is sympathetic with the undertaking, and for my own part I can say I'm wholly sympathetic with the undertaking, and I think it ought to have a high order of priority." He added that the requirements for transmitting facilities are very heavy and serious, both from the military and for lend-lease, and said he would not predict that the OWI needs would come before these. The whole problem must be appraised by the BWC in the light of one predominant requirement, he said, "that of winning the war."
He added that WPB has not yet requested any specific recommendations on the materials involved.

'Frisco Outlets Co-Op On War Chest Programs

(Continued from Page 1)
cated to Russia's heroic men and women fighters on Sunday.
The show, backed by a 40-piece orchestra directed by Carl Kalash, was aired from KPO in Radio City and relayed to KJBS, KSFO, KSAN, and KQW. The drama, written by Helen L. Ennis and produced by Ray Bufum, was played by Ethel Sterling as a Russian woman sniper; Jack Moyles, Lu Tobin, Cameron Prud'homme, and Bud Heyde. The concluding broadcast in the series will be aired next Sunday, featuring American naval exploits.

Elmer Davis-Byron Price On Special WMCA Show

(Continued from Page 1)
8:45-9:45 p.m. Broadcast will originate from the New York "Times" Hall, as another in a series of programs arranged between the "Times" and WMCA. Discussion will be carried on, in off the record manner, following the broadcast, for the benefit of a specially invited group of writers and statesmen. Arthur Krock, Washington correspondent of the "Times," will be chairman of the meeting.

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

Submarine Cable Leases Must Get BWC Approval

Washington Bureau, RADIO DAILY
Washington—A BWC order issued yesterday, effective immediately, prohibits the leasing of any submarine cable without prior approval of the board. No circuit in any submarine cable extending from any point in the United States to any point outside the United States will be made available for the private or exclusive use of any person, organization or government agency, without BWC approval. Most affected, BWC Chairman James Lawrence Fly implied, will be business concerns and brokerage houses.
The order provides that within 20 days from yesterday every cable licensee shall file with the board two copies of every lease or other document having to do with exclusive use of submarine cables.

Network War Programs Maintain Upward Trend

(Continued from Page 1)
grams and announcements, compared with 102 programs in the last half of August. The total time allotted to these features in the first two weeks of September was 37 hours and 57 minutes, contrasted with the 35 hours and 57 minutes in the last two weeks of August.

Fibber McGee & Molly Goes Full NBC Network

(Continued from Page 1)
program. The Johnson wax account, which is handled by Needham, Louis & Brorby, Inc., is the 28th program to accept the benefits of increased coverage, made possible by NBC's 125-station network plan.

McNary Leaves OWI For Army

Washington—Spencer G. McNary has left his post as assistant chief of the network allocation division of OWI's radio bureau, to volunteer as an officer candidate in the Army. McNary came to OWI from the OFF, and was formerly in the NBC program department in New York.

COMING and GOING

G. W. "JOHNNY" JOHNSTONE, director of news and special events for the Blue Network, has returned from Detroit, where he was the broadcast setup for Earl Godwin's newscasts which this week will emanate from Dearborn Village.

EARL GAMMONS, CBS vice-president of Washington, here from the Capital yesterday conferences at network headquarters.

LESTER GOTTLIEB, director of publicity for Mutual, and DICK PACK, publicity manager for WOR, leave today for Washington, where they will confer with Raymond Clapper, communications and government officials. Will return Thursday.

DON E. GILMAN, vice-president of the National Network in charge of the western division for Pasadena where tomorrow he will address the Parent-Teachers Assn., on the "Foundations for Tomorrow's Citizens."

JOHN J. GILLIN, JR., manager of WOIW, Omaha, in New York yesterday and visiting the local representatives of the station.

LOWELL JACKSON, of the Chicago office of Weed & Co., is here on a short business trip.

WORTH KRAMER, general manager of WJLA, visited late last week at the station headquarters of NBC.

ART SCHAUD, vice-president and general manager of WTOL, Toledo, is here on a short business trip. Will leave for Ohio some time tomorrow.

H. FERRY DRIGGS, director of sales and publicity for KSL, Salt Lake City, is spending the week in Hollywood conferring with George L. Moscovics, sales manager of the Columbia Pacific Network, and Edwin Buckalew, director of station relations.

PAT FLANNAGAN, sportscaster on WGN, Chicago, travels to Joliet, Ill., today to participate in the Navy Day celebration sponsored by the Navy League of Will County.

CBS Appoints Burkland New Manager Of WJLA

(Continued from Page 1)
been with Radio Sales in New York. He originally joined WCCO in 1931 and was sales manager there for 10 years prior to coming to New York in 1941.



WOMEN ON THE MARCH!

*T*oday, Philadelphia women are on the march! They are parading into department stores . . . grocery stores . . . drug stores . . . apparel stores . . . any store where merchandise is for sale. 1942 retail sales will show a 189 million dollar increase over 1941 if sales continue at their present rate. Are you sharing in this tremendous business boom? *** The effective, economical way to reach this rich buying audience is to use WCAU, Philadelphia's ONLY 50,000 watt, non-directional radio station. To make your advertising messages go further and do more work we offer this suggestion . . . use WCAU.



WCAU
Philadelphia
 50,000 WATTS IN ALL DIRECTIONS

● AN AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

BLUE Tops All Networks In New Account

Blue Network's Roll of Advertisers

As of October 23rd, 1942

NEW ACCOUNTS—COAST TO COAST

Account	Program Title	Period
American Cigarette & Cigar Co.—Pall Mall Cigarettes	"Gracie Fields"	Mon. through Fri. 9:55-10:00 PM
Bristol-Myers—Mint-Rub	"Duffy's Tavern"	Tues. 8:30-9:00 PM
Clipper Craft Clothes—Trimount Clothing Co.	"Dorothy Thompson"	Sun. 9:45-10:00 PM
Coca-Cola	"Spotlight Bands"	Mon. through Sat. 9:30-9:55 PM
Cream of Wheat	"Breakfast Club"	Fri. & Sat. 9:45-10:00 AM
Ford Motor Co.	"Watch the World Go By"	7 Days a Week 8:00-8:15 PM
General Foods—Post Toasties	"Don Winslow of the Navy"	Mon. through Fri. 6:00-6:15 PM
General Mills—Kix	"Lone Ranger"	Mon., Wed., Fri. 7:30-8:00 PM
General Mills—Wheaties	"Jack Armstrong"	Mon. through Fri. 5:30-5:45 PM
Hall Bros.	"Meet Your Navy"	Fri. 10:00-10:30 PM
Lance Inc.	"Sunday Toastchee Time"	Sun. 4:30-5:00 PM
Mail Pouch Tobacco Co.	"Counterspy"	Mon. 9:00-9:30 PM
Minneapolis-Honeywell	"Alias John Freedom"	Every 4th Monday 10:15-10:45 PM
C. F. Mueller—Macaroni	"Morning Market Basket"	Wed., Thurs., Fri. 10:00-10:15 AM
Northwestern Yeast Co.	"Songs of a Dreamer"	Mon., Wed., Fri. 10:00-10:15 AM
Sherwin Williams Co.	"Met. Opera Auditions of the Air"	Sun. 6:30-7:00 PM
Sloan's Liniment	"Gangbusters"	Fri. 9:00-9:30 PM
Socony-Vacuum Oil	"Raymond Gram Swing"	Mon. through Thurs. 10:00-10:15 PM
Texas Co.	"Metropolitan Opera"	Sat. 2:00-5:00 PM
Wander Co.—Oraltine	"Captain Midnight"	Mon. through Fri. 5:45-6:00 PM
Wheeling Steel Corp.	"Musical Steelmakers"	Sun. 5:30-6:00 PM
Wilson Milk Co.	"Smile Awhile"	Mon., Wed., Fri. 11:30-11:45 AM

NEW ACCOUNTS—PACIFIC COAST

Account	Program Title	Period
Austin Studios	"Hero of the Week"	Sat. 6:55-7:00 PM (PWT)
A. S. Boyle Co.	"Breakfast at Sardi's"	Mon., Wed., Fri. 9:55-10:00 AM (PWT)
Chlorine Solutions	"Breakfast at Sardi's"	Sat. 9:45-10:00 AM (PWT)
Fisher Flouring Mills	"Breakfast at Sardi's"	Thurs. 9:45-9:50 AM (PWT)
General Mills—Cheerloats	"Hop Harrigan"	Tues. through Sat. 6:00-6:15 PM (PWT)
Nestle's Milk Products	"Breakfast at Sardi's"	Wed. 9:40-9:45 AM (PWT)—Sat. 9:30-9:45 AM (PWT)
Tide Water Associated Oil	"Football"	Sat. 2:00-5:00 PM (PWT)
Washington Coop. Egg & Poultry	"Breakfast at Sardi's"	Tues. 9:40-9:45 AM (PWT)

ACCOUNTS CONTINUING—COAST TO COAST

Account	Program Title	Period
Adam Hat Stores	"Boxing Bouts"	Various Days and Times
Bristol-Myers—Mum	"In Person—Dinah Shore"	Fri. 8:15-8:30 PM
Carter Products—Arrid	"Jimmie Fidler From Hollywood"	Sun. 9:30-9:45 PM
Carter Products—Carter's Little Liver Pills	"Inner Sanctum"	Sun. 8:30-9:00 PM
Cummar Products—Energine	"Manhattan at Midnight"	Wed. 8:30-9:00 PM
Hecker Products—H.O. Oats	"Moylan Sisters"	Sun. 5:00-5:15 PM
Ironized Yeast	"Good Will Hour"	Sun. 10:00-11:00 PM
Jergens Lotion	"Jergens Journal With Walter Winchell"	Sun. 9:00-9:15 PM
Jergens—Woodbury Soap	"Parker Family"	Sun. 9:15-9:30 PM
Miles Laboratories—Alka Seltzer & Vitamins	"Quiz Kids"	Sun. 7:30-8:00 PM
Miles Laboratories—Alka Seltzer & Vitamins	"Lum & Abner"	Mon. through Thurs. 8:15-8:30 PM
Serutan Co.	"Drew Pearson"	Sun. 6:30-6:45 PM
Sun Oil Co.	"Lowell Thomas—The Day's News"	Mon. thru Fri. 6:45-7:00 PM
Swift & Co.	"Breakfast Club"	Thurs., Fri., Sat. 9:30-9:45 AM
Williams Shaving Cream	"True or False"	Mon. 8:30-9:00 PM
Williamson Candy—Oh Henry Candy Bars	"Famous Jury Trials"	Tues. 9:00-9:30 PM

ACCOUNTS CONTINUING—PACIFIC COAST

Account	Program Title	Period
Langendorf United Bakeries	"Red Ryder"	Tues., Thurs., Sat. 7:30-8:00 PM (PWT)
Neighbors of Woodcraft	"Grandpappy and his Pals"	Sun. 9:00-9:30 PM (PWT)
Skinner & Eddy Corp.	"Breakfast at Sardi's"	Mon. through Fri. 9:35-9:40 AM (PWT)

* Starting November 3, Swift increases from three to five mornings weekly over 143 instead of 93 stations.

New Account

Here's a Report to Advertisers and Agencies on the First Nine Months of the Blue Network's Independent Operation—Its Big War-time Upswing and Pioneering and Progress.

As the Blue Network enters the last lap of its first year of independent operation, we believe it is time to report comprehensively on the strides we have made since January 1, 1942.

We don't need to remind you that the BLUE went on its own almost immediately after America entered the war. Right from the start the challenge was thrown on our doorstep—and we had to prove that we could adjust to the problem of wartime service to the nation efficiently and quickly. We are glad to say that, despite severe restrictions on equipment and personnel, we have more than met this challenge. We have already proved that the Blue Network is especially well geared to handle advertising governed by wartime conditions.

It was no miracle that accomplished this. It was hard, aggressive work and imaginative good sense on the part of all our staff. Among us we have created a new, constructively competitive spirit that shows clearly in Blue Network programming, news commentary, sales promotion, audience building. We have made it easier and more economical for advertisers to get nationwide network coverage when they buy BLUE.

Biggest Innovation

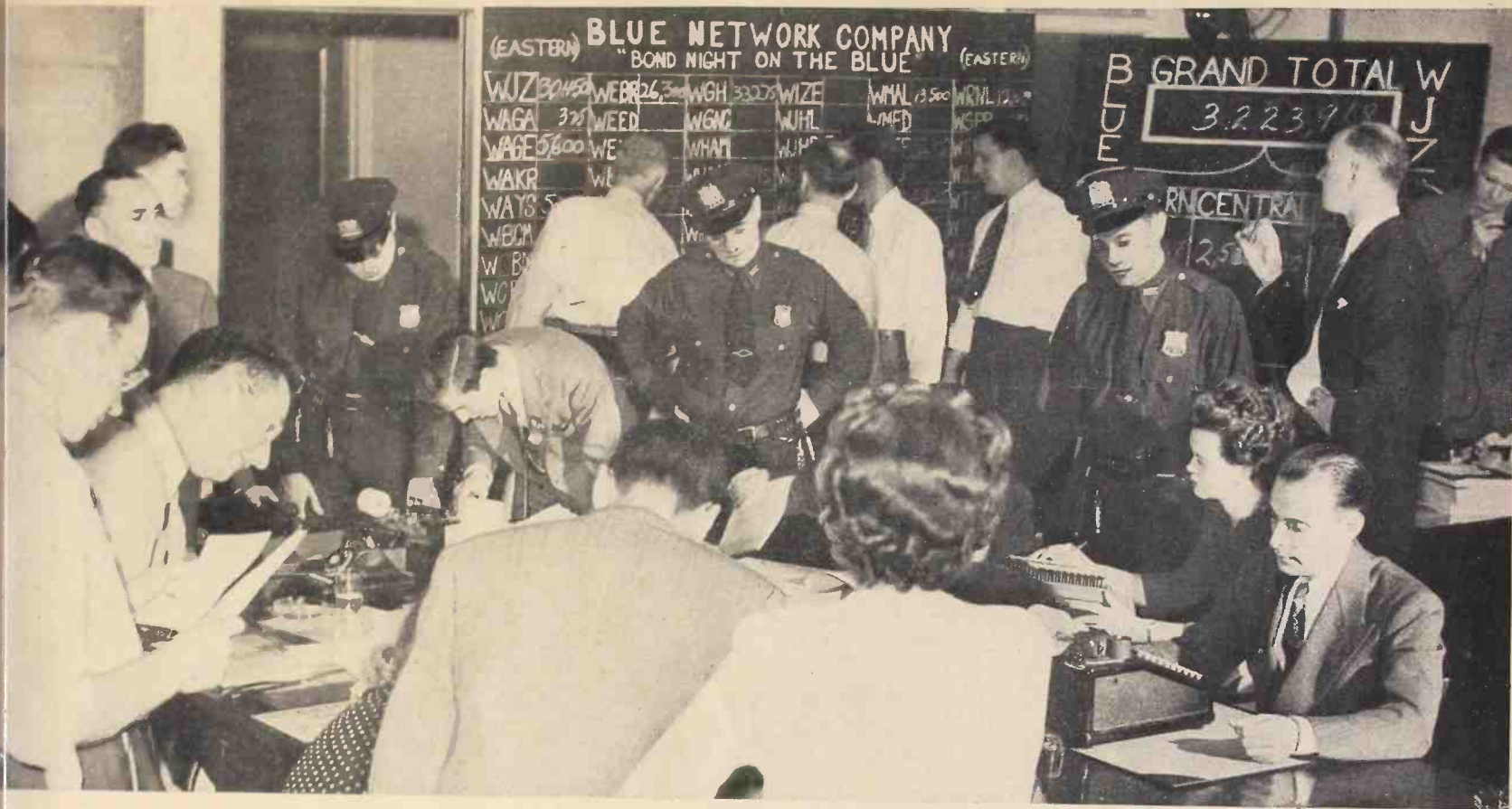
Our biggest innovation came when the Program Department let down the bars to independent program producers who could put on really first-rate shows. This brought a keener sense of competitive showmanship into sustaining programs. Consulting with our Station Advisory Committee, the Department went to work to produce more of the kind of programs more listeners wanted. Yes, the BLUE always did have the cream of "serious" sustainers. But now these are supported by what we believe is the finest schedule of popular sustaining programs offered by any network.

New Headliners

And speaking of popularity, we believe that the BLUE now has some of the best listening air—top-ranking shows to appeal to all age groups and to every conceivable taste in programs. In fact, for example, which is one of the most important services rendered the public today, the BLUE has some of the biggest names not only reporters, but commentators who make the news sense. We know the BLUE in children's programs. Just off all the top "kid shows" ever heard of and most they'll be on the BLUE. The nation's top bands every in the week. Variety? Comedy? Mystery? Quiz? Audience participation? The BLUE has them all, including that sensational new daytime show "Breakfast at Sardi's" that has women all agog.

Economical Coverage

But getting back to new developments, though we have lost some stations to other networks, BLUE stations have joined up with us since we started in our own canoe. This gives us a total of 142 stations. To meet special requirements a substantial number of extra stations are available to the BLUE. And one of the Big Reasons behind BLUE's attraction for smart advertisers. There's a minimum overlapping between BLUE stations. Our policy is to locate 50,000 listeners only in places that justify the cost. Now the BLUE not only has primary coverage of 47 of our leading markets—coast-to-coast—we serve a total of 73.8% of the nation's radio homes; concentrated chiefly in the 561 counties where 81% of retail sales are made. Reckoning by the number of dollar spent, the BLUE is the most economical advertising medium you can buy.



SHOWMANSHIP extends to public service programs . . . as typified by the recent Bond Night on the Blue. Above shows Blue personnel working at BLUE on the night of this highly successful program which, as a by-product, helped build listenership for other Blue Network programs.



. . . current diva in "The Chamber Music Society of Lower Basin" program which served as a stepping-stone for Dinah Shore and typical of the popular-appeal sustainers now attracting bigger audiences to the BLUE.

Wartime Pioneering

In still other ways we have pioneered in helping advertisers get the most for their wartime dollars. We knew there were many manufacturers whose production had been either curtailed or absorbed by the war effort and we knew they didn't want their old friends to forget them. So we developed our "Teamed Sponsorship"—a "kilocycle built for four" which neatly fills the bill for advertisers who might otherwise have been war casualties.

Ours was also the first network to adopt the 2% cash discount principle. We pioneered the "daytime flat rate" that permits advertisers to buy nationwide radio time just as they buy space in national magazines, on a unit basis. In the past several weeks we've carried a number of "Victory Broadcasts" built around an Army or Navy E Award made to companies engaged in war production. The success of these new-type broadcasts has been widely commented on by listeners and sponsors.

Keep 'em Remembering

There's one other job, too, that deserves special mention, the job our staff is doing on a particularly important wartime function of advertising. That job is to "keep 'em remembering." A campaign in trade papers has forcefully reminded advertisers of the need of maintaining Good Will even though stocks may be down to nil. Then, through audience promotion and publicity, we are attracting more and more listeners to Blue Network programs every day—keeping that Good Will alive in a manner that's going to

pay dividends when this war is over and won.

Another big part of our audience-building job is the keener, livelier showmanship now found not only in BLUE Commercial programs but in the war service programs for which we have been acknowledged the leader. We are particularly proud of the Blue Bond Night program that brought in \$10,303,369 worth of pledges by 4 a.m. the night of the show and won enthusiastic applause from Secretary of the Treasury Henry Morgenthau, Jr. He telegraphed our president, Mark Woods: "Please accept the thanks of the Treasury Department for the grand job the Blue Network did Saturday night. Bond night on the BLUE was an outstanding contribution to the war effort. The show was marvelous and the results were far beyond the Treasury's expectations."

30 New Accounts

Now that the fall season is already under way, we're sorry "Easy Aces" and "Mr. Keen" have left us. We hope they'll be back on the BLUE soon. But, since the first of the year, the BLUE has added 30 new advertisers (not including our "Victory Broadcasters") to its list of sponsors—more than any other network. This is real "proof of the pudding." It proves that today "Better Buy Blue" is no longer just a slogan. It's what more and more advertisers who have watched our progress during our first independent year are saying among themselves. We're proud of our standing with advertisers and we're confident of continuing to merit their belief in us.

THE BLUE NETWORK

(Adv.)

Los Angeles

By JAC WILLEN

ELEANORE PELLETREAU, formerly in CBS continuity department, has been made assistant and secretary to Peter O'Crotty in CBS-KNX Trade News and Exploitation Department.

Meredith Willson has been made an honorary recruiting officer of the United States Navy. First duty was to stand by while 200 youngsters, enlisted in Los Angeles, were sworn into service in a body.

William Gillespie, Negro baritone, is cutting himself a wide swath among early morning listeners since his debut on the local KNX "Sunrise Salute" (6:15-7:15 a.m.) broadcasts. Letters indicate a later hour would be most welcome for additional listening—without disturbance of the early morning session.

Phil Baker's "Take It Or Leave It" broadcasts from Hollywood are getting enough demands for tickets for attendance to fill five of the largest auditoriums ever designed for studio listening in any radio studio.

Max Marcin, veteran radio writer, arrived in Hollywood over the weekend.

A "Dick Joy Scrap Drive" has come into existence at Putnam, Conn., home town of the KNX-CBS announcer, we have been informed. Members of Joy's high school alumni association in that city have so dubbed their campaign to collect scrap for war purposes.

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

WANTED
RADIO OPERATOR, ANY
CLASS, IMMEDIATELY
Wire or Write:
RADIO DAILY — 1501 Broadway
Box AD New York City

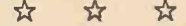
RADIO ARTIST?
Call
LExington 2-1100
FIRST AND FOREMOST

NO MUSIC BAN ON
HARMONICA
UKELELE · OCARINA
FOR TRANSCRIPTIONS
Call **MICHAEL CHIMES...**
he plays 'em all.
LEX. 2-1100



Notes From a Ringside Seat . . .!

● ● ● Sgt. Gene Autry spends most of his spare hours building up his flying time in civilian planes. He wants to get an instructor's rating. . . . Ginger Rogers can have the lead in "This Is The Army" if she wants it. . . . FCC Chairman James L. Fly, who is being considered for one of the industry's most important posts, will probably not be released by the government for the duration. . . . "Duffy's," which doesn't need it, gets an additional shot in the arm with the signing of a vocalist plus a weekly guesstar. Not only that, but Peter Van Steeden's ork will be enlarged too. . . . Herb Shriner tells of the newest hero along the Rialto. He shot down 102 Jap planes—in the Penny Arcade. . . . John Joseph Powers, doorman at Madison Square Garden and father of the dead Naval hero cited by FDR, turned down a \$500 radio offer. Didn't want to exploit his son's sacrifice. . . . Rumor: Clifford Odets may make headlines re his Army service. . . . Lt. Jimmy Stewart has nixed an offer for a role in "This Is The Army." It's a voluntary assignment. . . . Four of the top bandleaders are trying to kiss and make up with their wives. They call it draft-board passion. . . . A local ad agency, with only a small staff handling a traveling radio show, will welcome telephone rationing. Their phone bill last month was \$4,500.



● ● ● Robert Stolz, one of the greatset of the living composers, whose Viennese light romantic songs will live forever, is a voluntary exile from Germany. His two new marches, "Freedom Ring" and the yet-to-be-introduced "Here We Come Thru the Rainbow," are thrillers in the military manner. . . . Ethel Shutta, once one of radio's "names," is trying out a program idea called "The Girl They Left Behind" in her act at the Mardi Gras, B'way's newest night spot. . . . Bob Evans, the very funny ventriloquist at the Paramount, will have his dummy, Jerry O'Leary, introduce a new pop tune called: "When They Ration Passion, I'll Take 3 Gals". . . . Duke Ellington slated for the army soon. . . . Aside to Abe Lyman: Everybody was tickled to see you and Harry Weinstein in friendly discussion at Lindy's the other midnight. A friendship like yours shouldn't be terminated by a single argument. . . . Seems so many studios want Dinah Shore to portray Helen Morgan in pictures that she'll soon be as rich as Morgan (J.P.). . . . Bill Stern's local show has been bought by Old Gold, three times weekly. . . . Spike Jones and his City Slickers (he wrote "Der Fuehrer's Face") signed for Bob Burns show. . . . James Melton has received his first Metropolitan Opera assignment. He'll head a Met troupe of 12 singers and a 60-piece ork on a USO tour.



● ● ● Jack Haley knows a small-time night club performer who had to take a cut in salary. He now works for demi-tasse and cookies! . . . It's a girl (the second) at the Alton Alexanders. . . . Bobby Byrne, who as recently as six months ago was broke, came within \$14 of breaking the house record at the State Theater in Hartford, Conn. . . . Kay Lorraine will appear in the ceremonies marking the 56th anniversary of the Statue of Liberty tomorrow with a shortwave airing of the "Marseillaise" to Nazi-occupied France. . . . Mort Lewis has the networks hopped up over his new comedy show, "Are You A Walrus?" with Col. Stoopnagle, Ann Thomas, John Brown, Gil Mack and Ted deCorsia. . . . Betty Morgan assigned a running role on "David Harum". . . . Herb Gordon quits Frederick Bros. Dec. 1st to go with Wm. Morris. . . . The Dionne Quints will be heard in an exclusive interview on "Mutual Goes Calling" this afternoon. . . . The Washington 'phone book is now thicker than Manhattan's. . . . Bob Ferry, the WPB official responsible for the success of the salvage campaigns, is an ex-Newell-Emmett vice-president and under thirty. In Washington, they refer to him as "Orson Welles"!



— Remember Pearl Harbor —

Chicago

By FRANK BURKE

NOMINATIONS for the I work's "Spotlight Bar Chico Marx and orchestra Blackhawk and Henry King the Edgewater Beach hotel.

Rumored that "Music and trade and fan publication w "angeled" by John Hamme time will fold.

Chicago music publishers "Praise The Lord and Pass tion" has a good chance of the second, "Over There" world war fame. Base prec current popularity, timely the lyrics and music.

Lucille and Eddie Roberts cently introduced a mental routine on WBBM's "Victory are now headlining a USO tour of southern camps.

New NBC employees inclu liam Kwiatkowski, buildi tenance; Dorothy E. Bartent and local sales; Esther A. transcriptions and Ralph H. and William W. Schooley, a engineers.

Guy Savage, WGN sports cer, is doing a 10-minute from the Chicago roller der is being held at the Armo "Quiz Kids" show will ori the Great Lakes Naval Traini on "Navy Day" today.

Ben Bernie has received from the United States Tre department for exceptional se behalf of the war bond sales.

Harry Hess, WBBM, new now doing his own six a we ter-hour news show on CBS tion, W67C.

RADIO EXECUTIVE
Presently employed by aggress watt New England station change. Age 28, married, d empt. 7 1/2 years in radio; 6 present employer. Have lea holding engineering, writing, tion and announcing positions program manager handling so sonnel, public relations and trative work. My superiors ward frank opinion of my wort \$3,600. Would appreciate with station or network that me. Box AC, Radio Dail, Broadway, New York City.

THIS LITTLE BUD
WENT TO
"92
CL
BOSTON

Rosenbaum Follow-up NAB-AFM Action

nia—A follow-up attack in which the NAB has been fighting on the trade fight against the Petrillo recording ban was Samuel R. Rosenbaum, WFIL, over the weekly release which he sent instead of including it in the NAB weekly bulletin, he ordered to avoid embarrassing Miller, president. Letted to "fellow broadcasters" copies of his previous

st statement, Rosenbaum directly Sydney Kaye, NAB, at the Philadelphia Disg had "lambasted" the a. Declared Rosenbaum: as been thrown out of Court. The Senate is ver. Now he is prepar- Neville Miller shopping State Court judge who a local injunction." He the issue as being the juke box industry, at the radio industry ht the battles of the juke who, he held, profited produced "for home use

ockle-burrs under his at is not the way to position not notable for e record-makers refuse rthing. So the musicians ing records until the izes its masquerading as home adornment.

roadcasters choose to differ ws and to endorse the ation policy, they have t to do so. However I be helpful if you have to consider this matter your District meeting, ing on it without ade- ation as was done in If you are not a mem- u might as well realize st of music is being af- AB's current activity, approve or don't."

e AFM were yesterday dying the proposal de- out a solution to the Proposal was sub- Howard Hanson, direc- man School of Music Y. The idea involved musicians in accord- wer and relative im-

o confirmation of the the proposals. Under- that there was a ay of the NAB Steer- which is handling the tion.

EVES
Recording Studios Inc.
Complete Sound Recording
New York City
New York City
Film, Acetate and Wax
Copies. Complete Location
Equipment.

AFM And Recording Firm Rep Meet Today With Sen. Wheeler

(Continued from Page 1)

marks concerning the bill of Senator D. Worth Clark, to prevent operation of the ban on recording for radio and music boxes. Wheeler explained that he was extremely hopeful that he might effect a satisfactory agreement between the recording industry and the AFM by getting representatives of both factions to confer until they could work out their problems. He has not yet appointed a sub-committee to investigate the AFM matter and told RADIO DAILY last night that he was not at all certain he would.

Wheeler objected strenuously to the Clark bill, on the grounds that it was definitely anti-labor and might be used as a strike-breaking instrument. He told RADIO DAILY that he does not intend to sit by and see such a measure go unopposed. "There are some safeguards in its, surely," he said, "but ever since the passage of the Sherman Anti-Trust Act and the

Clayton Bill the courts have been interpreting those bills as applying to labor unions, and fighting labor unions with injunctions. For 30 years we in the Senate have been fighting the passage of such bills. If this bill were passed, for instance, why should it not apply to war industries, which are far more important than radio today?"

Senator Clark has been ill since Friday, and did not wish to reply to Wheeler. He did, however, tell RADIO DAILY that he had made a point of putting in his bill very definite safeguards of labor's right of collective bargaining. He emphasized that this bill would not lay unions open to anti-trust prosecution because of disputes concerning hours, health, safety or conditions or employment.

The Clark bill has been referred to the Interstate Commerce Committee, of which Wheeler is chairman.

Fete Kate Smith

Washington—Half a dozen Senators played host yesterday at a Capital luncheon in honor of Kate Smith, here for a 24-hour War Bond broadcast Wednesday over WJSV and CBS. The show is scheduled to begin at six Wednesday morning, with frequent network pickups and Miss Smith hopes she can break the sales record of her New York stint. The vocalist was entertained at the Capital by six Democratic Senators, including Russell and George, of Georgia. Downey of California, Mead of New York, McFarland of Arizona and Caraway of Arkansas.

WTRY Capital Setup

Albany—Troy Broadcasting Company, Inc., which operates Station WTRY, Troy, has increased its capital stock from \$100,000 to \$130,000, according to papers filed by O'Connell & Aronowitz, Albany, with the Secretary of State's office. Colonial Radio Corporation, Buffalo, however, has reduced its capital stock from \$1,112,400 to \$731,200, papers filed by Kenefick, Cooke, Mitchell, Bass & Letchworth, Buffalo, show.

Where industry is busy night and day.



WTAG WORCESTER
When you buy time—BUY AN AUDIENCE

Plough Adds Lewis— Top Cincy Spot User

(Continued from Page 1)

of spot time in Cincinnati radio. At the present time the company sponsors 11 1/4 hours weekly on WKRC alone. The lineup, apart from the contract just signed, includes "Morning Serenade," Mondays through Saturdays; afternoon newscasts, six days weekly; "Siesta Serenade," six days weekly; "Evening Serenade," six days weekly; "Starlight Serenade," six days weekly; "Sunday Serenade," from 12:30-1 p.m., and the "Little Show" at 6:30 p.m. on Saturdays.

To the later program a new group of instrumentalists has just been added, according to an announcement issued by Ken Church, general manager. It will be under the direction of "Chick" Mauthe, a member of the WKRC musical staff during the past two years.

Col. Adamson On Plane With Capt. Rickenbacker

Col. Hans Christian Adamson, formerly CBS writer whose work included "New Horizons" was a member of the plane lost in the Pacific with Captain Eddie Rickenbacker. Col. Adamson has been stationed in Washington handling radio and other assignments for the Air Corps under Lt Gen. H. H. Arnold.

Jack Curley

Chicago—Jack Curley, announcer, producer and salesman at WAIT and creator of the "Chicago At Work" program, died suddenly from a heart attack on Sunday. He is survived by his wife, known in radio as Lois Grey. The body is being taken to his home town, Mt. Vernon, N. Y., for burial.

CLEAR CHANNEL

WLIB

Something NEW in New York Radio

Popular . . . "The Classics with a Blend of the Modern . . . and NEWS"

WLIB Broadcasts Weekly:

- 43 hours of the best liked semi-classic and classic melodies . . . featuring **OUTSTANDING ARTISTS AND COMPOSERS.**
- 19 hours of favorite musical comedy - motion picture tunes and soft-sweet rhythms — familiar music by **LEADING ORCHESTRAS and SINGERS.**
- 6 hours of operetta and opera presenting **GREAT VOICES.**
- 5 hours of novelty music.
- 9 hours of **UNITED PRESS NEWS.**

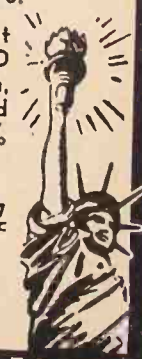
And here's **DEFINITE EVIDENCE** that WLIB-listeners buy WLIB-ADVERTISED products and services: Last month, WLIB'S fifth on the air, we received over 15,000 letters from listeners, 40% containing proof of purchase.

And Remember: WLIB is still maintaining the **LOWEST RATE FOR COVERAGE OF THE NEW YORK MARKET.**

OFFICES: RKO BUILDING, New York City

1190 Kc.

THE VOICE OF LIBERTY



Trammell And Kesten Answer Fly Re Co-Op.

(Continued from Page 1)

tent we have from time to time made sustaining time available to the proponents of the various phases of the co-operative movement, during which they discussed the merits and methods of functioning of cooperatives. In fact, we have given sustaining network time to the Co-operative League of the United States of America itself."

CBS, in a letter which was written to the commission from Paul W. Kesten, vice-president and general manager, explained that they had refused the time because of the NAB code's ban on broadcasts presenting controversial issues, except for political broadcasts. Said Kesten:

"The offered programs were clearly controversial in nature, being designed to promote a fundamental change in the present system of marketing and distribution of goods and services whereby co-operative associations would largely supplant retail stores and other common distribution establishments."

Calls Content Commercial

Kesten enclosed excerpts from the New York "Times," and literature of the Co-operative League to support his stand that the league advocates a change in our economic structure. Kesten also pointed out that the proposed script for the first broadcast was unacceptable because its entire content would have to be counted as commercial. He said, however, that this was a minor point in the controversy.

Trammell pointed out that NBC refused the program only on behalf of WTAM, Cleveland. The other station on which time was requested, KDKA, Pittsburgh, refused the program on its own responsibility. NBC also found the first script unacceptable because of its content, which, Trammell implied, tended to undermine the present distribution system by derogatory statements and was largely a campaign for membership.

In the meantime, no action has been taken by the Congressional committees to which bills to investigate the Co-operative League charges have been referred. No action is looked for before the elections.

Navy Cadet Induction On Blue

Arthur Albert will be sworn in as a Naval Aviation Cadet by Lieutenant-Commander J. Clement Boyd, U.S.N.R., as the highlight of a Navy Day program on "Don Winslow of the Navy," today over the Blue Network.

Coast-to-Coast

W47P, FM of WWSW, Pittsburgh, has inaugurated a weekly musical program presented by the honorary musical society of Carnegie Tech's department of music. Talented students participate in the new series. Last Monday W47P picked up from WKPA, Washington, Pa., proceedings at the United Presbyterian Synod. Broadcast was relayed to the Victory Network.

Following the policy of the New York State Republican committee of making a concentrated drive on the women voters this fall, the Jefferson County Republican Committee used time on Betty Barton's woman's program over WWNY, Watertown, N. Y., during the recent registration period.

1942 premiere of "Yiddish Swing" next Sunday on WHN, New York, marks the fourth season for the series, which originates from the Capitol Hotel before a studio audience. Returning to the program, which is sponsored by Manischewitz Products Co., will be the Barry Sisters, Jan Bart, tenor, and Sam Medoff and his orchestra. A new quartette, the "Swing Tones" also will be aired. Program occupied the first half-hour of WHN's "American Jewish Hour"; other half-hour is divided between William S. Gailmore, news commentator, and Harry Hershfield in a series titled "Life Is Funny."

Bryn Mortenson, former program director at WMVA, Martinsville, Va., has been added to the staff of WPIC, Sharon, Pa., as a writer. A. C. Heck, WPIC chief engineer, has been named radio aide for the Mercer County Defense Council. As such, he will have charge of the county's defense radio communications system, and has enlisted the station's engineering staff to serve as emergency operators.

WLIB, Brooklyn, in keeping with its policy of featuring live talent as the station progresses, has added a studio string ensemble under the direction of Waldo Mayo, musical director of the station. The string ensemble will be heard during the "Luncheon Musicale" series over WLIB daily at noon, featuring Mayo, one time boy prodigy with Caruso, as violin soloist.

The Martha Deane program on WOR, New York, has set the following guest list for the rest of this week: Today, Dr. Alice V. Keliher, chairman of the Child Care, Development and Protection in Greater New York; tomorrow, Louella Gear, comedienne of stage and screen; Thursday, Madeleine Carroll, who has deserted Hollywood for the duration to take over the job of director of entertainment for United Seaman's Service, Inc.; Friday, Countess Alexandra L. Tolstoy, daughter of Russia's novelist.

First performance of Canada's all-star Victory Loan revue was broadcast by CHML, Hamilton, Ont., last Monday from the stage of a local theater. Revue is scheduled to tour Canada. One of the farthest daily remote broadcasts by a privately-owned Canadian radio station is aired by CHML from Dufferin Park in Toronto, where Foster Dryden, announcer, gives description of the horse races.

Newcomers to the staff of WWJ, Detroit, are Ann Hebb, receptionist, and Ilya Schkolnik and George Miquelle, who have joined the station's musical staff. WWJ announcer, Hugh Downs, is quite active in Detroit's "Everyman's Theater." He is currently cast in the role of district attorney in "The Night of January 16th," which the group is presenting for three days this week.

OWI 'Idea Exchange' Set Up On West

(Continued from Page 1)

tribute original script ideas, government messages that worked into existing programs in conjunction with the Exchange fifty Hollywood radio producers volunteered to form a "tributor's Committee" and, at least a half a day a week, at local headquarters, office which was contributed by M. Seeds Agency. A nucleus of members are present daily advisors on the problems of wherein war messages are

ated. Outfit is headed by Publicity Committee of Advertising Council is chairman Alvin of NBC. Its members among station publicity heads, press agents and the trade press is to publicize locally and the most important phases of effect through radio, news magazine affiliations. First was held Friday, October studios. Sidney M. Strotz, president, Western Division as executive member of the wood Radio Section of the Advertising Council.

Wedding Bells

Charlotte, N. C.—Claude vocalist on several shows was married last week to R. Derrick of Johnston, S. C.



"AFTER THE BALL (GAMES) ARE OVER"

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

points out Suz Steno, "WSAI keeps listeners through Cincinnati's finest and evening schedule including 'Club Me' 'Between the Bo' 'Prescott Present' hour for children course, News Hour. If you're for results, spot message in W afternoon sche

IT SELLS FASTER IF IT'S

WSAI IDENTIFIED
CINCINNATI'S OWN STATION

NBC & BLUE NETWORKS • 5,000 Watts Day and Night • Represented by Spot

WBNX NEW YORK
WITH THE MOST INTIMATE AND EFFECTIVE PROGRAM APPROACH TO AMERICA'S LARGEST MARKET
5000 WATTS Directional
OVER METROPOLITAN NEW YORK

WHAT'S WHAT IN BOSTON
13 — WCOP has grown faster in sales and audience in proportion than any other Boston station.
REPRESENTED BY HEADLEY-REED CO.
WCOP
BELONGS ON YOUR SCHEDULE

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

NO. 19

NEW YORK, N. Y., WEDNESDAY, OCTOBER 28, 1942

TEN CENTS

raise Language Outlets

ler and ET Men ss AFM Situation

ton Bureau, RADIO DAILY
ton—Senator Burton K.
D.), Montana, Chairman of
Interstate Commerce Com-
ferred at some length yes-
th C. M. Finney, of Asso-
Music Publishers, in an at-
discover just how far that
on was prepared to go to-
easing a compromise with the
Federation of Musicians on
recording ban. No repre-
erom the AFM was present,
er. AFM attorney Joseph
nied any official knowledge

(Continued on Page 2)

Savings Bonds and Stamps

d Buys Bill Stern ts Series On WEA

rd Co., for Old Gold cigar-
week inaugurated a three-
ly series featuring Bill
WEAF, New York. Stern's
are aired Monday, Wed-
Friday at 6:30-6:45 p.m.
placed on the New York
J. Walter Thompson Co.,
the account.

cent contracts signed by
ntinued on Page 2)

Savings Bonds and Stamps

. War Programs laced At 56 Hours

roadcasting System will
d 56 hours of broadcast-
ort programs during the
ctober, by the end of this
far, 12½ hours of war
ms are scheduled for the
ays in November.

"Birthdays"

"Easy Aces" and "Mr.
er of Lost Persons" shifts
S this evening both will
ting an anniversary. It
e start of its thirteenth
ng season for "Easy
the sixth for "Mr. Keen."
is" will be heard at 7:30
"Keen" is broadcast at
Wednesdays, Thursdays

Willkie's Audience

Survey of C. E. Hooper, Inc.
revealed a 48.0 rating for the
speech of Wendell L. Willkie,
which was aired on a majority
of stations last Monday night.
Index represents an estimated
36,320,000 adult listeners and com-
pares with President Roosevelt's
high of 79.0 or 62,100,000 listeners
made on the occasion of his speech
on December 9, 1941.

RCA-NBC File Answer To Mutual's Action

RCA and NBC have filed an answer,
to the triple damage action filed
against the network and parent orga-
nization by Mutual earlier this year in
the Federal District Court in Chi-
cago. Operators of certain MBS
affiliated stations were plaintiffs along
with Mutual.

Mutual had claimed damages al-
legedly resulting from the affiliation
contracts between NBC and stations
on its network. Mutual complained
especially of the so-called option time

(Continued on Page 7)

Buy War Savings Bonds and Stamps

AFRA Studying Means Of Obtaining Increases

Problem of obtaining salary in-
creases for AFRA members under
the increased cost-of-living clause in
the Basic Sustaining Agreement has
been turned over to the union's
counsel, Henry Jaffe. In view of

(Continued on Page 7)

Broadcasters Accept Invite To Take Dinner With Ascap

Northern Pump On CBS For One-Time Program

Full network of 116 CBS stations
will be used to air the graduation
exercises today of the Great Lakes
Naval Training Station under the
sponsorship of the Northern Pump Co.
Account was placed by BBD&O. Half-
hour broadcast will be aired at 5-5:30
p.m. EWT. Same sponsor has Upton
Close on another web series.

Meeting In Capital Clears Atmosphere When Government Agencies Agree Healthy Condition Prevails

17 CBS Commercials Are Now Shortwaved

Three CBS sponsors have been
added to the list, making a total of
17, who shortwave their commercial
shows to United States troops over-
seas. Newcomers to the shortwave
list were announced yesterday as the
Philco Corp., Lockheed & Vega Air-
craft Corp. and R. J. Reynolds To-
bacco Co. Philco Corporation's "Our

(Continued on Page 6)

Buy War Savings Bonds and Stamps

Lucky Strike Defends Ads In Reply To FTC Charge

Following the footsteps of R. J.
Reynolds Tobacco Co., American To-
bacco Co. has filed its answer with
the Federal Trade Commission of the
latter's complaint charging it with
misrepresentation in the advertising
of Lucky Strikes. Contradicting all

(Continued on Page 2)

Buy War Savings Bonds and Stamps

Daytime Serial On Coast Being Tested By Carter's

Carter's Little Liver Pills, which
has limited its daytime radio adver-
tising to spot announcements, is ex-
perimenting with a fifteen-minute

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Daylight reared its
welcome head for the 144 stations in
the country broadcasting foreign lan-
guage programs following the meet-
ing here yesterday of the Foreign
Language Radio Wartime Control
Committee plus a large delegation of
such broadcasters. In attendance were
officials of the Office of Censorship,
the FCC, the OWI and other orga-
nizations, both government and trade.
High praise for the activities of the

(Continued on Page 6)

Buy War Savings Bonds and Stamps

Pearson Adds Outlets; Moves Opposite Benny

Effective Nov. 15 Serutan Co. will
add 27 stations to its Blue Network
program featuring Drew Pearson and
move the program to the 7-7:15 p.m.
time slot opposite the first half of
the Jack Benny program, according
to an announcement by M. B. Rosen-
haus, president of the company. Total
of stations carrying the series under
the new setup will be 55 and switch

(Continued on Page 2)

Buy War Savings Bonds and Stamps

BWC Conservation Plan Expected Later In Week

Washington Bureau, RADIO DAILY
Washington—Announcement of
BWC's wartime equipment conserva-
tion plan is expected this week, ac-
cording to Chairman James Lawrence

(Continued on Page 2)

Recognition

"Saturday Review of Literature,"
top literary publication, recognizes
radio-writing as a form of the
literary art. New department,
"Radio And The Writer" carries
the following description: "This is
the first of a series of columns
given over to a critical discussion
of radio as a vehicle of public
service, information, as a means of
expression and as an art."



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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, Oct. 27)

Table with columns: NEW YORK STOCK EXCHANGE, High, Low, C'se, Net. Chg., Bid, Asked. Lists various stocks like Am. Tel. & Tel., CBS A, CBS B, etc.

Daytime Serial On Coast Being Tested By Carter's

(Continued from Page 1) daytime serial, "Judy and Jane," on about seven stations on the West Coast. Sponsor, currently, has "Inner Sanctum" evening show which was renewed for another 13-week run recently. Whether or not advertiser plans to supplement its evening show with a daytime program, or just remain in one of the fields will depend upon the results of the experiment which has been in operation since October 5. The Ted Bates agency handles the account. "Judy and Jane" has been airing for Folger Coffee for the past 11 years in Central United States reaching from Canada to the Gulf of Mexico. Production is owned by Henry Souvaine Inc.

TECHNICIAN WANTED IMMEDIATELY! Write: Stating experience, salary expected, draft status, etc. Send snapshot of yourself or call. Radio Station WSPR, Springfield, Mass.

Broadcasters To Attend Ascip Membership Dinner

(Continued from Page 1)

have signified their intention of attending the dinner are: Frank E. Mullen, vice-president and general manager of NBC; Mark Woods, president of the Blue Network Co.; William S. Paley, president of CBS, plus CBS vice-presidents, Frank Stanton, Joseph Ream, Frank White and possibly Edward Klauber, if in town.

A. J. McCosker will attend for WOR and Mutual, also Fred Weber, general manager. Other guests will include Neil Deighan, of the National Council of State Liquor Dealers Assn. More than 500 are expected to be present according to replies of Ascip members and officials, plus invited guests.

Understood that NAB officials such as Neville Miller were also invited, but that Miller had a previous appointment out of the city.

Pearson Adds Outlets; Moves Opposite Benny

(Continued from Page 1)

In time marks the first time in five years that a sponsor has attempted to buck the popularity of the Benny program. Decision to compete with the Benny series is a result of a year's test on WENR, Chicago, one of the original 28 stations on the hookup, according to Rosenhaus, who also revealed that Pearson's program on the Chicago outlet was tested over a period of 52 weeks in competition with Jack Benny with favorable results.

During the test in Chicago, Pearson's newscasts were broadcast via transcription following the regular network airing at 6:30-6:45 p.m. on Sundays. In addition to the new 35-station network for Pearson, sponsor also airs a re-broadcast via transcription on the same day at a later time over WLW, Cincinnati. It was announced that this practice would continue. The Drew Pearson programs are produced by Henry Souvaine, Inc., and the account was placed by Raymond Spector & Co., agency for the account.

Wheeler and ET Men Discuss AFM Situation

(Continued from Page 1)

of the meeting. A. J. Kendrick, v.-p. and general manager of World Broadcasting System accompanied Finney to the Capital.

Senator Wheeler refused to make any comment on the conference, and gave no indication as to whether he was in any way encouraged. He would not say whether he has any other conferences scheduled on the matter.

KDKA-Theater Bond Sale Pittsburgh—KDKA, of this city, has completed arrangements with the management of "Ice-Capades" to hold a special performance on Sunday, Nov. 8, for the sale of War Bonds. All bonds will be sold through special KDKA booths.

BWC Conservation Plan Expected Later In Week

(Continued from Page 1)

Fly. There is still considerable speculation as to just what the program will include, with many informed persons here expecting the FCC to relax its regulations.

At his press conference held here Fly said, "I think I ought to stress again that whatever is done, there will not result any lessening of the coverage or radio stations due to change in the various rules in the operation of the equipment. We will have the same effective output and same coverage we have had heretofore. You see, some of the rules which we have had regulating the equipment have necessarily been very strict, and we have got to a point now where, by changing those rules and by the consequent change in method of operation, we can get a more effective output, so I think we can increase the life of the equipment materially without affecting coverage at all."

The FCC is expected to approve the program, with announcement due later in the week.

Lucky Strike Defends Ads In Reply To FTC Charge

(Continued from Page 1)

The FTC charges, the tobacco firm alleges that all its representations are true and that certain sections of the complaint do not correctly set forth the representations made by the respondent in advertising Lucky Strike cigarettes.

Answer also brings to the attention of the FTC a dismissal of a previous case in which the use of Lucky Strike's "toasting" process was part of the complaint.

Morency "Retail Plan" Endorsed At NAB Meets

Jacksonville, Fla.—Two-day meeting of the Florida section of the NAB Fifth District, held here at the George Washington Hotel, followed the lead of Fourth District in passing a formal resolution unanimously endorsing the Retail Promotion Committee plan.

New plan first presented in Pinehurst to the Fourth District, is the product of a group headed by Paul W. Morency of WTIC and a detailed explanation of the plan will be given shortly.

Wedding Bells

Philadelphia—Al McDowell of the engineering staff of WIBG walked down the aisle to the altar recently. Bride's name is Louise Hutson.

WBYN NEWS EVERY MINUTE ON THE MINUTE 12 NOON TO 6 P.M. NEWS AS IT HAPPENS 1430 ON YOUR DIAL

COMING and GOING

A. E. JOSCELYN, newly-appointed manager of WCCO, Columbia outlet in Minneapolis, visiting yesterday at network in New York.

TOM SLATER, director of special sports for Mutual, is on a business Washington. He is expected back to New York.

MEL B. WOLENS, commercial manager of WCFL, Chicago, has arrived for a station business.

HAROLD LEVY, of WINX, in town yesterday for conferences with New York representatives of the station.

KATE SMITH and TED COLLINGS, in town today doing a 12-hour broadcast on WJSV and the Columbia network.

EDDIE CANTOR, MERLE OBERG, McDANIEL and DINAH SHORE, in town today for a broadcast of "Time to Smile" for the entertainment of the service.

HAROLD F. OXLEY, manager of Luncheon and Tommy Reynolds on a four-week survey of road conditions, southwest and midwest.

KINGSLEY HORTON, sales manager in town from Boston on station business.

RALPH N. WEIL, manager of WOL, back tonight from Washington, where he attended the meeting of the Radio War-time Control Committee.

JEAN TENNYSON, soprano, will return to New York immediately after tonight's broadcast of "Great Music." She will resume at the CBS New York on Nov. 4.

AMANDA SNOW, actress featured on radio stations during the past three weeks, arrived in Chicago to join the cast of "National Barn Dance" on WLS.

Old Gold Buys Bill Sports Series On

(Continued from Page 1)

WEAF include participation of Fanny Farmer Candy Shop, Mary Margaret McBride's Mondays through Fridays at 7 p.m. and four quarter-hour programs, "Parade of the Stars" the sponsorship of United in the interests of Rexall Drug One-Cent Sales. Fanny Farmer contract was placed by J. Walter Son Co. and Street & Finn advertising agency controlling Rexall account.

NOT JUST MONROE COUNTY but WHAMland 140,518 prospective boost year income. Nat'l Rep. George P. 50,000 Watts... Time... NBC Blue... ROCHESTER, N. Y. -The STROMBERG-C



WXYZ

**will deliver*
lion's share of Detroit at lowest cost**



***Guarantee with any WXYZ Champion Show**

KING-TRENDE BROADCASTING CORP., DETROIT, MICH. National Representatives: Paul H. Raymer Company

Los Angeles

By JAC WILLEN

EDDIE CANTOR'S "Time To Smile" broadcast from the Hollywood Canteen will give the radio gang a real mark to shoot at!

CBS added Bill Fuller, veteran West Coast announcer, to their staff of word spielerers, according to Hal Hudson, C. P. N. program manager.

The orchid which Connie Haines receives each week just before the Abbott & Costello show goes on the air is a present from Private Bob Carroll of the Army Air Corps and formerly Connie's singing partner on the summer Nesbitt-Willson show.

Robert O. Reynolds, KMPC manager, off to the East Coast on a business trek, with stop-over planned at his home town of Okmulgee, Oklahoma.

G. A. (Dick) Richards, president and owner of KMPC, also made the trek and will remain in the East for a three week period.

That was Tom Hanlon, well-known Pacific Coast football announcer, doing the football announcing sequences on "Blondie" this week.

Rudy Vallee starred with the Sportsmen quartet and the new orchestra on a new series of three "Treasury Star Parade" broadcasts launched on KFI Saturday, October 24, 9:30 a.m. PWT.



Reporter At Large . . .!

NEW YORK HEARS THAT: Contrary to all reports, the Pabst account fell in the lap of Warwick & Legler as a result of the Louella Parsons-Groucho Marx audition. . . . Nan Wynn will be handed a build-up comparable to the one given Dinah Shore, with General Mills already interested in an evening show for her. . . . Eddie Cantor, who oughta know, has written a piece for "Cosmopolitan" tagged: "The Trouble With Women Is . . ."

Walter Compton ran into Henry J. Kaiser at the Marine Broadcast at Mutual not long ago and congratulated him on the launching of a ship in ten days. "That was nothing," retorted the Miracle Man. "I could have done it in eight—but we had to hold it up two days until the President got here. He wanted to see the launching."

HOLLYWOOD HEARS: You have to carry a special badge to get into the stage door at NBC. . . . The best dressed man in radio here is Hal Bock, NBC publicity director. . . . The "Command Performances," which aren't broadcast in this country, get the most enthusiastic audiences. Dinah Shore has done nine of these. . . . Billy Burton, here with Jimmy Dorsey, has rented a cottage and says he is really living now. . . . Sidney Strotz has been re-classified into 1-A. . . . Don Ameche will portray Floyd Gibbons in "One Man Army". . . . Margo returns to the screen shortly in "Corregidor," her first screen role since '39. . . . Cary Grant enters the Army Air Force as a private Dec. 12th.

Chas. Laughton and Kate Smith can now take a back seat when it comes to war bond selling. An ordinary housewife by the name of Mrs. Janet Brenner appeared on Ralph Edwards' "Truth or Consequences" show last week and drew the assignment of delivering a 30-second war bond talk. If she sold \$10,000 worth, she was to receive a free 'phone call to any part of the world, a new outfit of clothes plus a trip to Camp Shelby to see her son. Believe-it-or-not, Mr. Ripley, Mrs. Brenner came through with \$107,000 worth of sales—and the orders are still coming in!

Irving Berlin reveals at least one reason why he won't look at amateur songwriter's scripts. One day out in the middle west, a Negro lad delivered an order to his hotel room. Seeing the piano, the lad said he wrote music and proceeded to play one of his tunes—which seemed like a medley of everything that had ever been written. Berlin tried to be polite and explained that his firm couldn't possibly publish the tune. "Okay, then," retorted the boy, "but if I hear it anywhere, I'll know where you got it!"

Chicago

By FRANK BURKE

SOMETHING of a fan mail has been hung up by D. Neil and his Blue Network fast Club." A few announcements concerning a forthcoming book celebrating Don's ten-anniversary on the air has brought \$1 bills to date. The book has come off the press.

"Plantation Party," with Ford, switches from a Bug bacco plug to Cool cigare October 30 for Brown & son. The program will be from 8:30-8:53 p.m., CWT, with Mary Ann Mercer, singing the rest of the time until 9 p.m. Sir Walter Raleigh.

Gus Van will be interviewed by Tate and Nikki Kaye on WGN day at 10:15 p.m.

Carl Schreiber, Chicago leader, deserves a note of his public spiritedness. So learning that the OCD-sponsored Chicago Servicemen's Center, contributions volunteered to write a dance with his own the Lion's ballroom Nov. 6, Northwest side. All the net go to the Servicemen's Center.

Local radio stations reaping harvest in a windfall of politeness. Candidates for state, and county offices buying time.



NEW YORK'S STATION DISTINCTIVE FEATURES

NOW 5000 WATTS

The unique position of WEVD with a large section of Metropolitan New York's 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 WEVD" . . . sent on request

WEVD

117-119 West 46th St., New York

The ALABAMA TRIO

Better Market

Alabama's vast spending power extends the length of the state and payrolls are at record figures.

Better Coverage

It's the whole state of Alabama—and parts of FIVE others—when you use the ALABAMA TRIO to carry your message.

Better Price

Yes, there's a better rate—and better coverage—on the ALABAMA TRIO. Save a full 10% when you use all three!

WSGN

WSFA

WALA

BIRMINGHAM

MONTGOMERY

MOBILE

REPRESENTED BY HEADLEY-REED CO

Remember Pearl Harbor

WAR-PROGRAM IDEAS

"The Civilian Soldier"

aired on KDYL in Salt Lake
 week the first of a new series
 in the interest of the
 "The Civilian Soldier"
 by the Mullett-Kelly Com-
 Salt Lake City. The quarter-
 broadcast salutes civili-
 in the war effort. The
 broadcast, part of which was
 at the Utah Copper Com-
 open pit copper mine,
 the thousands of employees
 concern and called attention
 awarding of the Army-
 to the firm. Only institu-
 tion is made of Mullett-
 company who seek simply to
 those whose civilian efforts
 of the War are outstanding.
 is the first of its type to
 in the Intermountain region.
 is written and produced by
 Pack of KDYL's program
 nt.



Restrictions Explained

ical departure from usual
 the Court Cafe in Albuquer-
 a program entitled "News
 me Front" to acquaint the
 with the difficulties and handi-
 which restaurants must
 te. KOB, Albuquerque, is
 special releases from the
 ce of OWI for use on this
 . The only copy used in a
 nouncement in the body of
 m which usually has some
 to OPA regulations or ex-
 restaurant's methods of
 ing wartime restrictions on
 and service. The program
 een used very successfully
 badly needed experienced
 and other help. The pro-

on CBS Hookups and For Bennett Talk

on hookup of CBS outlets
 urchased by the Indepen-
 ents' Committee for the
 John J. Bennett, Jr., for
 of a quarter-hour one-time
 5-11 p.m. on Nov. 2. Sta-
 New York City, Buffalo,
 Albany, Rochester and
 air the program.

Showmanship!

WABC

WATFORD

WATTS Basic Blue

WAT RADIO STATION

KPO Studio Audience Shows

Two new commercials on KPO,
 San Francisco, are attracting capacity
 studio throngs each week-end, with
 the station unable to satisfy current
 requests for ducats. Albers Milling
 Company's mystery drama, "Who
 Dunit," which recently returned to
 this city after two years in Holly-
 wood, goes airward to coast NBC Red
 stations each Friday night before an
 audience of approximately 500. Jack
 Kirkwood, veteran vaudeville actor,
 plays the lead role of Capt. Madigan.
 Program culminates in a quiz of four
 spectators, whose ability to answer
 correctly when questioned concern-
 ing the mystery clues determines
 whether they win \$50 or \$25 bonds.
 Other big new show is Standard Oil
 of California's Sunday night Sym-
 phony, which is back on KPO and
 NBC coast stations after two years
 on KFRC and Don Lee-Mutual out-
 lets. Edwin McArthur, young Amer-
 ican conductor, is directing the cur-
 rent series.



Camera Collection

Recently inaugurated "Camera
 Caravan" program on WINX, Wash-
 ington, D. C., has for its purpose the
 collection of old cameras for use by
 service men on leave in Washington.
 Sponsored by a local camera store,
 the program consists of recorded mili-
 tary music and announcements by
 Lee Everett, asking listeners to send
 in their old cameras. Sponsor offers
 to repair the cameras free of charge
 and then turn them over to service
 men's clubs to be loaned to the boys.

gram, a five-minute feature, is broad-
 cast at 8:15 p.m. Monday through
 Saturday.

Atlantic Net Eyes Steele As Director Of Programs

Ted Steele, currently on NBC three
 times a week with an orchestra, is
 being screen-tested latter part of this
 week by M-G-M whose contract with
 Steele expires November 1. If the test
 is satisfactory and M-G-M picks up the
 option, Steele will head for the coast
 fairly soon for immediate picture pro-
 duction. If the picture contract does
 not materialize, he will probably be-
 come associated with the Atlantic
 Coast Network as program director.
 Negotiations for the network post
 have been pending for a few days.

New Prize Show On WKRC

Cincinnati—M. Werk Co., through
 Frederic W. Ziv, Inc., is sponsoring
 on WKRC the "Werx Jackpot," heard
 Mondays through Fridays at 2:15
 p.m. and conducted by Nelson King.
 Awards of five dollars in cash are
 made to persons having a box of
 Werx in the house when called to
 the phone over a specially installed
 line in the studio. The listener, to
 prove that she has the product, must
 read the advertising message on the
 container.

2 "PLUGS" = 2 Tons of KEYS

Just 2 brief requests by Fulton
 Lewis, Jr., during his broadcasts
 of October 1 and 2 brought
 more than 2 tons of keys to be
 added to the Nation's needed
 supply of brass and nickle
 (and they're still pouring in!)



FULTON LEWIS, Jr. HAS THE "KEY" THAT WILL OPEN MORE SALES FOR YOU—

That key is the immense, loyal radio family that listens 5 times
 weekly to Fulton Lewis, Jr. They are an exceptionally responsive
 cross-section of America. Typical of their spirited response to
 the country's need for old keys, is their enthusiasm for the more
 than 50 different products offered by Fulton Lewis, Jr. Here is
 radio's outstanding feature of the year with a background of
 pulling power and results that will make any advertiser sit up
 and take notice. Fulton Lewis, Jr., is available for sponsorship
 over YOUR STATION—at YOUR OWN ONE TIME QUARTER
 HOUR RATE PER WEEK. If you want more dope—wire,
 phone or write WM. B. DOLPH, WOL, WASHINGTON, D. C.

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

17 CBS Commercials Are Now Shortwaved

(Continued from Page 1)

Secret Weapon," which had its sponsored debut over Columbia on October 16, was first beamed to the AEF October 18. Lockheed & Vega Aircraft is to shortwave "Ceiling Unlimited," featuring Orson Welles, to our troops on foreign duty beginning Wednesday, Nov. 11. Nov. 3 will be the first overseas broadcast of R. J. Reynolds' new Camel program "Thanks to the Yanks."

"Ceiling Unlimited" makes its debut on CBS Monday, Nov. 9, from 7:15 to 7:30 p.m., EWT with the first shortwave airing on the following Wednesday from 6:45 to 7:00 a.m., EWT. "Our Secret Weapon," broadcast Friday evenings from 7:15 to 7:30 p.m., EWT, is beamed to our troops abroad on Sundays from 6:45 to 7:00 a.m., EWT. Oct. 31 marks the network debut of the Camel quiz show, "Thanks to the Yanks" Saturdays from 7:30 to 8:00 p.m., EWT. Beginning the following Tuesday, Nov. 3, from 7:15 to 7:45 a.m., EWT the AEF will hear the program.

Two Programs Institutional

R. J. Reynolds' program is for its Camel Cigarettes; both Philco and Lockheed and Vega Aircraft commercials are institutional. Sayre M. Ramsdell, Associates handles the Philco account. Agencies for Lockheed & Vega is Lord & Thomas, Los Angeles. William Esty & Company, Inc. is the Reynolds agency.

The following commercial CBS programs are now being shortwaved to AEF.

Our Secret Weapon	Philco Corporation
Texaco Star Theater	Texas Company
Burns and Allen	Lever Brothers Company
Major Bowes' Amateurs	Chrysler Corporation
Sergeant Gene Autry	Wm. Wrigley, Jr. Company
Your Hit Parade	American Tobacco Company
We the People	Gulf Oil Corporation
Thanks to the Yanks	R. J. Reynolds Tobacco Co.
Ceiling Unlimited	Lockheed & Vega Aircraft
Take It Or Leave It	Eversharp, Inc.
The First Line	Wm. Wrigley, Jr. Company
Lux Radio Theater	Lever Brothers Company
The Family Hour	Prudential Ins. Co. of America
Gay Nineties Revue	U. S. Tobacco Company
Camel Caravan	R. J. Reynolds Tobacco Co.
Al Jolson	Colgate-Palmolive-Peet Company
Ben Bernie	Wm. Wrigley, Jr. Company

Nelson Tells Newspapers That Curtailments Loom

Washington Bureau, RADIO DAILY

Washington—An even more important new role for radio is considered likely as a result of curtailment expected in the newspaper publishing industry. Two dozen newspaper executives met with Donald M. Nelson, WPB chairman, yesterday, and were told by him that certain "curtailments are absolutely necessary."

No specific plan for these curbs has as yet been outlined, but it is known that WPB is studying the matter. Probable results will be a further drop in the number of separate editions and perhaps smaller newspapers. Manpower shortages seem to be the foundation of most of the trouble, affecting not only the actual news operations but the supply of newsprint, zinc and other metals and materials as well.

License Of WBAX-100 Watter Starts Hectic FCC Hearing

Washington Bureau, RADIO DAILY

Washington—Several heated clashes between the opposing attorneys, an incident of book burning, Mrs. Elizabeth Dilling and the activities of one Paul Mears Winter featured the opening sessions of the hearing yesterday in which the FCC seeks to prove that it would be in the public interest to rescind its grant of a license to operate WBAX, Wilkes Barre, Pa., to the Northeastern Pennsylvania Broadcasters, Inc. Robert J. Doran, president of Northeastern, was on the stand most of the day as Marcus Cohn, Commission attorney, sought to weave a story of Fascist intrigue.

Clashes With Porter

Cohn locked horns several times with George Porter, former FCC assistant general counsel who represents the licensee concerning evidence Cohn offered for the record. Shortly after the hearing opened Cohn questioned Doran concerning Paul M. Winter, an "investigator," whom Doran later admitted he had advised to apply for a position with the United States Naval Intelligence Bureau. Doran refused to answer reading a prepared statement in which he explained that he would not testify at a public hearing because his testimony concerned agencies of the U. S. Government and should be kept confidential because of the war effort.

Examiner Harrison B. S. Laughter then agreed to have the hearing room cleared while he conferred with Cohn and Porter. Porter insisted that even the attorneys for the other interested parties (four other Wilkes Barre groups seek the WBAX license) should be barred. These included George C. Sutton for the Wilkes Barre Broadcasting Corp., Paul D. Spearman for the Central Broadcasting Corp., Thomas A. Farrell for Key Broadcasters, Inc., and a lay representative of John S. Stenger, Jr., pioneer broadcaster who is presently operating WBAX under a temporary license and seeks the permanent grant.

All Ordered from Chamber

Finally the examiner ordered the attorneys and even Doran from the chamber. "This is first time I ever heard of anything like this," remarked attorney Paul Spearman, a veteran radio lawyer.

A half-hour conference ensued,

'Radio Chapel' On Mutual To Have Special Program

Mutual will celebrate the second anniversary of its "Radio Chapel," Nov. 11, with a special broadcast, 10:45-11 p.m., featuring representatives of the Protestant, Catholic and Jewish religions. Speakers will discuss "Religion Fights For the Just Peace," and will include Bishop G. Bromley Oxman, Monsignor Francis W. Walsh, and Dr. Israel Goldstein, president of the Synagogue Council of America.

after which Porter requested a two-hour recess. Cohn insisted that the reason for Porter's request be inserted in the record, declaring that if Porter refused to enter it he (Cohn) would do so. Porter inserted in the record an explanation that he desired the recess so he could confer privately with his client.

Admits Approaching Educators

Doran took the stand in the afternoon, while Cohn questioned him concerning the contents of voluminous files of correspondence and documents belonging to Doran but now in Commission hands. During the testimony Doran admitted that in his capacity as head of the local American Legion Committee on Americanization he had brought pressure to bear on the head of the Wilkes Barre School Board and that that gentleman had as a result burned in his own home "18 or 20" copies of the book "I Went to Pitt College," by Lauren Gilfillen. This book which dealt with poverty in the mining region about Wilkes Barre, was described by Doran as "improper and filthy," and he added that its "vulgarity and curse words" made it imperative that they be kept from the city's schools and public library. Doran himself borrowed and later bought the public library's copy.

Doran declared he was unable to identify the author of a hand-written letter found in his files which began "Dear Bob: I was able to steal 3,000 of the enclosed pamphlets."

Porter In Rebuttal

Porter later objected strongly to the introduction of the various literature found in Doran's files, stating that the inference Cohn desired was that Doran agreed with the sentiments expressed therein. He said that he could perhaps go to his own home and come back with a basketful of literature. "But you're not applying for a license to operate a radio station," was Cohn's sharp rejoinder.

Porter also objected to judicial notice of the indictment by the District of Columbia grand jury on June of 1940, of the Rev. Gerald P. Winrod and 28 others for alleged Fascist activities. These 28 included the Rev. Frank Woodruff Johnson, of Chicago, an alias of Mrs. Elizabeth Dilling. Cohn promised that he will "discuss these names with Doran" at future sessions. Hearings will resume today.

Detroit-AFM Contracts Handled Through Mediator

Detroit—Understood that local stations have agreed to refer new contracts with the AFM to the Michigan State Mediation Board. Contracts with the musicians' union ran out last Saturday and after efforts to come to an agreement both sides agreed to leave it to mediation. Understanding is that there must be at least three days notice in the event the AFM decided on any strike call, strike being held improbable in any case.

'Language' Men Their Setup P

(Continued from Page 1)

"language" committee was by Robert K. Richards, language chief of the Office of War Relocation Administration. Richards attributed conditions in foreign language casting to both the individual and the Committee as well. Results of the question out by the FLRWCC revealed currently there is a total of 53 minutes in the field. Twenty gauges are included and the monthly time runs to 7,046 53 minutes.

Lee Falk, Foreign Language of OWI's radio bureau, on his recent trip through the West and an OWI question recently tabulated, said that is given to Italian language more than any other tongue. More carry Polish programs, however, exclusive of spots, said Falk, cent of the time given to language broadcasts is devoted to "public service programs." eight per cent, he continued, is devoted to OWI training in foreign languages. About of the total time devoted to languages is sustaining, he said.

Jerry Spingarn of the spoke briefly. Present in the speakers were Arthur FLRWCC Chairman, of Philadelphia; Joseph Lang, of WHOM, New York; C. M. KGER, Los Angeles; A. N. A. WCOP, Boston; Ralph W. New York; Pat Stanton, Philadelphia and Arnold Ha. WGES and WSBC, Chicago.

Guests at the Meeting were P. Place of the NAB, E. Bronson of the Office of C and Mrs. Oliva Sachs of th

WOV will produce two more language shows for the OWI distribution among 69 Italian language stations in U. S. State recently, is producing "Ur Speaks" which in transcript is used on 61 stations. The are "Victory For America for Italy," and "You Can't mess With Hitler." The latter produced by WHOM, Jersey is currently used by 50 stations.

All the productions are from material supplied by written by Renzo Nissen, produced by Mario Hutton, producer of the station. Show on WOV, but are waxed for national distribution.

FCC Orders Hearing Re Southern Re

Washington Bureau, RADIO

Washington—FCC yesterday held a hearing in New Orleans, Dec. 9, in the cases of WDO, Orleans, WMIS, Natchez, WGRM, Greenwood, Miss., ing license renewals. Test available witnesses will there, then the hearing will be completed in Washington.

U BUSINESS

San Francisco: Bellbrook
 San Francisco, anns. ETs
 asks for milk and cream,
 Botsford, Constantine &
 Wick Chemical Co., New
 ETs for Vicks Cough
 Hugh Morse International;
 Evening Post, Philadelphia,
 behalf of SEP magazine,
 tton, Barton, Durstine &
 arus & Brothers Co. of
 Va., anns. ETs for Domino
 through Warwick & Legler
 gg Co. of Battle Creek,
 for Ant Paste, through
 Robinson agency.

**C File Answer
 Action By Mutual**

(Continued from Page 1)
 which usually provide that
 y-eight days notice, NBC
 e the option to use a part
 of its affiliated stations.
 er of RCA and NBC denies
 as been any violation of
 that the plaintiffs have
 ed in any way. It asserts
 d advertisers will not use
 adcasting as an advertis-
 unless a network is able
 circulation in the mar-
 plated by the advertiser
 an extended period of
 advertiser may desire to

CBS Option Time Use
 er likewise asserts that
 it fails to state a claim
 ny relief can be granted.
 that Mutual itself in its
 th its stockholder sta-
 her affiliates has recog-
 nessity of exclusive op-
 the conduct of network
 but has seen fit to limit
 tion time only in so far
 ation would injure the
 venue of NBC, Colum-
 Network Company, Inc.
 nd augment the present
 venue of Mutual.

Bros. On WOR

others, Inc., in the in-
 que Kitchen Magic, has
 asor on Martha Deane's
 n, signing a 52-week
 ch started this week.
 c & Company services
 Program now has five
 luding Miles Labora-
 r One-A-Day Vitamins,
 ed its contract for 13
 e today, through Wade
 gency. Program's other
 O'Cedar Corporation,
 oducts and Pan-Amer-
 ureau.

fm Renews Gilbert

rt's "Latin-American
 adcasts on Saturday
 5 o'clock, for Barricini
 en signed for another
 ch will round out a

★ **PROMOTION** ★

WHO Drug Merchandising

WHO, of Des Moines, Iowa, recently
 inaugurated the following merchan-
 dising plan for Iowa druggists. A
 series of daily one-minute courtesy
 plugs for the retail drug trade was
 initiated, urging listeners to patronize
 their nearby drug store for a variety
 of everyday needs. This plan and
 the announcements conform to the
 annual merchandising calendar of the
 Nat'l Ass'n of Retail Druggists and
 is similar to the plans being used
 by WLW-Cincinnati and WMAQ-
 Chicago.

Working in cooperation with the
 Iowa Pharmaceutical Ass'n, station
 also sent out a monthly merchandis-
 ing sheet to the druggists, preview-
 ing the coming month's announce-
 ments and suggesting ways to tie in
 with them via displays, etc. In gaug-
 ing the reaction of his druggist-
 members, secretary V. H. Tyler re-
 cently sent out an announcement of
 the plan and has, to date, received
 over 250 replies from some of the
 finest outlets in the state promising
 active cooperation.

WLIB's "Of Signal Importance"

"Of Signal Importance" is the cover
 title of a new self-mailer folder dis-
 tributed last week by WLIB, Brook-
 lyn, to advertising agencies and ad-
 vertisers. Promotion piece calls at-
 tention to the purchase of WLIB time
 signals by Bulova watch. Folder
 points out the 15,000 letters received

**AFRA Studying Means
 Of Obtaining Increases**

(Continued from Page 1)
 General Order No. 5 of the Presi-
 dent's wage stabilization order, AFRA
 execs believe that the request will
 have to be submitted to the War
 Labor Board.

In her column, "National Hookup"
 which appeared yesterday in the
 union's magazine, "Stand By," Emily
 Holt, executive secretary, had in-
 dicated that the union would go ahead
 with its plan, conforming, of course,
 to the national policy. Magazine had
 gone to press before the No. 5 in-
 terpretation was released. Union
 execs expect to explore the problem
 with government reps, taking into
 consideration, too, individual con-
 tracts.

AFRA had included the increased
 cost of living clause in its basic con-
 tract two years ago. Increases were
 to be based on the cost of living
 index of September 15 which are
 not released, usually, until about
 October 15. President Roosevelt's
 freeze order was issued almost simul-
 taneously.

MBS Drops Two Serials

Two dramatic serials originating
 from Buffalo, have been dropped by
 Mutual, effective Nov. 6 and 13 re-
 spectively for "I'll Find My Way,"
 and "Miss Meade's Children."

this month, station's fifth on the air,
 marked a 35 per cent gain over the
 preceding month and cites that 9,000
 persons requested WLIB's program
 booklet. Typical mail pulling suc-
 cess stories are set forth under the
 heading "Evidence of Paying Power."

CBS Twin Success Story

Capital is being made by the CBS
 program promotion department of
 the switch to its network of two
 long-standing quarter-hour serial pro-
 grams, "Easy Aces" and "Mr. Keen,
 Tracer of Lost Persons." In a bro-
 chure titled "14,976 Additional Quar-
 ter-Hours Annually," the twin suc-
 cess stories of the two shows are
 graphically described through illus-
 tration and copy. Cover design simu-
 lates a clock with the minutes desig-
 nated by alternating reproductions of
 the sponsors' products.

Time analogy is continued on suc-
 ceeding pages stressing the past 95,407
 quarter-hour periods of both sponsors
 and 14,976 to come. Illustration and
 copy record the history and person-
 ality of both series. Included are
 pockets in which publicity material
 for each show is inserted. Brochure
 was prepared under the direction of
 Tom Connolly of the network's pro-
 gram promotion division of the sales
 promotion department.

To the Colors!

JEROME JOSS, account executive
 with Schwimmer & Scott, Chicago,
 has resigned to enter the Army. He
 was assistant radio chief for the War
 Savings Staff of the Treasury Depart-
 ment in Illinois.

—vvv—
 HERBERT O. KIMBERLEY, and
 MERLE BJORK, assistant engineers
 at WLOL, Minneapolis, are in the
 Navy and Army respectively. Kim-
 berley has been commissioned a
 Lieutenant (s.g.) and Bjork is a
 flying cadet in the Air Corps.

—vvv—
 NEAL O'MALLEY, who was "Jiggs"
 in the serial "Bringing Up Father" is
 now a Captain in the Marine Corps
 Reserves.

—vvv—
 JACK PERRY and GENE SOARES,
 of the WFCI, Pawtucket, engineering
 staff, are now staff sergeants in the
 U. S. Marine Corps.

Met. Auditions' 8th Year

"Metropolitan Opera Auditions of
 the Air," through which 16 winners
 in the past have received contracts
 with the Metropolitan Opera Com-
 pany, will open its eighth consecutive
 season on the air Sunday evening,
 Nov. 29, from 6:30-7 p.m. The pro-
 gram is presented by Sherwin-Wil-
 liams Company, sponsor since its
 inception, and is heard over 137 sta-
 tions of the Blue Network.

TODAY-12:30

Luncheon of the
RADIO EXECUTIVES' CLUB
OF NEW YORK

at the Loyale
 521 Fifth Ave., New York City

"WJZ DAY"

ED EAST, M.C.

WILBUR EVANS and JOSEPHINE HUSTON—
 OPERETTA DUET

DIANE COURTNEY and the JESTERS

MARILYN JEAN MILLER and TEXAS JIM ROBERTSON

ROY PORTER *will speak on*

"From War Correspondent to Radio Commentator and Its
 Headaches"

Come on down. All radio people welcome—every Wednesday at
 12:30. Bull Ring Bar. Play Bingo for U. S. War Stamps.
 Members \$1.00—Guests \$1.50



Coast-to-Coast



JANE CONNORS, Cornell University graduate, has been named continuity editor of WELI, New Haven... Other WELI personnel changes include the addition of Robert Engle as control operator replacing Vernon Wilson who resigned to become a laboratory technician at Massachusetts Institute of Technology; the promotion of Patricia Pontillo, assistant in the bookkeeping department, to head bookkeeper to fill the vacancy created by the resignation of Francis Schipper, Navy-bound. Borothea Astorino has been hired to assistant Miss Pontillo; addition of Jack Lucas, Yale sophomore, and Dick Allen to the announcing staff replacing J. Franklyn Ruetz and Parley Dean Thueson, respectively.

Roger Bacon, sports announcer of WTOL, Toledo, gladly paid the postman 5c postage due recently when his trophy came from the American (Baseball) Association, because it was a handsome desk pen, with bronze engraving on the base. It was won by WTOL and Bacon for bringing out almost 6,000 fans to "Radio Appreciation Night" at the local park. President Geo. Trautmann's office explained there were no suitable trophies available, so the pen was substituted and Bacon was certainly pleased with the substitution!

Truman Brizee has been named promotion director of WHAM, Rochester, N. Y., succeeding Arthur Kelly, who has been transferred to the station's engineering staff. Brizee has been with the station for six years and has handled sales and merchandising.

WDRC, Hartford, has informed the Navy Department that it used eight different features on Navy Day, being celebrated today, plugging the Navy's recruiting drive. Various local programs were dedicated to Navy Day, many spots were used as well as station breaks, and three local transcription programs were aired.

Whitey Larson, veteran news editor, will head up the news department of WNAX, recently moved to the Sioux City studios. He will be assisted by Jack Knott, formerly of KARK at Little Rock, Arkansas, who will assist with the news and handle sportscasts. Knott has an honorable discharge from the Marines due to physical disability. He served in the Far East and other portions of the world with the Marines and has found this background of travel especially valuable for his news work.

In conformance with the request of the Office of War Information, Audrey Calder has been appointed War Program Manager of KHUB, Watsonville.

Second appendectomy in two weeks within the ranks of the cast of the "Barn Dance," aired via WSB, Atlanta was performed recently on James Carson, singer with the "James and Martha" duet. Ten days previously Bill Lyle was similarly stricken while doing a benefit show in Athens for the Georgia Naval Pre-Flight School... New faces on the staff of WSB are announcer Percy Hearle and Mary Caldwell, University of North Carolina graduate. Hearle, a Missourian and former manager of an insurance agency, has come to WSB via Syracuse, New York, and Miami, Florida. His announcer-ship is the result of an active dramatics hobby. Miss Caldwell is in the publicity department.

Joe Gibson, head of Tennessee's "War Bond" organization, last week announced the appointment of F. C. Sowell, general manager of WLAC, Nashville, as state radio chairman for the bond sales drive. The appointment came as a result of Sowell's direction of WLAC's own War Bond campaign which, during the month of September, accounted for sales aggregating over three-fourths of a million dollars, or approximately one-third of the quota set for the entire county in which Nashville is located.

Riverside Park, amusement playground, has contracted with WSPR, Springfield, Mass., for a two-hour matinee program using recordings during the fall, winter and spring seasons, despite the fact that it will be closed until May, 1943.

"Children's Hour" program was aired over WWNY, Watertown, N. Y., last Saturday afternoon for the first time. New program is broadcast for the small children with fairy tales being told on each program. Series is handled by Anne Alicia Jones, a member of WWNY staff... Maynard B. Davis, WWNY chief engineer, left this week on his annual vacation. He will spend the week hunting in the hills of Central New York... Graduation exercises of the Engineer Science Management War Training, a government project, was broadcast over WWNY, Watertown, N. Y. last week. Four engineers of WWNY, Michael Yankovig, James Billingsly, William J. Walck, Jr., and W. Howard Risley are members of the faculty for these courses.

1 9 4 2

BIRTHDAYS

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

October 28

Herbert Butterfield

Mario Cozzi Eli Dantzig
 Joe Hasel Madaline Lee
 Michael A. Romano

Radio Row will be represented brilliantly at the fifth annual Army-Notre Dame Rally on Nov. 6 at the Waldorf-Astoria: Edgar Kobak, executive vice-president of the Blue Network; Major Edward Bowes and Walter O'Keefe are among the score of the industry's personalities who will participate.

Ervin Viktor, formerly conductor of "Supertime Frolic" over WIND, Chicago, and later chief announcer and program director of WJJD, Chicago, is now with WWL, New Orleans, where he is handling all the programs sponsored by Consolidated Drug Products. Vik began his career in New Orleans as announcer and newscaster in 1930... Bill Brengle, whose voice has become well-known to New Orleans listeners through the past twelve years, is now on the WWL announcing staff. Bill is perhaps best known in the area for his description of Tulane football games for Coca-Cola, a series of broadcasts which he has handled for six years over a network of Gulf Coast stations.

Charles J. Winton, Jr., president of WLOL, Minneapolis, announces the following changes in personnel: H. E. Westmoreland, formerly sales manager, has been promoted to the position of general manager succeeding K. Wallace Husted, vice-president-general manager, who has been appointed chief of the station relations section, Radio Bureau, Office of War Information. Fred F. Laws, formerly account executive on the sales staff, has been appointed local sales manager.

"Music From Monmouth," Fort Monmouth's latest radio series featured every Sunday afternoon via WCAP, Asbury Park, N. J., does a three-fold promotion job. First, it gives the Post musical units a chance to display their talents, second, it reveals the importance of buying War Bonds and third, recruits men for the Army Signal Corps. Many NBC and CBS staff musicians make up the Fort Monmouth Band roster and two former radio men, Lt. Spencer Allen of WGN, Chicago, announcing staff and Sgt. Tom De Huff of NBC, New York, promotion department, produce and write the new series.

Starting next week and continuing every Tuesday and Thursday thereafter, WIBG, Philadelphia, will air a new movie gossip show. Fred Weiting will handle the programs, incorporating reviews of both movies and legitimate and other stage shows hitting Philadelphia.

St. Louis Union Trust Company has renewed a 52-week contract for a five-minute news spot on KMOX, St. Louis, each Sunday at 1:55 p.m. The new series has been introduced under the title of "Here's What Happened," and reviews events of 25 years ago and their relationship to current events. Francis P. Douglas, news editor for KMOX, is writing the

material... Sid Saunde joined the KMOX anno after an absence of two previously served with 1936 until 1940 when he lance in Chicago... Roll KMOX account executi turned from his vacation ing relatives in Sioux Dakota.

James K. Pollock, Ph.D., political science at the Michigan has opened a n news commentaries over moving from WWJ of the where the programs were viously. Dr. Pollock's Sund comments on the news a by the Michigan Mutual Lio

May Ratliff, formerly o San Francisco, secretaria transferred to the press succeeding Edward Picker resigned. Mrs. Ratliff, be ing the NBC organization and varied experience in paper and advertising ag Her new duties will inclu of radio schedules for the radio publications. Filling department position vacab Ratliff is Frances Davis, from the typing departme

News commentary of Mrs Sidney Wales on KROW, O only woman news commenta Francisco area, is finding i regularly in the "Weekly Dig Opinion" published by Radio New York, a clipping ser air. She has hit the "Air Q Week" column with regul

As their first guest of "WAMPS," the luncheon posed of women from the and motion picture serv industry, will entertain Ames at luncheon today. radio commentator on New York, and star of the scr first guest of the new social group, and it is exp other well known wom entertained at future lunch "WAMPS" meet on alternat days at the Hotel Abbey

RADIO EXECUTIVE

Presently employed by aggr watt New England stati change. Age 28, married, empt. 7 1/2 years in radio, present employer. Have holding engineering, writing tion and announcing positio program manager handling onnel, public relations and trative work. My superiors ward frank opinion of my wo \$3,600. Would appreciate with station or network tha me. Box AC, Radio Da Broadway, New York City.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



NO. 20

NEW YORK, N. Y., THURSDAY, OCTOBER 29, 1942

TEN CENTS

Gov't Disk Competition

Works Continue FCC-WBAX Case

Washington Bureau, RADIO DAILY
Robert J. Doran, president of Northeastern Pennsylvania Telephone Company, Inc., on the witness in an FCC hearing called to his suitability for a license for WBAX, Wilkes Barre, Pa., again yesterday against the questions put to him by attorney Marcus Cohn. He said his rights as an American were being violated by the FCC. Finally he concluded his testimony in the second day of the hearing.
(Continued on Page 7)

Who To Preside Radio "Social" Clinic

Chicago—James Rishworth, NBC public program director, eastern division, will preside as chairman of the Social Radio Program Clinic, National Broadcast Conference, Nov. 11, at the Morrison Hotel, Chicago. The conference, sponsored by the Chicago Public Schools Board, is held concurrently with meetings of the Association of Broadcasters by Radio, the NAB.
(Continued on Page 2)

Plans In Move Conserve Manpower

Washington—The Federal Communications Commission has announced plans to curb the ever-increasing number of accidents in industry as well as among the civilian population. The plan is being planned as a result of differences between officials of the War Relocation Authority and the War Relocation Administration in Washington. J. Edgar Hoover, acting as co-chairman.
(Continued on Page 2)

New Song Hit

Bill Willson, after a brilliant career as a radio musician, conductor and arranger, has found himself another niche in the "Hall of Fame." His latest hit, "My Ten Ton Baby," which he is currently performing, is to lead a hand to the War Relocation Administration. He has adopted it as official song for America's truck drivers.

A Bargain!

Washington—Right after Kate Smith began her 24-hour program over WJSV to sell War Bonds yesterday a caller from Lake Placid, N. Y. told Miss Smith she would buy a bond if Miss Smith did something about keeping her dog quiet next summer. Kate promised and the long distance caller pledged a \$100 bond.

NBC Completes Plans Re Election Coverage

Plans have been completed by NBC for intensive coverage of Tuesday's elections, the network's reports being scheduled to start at 7:45 p.m. EWT on that day with up-to-the-minute review of the election picture and early bulletins on the balloting as presented by H. V. Kaltenborn.

Thereafter, at half-hour intervals, NBC will provide three-minute summaries of the latest returns and
(Continued on Page 2)

Shelby Heading Radio For McCann-Erickson, Chi.

Chicago—James Shelby has been made acting director of radio here for McCann-Erickson agency, replacing Earl Thomas who has accepted a Captain's commission in the Army Specialist Corps, and is now stationed at Camp Meade, Md. Shelby was formerly with the Grant Agency and the Dale Carnegie Foundation, and was assistant to Thomas for the past year.

OWI's Top Priority To Nov. 3 "Get Voters To The Polls"

Wartime Radio Course Started By Michigan 'U'

Waldo Abbot, director of broadcasting and associate professor of speech at the University of Michigan, is conducting what is believed to be the first university course in wartime radio programs. Course, which is part of the university's speech curricula, is titled Wartime Radio Programs and
(Continued on Page 2)

Protest Under Way By Private Firms Whose Own Facilities Remain Idle Or Operate At 60% Capacity

WCAU Talent Splurge; Signs 9 New Artists

Philadelphia—Intensified drive to add fresh "live" talent to its entertainment staff has resulted in the signing of nine new personalities by WCAU of this city during the past week. These are in addition to five other radio performers who have joined the station since the beginning of the Fall season and who have
(Continued on Page 7)

Philco In Tele Tests For Opening Of WPTZ

Philadelphia—Preparatory to the formal opening of television station WPTZ, owned and operated by the Philco Corp., test programs on experimental station W6XE were inaugurated last week. In addition to a receiver test chart, the Penn-Columbia
(Continued on Page 2)

Kate Smith Capital Drive Reaches \$1,000,000 Mark

According to information received at midnight last night by CBS headquarters here, the Kate Smith all-day Bond selling campaign over
(Continued on Page 2)

Protest against the establishment of government recording studios and their use as competing and duplicate equipment with independent recorders is being formulated by the Recording Studios, and will be presented to the WPB, the Association of War Plants Corporation, Senate and House committees, New York Senators and the Mayor of New York within the next ten days. Decision to present the complaint was rendered at the monthly luncheon meeting of the group yesterday, at the Hotel Edison, following reports of how the
(Continued on Page 3)

Stations Must Return All ETs After Using

All stations will have to return their used transcriptions to the manufacturer, on and after Nov. 1, as a result of a War Production Board Order, M-10 recently amended. The manufacturer, in turn, will have to apply to the WPB for a specific authorization which will permit the manufacturer to accept the transcription.
(Continued on Page 7)

Davis Award Winners To Be Revealed Sunday

National winner and four sectional winners, in the 1942 competition for the annual H. P. Davis National Memorial Announcers' Award will be
(Continued on Page 6)

Duo-Control

Washington—Guests broadcasting over WWDC here, get an unexpected thrill when they look at their engineers. Polly Lilly, redhead, and Rosita Cardinal, brunette, are the only "sister act" in any radio control room in the nation's capital and now the station is looking for a blonde to make it a trio. Qualifications: Polly is 21; Rosita, 22; both little five-foot fives.

Washington Bureau, RADIO DAILY
Washington—Top priority even at the expense of other war messages is in order for announcements to stimulate the vote from Oct. 30 through Nov. 3. The OWI Radio Bureau urges that all stations concentrate on "getting out the vote" during those five days and making it clear to the public "why that vote has such peculiar significance this year." Radio Chief Wm. B. Lewis re-
(Continued on Page 3)



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

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FINANCIAL (Wednesday, Oct. 28)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include Farnsworth Tel. & Rad., Stromberg-Carlson.

Kate Smith Capital Drive Reaches \$1,000,000 Mark

(Continued from Page 1) WJSV had passed \$1,000,000 mark. With exception of the noon-day news broadcast over CBS, all appeals were local. Largest single purchaser was Col. O. R. McGuire, for the estate of the late Gen. Hugh Johnson who bought \$80,000 worth of bonds. Visitors and purchasers included Leon Henderson, OPA head and Secretary of Agriculture Claude Wickard. Various other visitors, known and unknown, as well as those phoning in helped to color the campaign which took on considerable human interest in the pledges that were made. Speaker Sam Rayburn of the House of Representatives was a visitor during the afternoon.

WBYN NEWS EVERY MINUTE ON THE MINUTE 12 NOON TO 6 P.M. NEWS AS IT HAPPENS • 1430 ON YOUR DIAL •

Ted Collins In Move To Conserve Manpower

(Continued from Page 1) ordinator of safety education for the department and the National Committee for the Conservation of Manpower for War Industries. Collins returned to New York today from Washington where the conferences were held. Collins' slogan, "It takes years to build a champion but only a second to destroy him," was adopted as the motif of a nation-wide campaign to educate all members of the civilian population on the part they can play in guarding and protecting soldiers of the production army. In a joint statement with Collins, V. A. Zimmer, director, Division of Labor Standards and chairman of the National Committee for the Conservation of Manpower in War Industries announced:

"Forty-five thousand medium bombers could have been built to soar the skies with the number of man-days lost through industrial accidents in 1941.

Quotes President

"This number of bombers could have been produced by 251,000,000 days of labor lost because of work accidents alone. Accidents on the highway, accidents in the home, accidents while indulging in recreational activities increased by many fold this unwitting contribution to the enemy. Including all kinds of accidents, more than nine million persons were injured during 1941 and one hundred thousand of them lost to the war effort forever.

"In 1941 on the industrial front the loss of man days to our war effort represented the work of eight hundred thousand able-bodied men for one year. The result of this loss was the same as if eight hundred thousand workers remained idle for an entire year.

"The President has said, 'Not all of us can participate in direct action against our enemies but all of us can participate in the saving of our man power.'"

Philco In Tele Tests For Opening Of WPTZ

(Continued from Page 1)

football game was televised from Franklin Field in this city on Saturday.

Beginning on Wednesday at 7:30 p.m. and every Wednesday night thereafter, the Philco television station is transmitting a receiver test chart at which time a feature film will be televised. Plans for continued transmission of Penn football games each Saturday during the current season have also been announced by Paul Knight, program manager, who has addressed a letter to "all viewers of Philco's television station" in which the firm's future television activity was revealed.

Letter also advises viewers of the possible necessity of adjusting receiving antenna in view of the new location of the transmitting antenna. Purpose of the test programs is to make the necessary adjustments. Philco's new television transmitter is located at Wyndmoor, Pa.

NBC Completes Plans Re Election Coverage

(Continued from Page 1)

trends, followed at 11:15 p.m. EWT by a complete analysis and report by Morgan Beatty from Washington, D. C. Beatty will call in NBC election reporters round the country.

NBC election headquarters have been established in the New York News Room where the staff of tabulators will work with the reports of the three press associations and NBC's special reporters. Latest bulletins will be given from the four studios in the News Room.

Don Goddard will headline station WEAf's election coverage, giving latest reports on the three-cornered Dewey-Bennett-Alfange race for the New York governorship.

"The election coverage has been planned to give listeners the latest authoritative returns throughout the night without disturbing their favorite NBC programs," said William F. Brooks, director of News and Special Events.

Other major network plans anent the election have already appeared in these columns, indicating extensive coverage throughout the country.

Rishworth To Preside At Radio "Social" Clinic

(Continued from Page 1)

and the International Institute on Music Education in War Time, which are to be in session from Nov. 10 to 12. During this discussion of social studies, Judith C. Waller, NBC director of public service programs, central division, will speak on "The Inter-American University of the Air."

Dwight B. Herrick, assistant to Rishworth, will participate, on the same day, in another conference panel on "Radio's Contribution and Responsibility in a World at War." Lieut. Col. Edward M. Kirby of the Army Public Relations Bureau, is to act as chairman of this session.

On Thursday, Nov. 12, at a meeting of the National Institute for Music Education in War Time, Miss Waller will serve as co-chairman of a panel discussing "New Opportunity and Challenge for Music Education in Radio." During this session, Rishworth will participate in a panel discussion of the sub-topic, "How Can Music Education Help Us?" Other members of this panel will include Leon Levine, CBS assistant director of education, and Ira Walsh, radio division, of the Federal Security Agency.

Talks By Davis, Price Broadcast By WMCA

Byron Price, director of the Office of Censorship, and Elmer Davis, head of the OWI, were featured last night in an hour-long discussion of wartime handling of news. The talks were carried by WMCA from 8:45-9:45 p.m., from the New York Times Hall. The speakers, introduced by Arthur Krock, Washington correspondent of the "Times," detailed the operation of official government censorship and its importance in the war effort of the nation.

COMING and GOING

ARCH SHAWD, vice-president manager of WTOL, Toledo, returning headquarters following a short business trip to New York.

J. W. KENNEDY, JR., commercial manager of WHAM, Blue Network outlet in New York, here for a brief visit on station business.

LARRY ELLIOTT, who has been as announcer on the "Great Moments" program, leaves for New York following broadcast to resume his announcing on "Treasury Star Parade" and "Shows."

PAUL MOYLE, commercial manager of Fayetteville, has returned to North Carolina after spending a few days in town on station business.

BEN BERNIE and his program including GALE ROBBINS, JACK FURBERGESSON and CAESAR PETRI, Chicago today for Toronto, where they will broadcast a salute to the war industries of Canada.

BRUFF W. OLIN, JR., general manager of WKIP, Poughkeepsie, spent yesterday on station and network business for home last night.

LOUIS PRIMA and the members of his band are back from a two-week stand at Northampton, Mass. They will leave later in the week for their home in Massachusetts.

M. K. VICKREY, president and general manager of WMSL, Decatur, Ala., is in New York today.

H. V. KALTENBORN, commentator on the "Philadelphia Tomorrow" program, will give a series of fortnightly lectures before the Municipal Stadium.

JACK FITZPATRICK, sportscaster for Chicago, leaving for Cleveland, where he will pick up the Navy-Notre Dame game at the Municipal Stadium.

LES BROWN and the members of his band have returned from their "Spotlight" appearance at Ft. Meade, Md., and the Cedar Grove "Meadowbrook" engagement.

Wartime Radio Course Started By Michigan

(Continued from Page 1) is given twice a week with full description, according to the course, is as follows: "Radio as a psychological weapon, goodwill and public relations medium, analysis of foreign shortwave and States standard band broadcasts, sorship practices; dramatic and new propaganda programs, accompanying the school's curriculum is a bibliography of pamphlets and magazine articles compiled by Abbot in connection with the course.

WHAT'S WHAT IN BO... 14-WCOP has a few special... availabilities NOW... mediate taking... but... better hurry! REPRESENTED BY HEADLEY-REED CO. WCOP

ET Competition Tested By Indp'ts

(Continued from Page 1)
 at studios were receiving ratings for materials and while facilities among independent studios were idle and readable. There were indications, the studios being established in the jurisdiction of the OWI compete with the independent business let out by government agencies. Among the members of the showed that majority rating at about sixty per cent and had ready equipment and forty per cent, which, led among a dozen and a members of the Association private firms would be needs of government business weeks ago, seventeen recorders were licensed Procurement Department of to handle government and while some of the larger have been filling some gov- ernors, none has been as small indies on the basis of contracts.

Duplication of Equipment
 OWI studios were being here, government reps and their establishment on that they were to be used for the OWI shortwave language productions of secretive and nature. Trade has pointed er, that established studios handling confidential jobs without any leaks, and in a efficient as government's could perform. In members noted that by facilities of the already studios, and by setting up government was simply equipment which re- high precious copper, steel e to equip innumerable dded, too, that by using tudent studios the govern- maintain the firms which tributing immeasurably effort in various ways, onating complete facili- sacrifices.

Government Solicitation
 er reported that he had the government studios' among other government which had been letting out private firms. Members unanimous mind that pur- course on the part of ment studios would squeeze prise right out of. ex- premise that they were riority equipment and Vtured, further, that gov- studios might entice essen- away from the indies,

LS TARGET
 in Central Ohio's
 Richest Market
 WRITE OR WIRE
 DIRECT FOR
 STATION DATA

WARTIME PROMOTION

Police Bond Delivery

Faced with the problem of how to get audiences to buy bonds from the station, located two and one-half miles outside of a city already loaded with booths in stores, theaters, hotels, etc. WALB, Albany, Ga., took advantage of the value of stressing personal delivery of bonds to all who wrote or telephoned in their purchases. Since the station covered a large rural area in Southwest Georgia, the insurmountable problem was how to personally deliver Bonds to farm folk when tires and gas were at a premium. The solution came at the suggestion of R. L. Troy, head of the county police. The police, who must make daily rounds anyway, could deliver the bonds and collect the money, while pursuing their day's work. Safe delivery is assured and each customer gets a personal vote of thanks from a uniformed officer. To prove the solution is an adequate one, WALB sold over \$11,000 worth of Bonds the first night the station announced it was in the Bond business.



WTIC Exhibition

"War Bonds in Action," an exhibition designed to stimulate the sale of War Stamps and Bonds, was opened by WTIC, Hartford, this week. The exhibition consists of war materials manufactured in Connecticut and Western Massachusetts, and is designed to show the public first hand what their purchases of War Stamps

FCC Formalizes Renewal Of Puerto Rico License

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday made final its grant of the application of the Puerto Rico Advertising Co., Inc., Mayaguez, P. R., for renewal of its license for WPRA. At the same time it denied the company's request for construction permits for new standard broadcast stations at San Juan and Arecibo, P. R., and that of the Caribbean Broadcasting Association, Inc., for a station at San Juan.

The FCC yesterday granted a one-year extension—until November 1, 1943—of the special experimental authorization of the Crosley Corporation to operate W8XAL. W8XAL, which shares time with WLWO, operates a one-kilowatt transmitter on 3,080 kilocycles, using AO and AL emission for identification.

since tendency thus far, has been to offer higher salaries than prevail in private industry.

Association, by presenting the protest to the several Washington bureaus, hopes to obtain further recognition for the industry so that at least 35 or 40 per cent of the available recording business among government agencies might be assigned to the smaller indies. Association appointed a committee of three, with its president Hazard Reeves, ex officio, to confer with authorities.

and Bonds help provide our fighting men. Arranged by WTIC general manager, Paul W. Morency, and promotion manager, James F. Clancy, it consists of materials ranging from a clip of machine gun bullets to 100 pound demolition bombs and from parachutes to diving suits. Taking part in the exhibit are Gene and Glenn, "Bateese from Canada," and Doye O'Dell, cowboy singer, all aired on the station. The price of admission to the exhibit is the purchase of a war stamp or a War Bond.



V-Mail Campaign

Ken Thornton, manager of KXO, El Centro, Calif., finding that Imperial Valley residents weren't sold on V-Mail, set out to get this new idea over to the writing public. Local ministers, wives and mothers of men in the armed forces were pressed into service. The Imperial County Ministerial Association was asked to help and arranged fifteen-minute programs which were highlighted by personal appeals from mothers and wives of men now in the different branches of service. According to postal authorities, V-Mail in Imperial Valley has gone over the top, as a result.

OWI's Top Priority "Get Out The Vote"

(Continued from Page 1)

ferred to the importance of voting as a reaffirmation of "our belief that in respect of freedom all men are created equal" failure to vote he said is "a free gift to Dr. Goebbels and the propaganda agencies of our enemies. Low returns will be blazoned abroad by the Axis as evidence of our lack of faith in the system we champion as we fight this war.

"The vote is the great common denominator of us all this is a time of crisis in which our practices and our beliefs are being put to a decisive test. In voting we have the chance to prove that we pay more than lip service to our institutions our traditions and our democratic creed. It is at once the simplest and the most crucial expression of our faith," Lewis concluded.

Harpichord Series On CBS

Wanda Landowska, one of the best known of living harpichordists, has been signed by CBS to broadcast a series of nine weekly recitals on the instrument. The programs will begin Monday, Nov. 2, and will be heard from 3:30-4 p.m.

MILLIONS of VOLTS!

THE ENERGY OF LIGHTNING HAS NEVER BEEN HARNESSSED
 THE ENERGY OF OUR ORGANIZATION CAN BE HARNESSSED
 TO SUBSTANTIALLY INCREASE YOUR BUSINESS



WEED
 AND COMPANY

RADIO STATION REPRESENTATIVES
 NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO

Chicago

By FRANK BURKE

SHUFFLE in WBBM traffic and production departments, effective Nov. 2, places Bill Seymour as head of program traffic with Marion Reuter as assistant traffic manager. Dick Faulkner takes over Seymour's place as night supervisor and producer. George Clare moves up to assume Faulkner's duties in production scheduling.

John T. Frederick, CBS literary critic, has been signed to do a weekly column, "I've Been Reading," in the new Chicago "Sun" book section, beginning Sunday, Nov. 1.

Lois Grey, widow of Jack Curley, who died here this week, will carry on with the production of "Chicago At Work," an original show, on WAIT.

Otto Roth, manager of the Blackhawk, picked up the option on the Chico Marx band for four weeks, effective Dec. 2.

"Every Penny Counts," a series of four broadcasts, sponsored by the Illinois Federation of Women's Clubs, premieres over WJJD at 2:15 p.m., today.

Francis B. Sayre, former U. S. High Commissioner to the Philippines, is booked for the opening broadcast of the Chicago Sunday Evening Club's 1942-43 radio series to be aired on WIND from 8:30-9 p.m., Sunday, Nov. 1.

Lt. William Eddy, naval radio expert and former head of B & K's television station, puts the "Quiz Kids" through the Navy's new "Eddy Test" during the Blue Network broadcast tonight. The "Eddy Test" is a special I.Q. designed to test an individual's aptitude for Navy technical radio courses.

"Meet the Missus," which becomes seven years old as a WBBM feature on Nov. 2, takes on a new sponsor, Corn Products Company of New York on that date. The program will be aired for Kre-Mel Dessert on Mondays, Wednesdays and Fridays, from 2:15-2:30 p.m., CWT.

"Rhapsody in Blue," as interpreted by Lieutenant Commander Eddie Peabody on the banjo will be the highlight of the "Meet Your Navy" show on the Blue Network, Friday, Oct. 30, at 9 p.m.

Louise Massey and "The Westerners" celebrate their 14th anniversary on the air on "Reville Roundup," Friday, Oct. 30, on NBC.

THIS LITTLE BUDGET
WENT TO THE
"920
CLUB"

WORL
BOSTON, MASS.

MAIN STREET

OL' SCOOPS DAILY

Bigtown Small Talk . . .!

● ● ● Fred Allen was telling Molly Picon how much he enjoyed her Yiddish show the other night. "But how could you understand it?" protested Molly. "That's all right," Fred countered. "It sounded like a Jack Benny program!" . . . Bing Crosby duets with Dinah Shore for 15 minutes of Geo. Gershwin's "Porgy and Bess" music for "Treasury Star Parade" the week of Nov. 2nd. . . "We Believe" adding 12-voice chorus under direction of James Peterson. . . Radio can take a bow on Susan Miller's click in Geo. Abbott's "Beat the Band." Susan, who stole most of whatever sugary notices the show received, is a product of radio and appeared with Eddie Cantor, Al Pearce, Abbott & Costello, Rudy Vallee and others. In sum, she's a "Miller-Diller"! . . . Texas-born Kathryn Cravens celebrates her 14th year in radio this week. . . Stella Wilson, the receptionist at the Blue whose job it is to pass out those blue boutonnieres, is suffering from hay fever as a result of it! . . . Recommended: The audience reaction when Errol Flynn says (in "Desperate Journey"): "This is the first time I ever ran out of gas with only men in the car" . . . Goody Ace knows a guy who took so much B-1—he's now 1-A! . . . And Hank Ladd reports a shortage of champagne on the West Coast. Seems they're using so much of it to launch the Henry Kaiser ships.

★ ★ ★

● ● ● Sign of the Times: The telephone gals over at BBD&O now answer the 'phone with just "B&O" . . . Good timing on the part of Charlie Martin in picking "Meet John Doe" with Melvyn Douglas for this week's CBS "Playhouse" vehicle, with elections right around the corner. . . Former screen star Judith Allen currently starring in "Getting Gertie's Garter" at the Windsor. . . Sid Gathrid, Philadelphia's Walter Winchell, has come up with a gossip column idea for radio—half of it filled with the doings of local boys in the Army—and the other half dealing with the gals they left behind. Recordings of the show will be sent to troops with Philly recruits. . . It's a boy at the Warren Ambroses. He's with Blue Continuity Acceptance. . . Over 800 calls came pouring in to WLS in Chi the other day when they dropped "Breakfast At Sardi's" that morning only. . . Charlie Herbert, CBS production man, getting a commission in the Army. . . A new patriotic operetta called "Freedom Marches On" by Gladys Shelley and Ted Mossman will be introduced Nov. 8th over "Coast to Coast On a Bus" . . . Jack Carney, head of CBS local sales, bedded with pneumonia. . . Bill (WMCA) Card inducted in the Army as a private. . . Jimmy Savo has turned in his old shoes to the scrap heap with this memo: "Use these for stamping out forest fires!"

★ ★ ★

● ● ● Martin Goodman, publisher of the "Captain America" adventure cartoon book, has prepared a radio dramatization of it which has the networks interested. . . Paul Lavalle renewed for 13 weeks on "Easy Listening" on the Blue. . . Joan Brooks, Clark Dennis and Hi, Lo, Jack and the Dame being offered to the theaters as a package. . . Casting Notes: Frank Lovejoy signed for "Girl Interne" and "The O'Neills." Mike Fitzmaurice representing Richmond in the "Battle of the Boroughs." Mildred Murray landed a spot on the Kate Smith show this week. . . Aside to Bud Barry: That was a darb of a spiel Cottonseed Clark gave on the airing of the World's Championship Rodeo Events at Madison Square Garden the other night. Have a suggestion on us. Why not repeat at the Boston events next week? After all, we understand that west of Newark many folks are as familiar with the rodeo names as they are with the baseball stars—and follow them with as much interest. And Cotton proved himself a Big League ad libber with more color than a dime painting!

★ ★ ★

— Remember Pearl Harbor —

Los Angeles

By JAC WILLEN

THOMAS D. BROPHY, president of Kenyon & Eckhardt is vice president of Hollywood. Rumor has it chief executive is looking for replacement for Joe Stauffer formerly in charge of radio agency and now a Major Point.

Since Kay Kyser decided exactly what he felt about America's war effort in his talk defense workers and defense committees, there has been a change in the type of letters he has been receiving. Listeners to write and say how much they liked his music; now they come and applaud his American "Gilmore Furlough Fun"

tag of the new Gilmore Company show that will have premiere November 2, from NBC, 7:30-8:00 p.m. PWT, a show carried over a chain of stations including KPO, San Francisco, KOMO, Seattle, KGW, Portland, and KMJ, Fresno.

Ruthrauff & Ryan will have agency with John Weiser Southern California managing active supervision of the show which to date has set Bertha Lacey, star of Earl Carroll production, as mistress-momies, George Riley, as co-host and Spike Jones and his Slickers" on the musical.

Four producers are active on the show's organ. Bill Davidson will be the producer. Dave Elton is the producer.

Lending their talents in advisory capacity will be Murray Bolen and Nate T.

"ONE I'LL
NEVER
FORGET"

Starring
THE ONE AND ONLY
Jack Stevens

156 5-minute Sports Stories starring
ONLY Commentator who calls
World Series exactly — Cards,
Yanks, 1.* — The BEST sports show
the country.

Write for samples and program
KASPER-GORDON,
140 BOYLSTON STREET
BOSTON, MASS.

*See Radio Daily, Oct. 9, 1942,
Street Column.

ST-ING

NEW PROGRAMS—IDEAS

AGENCIES

WILLKIE and JOADEZ, Foreign Minister the "March of Time" at (WEAF-NBC, 10:30

McNUTT, chairman of Power Commission; LARK, New York authority on selective R. D. LAPHAM, em of the War Labor MES B. CAREY, na of the CIO, discuss We Change Our ods to Win the War," Down Meeting of the WJZ-Blue Network,

SON, on the "Stage" program, today 30 p.m.).

MBERSON, psychia- Metropolitan Life Insur- on "Highways to (WABC-CBS, 4:30

WTAG Community Chest Show

Local United Campaign, in behalf of Community Chest and War Fund agencies, was honored in a 30-minute broadcast this week from the studios of WTAG, Worcester. An original dramatic sketch, written by WTAG program-production manager William T. Cavanagh and entitled "Free to Live" portrayed typical scenes illustrating work accomplished by Community Chest organizations. Broadcast incorporated a transcription of the October 5 speech by President Roosevelt on behalf of this year's campaign. Talent for the program was contributed by members of the WTAG staff and the studio orchestra, headed by Dol Brissette.

"Meet Your Candidates"

Something new in political broadcasts has been inaugurated at WWVA in Wheeling, W. Va. The program is known as "Meet Your Candidates." During a half-hour period, all candidates of one party are introduced and asked to give their personal, professional, political, and educational background. Their competitors are

Palestinian Songs

First of a series of programs in Yiddish, featuring Palestinian songs by Mordecai Yardeini, celebrated singer, and Victor recording artist, was presented by the U. S. Treasury Department over WBYN, New York on Tuesday, from 8:30 to 8:45 p.m. The program and subsequent ones every Tuesday and Thursday nights at the same time, feature Wolf Younin, Jewish poet and WBYN announcer. They have been created by WBYN, in cooperation with the New York War Savings Staff of the Treasury Department, to project War Savings appeal among Jewish listeners. According to Norman H. Warenbud, WBYN program manager, and producer of these shows, it is planned to transcribe these broadcasts so that the Treasury Department, in turn, can offer them in transcription to stations throughout the country that broadcast Yiddish programs.

given the same opportunity at another time. No charge is made for their appearance, and the interviews are handled by Paul J. Miller, WWVA production manager.

BERNARD J. PROCKTER, in charge of radio management and station relations for the Biow Co., is on a three-week tour of radio stations in behalf of Bulova watches. After visiting stations in Colorado, Texas and the West Coast, he will terminate the trip at Biow's new office in Hollywood.

GEORGE F. DAVIS, formerly with Curtis Publishing Co., has joined Aitkin-Kynett, Inc., Philadelphia, as an account executive.

RUTHRAUFF & RYAN, INC., has announced the appointment of Ralph Sinclair, who has been connected with the agency for the past 15 years, as copy director succeeding Everett J. Grady, recently-appointed executive vice-president.

JACOB RUPPERT BREWERY is planning a campaign for next year in which radio, newspapers and outdoor advertising will be used to promote sales through grocery and drug outlets. Ruthrauff & Ryan is the agency.

EVERY WORD OF THIS, MR. RADIO EXEC.

and reap...

SAN FRANCISCO CHRONICLE

'We Owe You': Radio and Theater Join Hands With Great Success

By JOHN HOBART

"If you can't lick 'em, join 'em."

That is a theory that has worked before, and it is now being applied to the most serious problem of the entertainment industry. Radio and movies, embattled enemies for years, are at last to be reconciled in a project that will rescue at least 40 per cent of the Nation's movie houses from potential bankruptcy.

The scheme, created in the fertile mind of Gene Towne, the noted writer and film producer, was put to its first practical test Thursday night, when the "We Owe You" radio-movie presentation was pre-

viewed in three Bay Region theaters—the Manor Theater in San Mateo and the New Mission and Avenue Theaters in San Francisco.

A ROARING SUCCESS

The preview, which had Don Wilson, Jack Benny's announcer, officiating in San Mateo, was pronounced a roaring success. There will be more previews in other parts of the country, and within a few weeks the "We Owe You" idea will be launched on a Nation-wide scale, reaching into 1200 different theaters and, incidentally, providing movie customers with a brand-new form of entertainment.

The "We Owe You" idea combines the best features of "Hellzapoppin," Amateur Nite, radio's quiz programs, the Irish Sweepstakes and Bank Night.

WHAT IT MEANS

The basic principle of "We Owe You" is to make the radio listener, sitting at home, feel that he is missing a lot of fun and excitement, so that the next time there's a "We Owe You" night he'll hurry off to his neighborhood theater, see a couple of movies, participate in the broadcast and earn some dough. It's a sound basic principle, as nobody enjoys feeling left out of things.

And it will mean saving the vast number of smaller movie houses throughout the country.

The only original "WE OWE YOU" presentation. Fully copyrighted.

Watch for more details . . . soon!

NEW BUSINESS

WOWO-WGL, Fort Wayne, Ind.: Moskin's Credit Clothing Co. (Retail Credit Clothing), 60 50-word anns., direct; Plough, Inc. (St. Joseph Aspirin and Penetro Nose Drops), 260 one-min. or chain break anns., thru Lake-Spiro-Shurman Co., Memphis; Allied Mills, Inc. (I.Q. Dog Food), 300 50-word anns., thru Louis E. Wade, Inc., Ft. Wayne; Nehi Corp. (Royal Crown Cola), 52 one-min. ETs, thru BBD&O; International Harvester Co. (trucks, tractors, etc.), one-min. anns., on Farm News, thru Aubrey, Moore & Wallace, Inc.; The Horse Pulling Assn. of Ohio, Inc. (Horse Pulling Contest), 3 100-word anns., direct; H. H. Butler Stores, Inc. (Retail Clothing), 39 15-min. ETs, direct; G. E. Conkey Co. (Y-O Poultry Feed; Remedies), 54 one-min. anns., thru Rogers & Smith Adv. Agency, Chicago; Allen County Democratic Central Comm. (Political), one 30-min. program, four 15-min. programs, forty 5-min. programs, direct; Kamber Co. (Retail Clothing), 260 100-word anns., direct; Indland Oils, Inc. (Fleetwing Gas & Oil), 216 100-word anns., direct; Hart's Dine & Dance (Food and Dancing), 300 100-word anns., direct; Stark Sound Engineering Corp. (Radio Classes), 13 100-word anns., direct; Allen County Republican Central Com. (Political), nine 15-min. programs, direct; Parker Dress Shop (Dresses), 30 one-min. participations in "Christmas Dollars," direct; Tom Berry Music Co., Inc. (Music), 50 one-min. participations in "Christmas Dollars," direct.

WIND, Chicago: Esquire-Coronet Co., (magazine), through Schwimmer & Scott, 36 announcements; Macfadden Publications, Inc., (True Story) through Arthur Kudner, Inc., 11 announcements; Chicago Daily News, direct, 6 announcements; Marks Credit Clothing, through A. D. Reiwitch Adv. Agency, three 15-minute periods and 6 ten-minute periods weekly for 52 weeks; U. S. Tobacco Co., (Model tobacco) through Arthur Kudner, 12 announcements a week for 13 weeks; and Berghoff Brewing Co., through L. W. Ramsey Co., 6 announcements a week for eight weeks.

Theaters Co. Increases Spot Time On WABC

Select Theaters, which began its radio campaign with only three announcements per week, has renewed its contract on WABC and increased its advertising in this media, which now calls for spot commercials six days a week, Monday through Friday, immediately preceding the midnight news period.

Additionally, the theater organization has renewed its participation in the Thursday stanza of Adelaide Hawley's "Woman's Page of the Air," beginning Nov. 5. Blaine-Thompson Company is the agency controlling Select Theaters account.

WORDS AND MUSIC

By SID WEISS

WITH the country at war and the nation confronted with grave problems all over, Hallowe'en this year is no occasion for "monkey business" in the opinion of Blue newscasters and commentators. With that as a theme, several of the top-notchers will take time out from their regular chores to appeal to the youth of the land to refrain from the traditional tomfoolery associated with the date. They will point out that indiscriminate ringing of doorbells this year may break the needed rest of a defense worker—that damaging autos and tires is now tantamount to sabotage—and that soap and grease smeared on windows and windshields are now needed in the war effort. "This is a war-time Hallowe'en, so act accordingly" will be the theme of their appeal.

★ ★ ★

SENATOR RICHARD B. RUSSELL, of Georgia, and Col. Edwin A. Halsey, Sec'y of the Senate, were hosts the other day to Ted Collins and Kate Smith in appreciation of their activities in popularizing the last stanza of "The Star Spangled Banner" as requested by the Writers' War Board. The pair were also praised for their slogan, "If you don't write, you're wrong," which according to government officials, has been more responsible than any other radio factor for the steady stream of mail going to the armed forces.

★ ★ ★

CUFF NOTES: Roger Touhy, escaped Chicago mobster, once taught radio at Harvard for the Navy during the last war, according to report. . . Duke Ellington signed for "Spotlight Bands" Nov. 19th. . . Vaughn Munroe introduces "He's A Marine" on the same spot Nov. 2nd. . . Kelly's Stable getting a WHN wire three times weekly. . . Johnny Long going into the Roseland for a month. . . Meredith Blake, the U. of Wisconsin co-ed, who forsook the campus for a musical career, has quit the Mitchell Ayres ork for radio. . . Pinky Savitt is the 4th member of the Horace Heidt unit to get married within the past two months. . . Suggested slogan: "Buy War Bonds—And Be The 'Jack' Of All War Trades". . . Recommended: The vocalizing of Frank Forrest on "Double Or Nothing". . . Mardi Gras Restaurant will get away from the usual "celebrity nights" by honoring radio programs, movies and shows on Sunday nights. . . Tim Marks reports for induction Nov. 6th, his pals will be amazed to hear. . . Street Scene: Alexander Kirkland stage-door-johnnying at the "Star & Garter" opus waiting for his misses, Gypsy Rose Lee. . . Keenan Wynn doubling from "Strip For Action" into radio's "Light of the World". . . Arthur Q. Bryan, who plays "Major Hoople" on the air, will appear in the San Francisco opera's production of "Die Fledermaus". . . Walter Kohler doubling between playing the part of Hitler in "You Can't Do Business With Hitler"—and the role of Uncle Sam in "Uncle Sam Speaks". . . Did you ever hear the story of how Carol Bruce got her last name? She took it from the first syllable of Nat Brusiloff, the musical director who first advised her in her theatrical career. . . Jerry Wald signed for the Meadowbrook starting Nov. 20th. . . Bob Allen's band renewed at the Hotel Pennsylvania until Dec. 20th. . . Pete Donald's narrating on "Peter and the Wolf" via the NBC Symphony won him a bid from two movie outfits for similar assignments in shorts. . . Mark Warnow estimates that in the past year he has had no less than 15 million match covers made up and distributed throughout the country plugging the "Hit Parade."

★ ★ ★

IT'S ROMO VINCENT'S GAG—so don't blame us. He claims he was crossing B'way when he was almost knocked down by a car. Bawling out the driver he demanded to know why he didn't drive around him. "I would have," was the sad reply, "but I only got an A ration card!"

★ ★ ★

—Remember Pearl Harbor—

To the Col

ED WOLFE, of the sal WIL, St. Louis, has resigned the Marine Corps. He has been replaced by Ray L. Wynn on radio.

—VVV—

JOHN GRAVELLE, with WBAP, Dallas and Fort Worth, more than two and a half years, a vocalist and head of the transcription library, joined the radio in last week.

—VVV—

TOM FRY, of the Blue's, has been sworn in as a first lieutenant in the U. S. Marine Corps. He expects to report at Quantico or San Diego, Calif., there in December.

—VVV—

BILL NEILL, engineer Philadelphia, has his new car bought and will leave the Control Room Oct. 27 to become a Lieutenant in the U. S. Navy.

—VVV—

ROY LaPLANTE, ex-communicant, now a private in the Corps of the Army.

—VVV—

AL BRANDT, news producer KXOK in St. Louis, has taken his absence in order to enter the Army.

—VVV—

TED A. BAUGHN, and KIRO, Seattle, was inducted into the Naval Air Force at Idaho, and began training as an Air Cadet.

—VVV—

BILL CARD, of WMCA, has joined the Army.

—VVV—

WILLIAM J. HENNESSY, CBS' executive receptionist at Fort Riley, Kansas, for training in the Cavalry Corps of the Army.

Davis Award Winner To Be Revealed

(Continued from Page 5) named on Sunday during NBC network broadcast of EWT. It is expected that the winners, whose work at the microphone was considered most outstanding by the board of judges, will be announced during the program.

Established in 1933 by the Davis, widow of the late H. P. Davis, who was called "the father of radio casting" because of his part in the earliest days of the awards are made each year to contestants employed as announcers of NBC owned, and affiliated stations. The winner receives the H. P. Davis Medal and a cash prize of \$100. Sectional winners—one from each of the stations located within the time zones—receive signet rings and award certificates. Selections are made by the board of judges on the basis of Personality, Adaptability, Voice and Performance, as evidenced by recordings without the knowledge of the contestant during one of the microphone assignments.

Must Return Labels After Using

More FCC-WBAX Fireworks As Doran Continues Testimony

WCAU Talent Splurge; Signs 9 New Artists

(Continued from Page 1)
means of replenishing his supply. Directive also reported by RADIO DAILY, by use of vinylite, new reclaimed supply, will be authorized by the Director of Operations, WPB.

Text of Order
interpretation was preceding representatives, for the Plastic and Syn- Division of the WPB, Section (b) (3) which

er Nov. 1, 1942, no per- a producer, shall, sub- emptions provided for hereof, use or accept vinyl polymer except authorized or directed General For Opera- application pursuant to hereof."

of the Federal order, ptions is sending to a copy of the order which informs the station ility in returning the in part reads:

Work Statement
WPB General Prefer- 0, amended on Oct. 10, e may be hereafter direct authorization rthermore, no vinylite d by any person ex- uly authorized by the al for Operations of

of vinylite includes rds which we have u are, therefore, in- e terms of this order, longer be permitted e records to anyone fically authorized by neral for Operations e have been author- rap in the form of e please return all e send you... after e use of same."

with warning that un- were returned, the arantee future ship-
Manufacturers to Follow
Manufacturers are expected soon as they have authorizations as re- following paragraph
seeking authorization delivery of any vinyl t to paragraph (b) ll apply for such Form PD-36. Such e with the War Pro- original and two m on or before the month preceding the such authorization h form shall be pre- er prescribed there- cer shall file with n Board the original Form PD-33 on or day of each month." ting has for several

day of a hearing which now threatens to last the full week, with perhaps additional sessions in Wilkes Barre.

Doran claimed very scanty knowl- edge of the contents of his file of pamphlets and documents and said he was unable to identify the source of most of them and could not say who was responsible for the under- linings and pencilled marginal nota- tions, particularly those notes on one tract which attacked the Federal Council of Churches of Christ in America as Communist organization.

"Irrelevant," Says Porter
At this point Doran's counsel, George Porter, former FCC assistant general counsel, sought to have the discussion of the pamphlets found in Doran's file stricken from the record as "irrelevant," remarking that they could easily be obtained from the Library of Congress. Cohn replied that Porter was probably right, that the Library of Congress would know the sources of the literature but could not tell who was responsible for the markings on the pages. A man active in Americanization work, he said, keeping files of this type (anti- Semitic, anti-labor, anti-New Deal, etc.) should certainly know the sources of the material and who was responsible for the marginal notes. Doran was head of the Americaniza- tion Committee of the Wilkes Barre American Legion post. The fact that he could not answer these questions, Cohn continued, is something the Commission is seriously considering in weighing his responsibility.

The important thing, Cohn con- tinued, is not where they came from but how Doran used them. This statement led many in the chamber to believe that Cohn would present further evidence to show how Doran's

KGFF Head Lauds NAB, Asks Trade's Full Co-Op

Washington Bureau, RADIO DAILY
Washington—Stating that he very much resents and opposes "the efforts of rump elements in the industry to organize a competitive trade association, seeking the ruin of the NAB," Joseph W. Lee, general manager of KGFF, Blue Network outlet in Shawnee, Okla., has written the NAB to say that he has reconsidered his withdrawal from that association "for reasons of economy only." He en- closed a check for back dues.

Lee wrote that he will instruct his successor at KGFF to support the NAB; he is about to leave for training preceding foreign service as a seaman in the U. S. Navy. He indicated approval of the general course of the NAB.

years used a label on all its record- ings proclaiming its rights to the product and requesting the return thereof. Provision will be enforced more rigidly in view of priority re- quirements.

(Continued from Page 1)
actions reflected the content of these pamphlets.

Doran admitted bringing Col. Sanc- tuary, notorious labor hater and anti- Semite since indicted by the Federal Government for alleged conspiracy to lower the morale of our armed forces, to Wilkes Barre for a speech. He said, however, that that was the only time he had ever met or heard of Col. Sanctuary.

Rabbi Testifies

Rabbi Louis Levitsky, now of Newark but for 18 years a leader in Wilkes Barre religious and civic affairs and a former president of the Wilkes Barre Rotary Club, then tes- tified under Commission subpoena. He said that he and two other lead- ing Jewish citizens of Wilkes Barre had protested to Doran about the appearance of Col. Sanctuary. Doran told him then, he said, "Dr. Levitsky, you have Col. Sanctuary all wrong; I've known him for the last 10 years and have arranged a lot of speeches for him. I'm sure you have the wrong Sanctuary." Dr. Levitsky is sure he and Doran were discussing the same Col. Sanctuary now under federal indictment.

Wilkes Barre Residents Present

Porter declined to cross-examine Rabbi Levitsky yesterday, saying he would have to recall the witness after he had a chance to prepare his questions, which he could only do with the aid of the file of Doran, documents and literature now in the possession of the Commission.

The hearings, "the hottest thing in the Commission for many a day," go into their third day this morning. An interesting thing to note is the large number of Wilkes Barre resi- dents in attendance.

FCC Investigating Charge Of WMUR's Political Bias

Washington Bureau, RADIO DAILY
Washington—Chairman James Law- rence Fly of the FCC has sent an investigator to Manchester, N. H. and has requested from WMUR, Man- chester, a full report of its political broadcasts. These moves came as the result of an indignant telegram received earlier this week from Republican Senator H. Stiles Bridges demanding a Commission investiga- tion and possible revocation of the station's license.

Senator Bridges alleged scurrilous broadcasts and slanderous attacks on candidates for public office. WMUR is owned by his opponent in the Senatorial race, former Democratic Governor Francis M. Murphy, of Nashua.

Bridges charged that WMUR was unfairly presenting the issues of the campaign, using its supposedly im- partial news broadcasts for political purposes and generally abusing its responsibility to the public which it serves.

(Continued from Page 1)
already clicked with the listening public.

Nine new starlets of the week bolster the station's song and music division. From cafe society circles comes Bob Baxter, 24-year-old bari- tone from New York who is singing on the nine o'clock spots Wednesday and Friday mornings. Baxter was a child entertainer on the radio, though in recent years he has confined his talents to the better cross-country night clubs. Curtis Institute of Music contributed contralto Elizabeth Hill to WCAU. Miss Hill, who is 20 years old, has sung in concert and recently made her radio debut on an Atlantic City station. Her "Songs Everyone Loves" program has already been ear- marked for the hit class. The Sherry Sisters, whose "Torrid Rhythm" pro- gram is heard Tuesday mornings at 9 o'clock, are Philadelphia products. As youngsters, all three appeared on the WCAU's Children's Hour program several years ago. The studio band, newly organized by Johnny Warring- ton into one of the most versatile ag- gregations on the local airlines, ac- counts for the remaining four WCAU recruits of the week.

Two Femme Commentators Added

Two outstanding feminine commen- tators joined WCAU in mid-Septem- ber and already they have attracted national attention. With her daily "Today's News for Children" at 5:15 p.m., Katharine Clark has inaugu- rated a form of newscast which has won the hearty approval of her school-age listeners, their parents, and noted educators. Jean Colbert, director of the "For Women's Only" program, daily at 9:15 a.m., has devel- oped a steadily increasing feminine audience by virtue of her pungent and novel programs. Among early Fall newcomers to WCAU were three young vocalists, Jimmy Saunders, who formerly sang with Harry James' Band, Marian Mason, Philadelphia songstress, and Eugene Connolly, bari- tone star, all of whom are clicking now in solo spots.

Jay and Austin Back

In addition to this array of new talent, two radio personalities origin- ally established on WCAU, have re- turned to the station within the last week. One is Norman Jay, Philadel- phia newspaper columnist and radio commentator, who is now conducting the "Around the Town" program at 4:35 Tuesday afternoon, and the other is John Austin, news commentator.

Bank Renews On WABC

Savings Banks of New York State has renewed its participations on the 8:45-9 a.m. "Woman's Page of the Air" programs with Adelaide Hawley. Program is heard daily except Sun- day over CBS's New York City outlet, WABC, and the Savings Banks parti- cipations are to be on the Monday, Tuesday and Thursday programs. Ruthrauff & Ryan, Inc., handles the Savings Banks of New York State account.



Coast-to-Coast



KATHRYN CRAVENS, presently heard on WNEW, New York, celebrates fourteen years in radio this week. She has enjoyed success also in the movies (Fox Film) and in journalism (St. Louis Post-Dispatch, Dallas Morning News). She was the first coast-to-coast woman commentator for CBS in 1936-38 for Pontiac. Miss Cravens started her radio career at KWK and KMOX, St. Louis.

WVNY, Watertown, N. Y. dedicated its increased facilities of 1,000 watts with unlimited time at 790 kc. with an hour program from the Hotel Woodruff last week. Station recently changed from 1300 kc. where it was operating daytime only with a power of 500 watts. Highlighting the programs was the address by Harold B. Johnson, editor and publisher of the Watertown Daily Times and owner of the station. Also included on the program were Private Stephen Kennedy and Cpl. Earl Weidman of Pine Camp and the Harmonets, a girl's trio of Watertown. Broadcast was written and produced by Thomas E. Martin, manager of the station who spoke briefly as did Jean H. Clos, Jr., program director.

The Hartford "Times" has congratulated WDRC, Hartford, for its work in connection with the newspapers united scrap metal campaign. Albert I. Prince, Hartford chairman, praises the station for its "splendid record" in cooperating with the newspapers by broadcasting interviews with "Times" and "Courant" editorial employees and providing other features during the successful two-week's drive.

Harold Lampel, newscaster for WCBA-WSAN, Allentown, Pa., has joined the news staff of KTAR, Phoenix. Barbara Hughes, formerly of Advertising Counselors, Inc., Phoenix, is now a member of KTAR's business staff. Mark Brown, member of the KTAR commercial staff, has gone to the Navy's physical education school at Norfolk, Va., for training. Lee Karson, KTAR production manager, has been sent to Ft. MacArthur, Calif. for Volunteer Officer Candidate School assignment. Jimmy Creasman, now a member of the Rockefeller Committee but formerly assistant program manager of KTAR, and Mrs. Creasman are the parents of a daughter born recently at Phoenix.

1	9	4	2
BIRTHDAYS			
17	18	19	20
21	22	23	24
25	26	27	28
29	30		

October 29

Virginia Clark	John de Russy
George Dilworth	Arthur Kohl
Annette Marantz	Jack Pearl
Lew Rogers	Elza Schallert
Bill Smythe	

Georgia Gibbs, new discovery of Bill Murray of the William Morris Agency, has just been signed to a thirteen week contract, as the vocalist on the Camel Caravan Hour on CBS after two shots at the program as guest star. Besides commanding a surefire voice, Georgia Gibbs is a comely creature who measures 4 ft. 5 in. in her stocking feet, whose song delivery has been touted to the skies by such authorities as Artie Shaw, John Hammond, and Mark Warnow.

Carter's Chickery has renewed its participation on the "Grand Ole Opry" for the fifth consecutive year on WSM, Nashville, Tenn. Account was placed through Shaffer-Brennan-Margulis Advertising Co.

Arthur Boran, radio mimic-comedian, is entering a new field having been appointed campaign manager for the election of Josephine E. Kestler as New York State Assemblyman, the regular Democratic candidate in the 10th Assembly District which embraces the radio and theatrical district.

Special interview was accorded recently to Mildred Bailey, conductor of the "Afternoon Journal" on WTAG, Worcester, by John Jennings, author of "Gentleman Ranker," newly published historical novel. Del Camp, ex-WTAG announcer, more recently in the Radio Division of OPM, has been inducted into the army.

Commemorating the 56th anniversary of the Statue of Liberty, Conrad Thibault, network vocalist, sang a song of his own composition, titled "Soldier of DeGaulle," at ceremonies which were shortwaved to the Free French listeners. Song has been adopted by the Free French as their official marching song. Ceremonies, which took place yesterday on Bedloe's Island, site of the statue, were given under the auspices of the Committee for the Protection of the Foreign Born.

Departure of numerous KPO-NBC staff members at San Francisco for service in the armed forces, has brought promotion of former guest relations and mailroom staff employees to other departments. Ed Roman and Roy Andriess have been transferred to sound effects from guest relations, joining their fellow worker Jack Robinson, recently shifted from the same department. Bobby Wood, formerly of the mail room staff, is now working in the engineering department.

At a recent state-wide meeting of the Virginia War Savings Staff, held in Richmond, Va., Shirley Hosier Enright, office manager of WTAR, Norfolk, was appointed state radio chairman of the women's division. Mrs. Enright has appointed a local radio chairman in each Virginia radio station to aid in the radio publicity in behalf of the sale of War Bonds and Stamps. Mrs. George Sloane, of Warrenton, is director of the women's activities.

WFIL, Philadelphia, has started a new series of thrice-weekly transcribed programs, "The Singing Neighbor," under the sponsorship of Seeck & Kade, Inc., for Pertussin. WFIL will run lines into the newsroom of the Philadelphia "Record" on election night in order to air latest returns. Early summary will be broadcast at 10:45 p.m. and a complete account will be aired from 12 midnight to 1:00 a.m. under the sponsorship of Spatola Wines.

James Alderman, widely-known newscaster and commentator, has joined the staff of WRR, Dallas, as news editor of the city-owned station. He will be in charge of WRR's AP and local news and also will handle several newscasts. Alderman made his first news broadcast over WBAP, Ft. Worth, in 1929. He later was on the staff of WCKY and WLW, Cincinnati, and broadcast WLW's first commercially-sponsored news in 1935. Alderman comes to WRR from WFAA, where he has been in charge of news since 1937.

The Blue Network series tagged "Army-Navy Game," directed and produced by Allen Funt, resumes via a new time, Thursdays at 7 p.m., with Fred Uttal continuing as emcee and announcer. The program had been heard on Sundays at 6 via the same network.

"The Modern Kitchen," conducted by Mildred Bailey on WTAG, Worcester, has been contracted by Brockelman Brothers, owners of three of Worcester's largest grocery markets, on a 52-week basis, starting Monday, November 2. Program, originally open for participating sponsorship, will be heard Mondays, Wednesdays, and Fridays at 8:30-8:45 a.m. Offering homemakers new and tried-and-tested recipes and menu ideas, the WTAG "Modern Kitchen" stresses the balanced diet angle as a war-time aid, shows women how to abide by all rules of nutrition. Program differs from other similar type shows in its attempt to eliminate cooking drudgery. On alternate mornings, Tuesdays, Thursdays, and Saturdays, starting next week Miss Bailey will also officiate on "The Morning Journal," an a.m. edition of her "Afternoon Journal." This program, a shopping and general information stint, will be open for participating sponsors.

Quaker Oats Co., through Sherman K. Ellis Agency, is using 78 five-minute shows on KLZ, Denver, on behalf of Aunt Jemima Pancake Flour. Shows are heard three mornings weekly and are aimed to sell listeners at breakfast. "Voices of Yesterday," a series of transcribed programs dramatizing the life story of some famous personality now deceased and climaxing with a recording of the actual voice of that person, is being sponsored on KLZ by Dupler's Furriers. Agency placing contract was Ted Levy and KLZ sales representative was Fred Mueller. Fifteen minutes in length, shows are broadcast each Monday evening.

Local Coco-Cola d. news periods on V. Miss., to replace "S. which have been cut of the AFM recording is presented by Jol news editor and an department store h. "Musical Clock" prog on WCBI to a full th also has added a h airing.

New announcer at W is Bill Hicks. Other WTRY staff are William been named staff pianist Concert Trio, consisting Lillian Rosenberg and M who will be regularly outlet.

Four members of staff of WOV, New Yo refugees from Muss They are: Paolo Ser a degree of doctor of was production repre number of American companies; Arrigo C of laws; Giuliano G economics and sport Novasio, doctor of lav of the Italian Congre Renzo Nissim, in cha tion's record library plished pianist and v professor of Law at iversity. All are anti-

Rye Billsbury has retur as staff announcer of WJ a four-week layoff beca tion. 1:30 p.m. news Mondays through Saturda to S. Rosen Bakery for 52 placing the business wa Advertising Agency.

KGO "Victory G Forwarded To

San Francisco—A from Blue Network's K tion in the Marina Dist of a bottle of Californi "uncorked" on the da Nations win final vict way to President Ro The gift is a twin of sparkling California w off for \$500 bond, as duced spectators at the to invest in more than of War Bonds and Star The bond auctions Saturday affair for th with four weekends in neighborhood areas total sales by this means \$200,000. Top district Street section, where \$91,000 worth were so auction series will ex cities of the eastbay a peninsula. In the me station KPO is compil of a four-week Bond series of special radio

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



NO. 21

NEW YORK, N. Y., FRIDAY, OCTOBER 30, 1942

TEN CENTS

Sets-In-Homes Figures

Musicians Policy Set By 5th Dist.

The voting of unanimous support by the organization's stand with regard to the American Federation of Musicians' ban on recordings featured in the meeting of the Georgia-Ala. of the NAB held here at Grady Hotel.

Representatives of the broadcasters, government and industry representatives who met for the meeting heard Mr. Grady, president of the NAB,

(Continued on Page 6)

Of Wilkes Barre Held In WBAX Case

Washington Bureau, RADIO DAILY — Official Wilkes Barre, Pa., on of its venerable mayor, E. I. Loveland, yesterday led a chorus of disapproval of the activities and tactics of Robert J. Doran, of North Carolina, and Pennsylvania Broadcasters, Inc. Loveland appeared under subpoena, as the FCC's decision on the advisability of the proposed grant of a license

(Continued on Page 5)

WABC Accounts Current Campaigns

of present campaigns on New York, were announced by Spratt's Patent, Ltd., and Studebaker Corp. effective Nov. 2, Spratt's (America) Ltd., begins its role as a participant in the "odyssey" morning program. Participation on the daily-

(Continued on Page 2)

Technicality

John L. Shirer, college graduate, syndicated columnist and news analyst, is considered "illiterate" by his local registration board. Because he had been away from the country before he was old and had been away for years until two years ago, he has been asked to supply a diploma from Coe College, Ia.

No Slip-Ups

Real election coverage will be broadcast by WBNX, New York, following the closing of the polls on Tuesday night. Station will give the results of the voting in the city, state and nation in three languages. In addition to English, election returns will be aired in Italian and Spanish.

Simon-Schuster Spots Starts On 181 Outlets

Initial spot time-buy of Simon & Schuster, Inc. for its book, "Your Income Tax" included 181 stations throughout the country and will be increased gradually until approximately 500 stations will be used. Campaign, which began this week, consists of five and fifteen-minute programs used three, six and twelve times weekly and will continue until March 1, 1943. Agency handling the account is Northwest Radio Adver-

(Continued on Page 2)

MacLeish Denies Report Of Resignation From OWI

Washington Bureau, RADIO DAILY — Archibald MacLeish, Librarian of Congress, yesterday denied that he has resigned as assistant director of the Office of War Information, where he has been an advisor to Elmer Davis on matters of policy. A spokesman for the OWI admitted, however, that MacLeish had sent a memorandum to Davis suggesting that

(Continued on Page 2)

Many Women Being Trained For Recording Studio Posts

Beer Client's Air Debut Sets Hockey Over WHN

John Eichler Brewing Co., which has been operating for 80 years, has signed its first radio advertising contract. Deal calls for sponsorship of all the home games of the New York Rangers, hockey team, over WHN, starting Nov. 7, 9:30 p.m. In all there

(Continued on Page 2)

U. S. Bureau of Census Statistics Show Tremendous Key City Coverage; Boston Leads With 97 Per Cent

Finney Gives Report Of Wheeler Meeting

Indicating that he was not out for legislation, C. M. Finney, president of Associated Music Publishers and Muzak transcriptions, presented a factual account on the specific effect the AFM recording ban has had on his firms, typical small business enterprise and independent transcription companies, during his conference earlier this week with Senator Burton

(Continued on Page 6)

Conn. Broadcasting System Sets Election Coverage

Hartford, Conn.—Six-station hook-up of the Connecticut Broadcasting System will broadcast election returns all through the night following the closing of the polls next Tuesday evening. Arrangements have been made to broadcast direct from state

(Continued on Page 2)

"Truth Or Consequences" Bond Sale Hits \$100,000

The 30-second appeal to buy war bonds, which started as a "consequence" on Ralph Edward's "Truth or Consequences" repeat program last

(Continued on Page 2)

Washington Bureau, RADIO DAILY

Washington — The tremendous coverage of radio in key areas of the United States is reflected in the latest figures of the Bureau of the Census, which yesterday released statistics showing the percentage of radio-equipped homes to be as high as 97 per cent in the metropolitan area of Boston, and well over 95 per cent in the Los Angeles and Chicago sections.

Of the 586,919 Boston metropolitan

(Continued on Page 3)

Ascap Members Greet Network Executives

Somewhat of an historic occasion came about last night when 750 Ascap members and officials attended a general membership meeting to which the society had invited network and other radio executives by way of

(Continued on Page 6)

Wheeling Steel Earns \$839,659 In 3rd Quarter

Net profit of \$839,659, equal to 68 cents per share on the common stock, for the third quarter of 1942 was reported by Wheeling Steel Corp.,

(Continued on Page 2)

Script Problem

Because the NBC and CBS strip serial, "David Harum" had been the chief topic of conversation in the household of script-writer John De Witt, a major problem, of who was to carry on, was solved following De Witt's enlistment in the Navy. After sample scripts were submitted, Johanna De Witt was enlisted by the sponsor and agency to continue as the dialogue writer.



Vo. 21, No. 21 Fri., Oct. 30, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : Editor

MARVIN KIRSCH : : Business Manager

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

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

FINANCIAL

(Thursday, Oct. 29)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	126 1/2	125 3/4	125 3/4
CBS A	15	14 7/8	15
CBS B	14 7/8	14 7/8	14 7/8	- 1/4
Crosley Corp.	8 3/4	8 3/4	8 3/4	- 1/8
Gen. Electric	29 3/8	28 3/4	28 3/4	- 5/8
Philo	10 1/2	10 1/2	10 1/2
RCA Common	3 3/4	3 3/8	3 3/4	+ 1/8
RCA First Pfd.	57 1/8	57 1/8	57 1/8	+ 1/4
Westinghouse	75 3/4	75 1/4	75 1/2	- 1/8
Zenith Radio	16	16	16	+ 1/4

	Bid	Asked
Farnsworth Tel. & Rad.	2 3/8	2 5/8
Stromberg-Carlson	6 1/2	7 1/2
WCAO (Baltimore)	19	21
WJR (Detroit)	18	21

OVER THE COUNTER

Conn. Broadcasting System Sets Election Coverage

(Continued from Page 1)
headquarters of both the Republican and Democratic parties. In addition, stations will have their own individual setups to furnish listeners with local returns.

State coverage will be handled from this city by Milton Berkowitz, special events man of WNBC, assisted by Joseph W. Roche, political writer. Tieup has been made with the local United Press bureau to facilitate the airing of returns. Network consists of the following: WNBC, Hartford; WELL, New Haven; WNAB, Bridgeport; WNLC, New London; WSRR, Stamford, and WATR, Waterbury.

Richard Walsh, I A Head, Given Testimonial Dinner

Notables in amusement, labor and political circles were among the 1,200 guests of Local 4, IATSE, who last night honored Richard F. Walsh, I A president, in the Grand Ballroom of the Hotel St. George, Brooklyn. Former Mayor James J. Walker and Lieutenant Governor Charles Poletti and Matthew Woll were among those present.

Three WABC Accounts Renew Current Campaigns

(Continued from Page 1)
except-Sunday Godfrey program is to be heard Mondays through Fridays from 7:00 to 7:45 a.m., EWT. The client's campaign for its dog food was placed on WABC by Paris and Peart. Ward Baking Company's renewal of its campaign on Adelaide Hawley's "Woman's Page of the Air" is effective Nov. 30 and is the sponsor's third WABC campaign. Contract calls for participation on Adelaide Hawley's program, Mondays, Wednesday and Fridays from 8:45 to 9:00 a.m., EWT, for Ward's bread and Wine Cake. J. Walter Thompson Company handles the account. After the manufacture of automobiles was frozen, Studebaker Corporation was one of the first companies to begin a radio show using institutional copy. Nov. 2 marks another renewal for Studebaker's WABC program, "Eric Severeid and the News," which is broadcast Mondays, Wednesdays and Fridays from 6:10 to 6:15 p.m., EWT. Roche, Williams & Cunyngham, Inc., is the agency.

Wheeling Steel Earns \$839,659 In 3rd Quarter

(Continued from Page 1)
which sponsors a show on the Blue Network. Total net profit for the three quarters of 1942 amounted to \$2,835,307, after Federal Tax deductions, which is equivalent to \$2.69 a share on the common stock. For the corresponding three quarters of last year the profit was \$6,567,551 or \$9.10 per common share. No dividend action was taken, pending the next board of directors meeting.

Davis Broadcast Series Indefinitely Postponed

Washington Bureau, RADIO DAILY
Washington—Advancing "pressure of administrative work" as the reason, the OWI announced yesterday the indefinite postponement by Director Elmer Davis of a decision, long awaited, as to whether he would go on the air in a regular series of broadcasts as an official government spokesman. The former CBS news commentator has been weighing the pros and cons of such broadcasts over a period of several weeks and recently they appeared to have entered the realm of definite probability when representatives of the four national networks were called in to go over various time proposals with OWI radio bureau officials.

A later announcement on the inauguration of weekly broadcasts of official programs by Davis is considered a possibility despite yesterday's announcement.

Hussey Succeeds Britt

Boston, Mass.—Tom Hussey, sportscaster, has been named to succeed Jim Britt as sports expert for WNAC of this city. Latter resigned to join the United States Navy as a lieutenant. Hussey has been the commercial announcer for the past several seasons for the Boston Braves and Red Sox baseball games.

"Truth Or Consequences" Bond Sale Hits \$100,000

(Continued from Page 1)
Saturday night, ended with over \$100,000 in actual sales. Mrs. Jeannette Brenner, mother of two sons in the service, was the "unlucky" participant who turned out to be a super-saleswoman. As a special reward for her one-woman bond sale drive, Mrs. Brenner was given a prepaid round trip to Camp Shelby, Miss., to visit the son stationed there. The second son is stationed in Honolulu. Of the 22 stations that carry the repeat broadcast of "Truth or Consequences," to the Mountain and Pacific Coast regions, KGIR in Butte, Montana, alone raised \$51,000 of the present total of \$108,986 reported to Edwards by the network.

Beer Client's Air Debut Sets Hockey Over WHN

(Continued from Page 1)
will be 25 games. Heretofore, when the New York Americans were operating in the National Hockey League also, the list was 48. Now the Rangers are the sole New York reps for the League. All the games will air from Madison Square Garden where Bert Lee will, for the fourth successive year, handle the play by play, while Marty Glickman, station's sports director, will deliver the color. He too, has been broadcasting on the hockey games for WHN for four years. The week-day schedules will start at 9:30 p.m., while the Sunday games will start at 10 p.m. Account was set by Geare-Marston, Inc.

MacLeish Denies Report Of Resignation From OWI

(Continued from Page 1)
because of the heavy demands on his time, he might well withdraw from his policy-making post with the chief of the OWI.

MacLeish, himself, admitted that for the time being he is obliged to give all his time to the library. It is considered unlikely that Davis would allow MacLeish to resign if he could prevent it. In the meantime, George Lyon, formerly with "PM" and the New York "World-Telegram," took over the post of director of the domestic news branch of OWI, vacated earlier this week by Lt. Commander Paul C. Smith. Smith resigned after less than three months to enter the Marine Corps as a private, ignoring his reserve commission in the Navy.

Postpone Welles Sustainer

"Hello Americans," the Orson Welles sustaining series originally scheduled to start over Columbia network Sunday, Nov. 1, has been postponed to Nov. 15.

"Ceiling Unlimited," Welles' dramatic production devoted to the story of American aviation and sponsored by the Lockheed & Vega Corp., is to have its debut Monday, Nov. 9, as originally announced.

COMING and GO

KENNETH D. FRY, director of sales for the central division of NBC, Kansas City, where he will handle the place of Charles Stansell, associate of the Kansas City "Star," on the "News Parade" program Sunday night.

WALTER MURPHY, publicity director of Columbia outlet in Boston, visiting network headquarters.

JOE DUMOND, manager of KXEL, in town from Iowa for talks with the network.

TED HUSING and JIMMY DOLAN, Philadelphia setting the stage for broadcast of the game between Army and Pennsylvania.

BARRY WOOD, who has been in Canada on behalf of the Dominion Drive, returning to New York by plane for his "Hit Parade" broadcast tomorrow.

DANIEL S. TUTHILL, vice-president of National Concert and Artists Corp., back from Chicago tomorrow.

EARL WRIGHTSON, Blue Network soloist, leaves Sunday on a short tour that will include appearances in Chicago and Wisconsin.

DR. LYMAN BRYSON, education director of CBS, returning today from his Washington tour.

JACK BENNY, MARY LIVINGSTON, HARRIS, DENNIS DAY and EDDIE "R" ANDERSON will travel to San Diego for the broadcasting of their program nearby Camp Elliott.

JOHNNY NEBLETT, sportscaster for Chicago, is in Cleveland, where he will appear for the Navy-Notre Dame contest back to the city.

BEN BERNIE will arrive tomorrow to participate in a public rally to honor the workers in Canadian war plants.

H. V. KALTENBORN, commentator is en route to College Station, Tex. tomorrow evening he will open the program conducted by the students of Texas A&M.

Simon-Schuster Sports Starts On 181

(Continued from Page 1)
tising Co., Seattle, Wash. The 1942 edition of the book was produced by 70 per cent of the station's staff.

GIVES YOU LOW COST RESPONSE

The DETROIT AREA

CKLV

800
kc.

MUTUAL SYSTEM

DAY and

5000 WATTS

Women Being Trained at Studio Posts

(Continued from Page 1)
 weeks another two dozen
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 the departure of a stead-
 ing number of men to join
 ervices, either as a result
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an At Carl Fischer, Inc.
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 will take on two more for
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 reported 1-A classifica-
 Fischer Inc. reported one
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 o-Scriptions Inc. has not
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 m, so far, in the library.
 bers of the association in-
 were giving the person-
 with women trainees and
 s, serious consideration as
 n staffs became accel-

**LITTLE BUDGET
 WENT TO THE
 "920
 CLUB"
 WORL
 BOSTON, MASS.**

★ PROMOTION ★

Transcribed Xmas Greetings

Members of the "Headquarters
 Booster Club," 114 in all, gathered
 in the studios of WDAY, Fargo, re-
 cently to prepare a joint Christmas
 gift for their relatives and friends
 now in New Caledonia. Under the
 direction of Howard Nelson, WDAY's
 public service director, these people
 each sent a Christmas greeting to
 their son, husband, brother or friend
 by transcription. Howard Nelson
 opened the transcription by describ-
 ing the evening of recording in the
 WDAY studios and set the scene for
 the Christmas program.

A Christmas message was presented
 by Rev. Fred W. Ihlenfeld of St.
 Mark's Lutheran Church and by Rev.
 Monsignor Wm. T. Mulloy, pastor of
 St. Mary's Church in Fargo. Jack
 Dunn, WDAY News Editor, gave a
 five-minute newscast with news of
 interest to the men in New Caledonia
 from the Northwest. A comedy sketch
 was included by Ken Kennedy, and
 favorite Christmas hymns were ren-
 dered by Mary Lou and Johnny
 Rogers, accompanied by Hildegard
 Usselman at the organ. Moving pic-
 tures of the group were also made
 and will be sent along with the tran-
 scriptions, all to arrive in time for
 Christmas.

Waste-Line Reduction

"If you must reduce..." reads the
 frontispiece caption on a recent four-
 page folder sent out by the Blue
 Network. The caption is illustrated
 by a comic cartoon, showing a husky
 physical instructor about to give a
 corpulent "Mr. Milquetoast" a strenu-
 ous going-over at the mid-section;

WPB Limits Manufacture Of Electronic Equipment

Washington Bureau, RADIO DAILY
 Washington — Limitation Order L-
 183-A, establishing further control
 over the production of electronic
 equipment, effective Jan. 1, 1943, was
 announced yesterday by the War
 Production Board. This orders pro-
 ducers after that date to schedule
 within any single priority rating, the
 production and deliveries of elec-
 tronic, communications, detection and
 signalling equipment in conformity
 with numerical designations assigned
 by a "precedence list" drawn up by
 the Joint Communications Board of
 the Army and Navy.

L-183-A does not affect civilian
 radio equipment, according to WPB,
 its main purpose being to tie in all
 military equipment covered by the
 recent Limitation Order 183, with the
 Army and Navy's "precedence list."
 The designations of this list set forth
 the relative urgency of deliveries of
 certain types and quantities of elec-
 tronic equipment. These designations,
 operating only within any one priority
 rating category, do not affect raw
 materials nor the scheduling of pur-
 chase orders having different priority

on the inside spread the same illus-
 tration is enlarged and the headline
 for the copy is "How to reduce ad-
 vertising waste-lines."

Copy that follows gives the net-
 work's explanation to the provoca-
 tive caption. Back page is devoted
 to "Victory Broadcast," defined as
 one-time programs celebrating some
 outstanding war-production achieve-
 ment of the sponsor, broadcast di-
 rectly from the scene of action; a list
 of so-called victory broadcasters is
 the concluding part of the folder.

Open-Spot Purchase

To ballyhoo their big "Leadership
 Sale," local Sears-Roebuck store
 bought virtually every open spot on
 the schedule of WSPD, Toledo, Ohio.
 Advertising manager, John Reitzke,
 of Sears asked that one voice be as-
 signed to carry all the copy. Each
 mention was preceded by the sound
 effect of a knock on the door and the
 question was asked, "May I come in?
 I have a special message from Sears-
 Roebuck." Tod Williams, WSPD pro-
 gram director, was given the assign-
 ment. First spot came at 7:25 a.m.
 when there was a five minute period.
 At 9:25 a.m. Williams broke in on the
 "Homemaker's Institute" and gabbed
 with Mrs. Lane about Sears' values.
 Came 1:45 in the afternoon and the
 by-now familiar knock and question
 popped on the "Concert Grand" pro-
 gram. Following the 6:00 p.m. news
 Williams appeared again with a 100-
 word announcement. Two more 35-
 word breaks came during the even-
 ing, the last at 11:15 p.m. Engineers,
 considerably transcribed the spots
 so that Williams could go home and
 get some well-earned rest.

NBC Spanish Newscasts Shortwaved To So. Amer.

Fernando Ortiz-Echague, well-
 known Latin-American journalist sta-
 tioned in Washington, this week began
 a series of twice-weekly news com-
 mentaries in Spanish, heard Mondays
 and Thursdays over the shortwave
 facilities of NBC.

Ortiz-Echague's talks will be broad-
 cast from Washington at 7 p.m., EWT,
 direct to the Radio Splendide in
 Argentina. At 8 p.m., EWT, his com-
 ments will be repeated over NBC's
 stations WRCA and WNBI, Westing-
 house outlet WBOS and stations of
 the NBC Pan-American Network.

Born in Spain and with many years
 experience on the Continent as cor-
 respondent for "La Nacion" of Buenos
 Aires, Ortiz-Echague came to the
 United States in 1940 and immediately
 embarked on a tour of 18 Latin-Amer-
 ican countries to interview diplomats
 concerning measures to be taken for
 the common defense of the Western
 Hemisphere republics.

ratings or those not included in the
 "precedence list." List itself is re-
 stricted and not available for pub-
 lication.

Sets-In-Homes Totals Given By Census Bur.

(Continued from Page 1)

area dwelling units described, 569,909,
 or 97 per cent, contain receiving sets.
 The figure for the 191,431 homes de-
 scribed in Boston itself is 96.1 per
 cent, the same as for the 928,275 homes
 in the city of Chicago. In the metro-
 politan area of Chicago, 1,164,885 of
 1,210,427 homes described—96.2 per
 cent—contain radios.

Over 96 Per Cent in Philadelphia

Over 96 per cent of all Philadelphia
 homes are equipped with radios, the
 proportion being the same through-
 out the metropolitan district, with
 receivers noted for 702,410 units out
 of 729,827 reported, or 96.2 per cent.
 This figure is only slightly above that
 for the Grand Rapids, Mich., area,
 which reported sets in exactly 96 per
 cent of the 57,556 dwelling units de-
 scribed, a total of 55,237 homes with
 one or more radios having been listed
 by the Census Bureau.

The huge Los Angeles district, with
 908,039 dwelling units described, has
 radio coverage of 95.8 per cent, with
 sets reported in 869,570 homes. Read-
 ing, Pa., has the same percentage,
 with receiving sets in 43,978 out of
 45,895 dwelling units described. In
 Paterson, N. J., with 38,685 dwelling
 units described, 35,757—or 94.8 per
 cent—are reported to contain radios.

Pittsburgh Well Supplied

Ninety-four per cent, or 462,031 of
 491,741 homes in the Pittsburgh area,
 reported radios, while in the city of
 Pittsburgh itself radios are to be
 found in 95.2 per cent of the 171,724
 homes described. The figure for the
 city of Sacramento, Cal., is 93.9 per
 cent, somewhat higher than the 91.8
 per cent noted for the metropolitan
 area. In the city 29,398 dwelling units
 of 31,395 described had radios, while
 only 42,171 of the 45,939 in the metro-
 politan area reported receivers.

**"SONGS OF CHEER
 AND COMFORT"
 Starring
 RICHARD MAXWELL**

BILL WIRGES
 at the
 ORGAN

NOW TRANSCRIBED

26 ¼-HOUR PROGRAMS
 ONE OF THE BIGGEST MAIL-PULLERS
 IN RADIO HISTORY
 21.9 Rating For One Sponsor!

Write or Wire for Audition
 Samples, Prices, and Availabilities

KASPER-GORDON, Inc.
 140 BOYLSTON STREET
 BOSTON, MASS.

Los Angeles

By JAC WILLEN

DICK JOY has taken over two more five-minute newscasts at KNX-CBS under sponsorship of Smith Brothers. The fast-climbing announcer-newscaster will be heard on Tuesday nights at 9:25 and Thursday evenings at 8:55.

Arch Oboler, writer-producer of the CBS weekly half-hour show of unusual dramatic stories, "Lights Out," has a new volume of radio plays coming off the presses. Scheduled for publication on Nov. 1, by Farrar and Rinehart, the new book is entitled "Plays For Americans," and contains some of Oboler's most powerful anti-Fascist radio plays. Sponsored by the Association for Education by Radio, the plays, through agreement by Oboler, are available to any group free of royalties for the duration of the war.

Robin, Jr., eldest son of Bob Burns of the "Arkansas Traveler" program, has joined the ground force of the Air Corps. Robin's daddy was a Marine in World War No. 1 and was one of the marksmen of that crew of fighting men.

A participation in the "Sunrise Salute" and the "Housewives Protective League" with Galen Drake has been arranged by the Advertising Commission for Washington State Apples, for the fifth year. With the shortage of doctors due to World War II that famous saying "An Apple A Day Keeps The Doctor Away" will become a necessity rather than just a trite remark.

Just for the fun of it, Victor Borge, the pianist-comedian, decided last week to volunteer as a walnut picker in San Fernando Valley for one day. A friend later asked Borge how he liked it. Looking up from stooping over, Borge answered: "For exercise, it's the nuts!"

One of the most unusual honors to come to any visitor at service camps was that accorded Dinah Shore, Blue Network singer, when she recently visited Luke Field in Arizona. Official camp password for the night was "Dinah Shore!"

Bob Burns has no illusion about the bazooka music he plays each week on his CBS "Arkansas Traveler" program. Showing friends around his farm, he sighted a farmhand carrying in the house some field corn and Bob's own bazooka left on the back doorstep. Commented Bob: "Look!—Corn in both hands!"

Kate Smith Capital Drive Hit \$1,015,590 Total

Kate Smith and Ted Collins netted \$1,015,590 in War Bonds for U. S. Treasury in their 20-hour bond selling marathon over WJSV in Washington, according to the figures given out yesterday by Herry R. Grew, WJSV auditor. The duo started the drive in Kate's home town at 6:01 Wednesday morning and didn't leave the studios until 2 a.m. yesterday. When it was evident that their million dollar goal had been reached.



Radio Is My Beat . . .!

● ● ● As a morale lifter, radio doesn't have to take a back seat to any medium. We're thinking of DeMille's presentation the other night of "Wake Island"—a pulse-hopping drama, if we ever heard one. Radio needs that sort of stuff. We've been overloaded with phony dramatics, time-worn plots and threadbare mike cliches. Radio has it within its power to play the leading role in rousing America to a fighting pitch—and it doesn't have to resort to manufactured hoke. The greatest story of our time is being unfolded every 60 seconds. It's up to the radio writers to put this story to good dramatic use in the "Wake Island" manner. Then we'll see some action!



● ● ● Contrary to FCC rulings about "personal messages" on the air, Ginny Simms manages to get one across after each show—and without offending them, either. At the end of her show, if Ginny says, "Thanks and good night," it's a signal to her family to send her car over. If she says, "Good night and thanks," it means "don't send it, I've got a lift home." Or else she's going out on a date.



● ● ● TICKER TAPE: Eddie Davis resigned from the Jolson writing staff. . . . With Allen Prescott going in the Navy, his show will be known as "The Three R's" with Glenn Riggs, Joe Rines and Ray Knight. Harry Frazee will personally produce, talent including Clark Dennis, Diane Courtney, Kay Lorraine, Marguerite Benton and Hi, Lo, Jack and the Dame. . . . First vocalist on "Duffys" will be Marie Greene, who gets a two-week tryout. . . . Don Haynes no longer handling Hal McIntyre, letting Cy Shrubman take over. . . . Marty Lewis now in charge of the studio radio dept at Paramount, with Sam Taylor, formerly with WMCA, assisting. . . . Peggy Fears bankrolling the Davis-Bolton musical, "Ankles Aweigh" . . . Paulette Goddard and Lt. Burgess Meredith a new twosome. . . . On Bob Hawk's "Thanks to the Yanks," contestants will be asked which questions they want to try for—the one, two or three thousand cigarette question. . . . Herbert Marshall and Hildegard lined up for "Stage Door Canteen" Nov. 5th. . . . Radiokays: Georgia Gibbs' swell warbling on the CBS Camel Caravan Hour. . . . Teddy Powell opens the Dixie Hotel's new Plantation Room, Nov. 10th. . . . Mrs. Hal Peary, wife of the "The Great Gildersleeve" at the Hollywood Hospital for minor operation. . . . A shift in NBC producers on the "Fibber McGee" show has Dave Elton replacing Ned Tollinger. . . . Maxine Andrews says that letters from Vichy, France, are now marked: "Hostage Due"!



● ● ● The Radio Executives Club got a close-up of some of the Blue's stellar talent at their luncheon Wednesday. Introduced by emcee, Ed East, "Texas Jim" Robertson led off the ceremonies with a couple of whooping songs of the plains. Diane Courtney captured the hearts of the hard-boiled execs with "White Xmas." We're seldom guilty of making an all-out pitch for a performer, as any of our three readers can cheerfully tell you, but Diane is custom-built for the Big Time. And while we're indulging ourself thusly, don't overlook Josephine Houston, also on the bill. A long, long time ago, our editor warned us never to go all the way out on a limb—and above all to shy away from superlatives. So here's where we break a couple of long-standing rules at the one and same time. Josephine Houston is a great singer. We've said that before—and we'll say it again! Other highlights at the luncheon included songs by Wilbur Evans (who, incidentally, will shortly be Hollywood-bound) and a talk by Roy Porter, foreign correspondent and newscaster. The other stations might do well by taking a leaf from this book and parading their talent before execs at these luncheons.



—Remember Pearl Harbor—

Chicago

By FRANK BURKE

EDDIE and FANNIE CAVAN radio veterans, move their "ster Time" program from WLS on Nov. 2 and will Monday through Friday 10:15 a.m. Harold Isbell

Tom Builta, announcer on Columbia's FM station, has over the announcing duties Dunham at WBBM, with going to the Army Air Force Hirsch takes over Builta's

Neil Murphy, chief clerk Chicago accounting department 37th NBC regular to join the forces. Murphy went to the this week.

Judith Waller, NBC central public service director from addressing the conference the Association of Women at Purdue University, Lafayette

Whitely Ford of the "Party" program, will join the Dining Sisters to entertain Treasury Center tomorrow.

Bill Anson gets the assignment "The Lion's Roar," a new program sponsored by the studios, which starts on Wednesday, Nov. 3, and will be broadcast, Thursday and Saturday 6:45-7 p.m.

Two new commercial spots been added to the WGN line. Products have contracted for program at 1:45 p.m., on Thursdays and Saturdays weeks, effective November. Local Loan Company has the Charles Irving news broadcast 10:30 p.m., on Monday, and Friday, through Van McCleon, Inc., Chicago.

J. A. Brown To WH

New Bern, N. C.—J. A. Brown, sales manager of WHIT of has resigned effective November. He will take the position of general manager of WFOY, CBS affiliate in St. Augustine Fla.

Going to NEW YORK

Stay "Where Radio Meets Times Square"

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

600 ROOMS, each with bath, from \$10.00

Reasonable All-expense Tours. Write for details.



HOTEL VICTOR AT RADIO CITY 7th AVE. at 51st ST. NEW YORK

RONALD A. BAKER, Manager

QUEST-ING

TON LEWIS, Jr., and VAUGHN ROE, on "Double or Nothing," (WOR-Mutual, 9:30 p.m.).

ELLA UNGER, on "Nellie Revell songs," tomorrow (WEAF-NBC, 10 a.m.).

TE DAVIS, Mischa Auer and HUNTER, on "Soldiers with..." tomorrow (WABC-CBS, 10:15 p.m.).

ME HERVEY, on "Stars Over Wood," tomorrow (WABC-CBS, 10 p.m.).

HAN MILSTEIN, violinist, with New York Philharmonic Symphony Sunday (WABC-CBS, 3 p.m.).

LE GALLIENNE and SIR CHARDWICKE, on the "Radio's Digest," Sunday (WABC-CBS, 10 p.m.).

RA ROBSON and JOHN VAN DEN, author, on the Ellery program, tomorrow (WEAF-CBS, 10:30 p.m.).

Or Of Wilkes Barre Heard In WBAX Case

(Continued from Page 1)

company to take over the 100-watt Wilkes Barre station, now operated on temporary authorization by John H. Stenger, Jr., to its third day.

white-haired, scholarly-looking man who is now rounding out his consecutive year as mayor of community in which he was born 70 years ago, advanced two under examination by FCC by Marcus Cohn, against the local radio official. In the place, Loveland made it clear a public official entrusted with right of maintaining freedom of and freedom of assembly in community, he had clashed with and other similarly-minded who had objected to his grant-grade or meeting permits for ations which they branded as unistic" and for such speakers man Thomas.

speech to Kingston business- was brought out that Doran challenged the right of the mayor nit a 1937 Armistice Day parade ouncil of local peace organi- The mayor answered Doran discussing the Bill of Rights.

ing by the public official that attorney, George Porter, con- ny desired cross-examination yesterday before Loveland re- home brought a direct clash n Doran and the witness. and his attorney requested per- to get into the former's files pare answer to these charges e, according to Doran, he did ow that the mayor would

land rejoined, "over a week

NEW PROGRAMS-IDEAS

WELI Community Chest Programs

During the remaining ten days of The Community Chest and War Fund Drive, WELI, New Haven, is presenting the semi-finals in the New Haven industrial quiz contest, with representatives from ten concerns competing, and highlighted by an entertainment program. The New Haven schools will continue to send two students daily to the station for three-minute talks on the Drive.

During the drive, WELI in cooperation with the New Haven Board of Education and the Community Chest has presented a 15-minute discussion with a parent, teacher and a student; a half hour spelling bee which featured the winners of preliminaries in five high schools in New Haven and surrounding towns; two five-minute talks by teachers and the twice daily three-minute talks by the students. In addition, on its nightly newscasts, WELI is keeping the public informed of the progress of the drive airing figures phoned in by Community Chest headquarters.

KPO Concert Series

New series of chamber music programs in which internationally-famous musicians will be featured has been set on KGO, San Francisco. Titled "Concerts Contemporin," the broadcasts will be heard Thursday nights. Featured guest on the first program was Isaac Stern, outstanding violinist, who has a concert appearance scheduled this winter in Carnegie Hall, New York. Studio audiences are invited to the broadcasts,

ago, I told August Greebe that I was going to testify here." Greebe is the manager of WBAX and the mayor said he "felt Greebe was in touch with Doran because of his connection with WBAX." However, the cross-examination of the mayor was put off until later in the hearings.

Minister Outlines Objections

Also taking the stand yesterday was Rev. Martyn D. Keeler, minister of Wilkes Barre's largest and oldest Presbyterian Church, who, continuing his direct testimony, summarized with four objections to Doran, which, he said "make him unfit for the responsibility" of heading a broadcasting corporation, as follows:

1. Doran associated himself "directly or indirectly" with certain people like Mrs. Dilling and Col. Sanctuary.

2. Doran used misinformation and sometimes statements which later turned out to be untrue, and "only on one occasion made public retraction, apology or correction."

3. Doran made repeated efforts to censor reading matter available to the public in the Wilkes Barre public library, of which Rev. Keeler is a director.

4. Doran made efforts to censor speeches made at local public meetings. He also, according to Keeler, took the position on "who should make speeches in Wilkes Barre."

New Political Format

New type of political broadcast sponsored by the Dewey-For-Governor (New York) Committee was aired this week over the Blue Network, originating at WJZ, New York. Instead of the usual political oratory, the program, "The case of the people for Dewey" brought to the microphone people who were victimized by racketeers, people who were unjustly prosecuted and others who appealed to Dewey for aid and whom he, as District Attorney, helped.

Some of the most famous cases of Dewey's career were reconstructed by the leading witnesses in those cases, under the questioning of Ford Bond, announcer who acted as master of ceremonies. These individuals told the dramatic details of some of the "racket busting" cases that attracted country-wide notice because of their sensational details. The inside story of how a Dutch Schultz racket was smashed, the background details of how the "Washington Market racketeers" were brought to book, and other similar cases were aired. As far as is known, this is a complete innovation in political broadcasts. The program was under the direction of Henry Turnbull, radio director of the Dewey campaign.

which are produced by Stuart Hanon. Among the artists to be heard will be violinist Frances Wejner, former student at the Juilliard School of Music; Leb Shorr, solo pianist; Otto King, cello; Albert White, viola; Lennard Petersen, violin; and famed composer-pianist Darius Milhaud.

Eugene Thomas To Direct Advertising Club 'Clinic'

WOR's sales manager, Eugene Thomas, has been named Director of the Radio Production Clinic sponsored by the Advertising Club of New York. The six-week clinic, following the regular Advertising Club lectures, will start February 4, with three other WOR executives on the speaker list. They are Julius F. Seebach, WOR's vice-president in charge of programs, discussing programming at the first clinic session; Robert A. Simon, director of continuity, on "Words and Music," on February 8, and Roger Bower, senior producer, the problems of studio production on February 11.

Detroit-AFM Negotiations Proceed Satisfactorily

Negotiations between the Detroit local of the American Federation of Musicians and Detroit stations are still in progress, with union officials expressing the belief that a deal will be achieved without having to resort to mediation. Local station contracts ran out last Saturday and negotiations have been proceeding satisfactorily, it is understood according to sources close to the negotiators.

AGENCIES

EDWARD J. McCORMACK, formerly with Lord & Thomas, Chicago, and before that with Blackett-Sample-Hummert, Inc., has joined the New York office of Ruthrauff & Ryan, Inc.

EDWIN W. EBEL, marketing director of Tracy-Locke-Dawson, Inc., has been commissioned a captain in the Quartermaster Corps at Camp Lee, Va.

ERWIN, WASEY & CO., LTD., London, has been named to handle British advertising for the Carnation Milk Co.

WARWICK & LEGLER has been named as advertising agency for the Pabst Sales Co. Advertiser has entered the field of sports sponsorship this season and has bought considerable time locally for professional and college football broadcasts. Agency has no immediate plans for the future except that the football sponsorship will continue.

TED BATES, INC., is placing a spot campaign for its account, Continental Baking Co., in behalf of Wonder Bread. One hundred and twenty-five outlets are scheduled in approximately one hundred markets.

ELLIS TRAVERS, formerly vice-president of Ruthrauff & Ryan, is now associated with Roche, Williams & Cunnyngham, Chicago.

Web Directors Leave

Anton M. Leader and William Wilgus, NBC staff directors, have resigned, effective within a few weeks. Leader has enlisted in the Civilian Pilot Training Course of the Civil Aeronautics Authority. Wilgus is to take a radio assignment with the Coordinator of Inter-American Affairs. He is to direct two Spanish language shows beamed to Latin America, and also transcribed for use over South American stations. One of the programs will be a translation of the "Counter Spy" series retitled, "Contraespionaje." It will be broadcast over NBC shortwave stations. The second will be called "Hacia un Mundo Mejor" or "Toward a Better World," and will be short-waved by CBS.

A third director, Victor Fleming, has been given a leave of absence because of illness.

Stork News

St. Louis—Bob Rawson, WIL announcer, is passing around cigars and telling the staff all about his first-born, a seven-pound, two-ounce boy, named David.

NEWS-SPORTSCASTER

Special events, play-by-play. Five years experience, national accounts, local and network stations. 4F classification. Available for permanent position with progressive Eastern or Mid-Western station. Apply Radio Daily, Box AE, 1501 Broadway, N. Y. C.

NAB Musician Policy Endorsed By 5th Dist.

(Continued from Page 1)

report in detail on policies of the association with respect to the AFM-Petrillo matter, also to describe those activities of the organization which are geared particularly to the war effort.

Miller was followed by several representatives of government departments and war agencies who reviewed the relations of their activities with the wartime conditions in the United States.

Frank King Presides

Frank King, president of WMBR, Jacksonville, presided.

Lewis H. Avery, NAB director of broadcast advertising, presented a report of the many activities of his department in behalf of more and better radio advertising. He also outlined a retail promotion plan.

A sales managers session was conducted by John M. Outler, Jr., sales manager of WSB, Atlanta, and chairman of the sales managers executive committee of the NAB.

Among those present at the sessions were: Frank King, WMBR; James W. Woodruff, Jr., WATL-WRBL-WGPC; Trad Holt, WAPI; Ed Norton, WAPI; Leonard Reinsch, Outler, Lorin Myers, Mary Caldwell, Alwilda Lindsay, Marcus Bartlett, Beth Barnes, Charles McClure and Ad Penfield, WSB; Don Ioset, T. O. McCullough, Maurice Coleman, Joe Robkin, Crenshaw Monner, and Ford Stener, WAGA; J. A. Davenport, Dan Hornsby and Bill Jones, WATL; John Fulton and Frank Gaither, WGST; R. O. Van Duzer, WALB; E. K. Cargill and Wilton Cobb, WMAZ; Charles Pittman and Alfred Lowe, WBML; W. R. Ringston, WRDW; J. B. Fuqua, WGAC; Charles Smithgall, Jr., WGGA; W. S. Massie, WRBL; Bill Covington and Jack Hughes, WCOV.

Station Reps Present

Henry P. Johnston, WSGN; John Connolly and K. G. Marshall, WBRC; Harbin Daniel, WSAV; Weldon Hermin, WTOC; Henry East, WGPC; Hugh M. Smith, WAML; H. Wimpy, WPAX; B. M. Adams, NBC; S. W. Goulden and J. H. Keachie, RCA; N. Miller and L. Avery, NAB; I. T. Cohen, Ascaph; Jack Treacy, NBC-Recording; Lorin L. Watson, Spot Sales, Inc.; C. O. Langlois, Lang-Worth; Gregg Murphy, Headley-Reed Co.; Fred Bell and Charlie Coleman, Katz Agency; Lt. Harold A. Tyler, Corp. Andrew C. Petty and J. E. Pool, Army public relations; Willett Kempton, Regional OWI; Irving Beiman, OWI, Alabama; Eugene Carr, Office of Censorship; Madeline Chase, regional director, OCD-Radio, and A. H. Beckwith, Associated Music Publishers, Inc.

Husing In "Red Book"

December issue of the "Redbook" magazine contains a behind-the-scenes story of Ted Husing and his activities as a broadcaster, with special emphasis placed upon his work in the sports field, by Frederick Van Ryn. Publication is on the stands today.



To The Colors



ALICE ANNE WARE, formerly of the WBRK, Pittsfield, Mass. staff, has been sworn in as an enlisted member of the WAVES.

—vvv—

TED SCHNEIDER, night manager of WHN, New York, has been commissioned an Ensign in the U. S. Navy and reports for duty at the Naval Training Academy in Boston, Mass., on Nov. 2.

—vvv—

TOM DYER, of the promotion department, and TOMMY THOMPSON, musician and entertainer at KSO, Des Moines, Iowa, have both joined the boys in uniform. Dyer is in the Army and Thompson is an Aircraft Machine Gunner.

—vvv—

GEO. J. ARKEDIS, of the sales staff of Joseph Hershey McGillvra, station representative firm, has been commissioned a lieutenant (j.g.) in the U. S. Navy and reports for duty at the Naval Air Station at Quonset Pt., R. I.

Finney Gives Report Of Wheeler Meeting

(Continued from Page 1)

K. Wheeler, chairman of the Senate Interstate Commerce Committee. A. J. Kendrick, vice-president and general manager of World Broadcasting, accompanied Finney to Washington for the conferences, speaking only for his firm as Finney represented AMP.

Finney told RADIO DAILY that in conferring with Wheeler, neither he nor Kendrick was assuming the role of trade spokesman, but that he was speaking for AMP and Muzak which firms, undoubtedly, would be typical of the position of the so-called small business and independent transcription companies.

The data he offered was factual and was intended to clear up many confusing issues which seemed to make the matter cumbersome to handle as a subject of Senate investigation. The Senator did not commit himself to the ET conferees on his plans for further investigations when the elections are out of the way.

Finney explained that he conferred with Wheeler to find out what the real problem is, what the union's real objective is, what could be done "legally" in the handling of the recording ban, so that constructive thought would be applied to plans for a solution.

Having heard the reports of two typical ET firms, Wheeler, trade assumes, will probably make another attempt to explore the union angle. Execs interested in seeing the whole matter cleared up, have repeatedly pointed out that Petrillo has never specified what he wanted other than complain that the industry has not approached him. ET men have often declared that the lack of specificity on the part of the union has caused this controversy to drag on these three months.

Locally two developments were

MILTON MEYROWITZ, assistant chief engineer, and AL TANGER, announcer at WLIB, Brooklyn are in the Navy as a Warrant Officer and the Army Anti-Aircraft division as a Second Lieutenant, respectively.

—vvv—

KENNETH W. STOWMAN, executive at WCAU, Philadelphia, a Lieutenant in the U. S. Navy, left for Fort Schuyler, New York, Oct. 22.

—vvv—

HUGH D. BROWN, musical director at KDAL, Duluth, Minn., left for Cornell University, Ithaca, New York, after receiving his commission as a Lieutenant (j.g.) in the Communications Division of the Navy.

—vvv—

CHARLES McCUEN, news commentator and editor at KSO, Des Moines, Iowa, is in the U. S. Army.

—vvv—

ED CUNNIFF, manager of KFMB, San Diego, has enlisted in the Navy and will report for duty Nov. 1. He will be succeeded by Joe Alabough, formerly of WJJD, Chicago.

WSA To Put Receivers On All Merchant Ships

Washington Bureau, RADIO DAILY

Washington—Radio programs, news broadcasts, events of world-wide interest, and news from home soon will be heard by all American merchant sailors at sea, the War Shipping Administration announced yesterday. An order has been placed for 2,600 of the latest, specially designed type of seagoing receiving sets, to be installed for the benefit of the crews of ships under the control of the War Shipping Administration and on new vessels being built by the Maritime Commission.

Use of all ordinary broadcast and short-wave receiving sets has been prohibited aboard merchant vessels because they radiate a signal which can be picked up by enemy vessels with resultant harm to the American war effort.

Recently a receiving set was perfected that eliminates this hazard. After exhaustive tests, conducted by the FCC, which proved the new sets as non-reradiating, their installation aboard merchant vessels was approved.

taking on importance with momentum. Persons, purporting to be representatives of the CIO, have been approaching several ET and recording studios with feelers to find out if the trade would rally support for a competing musicians' union. Idea of a competing union is full of dynamite, in the opinion of some execs, especially those associated with library services. Possibility of AFM pickets being thrown around all subscribing stations would be only the first step in the tussle. Second development here has been the offer of some musicians to work for the studios on the quiet.

Ascaph Members Greet Network Executives

(Continued from Page 1)

breaking bread with one of its customers. Meeting and dinner was held in the Nimrod Room of the Hotel Astor where a 100 per cent friendly gathering asked itself all over the place, "Why wasn't this done a long time ago?" Consensus of opinion was that considerable strife would have been avoided for all concerned, had Ascaph adopted the policy in the past of being on more friendly terms with its customers.

Deems Taylor the Only Speaker

Deems Taylor, president of Ascaph and the only speaker, presided and introduced the guests on the dais, including Mark Woods, president of the Blue Network Co.; Frank E. Mulen, vice-president and general manager of NBC; A. J. McCosker, president of WOR and Mutual network official, and CBS vice-presidents Frank White, Jos. H. Ream and Dr. Frank Stanton. Letters and wires of regret at not being able to attend were read from Neville Miller, NAB president; Fred Weber, general manager of Mutual; James Lawrence, FCC chairman, Edward Klauber, vice-president of CBS, and William S. Paley, president of CBS, who wailed his regrets in verse and believed entitled him to Ascaph membership. Ascaph board members and other officials were seated at the dais with the radio men.

No "Horns and Tails"

Considerable applause greeted the mention of those introduced by Taylor, who carried on a light banter and assured the members that they could see for themselves that the broadcasters really did not have "horns and tails."

Soon after the dinner was served Taylor built up the value of the Ascaph catalogue, not from the viewpoint of the popular song of the day nor its Jerome Kerns, so much as the songs written years ago when writers had no idea that their work was to outlive so many contemporary compositions. He called upon various old-timers in attendance, each being allowed one tune. These either sang or played the piano, with the attendees joining in the chorus. Among those who appeared and their songs included: Ernie Burnette, who played "Melancholy Baby"; Jean Schwartz, "Chinatown"; Seymour Brown, "You Beautiful Doll"; Dick Gerard, Harry Armstrong, "Sweet Adeline"; Bill Dillon, "I Want A Gal, Just Like The Gal Who Married Dear Old Dad"; W. C. Handy, "St. Louis Blues" (the cornet); Mabel Wayne, "Ramona" and others.

Board Meeting Tuesday

Closing the entertainment was a repertoire and satire by the "vipers," three men and two girls, currently appearing at Uptown Music Society.

Afternoon board meeting of Ascaph attended to routine business matters and agreed to hold another meeting Tuesday when the Ahlert Plan new classification setup will be taken up and presumably adopted.

What About **YOUR ADVERTISING?**

Is it *timely*?

Does it receive good *visibility*?

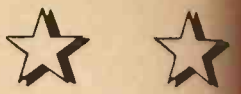
Is it read by the *right people*?

Does it get *results*?

- ✓ YOUR ADVERTISING in RADIO DAILY is timely—five days a week—
with news while it's still news.
- ✓ YOUR ADVERTISING in RADIO DAILY surrounded by eight pages of
news that is accurate, concise, and to the point, receives 100% visibility
at all times.
- ✓ YOUR ADVERTISING in RADIO DAILY is received and read by every
important radio executive in the industry . . . the men who actually do
the buying and placing of business.
- ✓ YOUR ADVERTISING in RADIO DAILY will get results. A trial cam-
paign will confirm the above facts.



Coast-to-Coast



HUBBARD GROCERY COMPANY, distributors of Moon Rose Products and one of West Virginia's largest wholesale grocers, recently signed with WCHS, Charleston, W. Va., for two fifteen-minute programs daily, six days a week to promote Moon Rose Products. Both programs are news shows. Special promotions for these programs include dealer letters to independent grocers and dealers in the WCHS area, special displays and newspaper ads.

Composite picture of Bing Crosby, stressing the business angle, appears in an article by H. Allen Smith in the current issue of the "Saturday Evening Post." Article is entitled, "Bing—King of the Groaners" ("groaner" being Crosby's description of himself) and reveals the personality of the man through amusing and interesting anecdotes concerning his motion pictures, recordings and program for Kraft-Phenix Cheese Corp.

A football, inscribed with all the names of the University of Detroit players, was auctioned off at the recent Detroit-Georgetown game, broadcast on WJLB, Detroit. An alumnus carried off the prize for the purchase of \$12,000 in United States Bonds. University of Detroit football games are sponsored on WJLB by the Automobile Club of Michigan.

The Honorable Greenwood Adams, M.P., will appear as the guest of Doug Allan on his "Thrills and Chills" program over Du Mont Television Station W2XWV, New York, Sunday evening, November 1st, at 8:30 p.m. Another highlight of the Du Mont variety show will be the presentation of "What Do You Know?" a quiz program designed exclusively for television audience participation. Also on this telecast will be Georgette Starr, featured vocalist at Tony Pastor's night club in Greenwich Village; a film, "The Bike Parade"; and Sam Cuff, well-known news analyst, with his comprehensive maps of the various theaters of war.

"This Is Fort Dix," the army show emceed by Tom Slater over WOR-Mutual each Sunday, changes its time to 1:15-1:45 p.m. next Sunday. Slater has acted as the master of ceremonies and director of "This Is Fort Dix" since the program went on the air two years ago. This Sunday's program will originate from the Red Cross reception room in the camp hospital and the audience will be composed of the patients who are well enough to be moved. Entertainers who will perform before the Bathrobe Brigade are all servicemen including Pvt. Cherniavsky, former concert master of the Berlin Symphony, now a German refugee fighting for Uncle Sam.

Lester Lonergan, Jr., of Broadway theatrical family, begins new dramatic series, "American Yesterdays," at 8:15 p.m. Saturdays on WBNX, New York, beginning October 31. Company is called Lester Lonergan Players, carrying on name of stock troupe Lonergan's father operated through New England 25 years ago. First show will be "Johnstown Flood," with "Memories of Stephen Foster" coming up later. Lonergan will direct all plays. Lenore Lonergan, daughter of Lester, is in Junior Miss on Broadway.

The LeBrun Sisters, who created fame with their unique and harmonious arrangements on the Kate Smith and Eddie Cantor network shows, are currently touring theaters with Glen Gray's Casa Loma Orchestra. After completing a week of one-nighters, the LeBruns go into the Chicago Theater, Chicago, with Glen Gray on Friday. The tour continues throughout the east and middle-west until February.

Charles Cantor, veteran radio actor and dialectician, has been signed by Jack Pearl, as a permanent member of his Wednesday night Mutual program, originating at WOR, New York.

John W. Tinnea, program director of KWK, St. Louis, will be chairman of the group discussion on station problems in wartime to be held at the regional Radio In Wartime conference at Stephens College, Columbia, Mo., Nov. 6 and 7. Tinnea in his present capacity as war program manager of KWK not only clears all time for organization programs, but also attends numerous committee meetings on the problems of the Office of Civilian Defense, the United Service Organizations, the scrap salvage drive, the Civilian Navy Recruiting drive, the Civilian Army Recruiting drive and the Army War Show.

Waverley Root, news commentator on WINS, New York, will address the Temple Club in Philadelphia on Tuesday, Nov. 10, at 9:00 p.m. Root, who has a 7:00 p.m. broadcast will have a taxi waiting at the door of the studio building to rush him over to the railroad station so that he can make the train in time to be in Philadelphia by 9:00 p.m.

Trafton Robertson, formerly of WBT, Charlotte, North Carolina, has just joined the announcing staff of WOL, Washington. A discovery of Russ Hodges, WOL's sports authority, Robertson states that, at present, his only claim to fame is the fact that he once rode a bicycle 325 miles from Charlotte to Norfolk, Virginia on a bet.

Benay Venuta will sell bonds on Dick Gilbert's program via WHN, New York, at 2:15 p.m. this afternoon. Listeners are invited to phone in and order their bonds direct from Miss Venuta.

Bill Walker, former special events director at KILQ, Grand Forks, is the new program director at KYSM, Mankato, Minn. He replaces Jack Haassen, who resigned to enter officers' training in the U. S. Army Signal Corps. Bob Peterson, KYSM control room chief, has been inducted into the army.

Two of the speakers scheduled to address the regional conference on Radio In Wartime at Stephens College, Mo., on November 6-7 are Judith Waller, educational director of the NBC Central Division and Dr. Louis Berg, New York psychiatrist and author.

New and revised farm program built especially for the rural audience of Northern New York was inaugurated this week from 12:45 p.m. to 1 p.m. over WWNY, Watertown, N. Y. Program is in charge of Bob Walter. In an effort to get the voters to go to the polls on election day, the Jefferson County Republican committee purchased one minute of time every hour on WWNY. Prominent politicians will speak for one minute during the time the polls are open on election day.

"Pan-American Revue," a Spanish musical program with Alfredo Mendez and his orchestra, next week becomes a nightly feature on WBNX, New York. The series, produced by B. F. DeGil, will be presented at 8:15 p.m. Monday through Saturday. The full-hour 5 p.m. Sunday edition of "Pan-American Revue" will be continued. The extension of the Spanish feature to WBNX' across-the-board schedule means a number of major changes in the station's listings. Those include moving the Wednesday and Friday night broadcasts of "Treasury Star Parade" to 8:15 p.m., the Bronx Board of Trade to 9 p.m. Tuesdays, the U. S. Marines' "Leatherneck Parade" to 9 p.m. Thursdays, Terry Long's soccer results to 8:15 p.m. Saturdays and the new Lester Lonergan Players program to 8:30 p.m. Saturdays.

Harold C. Miller, former news editor of the West Virginia Network at WCHS, Charleston, W. Va. Graduated in the upper ten of his class at the Naval Air Training Station, Jacksonville, Florida. Harold enlisted 8 months ago in the Marine Corps and attended the Naval school in aerial gunnery. No longer Private Miller he's been upped in grade to Corporal.

CBS has hired two girls for page staff in New York, according to an announcement by Francis C. Barton, Jr., the network's personnel manager. William H. Schwarz, formerly of the CBS page staff, has replaced Richard Cooperman as deputy assistant in the newsroom. Cooperman resigned to join the Army Signal Corps. Second edition of "Radio Roll Call," edited by H. Feeney of the publicity staff, has been mailed to Army camps throughout the country.

Ray Penner, announcer at WGMW, Charleston, W. Va., has been appointed head of publicity and promotion at station. Nancy Flournoy, receptionist, is taking a regular announcing trick at WGKV. Joe Farris, WGKV continuity head, has joined the Army Reserve and the completion of his studies at Mary Harvey College. Leslie Gorall, announcer, is cast in the production, "Heaven Can Wait," which is being presented by the Kanawha Players, local theatre group.

Afternoon news period from 2:30-3 p.m. on WTAG, Worcester, has been sold to Corn Products Refining Company for Kre-Mel Dessert, through C. L. Miller Agency, New York. Special contract calls for daily sponsorship of the newscast, Monday through Friday, for 13 weeks, effective immediately. Five one-minute announcements weekly, also for a week period, in behalf of Corn Products have been set for WTAG.

Katherine MacEwen, former newspaper woman, has joined the sales staff of WSRR, Stamford, Conn. WSRR, in cooperation with the Stamford Ministers Association, broadcasts an inspirational five-minute program every morning. In addition, the station has inaugurated a policy of airing a daily one-minute prayer for victory, which all Connecticut outlets are scheduling.

WTAB Gets FCC Okay For Mobile Station

Worcester—WTAG here has been licensed by the FCC to operate as first relay broadcast station with call letters WBEE, it was made known by E. E. Hill, managing director of WTAG. Addition of this new mobile station supplements portable recording equipment which has been used extensively by WTAG in the past at fixed points remote from the studios. Capable of transmitting at a radius of 15 miles from the station as well as furnishing wide coverage, WBEE will enable WTAG to increase its public service to the community by airing on-the-spot live broadcasts of important events. The intermediate frequency of WBEE will also permit use of a transmitter in place of the municipal police station should a serious emergency occur in which the police station was made inoperative.

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BIRTHDAYS

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

October 30

Joan Banks	Ray Dooley
Robert Monroe	Carl Warren
Francia White	

October 31

Murray Carpenter	Douglas Hope
Grace Justice	Mary McCoy
Art Peck	

November 1

E. H. Borkenhagen	Al Rose
Webster Ellenwood	Stan Shaw
Barry McKinley	Ray Sinatra