



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

V. L. 23, NO. 23

1943 NEW YORK, N. Y., MONDAY, MAY 3, 1943

TEN CENTS

Ohio "U" Lists Citations

White-Wheeler Bill Hearings Sked May 18

Washington Bureau, RADIO DAILY
Washington—Hearings on the White-Wheeler Bill to reorganize the FCC and alter some of the regulations governing political broadcasts—originally scheduled to get under way Thursday—have been postponed until Tuesday, May 18. The Interstate Commerce Sub-committee which will report on the bill—Senators White, Wheeler, Hill, Austin and Clark—has not yet indicated whom they will call to testify at the sessions. Hearings are expected to be of

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WOR-Mutual Dedicates New Theater Occupancy

More an audience of advertising agency heads and representatives of the trade and general press, WOR dedicated its new WOR-Mutual Theater Saturday night with a special production of the U. S. Treasury Department's "Saturday Night Bond Drive" program, extended to three hours of an hour for the occasion. Plans to celebrate radio's occupancy of the new house, for more than two de-

(Continued on Page 7)

Engineer Makes 4 Additions To Staff

Henry Grossman, CBS Eastern Division Engineer has made four additions to the WABC Technical Operating Staff of the network's engineering department. The new appointments take effect immediately. Paul G. G. technician, has been ap-

(Continued on Page 2)

Playing Safe

Pittsburgh—Anticipating that the night might get out of hand at "Town Meeting's" forum on "Should President Roosevelt Be Re-elected for a 4th Term?", Moderator George V. Denny made plans to retreat to a prepared position. He had a backstage room equipped with tape broadcasts to auditorium in P.A.

Anxiously Awaited!

Consensus of opinion is that the long-delayed decision by the U. S. Supreme Court, relative to the suit to restrain the FCC from enforcing its newly proposed chain regulations will be handed down today. If the high court finds no cause for legal action it will automatically fall back in the lap of FCC.

To Promote Flag Day Via OWI-Radio Tieup

Washington Bureau, RADIO DAILY
Washington—A "background letter" from the OWI will go to all broadcasters next week containing information on Flag Day and the United Nations, in preparation for a concerted drive to promote Flag Day, June 14. The day will be observed, this year as last, in honor of the flags of all the United Nations, and the Presidential proclamation this year, as last, is expected to honor

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Assn. Of Women Directors Holds First Annual Meet

Chicago—First annual meeting of the Association of Women Directors was attended by representatives from Minnesota, Nebraska, Ohio, North Carolina, New York, Indiana, Wisconsin, Illinois, California, Massachusetts, Iowa and Pennsylvania.

Presided over by Ruth Chilton,

(Continued on Page 4)

Winning Educational Programs Reflect Stress Placed On Wartime Effort; Web Series Awards Delayed

NAB Names Directors To Post-War Group

Chicago—Reflecting the sentiment of the National Association of Broadcasters' War Conference delegates, who have participated in three days' discussion of radio and the war, the NAB Board of Directors in a post-conference session expressed themselves on Friday as being highly pleased at the serious tone of the meetings and announced that the

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Westinghouse Realigns Sales Dept. Personnel

Lee B. Wailes, general manager of broadcasting of Westinghouse, announced on Friday the reorganization of the sales department of Westinghouse Radio Stations Inc., and its stations KYW, Philadelphia, and KDKA.

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Miller McClintock III; Cancels Proposed Tour

Miller McClintock, president of Mutual Broadcasting System, was stricken with bronchial pneumonia at the NAB convention in Chicago.

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Columbus, Ohio—Awards and citations were listed here Friday for the Seventh American Exhibition of Educational Radio Programs being held at Deshler-Wallick Hotel, April 30-May 3, under sponsorship of the Fourteenth Institute for Education by Radio, Ohio State University. Judges were Clinton Johnston, production director of the education department and "School of the Air," CBS; William B. Levenson, directing supervisor of radio activities, WBOE, Cleveland Public Schools, and Elsie Dick, edu-

(Continued on Page 5)

CBS Adds 6 Outlets; Current Web At 132

CBS announced Friday that four stations in Illinois and two in Florida have been added to its network. The four new CBS Illinois affiliates are: WSOY-Decatur, WTAX-Springfield, WDWS-Champaign and WDAN-Danville; new Florida affiliates being WAAC-Ft. Meyers, and WSPB-Sara-

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WBYN Night Club Tieup Sells \$100,000 Bonds

Effective promotions to spur the sale of War Bonds were consummated by WBYN in conjunction with the Village Barn late last week. Over \$100,000 was paid by the general public for admission to the Village

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★ THE WFFK IN RADIO ★

... NAB's War Conference

By HANK WARNER

RADIO'S news this week flowed in a steady stream from Chicago where 1000 attended the NAB War Conference for four days. From speeches, reports, pronouncements and resolutions stemmed considerable news items, among which the following were noteworthy:

NAB went on record as endorsing the stand of transcription makers in negotiations with AFM to end the recording ban; the resolution was passed at the very time Federal

District Court Justice John F. Barnes in Chicago was dismissing the government's second anti-trust suit against President Petrillo and his AFM... FCC Chairman James Lawrence Fly verbally spanked the "big shots" composing the Advertising Council" for neglecting the small stations; Fly stated that 168 small stations lost money in 1942, and urged national advertisers and networks to lend a helping hand....

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Selling Point

Santa Barbara—In the ordered silent night of Easter Sunday on the Coast, KDB's engineer was on duty with a .45 in hand, ready for any eventuality. He heard stumbling footsteps outside the door. He threw it open, and a strange, nervous little man looked at the .45 and stammered: "I'm running in the coming elections... Is this where I tie bime?"



★ THE WEEK IN RADIO ★

... NAB's War Conference

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FINANCIAL

(April 30)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., CBS A, CBS B, Crosley Corp., Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio, NEW YORK CURB EXCHANGE, Nat. Union Radio, OVER THE COUNTER, Farnsworth Tel. & Rad., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit). Includes Bid and Asked prices.

Equipment Makers Urged To Outline Requirements

Washington Bureau, RADIO DAILY
Washington—Early statements of requirements for resistors for military radio and Radar were urged Friday by the WPB, with a request that requirements be stated in quantities broken down into broad classifications. Resistor manufacturers were told that backlogs of orders for fine wire are declining and that the present is a good time to order.

FDR-Camacho Hit 44.1

International addresses by Presidents Roosevelt and Camacho from Mexico, April 20, showed a 44.1 Hooper rating which covered the Central, Mountain and Pacific time zones. Broadcast aired here at 11:30 p.m., EWT.

BALTIMORE'S BLUE NETWORK OUTLET
W C B M
National Representatives: SPOT SALES, INC. - New York - Chicago - San Francisco

however, Fly was roundly applauded when he followed up with "private broadcasting in war as in peace is the main bulwark of democracy"... NAB's President Neville Miller stated that the recording ban had hurt some of the smaller outlets but not the broadcasting industry as a whole... In a pre-War Conference annual report, Miller urged splitting FCC into two sections—one for radio, the other for common carriers... OWI Director Elmer Davis lauded radio's role in the war effort as "enormous and immeasurably helpful"... CBS President William S. Paley stressed the importance of programming as a "symbol of our participation in the war... through our programs we must build the post-war prestige and justification of privately licensed broadcasting"... Frank McIntosh of WPB opined that post-war developments in receivers, FM and television would offer a challenge in education and merchandising with unlimited possibilities... Twenty-two stations joined NAB... Censorship Director Byron Price stated voluntary censorship was a success but warned broadcasters to maintain the code... Foreign Language Radio Wartime Council proposed plan to tighten supervision over programs of 128 domestic stations... Sydney M. Kaye, counsel to steering committee of NRC, reported that less than one-third of AFM members are professional musicians, and that unemployment among AFM members is practically non-existent... Col. Wm. C. Bentley, executive officer of Army Air Intelligence, told newscasters and commentators it was their duty to be "objective"... BMI revealed it had saved its members \$14,237,000 in the past two years, an estimated saving based on comparative costs of Ascap and BMI... Lieut. Commander Winston of Selective Service said radio would experience a new drain on manpower.

Apart from the War Conference, were the following newsworthy developments:
FCC rejected by 4-3 vote recommendation of Kerr Committee that Drs. Goodwin B. Watson and William

Landry Named To Direct NYU Summer Workshop

Robert J. Landry, director of program writing for CBS, member of the Writers War Board, and former radio editor of "Variety," has been appointed director of the Summer Radio Workshop of New York University for 1943.

The workshop will span the six-week period, July 6 to August 13. The students, who usually come from 25 or more states, will undergo an intensive course of instruction in production and script clinical analysis, field trips, and special lectures by leading authorities in the radio trade.

E. Dodd, chief analyst and assistant news editor respectively for FCC's Foreign Broadcast Intelligence Service, be dismissed as "unfit for government service"... Counsel Eugene L. Garey, of Cox Committee probing FCC, politely demanded that FCC Commissioner Clifford J. Durr inform the probers just how much money and securities he had in the world, where he kept it, how he got it... Boiling mad, Durr just as politely wrote Garey it was none of his business; that if the Cox Committee smelled corruption why not tell it to the Department of Justice? ... Garey came back with a warning he'd subpoena Durr to get the information... AFRA announced it was drawing up standard employment contracts and will make it mandatory in majority of engagements, especially in the low and medium salaried brackets.

Treasury Dept. classified concert artists as independent contractors, freeing them of Salary Stabilization Act's restrictions... Women's National Radio Committee indicated that winners of its annual awards, to be made May 5, would be programs by the Met Opera, "Cavalcade of America"; "Let's Pretend"; Raymond Gram Swing; and "America's Town Meeting of the Air"... CBS's expenditure of considerable money to build up stations it owns and operates in key cities was regarded as a move to cushion effects of a possible adverse Supreme Court decision on the FCC-Network fracas.

Four-day session of Institute for Education by Radio got under way Friday at Columbus, Ohio... Samuel R. Rosenbaum, chairman of Philadelphia Radio Station Managements, informed FCC Chairman Fly that Broadcast Technician Training Plan had more than halved the time necessary for many war training courses... Breakfast cereal moguls planned to increase ad budgets for spring and summer... CBS Shortwave Dept. in cooperation with OWI increased broadcasts to men overseas... War and Navy Departments officially lifted veil of secrecy on "Radar," radio detector of approaching enemy planes and ships.

Doctor-Shortage Theme Of New WMCA Series

A new series of health programs designed to alleviate the shortage of doctors starts on WMCA today from 9:30-10:00 a.m. for a daily series entitled "Medicine Chest," to be conducted by Dr. Edward Parrish. The programs will comprise practical information on the care of health to relieve the pressure on community doctors resulting from enlistment of physicians in the armed forces.

Guesting with Dr. Parrish on the inaugural broadcast today will be Dr. Andrew J. Krog, health commissioner of Plainfield, N. J.

COMING and GOING

EDGAR KOBAK, executive vice-president of the Blue Network, back today from the west, where he attended the convention of NAB at Chicago and on Saturday addressed delegates to the Fourteenth Institute for Education by Radio at Columbus, Ohio.

WALTER CASSEL, whose voice is heard over CBS on "Keep Working, Keep Singing, America," entertained the servicemen last night at Ft. Monmouth, N. J.

RALPH EDWARDS, with his "Truth or Consequences" program company, was in Spokane Saturday for the broadcasting of another NAB show in his coast-to-coast bond-selling tour.

TED HUSING and JIMMY DOLAN returning today from Louisville and Churchill Downs where they aired over CBS the running of the Kentucky Derby.

JIMMY KANE, assistant to the CBS director of press information, to Columbus, Ohio, to attend the sessions of the Institute for Education by Radio.

DR. HARRY HAGEN is at Camp Gordon, Ga. for the broadcasting of tonight's Blue Network "True or False" program before 4,000 servicemen. His contestants will be six privates against six sergeants.

BILL MOSHIER, farm director for KIRO, Seattle, is in Columbus, Ohio, where he will deliver an address at the meeting of the Institute for Education by Radio.

SGT. GENE AUTRY broadcast his CBS program last evening from the Muroc Army Base in California.

CBS Makes 4 Additions To Engineering Staff

(Continued from Page 1)

pointed acting assistant supervisor of the studio technical group. He assists D. Vorhes, acting studio supervisor. Whitlig started with the network in 1934 as an apprentice technician.

Samuel J. Lawrence has joined Columbia as a technician for the studio group. Formerly, he was a technician with station WHOM, Jersey City.

Louis Murray and Marshal Serrano have also joined the technical operations staff of WABC, Murray as studio technician and Serrano as a maintenance technician. Since 1938, Murray has been a technician with Hazelton Broadcasting of Hazelton, Penna. Serrano was most recently with Western Electric Company in New York as technician. Prior to his association with Western Electric, he was a technician with the United States Navy Department.

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

White-Wheeler Bill Hearings Sked May 18

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highly political nature, however, with the committee relying largely upon last year's testimony on the ill-fated White-Wheeler Bill for data concerning the suggested FCC reorganization, which follows the outline suggested last year by former representative Jared Anderson and earlier by Senator Wheeler.

These hearings, as well as those due to the Cox Committee of the Senate Committee are expected to be highly dramatic affairs, with the mounting heat that tempers frayed by continuous strife between the FCC and members of Congress are expected to contribute. Many members of the House particularly will take considerable interest in developments in the conduct of the Cox Committee and also because of the commission's action of last week, which defended Drs. Goodwin B. Davis and William E. Dodd Jr., and the rather vague but insistent charges of a House Committee that several Commission employees were in for government service."

The FCC action is believed to have precedent which several other government agencies will follow, if when similar charges are presented against employees of those two agencies.

"Nation At War" Remotes

Part of "This Nation At War" program over WJZ, N. Y. and 96 affiliated stations tomorrow between 10:30 and 11:30 p.m., EWT, will originate from the Trade Grounds of Fort Monmouth, N. J. Other remote pick-ups will be from N. Y. C., Astoria, L. I.; from Kodak at Rochester, N. Y.; and from the Chief Signal Office in Washington.

Monti Extends Time

Products, through Bermingham, Stelman and Pierce, has extended its commercial, "Treasure Song," Thursdays, 9:30 p.m., for four weeks, so that the final broadcast will be June 3 instead of May 31. Series co-stars Metropolitan talent, Licia Albanese and Antonio Valentino, with the orchestra directed by Alfredo Antonini.

Philadelphia Story
IN RADIO
 5000 WATTS
 950 on the Dial
 Affiliated Station of the Atlantic Coast Network

★ PROMOTION ★

WLW Pix Stuff

One full page of a six-page-size folded insert in the April 29 issue of "Film Daily," advertising the 50-City world premiere of the RKO movie "This Land Is Mine," on May 7, is devoted to reproducing a letter from J. D. Shouse, vice-president in charge of broadcasting at WLW, Cincinnati, to Ned E. Depinet of RKO Radio Pictures, Inc. The letter states that WLW, after looking at several pictures, has selected "This Land Is Mine" as the regional promotion to follow up "Hitler's Children."

Shouse pledges support with every promotional facility and states that the movie, aside from its entertainment value, carries a vital message to every American.

Good Will

Good Will promotion among the major civic groups of Salt Lake City, Utah, is being conducted by KDYL at the luncheon meetings of the civics in the town's big Hotel Utah. Station's promotion manager Myron Fox has arranged to set up loud speakers in the dining room, and furnish music, last minute news, and brief commendatory talks about outstanding members of the club in session. Fox reports an enthusiastic response from the groups.

Philco Training School

An interesting behind-the-scenes tour of the Philco Training School in Philadelphia is provided in a 24-page book being distributed to the trade. With text and photographs the piece shows how Philco Corp. founded and maintains the Training and Installation Division of Philco Corporation for the United States Army Signal

NAB Names Directors To Post War Group

(Continued from Page 1)
 total registration reached 1,050, a surprisingly large turnout.

The board approved a resolution submitted by the small stations problems Steering Committee and voted to appoint a standing small stations problems committee to continue study of ways and means to alleviate the financial troubles small stations face.

A fund was established by the board to set up a technician training course on recommendation of the NAB Engineering Committee, which will establish the course.

Five directors were named to membership on the post-war planning committee as follows: John J. Gillin, Jr., WOW, Omaha; William B. Way, KVOO, Tulsa; G. Richard Shafto, Wis., Columbia, S. C.; Nathan Lord, WAVE, Louisville, and James Woodruff, Jr., WRBL, Columbia, Ga.

Six more stations were admitted to membership in NAB: KABC, San Antonio; KFJZ, Fort Worth, Texas; KNOW, Austin, Texas; WACO, Waco, Texas; WHK, Cleveland, Ohio, and WHKC, Columbus, Ohio.

Corps to give instruction to enlisted and civilian personnel in the operation, maintenance and repair of airborne electronic, radio and communications equipment.

The school was founded in February 1942 to accommodate 100 students at a time for a six-weeks course. Repeated expansion was necessary, and now the school can provide instruction for about 2000 students at one time.

Mutual Repro.

A promotion piece titled "As large a charter as the wind..."—Shakespeare—appropriately illustrated with a panoramic drawing of a wind you can fairly hear as it whistles through a gnarled scrub tree on a hillock overlooking field, farmhouse, distant town and silhouetted skyscrapers on the horizon—is being distributed to the trade by Mutual to promote the individual and collective marketing value of its 207 stations.

The one-pager, distributed within a folder, is signed by Miller McClintock, MBS president. It is one of a new series of ads currently appearing in the trade press.

To Promote Flag Day Via OWI-Radio Tieup

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the flags of all of the United Nations. A special broadcast disc for June 14, is being arranged for all stations but full details are not yet available. President Roosevelt last year prepared a five-minute message, but it is not yet certain that he will do the same this year.

The "team work" theme of the celebration will be carried through the month of June, however.

Carter Adds Sponsor

Mutual's noon commentator, Boake Carter, has acquired another sponsor, Chef Boy-Ar-Dee Quality Foods, Inc. Contract will go into effect today, and will run for thirteen weeks on five stations as follows: WFIL, Philadelphia; WOL, Washington, D. C.; WCLE, Cleveland; WCAE, Pittsburgh, and WGN, Chicago. Deal covers the commentator three days a week, Mondays, Wednesdays and Fridays. Carter is sponsored locally, also, those days, on 15 stations, and on Tuesdays and Thursdays, he is commentator for Land O'Lakes Creameries.

IN SCALING the HEIGHTS
 A WELL TRAINED CLIMBER DOES BEST

To Give the Utmost in Service Each of Our Men is Thoroughly Trained for His Job

WEED AND COMPANY
 RADIO STATION REPRESENTATIVES
 NEW YORK • BOSTON • CHICAGO • DETROIT
 SAN FRANCISCO • HOLLYWOOD

capable

Los Angeles

OUR Passing Show: John B. Hughes at luncheon given in honor of James R. Young, noted Orient correspondent; Tom Breneman and Charles Smith watching the Hollywood Stars and Los Angeles Angels in action at Gilmore Field.

Jack Miller, musical director for Kate Smith, and his musicians always wear dinner jackets during broadcasts. Following a recent broadcast from Camp Haan, Army base in the desert, the boys stepped outside for a breath of air. "I never felt sillier in my life," Jack commented, "standing in the desert, under a hot sun and wearing dinner clothes."

Harry Flannery has to be cornered to make any war prophecies. The famous author-war correspondent and radio commentator was pinned down the other evening by a demanding dowager who wanted him to tell her when the European end of the World War would wind up. "The Fall of 1944 will be the fall of Hitler" he told her.

Marlene Dietrich's daughter Maria Manton was thrilled backstage at Screen Guild Players to receive an invitation to audition her radio acting talent before Arch Oboler.

Theda Bara, Hollywood's greatest "vampire," will be making her first public appearance in fifteen years when she guests with Groucho Marx at Blue Ribbon Town on CBS Saturday, May 8.

Patrick McGeehan, "The Voice" of "Ceiling Unlimited" on CBS each Monday, has become so interested in the American war effort through his messages to the public that he will begin working a four-hour shift at Lockheed next week as an extra contribution to the winning of the war.

Assn. Of Women Directors Hold First Annual Meet

(Continued from Page 1)

president, all national officers were present including Mildred Bailey, of WTAG, Worcester; Rhea McCarty, WCOL, Columbus, treasurer, and Dorothy Lewis, co-ordinator of Listeners' Activities of NAB.

The main addresses of the evening were given by Capt. Ruth Morton of the WAACS, and Lt. Hazel Markel, radio division, public relations department, U. S. Navy. Each stressed the growing need for women in the services and praised the radio recruiting efforts. Lt. Markel gave a number of suggestions for programs which would further the recruiting efforts. It was voted to continue the present officers for another year. Committees on the Constitution and By-Laws and an executive committee on releases was appointed. State and district officers present were: Ann Ginn, WTCN, Minneapolis; Florence Shugas, WROK, Rockford, Ill.; Marvel Campbell, WAIR, Winston-Salem, N. C.; Ruth Crane, WJR, Detroit; Frances Farmer Wilder, KNX, Hollywood, and Duffy Schwartz one of the editors of "The Beam."

MAIN STREET

OL' SCOOPS DAILY

Memos Of An Innocent Bystander . . . !

● ● ● Just back from that town where Mrs. O'Leary's Jersey once kicked over a lantern and not only heated the barn but raised the fahrenheit of the entire city, considerably... to hear reports that Georgia Gibbs, singing star of the NBCamel "Everything Goes" variety show, may be the summer replacement for the program... The Lux employees of the air which include Bob Burns, Lionel Barrymore, Burns & Allen and De Mille's "Theater" of the air, will probably be augmented, when the leaves start falling, with a half-hour weekly program featuring Amos 'n' Andy over CBS... When Fred Allen takes his summer vacation (we hope Fred decides to return in the Fall) Alan Reed, "Falstaff," will MGMigrate to Culver City for the role of 'Nero' in "Quo Vadis"... Little five-year-old Bobby Hookey has Republic Pictures interested... Tom Howard, bespectacled quiz-diz of WOR's "It Pays To Be Ignorant" celebrates his 35th year as a trouper... and we add a super-trouper... To Radio's latest crop of comics which include Zero Mostel, Victor Borge, Herb Shriner, and Garry Moore, must be added the name of Jack Carson for his CBSwell clowning on the Comedy Caravan.

★ ★ ★

● ● ● Captain Andre Baruch, is one of the most popular announcers "somewhere in Africa," announcing a program of recorded music called "African Hit Parade"... Pvt. F. P. Carlin, one of the Yanks responsible for "what makes Rommel run," often wondered why Bea Wain's records were heard so often until he learned that she is Mrs. Baruch... which was doubly 'Okay', adds the Yank... Sonny Schuyler songwriting-vocalist with Vincent Lopez, may get a five-times-weekly spot of his own over MBS... Gordon Jenkins, maestro of the Jolson-Woolley CBSshow, is writing the score for a new musical revue "Strictly G.I."... Dick Merrick, new vocalist with Jerry Wald's band, was formerly a swimmer in Billy Rose's Aquacade... Morton Gould conductor-composer of the "Cresta Blanca" show, will conduct a symphony orchestra at Lewisohn Stadium this summer... Meyer Davis, a heavy backer of "Tomorrow the World," is reading plays... wants to turn producer next season... Ogden Nash, temporary scripter of the Guy Lombardo "Ballentine" CBSeries, has been signed to a contract... incidentally Sir Guy and the band will trek to Hollywood in August to make a picture... Bet good old Fred Stone is plenty proud of his gal, Paula, who is making a rep as an air personality on her own.

★ ★ ★

● ● ● Claremont Inn will open for its 51st season next Saturday, with Joe Ricardel and his band supplying the dance tunes for the fourth successive year... Phil Brito's voice will be added, beginning May 8th, to the Blue Network "Talleytime" Saturnighter... Katherine Raht, "Henry Aldrich's Mom," has assumed the role of Margaret Matthews in the NBC newspaper yarn, "Front Page Farrell"... Janice Pollack, author of the radio serial "Stepmother," has written a new air series, called "This Is My Destiny"... bears a 'big time' sound... Bad Man Ed Pawley, heard on the CBSaga of the West, "Suspense," was born in the "badlands of the southwest"... his dad drove an ox-team express between Westport Landing (now Kansas City) and Santa Fe and personally knew the James Boys, Buffalo Bill and Wild Bill Hickok... "Want ads," for the first time in the history of radio, was broadcast by private industry when the Edison Electric Appliance Co. in a participated-commercial, had Paul Gibson, over WBBM, appeal for workers, men and women... Mary Margaret McBride's line is 'more truth than poetry'... we mean "the war was caused by the illiteracy of statesmen who couldn't 'read' the hand-writing on the wall."

★ ★ ★

— Remember Pearl Harbor —

Chicago

By FRANK BURKE

FOUR former WGN employees now officers in the U. S. Navy were station visitors this week. They were Lieut. Comm. Carl Meyers, former chief engineer; Lieut. Clyde White who was Commander Meyers' assistant, and Ensign Jack Jefferson formerly of the news room.

Marriage of two NBC staff announcers: Elizabeth Hart and Louis Roen, was announced Friday and yesterday Virginia Wood, staff member of NBC central division music library, and Lieut. Carl Crosby, of Greenville, Pa., were married here.

A future news editor weighing seven pounds, four ounces was born to William Ray, manager of the NBC central division news and special events department, and Mrs. Ray, at the Evanston Hospital.

Georgia Fuller, casting clerk in the NBC central division program department, will transfer from Chicago to New York today, where she will be employed in the NBC International Broadcasting Dept. Her Chicago post will be filled by Helen Carey.

Don McNeill, of the Blue Network "Breakfast Club," takes on another show May 10 when he will be heard on "Sound O," a quiz musical program, sponsored by the Chicago "Sun" on WBBM. It will be aired Monday through Friday from 10:45-11:15 p.m., with Jack Baker, "Breakfast Club" tenor, alternating with Don McNeill as emcee.

Louis Wallner has returned to the cast of "The Northerners" heard over WGN.

Westinghouse Realigns Sales Dept. Personnel

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Pittsburgh, necessitated by the recent death of William E. Jackson, general sales manager of the stations.

B. A. MacDonald, sales manager of KYW, is appointed general sales manager, with Jack DeRussey, sales manager of KDKA, named to succeed MacDonald. Frank V. Webb, assistant advertising manager of WRS Inc. was named as DeRussey's successor at KDKA.

W. B. McGill, sales promotion manager of KDKA since 1937, is named general advertising manager of WRS Inc., with headquarters in Philadelphia. He succeeds George A. Harder, who is now serving as a captain in the Chemical Warfare Service.

MacDonald, who has been in radio sales work for some 15 years and with KYW for the last three, will report to Wailes in Philadelphia. DeRussey was formerly sales manager of KDKA for the last two years, and previously was with NBC Spot Sales. He served on the sales staff of KYW in 1940.

Webb is a veteran in the Westinghouse organization and came to Philadelphia last December from WOV, WGL, Fort Wayne. He had been sales manager there for the last two and one-half years.

Radio's Contributions Continued At Columbus

Columbus, Ohio—The many outstanding contributions made by national networks to the war effort have been carried through without the aid of a specific wartime board of censors. William Burke Miller, director of NBC's Public Service Department, told the Institute for Educational Radio, meeting here Friday at the 14th annual convention. Because of the radio industry in peace time is constantly prepared to handle emergency problems, Miller said, the controlling group of this industry has not been needed.

Miller spoke at a symposium on "Radio's Wartime Strategy" in which participants were Sherman H. Adair, director of radio productions, University of Chicago; James Lawrence Fly, chairman FCC; William N. Robson, producer of CBS's "Man Behind the Gun."

Equality of Time Stressed
Months before Pearl Harbor, Miller told educators and radio executives at the meeting, NBC maintains a balance in broadcast time between the nation's leading factors. This when war was declared, the network and its affiliates could produce records showing that opponents such as Isolationists and Lend-Leasers and anti-Lend-Lease had equal opportunity to reach the American people with their respective arguments.

Reviewing the kaleidoscopic picture that followed the declaration of war, Miller outlined restrictions on radio networks on the treatment of domestic and foreign news. He pointed out that any apparent bias of objectives was due to the difference between government agencies, then working independently, and the radio industry, which was eager to obtain time for the views.

Ad Council Helped
The National Advertising Council, formed in 1942 to help the government utilize advertising for purposes of instructing the public concerning various phases of the war effort, Miller said, served to coordinate these aimless government advertisements and to allocate available advertising space to various governmental agencies.

Outstanding Wartime Program
Miller called attention to the outstanding wartime programs that have evoked praise from both the armed forces alike. He mentioned NBC's "Army Hour" and "The Army's Story"; Columbia's "Man Behind the Gun"; the Blue Network's "The Army and Victory"; and "This Is Our Enemy." He said that successful as the broadcasters have been in meeting the unusual

Winning Educational Shows Announced At Ohio 'U' Meet

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educational broadcasts, Mutual Broadcasting System. Attendance totalled approximately 500, with all networks well represented.

Under entries by "Regional Network," "Regional or Clear Channel Station," or "National or Regional Organization," the winners were:

Religious Broadcast: Honorable mention, "The Church by the Side of the Road," planned and produced by WLW, Cincinnati, Feb. 28, 1943.

Agricultural Broadcasts: Honorable mention, "The Wheeler's Daily News Letter," planned and produced by WOWO, Ft. Wayne, Ind., broadcast March 3, 1943.

Women's Programs Honored

Women's Programs: First award, "Wartime Women," to KOIN, Portland, Ore. Citation: "A nightly five-minute period which is geared to wartime necessities. Material is presented sincerely and intelligently from a woman's viewpoint of women."

Cultural Programs: First award, "Let's Learn Spanish," planned and produced by the program department of Time, Inc., and presented over WQXR, New York City, Jan. 4, 1943. Citation: "A well organized, interestingly-produced program which demonstrates the use of radio in arousing an interest in a foreign language."

The first cultural award for a series went to "Civilians in Service," on WHA, Madison, Wis. Citation for its presentation of "The Strong Black Hand," Feb. 21, 1943, reads: "A well-handled and forthright treatment of a difficult subject—race relations. The Negro's problem, intelligently presented from his own point of view."

Public Discussion Programs: First award, series, "Labor Arbitration" to WMCA, New York City, for broadcast of Jan. 10, 1943. Citation: "A local aspect of a vital national problem discussed in human understandable terms."

Pierre Laval a Winning Subject

News Interpretation Programs: First award, series, "Outland Speaks," for program titled "Pierre Laval," to KLZ, Denver, Colo. Citation: "A well-organized commentary on the background of the news of the important events and personalities involved." Honorable mention went to Samuel Grafton, WOR, New York City, for his Sunday night series.

Programs in Furtherance of the War Effect: First award, "We Refuse to Die," on WNEW, New York City, broadcast Oct. 25, 1943. Citation: "A valuable contribution to a growing awareness of the impact of total war on the individual."

Children's Programs (for listening out of school): First award, series,

"The Children's Bookshelf," for its presentation of "The Pied Piper of Hamelin" on KDKA, Pittsburgh. Several other awards and honorable mentions for children's programs went to WHA, Madison, Wis., for a series, "Let's Find Out"; WOSU, Columbus, Ohio, for series titled, "Play Time" and "News of the Week," and to KPO, San Francisco, for "Standard School Broadcast."

Entries by local stations or organizations brought the following awards:
Cultural Programs: Honorable mention for "All About Books" to WFMJ, Youngstown, Ohio; and for a series titled, "The Corwin Cycle" on WNYC, New York City.

Canadian Winners Listed

Children's awards and honorable mentions went to WHBC, Canton, Ohio, for "The Adventures of Tom Sawyer," to KOIN, Portland, Ore., for "Kid Critics," and to WJJD, Chicago, for "The Thousand Million" programs.

Canadian station awards were presented to CKY, Winnipeg, for a cultural series, "Best Plays of 1942"; to CBL, Toronto, for "The Magic Carpet" series of children's programs; to CBA, Sackville, N. B., for its primary school children's series, "Junior School Music," and to CBR, Vancouver, B. C., for "Canadian Horizons," a series for junior and senior high school pupils.

Special category first award, "Death on Wheels," planned and produced by the war services and news department of WOR, New York City, on Jan. 17, 1943.

Web Awards Delayed

Due to unexpected difficulties connected with judging the network series upon the basis of listening carried on by selected persons throughout the country, it has been impossible to complete the sections for awards in the network classification at this time. Awards and citations to networks will be made later and announced through the press.

This year's George Foster Peabody awards for the best in radio programs were presented Saturday night by Dr. S. V. Sanford, Chancellor of the University System of Georgia. Awards went to the NBC Pacific Coast Network, CBS network, Charles Collingwood, CBS news correspondent, WHA, Madison, Wis., and KOAC, Corvallis, Oregon.

Ohio "U" Dean Presides

"Radio's Wartime Strategy" was discussed in a Friday evening session in the Deshler-Wallick Hotel's "Hall of Mirrors." Arthur J. Klein, Dean of Ohio State's College of Education, presided. Participating in the discussion were James Lawrence Fly, chairman of the FCC; Sherman H. Dryer, director of radio productions for the University of Chicago; William N. Robson, producer of the CBS "Man Behind the Gun" series, and William B. Miller, NBC public service department manager.

Miller McClintock III; Cancels Planned Tour

(Continued from Page 1)

and was confined to bed, at the Drake Hotel there until able to take a rest at a resort. As a result of his illness, the extended tour among network affiliates and advertising clubs across the country has been cancelled. McClintock caught a cold early last week, but insisted upon meeting his schedule of meetings and conferences with MBS execs and the NAB sessions. Aggravated condition finally forced him to bed. Lester Gottlieb, publicity director of the network, was to have accompanied McClintock on the tour. He will remain in Chicago until Tuesday. Whether or not he will tour the affiliates alone has not been decided.

Lowell Thomas Awarded "Poor Richard" Medal

Poor Richard Club's Silver Medal of Achievement will be awarded to Lowell Thomas at the organization's dinner in Philadelphia on May 4, when he will broadcast his Blue Network news show through WFIL.

"Better Half" Available To Full MBS Network

"The Better Half" quiz show which is sponsored by Berkeley Blades on 13 coast-to-coast stations on Mutual, is being made available to the remainder of the network as a sustainer, starting today. Tom Slater emceeds the program which had originally been a local show, but which acquired the network line-up last week.

WANT REAL RESULTS?

AVAILABLE NOW

3 Minutes NEWS "Every Hour on the Hour" Week-days from Eight to Eight—78 Programs Weekly.

News has been broadcast over 6 years, without interruption;

Feature known to everyone in this area;

One sponsor 5 years; Present sponsor 1 year; Special Package Price;

Best Buy in Philadelphia

WDAS Philadelphia, Penna.

M BLUE NETWORK
Plattsburg, N. Y.

F F

REPRESENTED BY
THE
COUNTRY'S
MARKET
John P. Hollingsbery, Rep.

GUEST-ING

PAUL MOSS, New York City Commissioner of Licenses; GEORGE E. SOKOLSKY, nationally syndicated feature writer, and DR. PAUL DAWSON EDDY, president of Adelphi College, on A. L. Alexander's "Mediation Board," today (WOR-Mutual, 9:30 p.m.).

JOAN BENNETT, PAT O'BRIEN and GEORGE MURPHY, on the "Lux Radio Theater," today (WABC-CBS, 9 p.m.).

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

LUCILLE BALL and FRANK MORGAN, in an adaptation of "Nothing But the Truth," on the "Screen Guild Players," today (WABC-CBS, 10 p.m.).

KAY FRANCIS, MARTHA RAYE and MITZI MAYFAIR, describing their tour of the British Isles and North Africa, on the "Cavalcade of America," today (WEAF-NBC, 8 p.m.).

WBYN Night Club Tieup Sells \$100,000 Bonds

(Continued from Page 1)
Barn. The entire house was turned over to the radio station for the promotion of its war bond sales. Admission was by purchase of at least \$100 in war bonds, which entitled the purchaser to a banquet dinner.

It is reported that the brokerage firm of Hirsch Lilienthal & Co. bought bonds for an additional half million dollars for the privilege of a "millionaire's table" which was set up at the Village Barn for members of their firm.

WBYN broadcast the event, which began at 11:00 p.m. and which included a war bond auction. During this auction an original oil painting, dances with members of the Ziegfeld Follies chorus, a collector's item of "stills" from motion pictures and other gifts of merchandise were sold. Fred Vosberg, director of radio, War Savings Staff, who, incidentally, bought a \$100 bond for his admission and was present throughout the event, expressed the desire that this precedent of cooperation set by WBYN and the Village Barn should be continued along other lines, thereby greatly stimulating the sale of War Bonds.

The climax of the affair occurred when a merchant seaman, Colin MacKenzie, who, in 24 hours, was torpedoed three times, donated his three emblematic torpedoes to the auction. Alan Corelli, of Theater Authority, sold it to the members of the stock broker firm for \$30,000 but they returned them to MacKenzie.

The auctioneers at the event included Sue Ryan, Dean Murphy and Alan Corelli.

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 April 22-28 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 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 the song's ACI figure for the week, the more it has been heard by radio audiences. Current radio favorites from the American repertoire of popular music are segregated and presented as "Favorite Standards of the Week."

SONG TITLE	PUBLISHER	Audience Coverage Index
That Old Black Magic (Famous)		1637
As Time Goes By (Harms)		1315
It Can't Be Wrong (Harms)		1198
Don't Get Around Much Anymore (Robbins)		1139
I've Heard That Song Before (Mayfair)		955
"What's The Good Word, Mr. Bluebird? (Berlin)		772
Taking A Chance On Love (Feist)		771
Brazil (Southern)		683
Don't Cry (National)		639
Let's Get Lost (Paramount)		533
There's A Harbor Of Dream Boats (Shapiro-Bernstein)		528
Comin' In On A Wing And A Prayer (Robbins)		519
Wait For Me Mary (Remick)		503
People Will Say We're In Love (Crawford)		491
For Me And My Gal (Mills)		480
Johnny Zero (Santly-Joy)		465
You'd Be So Nice To Come Home To (Chappell)		449
Canteen Bounce (E. B. Marks)		398
You'll Never Know (Bregman-Vocco-Conn)		390
In The Blue Of Evening (Shapiro-Bernstein)		371
"Murder," He Says (Paramount)		331
Never A Day Goes By (Miller)		331
It Started All Over Again (Embassy)		321
Hey, Good-Lookin' (Chappell)		294
We Musn't Say Goodbye (Morris)		280
This Day (Jewel)		261
I Don't Believe In Rumors (Broadcast Music)		258
Violins Were Playing (Lincoln)		250
Giddap Mule (Advanced)		235
Nevada (Dorsey)		221
Right Kind Of Love (Witmark)		214
Do I Know What I'm Doing (Melody Lane)		206
That's My Affair (Leeds)		206
Could It Be You (Chappell)		202
It's Always You (Famous)		201
I Don't Want Anybody (A B C)		184
Cabin In The Sky (Feist)		182
My Heart And I Decided (Warock)		178
I'm Thinking Tonight Of My Blue Eyes (Peer)		169
Change Of Heart (Southern)		162
Weep No More My Lady (Dorsey)		157
Please Think Of Me (Witmark)		144
Hit The Road To Dreamland (Paramount)		138
I Heard You Cried Last Night (Campbell-Loft-Porgie)		138
When The Shepherd Leads The Sheep Back Home (Bregman-Vocco-Conn)		138
I Had The Craziest Dream (Bregman-Vocco-Conn)		125
I Never Mention Your Name (Berlin)		122
I Love Coffee I Love Tea (Carmichael)		120
Can't Get The Stuff In Your Cuff (Dorsey)		119
No No No (World Music)		115

(Continued on Page 7)

AGENCIE

HENRY J. TAYLOR, foreign respondent who was in Germany when the war broke out and was the last man to get out of Reich after that nation declared on the United States, will deliver principal address at the luncheon of the Advertising Club of New York to be held on Wednesday at the house.

ASSOCIATION OF NATIONAL ADVERTISERS, INC., announced appointment to the Headquarters Staff, as field representative, of D. Wahlstrom. Wahlstrom, a graduate of Purdue University, has eight years experience in the advertising field, during which he has connected with "This Week" magazine; with "Esquire" magazine, as search director; "Coronet" magazine as research and promotion manager and has been a merchandising consultant for magazine publishers.

DR. PAUL NYSTROM, professor of marketing at Columbia University, has been renominated for president of the Sales Executives Club of New York.

PECK ADVERTISING has been named to handle the account of Major B Vitamins, Inc. Radio is among the media to be used in a national campaign for Major B Vitamins.

Old Gold's Kaye Show Going On Five Week Tour

Old Gold's Wednesday night show featuring Sammy Kaye and his orchestra, and Red Barber, service men and guests on CBS will tour for weeks starting with the May 12 broadcast which will originate in Albany, N. Y. Kaye has been booked for theater dates, and will play several camps along the line when possible. When possible, his broadcasts will originate from the camps also. Barber will go along for the tour, taking Wednesdays off from his baseball broadcasts. Contract permits him one day out, so he will fly between New York and the tour dates. Cor Desmond will handle the baseball shows on Wednesdays.

Lineup of the tour, as far as the broadcasts are concerned follows: May 12, Albany, N. Y.; May 13, Indianapolis; May 26, Youngstown, June 2, Chicago. Show will be broadcast in New York for the June 9 broadcast. J. Walter Thompson Co. has the Old Gold account.

Lowry Joins CBS

Bennett Lowry, former office manager for Whittelsey, Inc., has joined CBS as employment manager, Francis C. Barton, Jr., CBS' personnel manager, announced Friday. Prior to his association with Whittelsey, Inc. Lowry was assistant personnel manager of Certain-teed Products Company for five years.

WOR-Mutual Salutes New Theater Opening

(Continued from Page 1)

the scene of many of the Theatre Guild's greatest productions, were Hampton, of the Metropolitan, Bert Ripley, Alec Templeton, and Wallenstein and Ralph Morgan and his daughter, Claudia, both of whom are veterans of the Theater Guild shows.

The senior Morgan portrayed the principal role in a dramatic sketch by A. Buss, based on the book, "We Might We Heard the Angels Sing," written by Lt. James C. Whittaker, pilot of the Rickenbacker plane. Fred N. Graves, assistant to the secretary of the Treasury, joined the program with a talk from Washington giving figures on the Second War Drive and thanking WOR for its part in the effort. He was answered by Alfred J. McCosker, president of WOR and chairman of the board of directors who stated:

"In selecting the 'Bondwagon' program as the appropriate broadcast which to launch our new theater, we felt there was no better way to utilize the contributions of the radio industry in general and WOR in particular to the war effort. We are proud that we have been able to do the great war bond drives."

Entertainment Provided
"In this theater," McCosker concluded, "all of WOR-Mutual's facilities, talent, and talent, is dedicated to the cause of Democracy and Victory." The musical entertainment before the cast was provided by Wallenstein, Morton Gould and the Songwriters Quartet.

Among the guests at the opening of the new WOR-Mutual theater

Wm. Agate, S. J. Andrews, J. W. Barton, William R. Baker, Jr., Harold Lille, John Benson, Arthur Berg, Edwin Marks, Jack I. Straus, Percy Straus, Arch Bermingham, Wm. H. Weintraub, G. Lynn Her, Fleur Fontaine, Wm. Rosenroy, S. Durstine, Duane Jones, Kay Pinsker, Frank Forest, Wesley Mes, David Ross, Arthur Ross, Wright, Fred Cartoun, John Mes, Julius Sheck, Frank Silver-

at the opening Nick Keeseley, Spencer, Arthur Sinsheimer, Mes Ryan, Paul Spengler, Jules Mes, Bernard Davidson, John S. Mes, Agostino De Biasi, W. O. Ligham, John Donaldson, Jr., C. Mes, Eileen Dowling, Lynn B. Mes, Paul Garrett, A. V. B. Geoghegan, David Goldman, Miss May Gordon, Nathan J. Gottlieb, Donald H. Mes, N. Fletcher Turner, Jr., Roy Mes, Ralph Weinbaum, etc.

FCC Appoints Toepfen

Washington—The FCC announced the appointment of Manfred K. Toepfen of Detroit as assistant chief engineer and chief of the common carrier division, succeeding Lt. Comdr. Gertrude Gross, USNR, now on active

NETWORK SONG FAVORITES

(Continued from Page 6)

FAVORITE STANDARDS OF THE WEEK

SONG TITLE	PUBLISHER OR COPYRIGHT OWNER	ACI
Easter Parade (Berlin)		1049
Begin The Beguine (Harms)		264
Blue Skies (Berlin)		259
Embraceable You (Harms)		255
Just One Of Those Things (Harms)		240
Night And Day (Harms)		209
All The Things You Are (Chappell)		207
Smoke Gets In Your Eyes (T. B. Harms)		153
Star Dust (Mills)		139
PATRIOTIC		
Army Air Corps (Fischer)		423
Marines' Hymn (U. S. Marine Corps)		349
Anchors Aweigh (Robbins)		284
Over There (Feist)		259
Caissons Go Rolling Along (Shapiro-Bernstein)		234

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

KQV Rebroadcasts ET Of "Town Meeting" Debate

Pittsburgh—Thursday night's exciting broadcast of "America's Town Meeting of the Air" over the Blue from KQV, Pittsburgh, was rebroadcast via transcription by the station yesterday afternoon in response to listener demand, according to Pete Wasser station exec. About 4,800 persons in the Pittsburgh auditorium which housed the forum on "Should President Roosevelt Be Nominated for a 4th Term?" kept jeering and cheering the speakers all evening.

Bromfield Novel Next On Madeleine Carroll Show

Louis Bromfield's novel on modern India, "The Rains Came," will be the third book Madeleine Carroll will read on her "Madeleine Carroll Reads" program, heard Monday thru Friday over WABC-CBS, 5-5:15 p.m., EWT. She'll start it May 10.

Canadian Marconi Biz Good

Montreal—Current business of Canadian Marconi Company continues good, Dr. Milton L. Hersey told shareholders at the annual general meeting held here late last week. Dr. Hersey presided in the absence of the president, A. H. Ginman.

The new crystal plant for the manufacture of radio quartz crystals is almost completed and occupation of the building should take place shortly, Dr. Hersey stated.

In reply to a shareholders, Dr. Hersey stated that all work on television for general public use has been suspended for the duration but should be taken up again after the war.

New Philco Award

In recognition of its continued war production record, the Chicago Division of Philco Corp., fully converted to war work, has been awarded the Army-Navy "E" with a white star.

WNYC Sets New Tieups For Classical Programs

New tie-ups in the field of classical music will enable WNYC, New York's municipal station, to offer noted artists and programs available here this Spring and Summer. Station is also cooperating with another project aimed at aiding new musical talent. With the advent of longer days, now, the station will extend its broadcast time until 10 p.m., enabling it to extend time to broadcasts from the Metropolitan Opera House where the ballet is current.

In cooperation with the music division of the CDVO, the station will feature musicians and groups as its contribution to National Music Week, May 2-9. Live production will include Ray Lev, Jean Tennyson, Ruth Kemper, Gibner King, Yves Tinayre, George Chavchavadze, the Juanita Hall Chorus, Teachers' College Chorus, and the Ukrainian Chorus. Music critics and composers will speak at each broadcast.

Second project will be the broadcasts from Lewisohn Stadium, two nights a week, featuring the New York Philharmonic Symphony Orchestra. Stadium programs will alternate with park concerts by the Goldman Band and other musical units playing in Central and Prospect Parks.

In a series of Saturday afternoon programs, WNYC, in cooperation with the Brooklyn Museum's Music Department, is conducting public auditions for pianists, violinists, cellists and vocal groups after preliminary private auditions judged by a panel of known concert artists. Project started last Saturday, and is open to contestants between eight and 17 years of age if they have never appeared in a major concert hall.

Wedding Bells

Joan Bainbridge, of the continuity department, WCAE, Pittsburgh, and Lt. J. F. Stadnick, U. S. A., were married recently at Trinity Church.

CBS Adds 6 Outlets; Current Web At 132

(Continued from Page 1)

sota. With the addition of these new outlets, the network now totals 132 stations which includes CBS' two Canadian outlets, plus outlets in San Juan, Hilo and Honolulu.

As special basic supplementary stations, both WSOY and WTAX became affiliated with CBS as of yesterday. WSOY will be sold as a package with WTAX to CBS advertisers.

Established in 1924, WSOY operates full time with 250 watts power, on a frequency of 1,340 kilocycles. It is owned and operated by Commodore Broadcasting, Inc. President is F. W. Schaub; general manager Edward Lindsay. WTAX was established in 1930 and now operates full time with 100 watts power on a frequency of 1,240 kilocycles. CBS' new Springfield affiliate is owned and operated by WTAX, Inc. with Jay A. Johnson, president and manager.

Also joining CBS as special basic supplementary stations effective immediately are Champaign and Danville stations, WDWS and WDAN. CBS clients will receive WDWS as a package with WDAN. Both stations operate full time on 250 watts power. Owned and operated by Champaign News-Gazette Inc., WDWS broadcasts on a frequency of 1,400 kilocycles. Frank Mills is commercial manager of the station. The station was established in 1937. Formed in 1938. WDAN is owned by Northwestern Publishing Company and operated by Danville Commercial News. It operates on a frequency of 1,490 kilocycles, full time. General Manager is E. C. Hewes; station manager, F. A. Higgins.

Two More Bonus Stations

In the near future both WAAC and WSPB will join CBS as special bonus stations to the network's Florida group. WAAC operates full time with 250 watts power on a frequency of 1,240 kilocycles. Established in 1940, WAAC recently changed its call letters from WFTM to its present set. It is owned and operated by the Fort Meyers Broadcasting Company. President of the station is Ronald B. Woodyard with R. B. Martin as vice-president.

Operating full time with 250 watts power on a frequency of 1,450 kilocycles WSPB is owned and operated by WSPB, Inc. President of WSPB, which was established in 1939, is R. C. Jones, Jr. John Browning is station manager.

Since January 1 of this year, CBS has added 11 new affiliates. Previously announced 1943 affiliates include: WWNY-Watertown, N. Y., WFMD-Frederick, Md., WLBC-Muncie, Ind., KILQ-Grand Forks, N. D. (as of May 1), WJLS-Beckley, West Va. (effective May 15).

Stork News

Lyn Murray and Mrs. Murray are the parents of a daughter born recently at the Doctors Hospital, New York. This is the Murrays' first child and will be named Lynn.

★ ★ Coast-to-Coast ★ ★

TO ENABLE early-retiring war workers to listen to the late evening "Keep Freedom Ringing" program over WBYN, N. Y., the show has been moved to an earlier spot, 9:30 to 10:30 p.m., effective May 3.

KGGF, Coffeyville, Kans., has hired "The Three Cats," musical unit whose members manage between them some 17 instruments. Station aired this week a two-mile parade of townsmen, school students and Army Air Field units to celebrate Coffeyville's passing of its War Bond quota.

James Todd, announcer and emcee KVOO, Tulsa, is hospitalized with a strep throat. Expects to be back very shortly. Bud Jackson, chief announcer, and author of numerous stories on hunting and fishing, will deliver the commencement address at Terlton High School.

Three nights running, from sign-off to sign-on, Engineers Ambrose Kramer, Paul Ford and Bob Poe, and Announcer Bob Lashbrook, gulped black coffee, cut wires, spliced wires, to re-wire control room of WAOV, Vincennes, Ind. While Station Manager Lund was at the NAB confab, Reid Chapman handled the sports broadcasts, Emmit Jackson the news summary.

Bill Malone of the promotional department of WOWO-WGL, Fort Wayne, Ind., is handling station's co-operating effort with Fort Wayne Victory Display Committee. Bill supervises delivery of government war bond displays to all drug stores.

Cast of "Boone County Jamboree" on WLW, Cincinnati, was honored by Ohio's Governor John W. Bricker with a scroll in recognition of their War Bond sales effort. Scroll acceptance was by Bill McCluskey, head of the artists bureau.

Bill Summers, maintenance man for KDYL, Salt Lake City, had not heard from his son overseas for four and one-half months. He appealed to George Provol, program director, who contacted War Departmenters, who got busy and informed Mr. Summers that his son was well and had enclosed his back pay to buy \$500.00 in Bonds.

Lester Damon, "The Thin Man" of radio fame was the guest star on the Newspaper Guild's "Newspaper Men At War" program over WINS, Sunday, May 2, from 4:30 to 5:00 p.m., EWT. The program reproduced true stories of the adventures of war reporters, and the script wasn't finished until the very last possible moment, in order to include the latest happenings.

Isabel Whitaker, "Community Hostess" at WTAG, Worcester, the other day interviewed Lt. Mary J. Regan, commanding officer of the city's newly opened WAAC recruiting office. Interview was first of a series planned to acquaint listeners with work and accomplishments of service organizations.

Jack Knott, formerly of WNAX, Yankton, S. D., has taken up the duties of news editor at KBON, Omaha, Neb.

Studebaker Corp. has resumed its war commentary for the ninth straight month over WWVA, Wheeling, W. Va. Show is made up of two PA telecasts and aired by Walt Turner three nights a week.

"The Old Corral," transcribed hillbilly show, bows in on WJLS, Beckley, WMMN, Fairmount, WLOG, Logan, WBRW, Welch, WPAR, Parkersburg, WAJR, Morgantown, W. Va., for Fort Pitt Beer of Pittsburgh. Transcribed quarter-hour series was placed through Batten, Barton, Durstine & Osborn, Inc. via Frederic W. Ziv, Inc., program producers.

Alice Hughes has added a third news commentary period to her WMCA broadcasts, acquiring a third sponsor for the addition. Helena Rubenstein, through Pettingell & Fenton, will sponsor Miss Hughes in the new Monday evening slot, starting Monday, May 3 for 13 weeks. The columnist is sponsored by Phil Cooper Cleaning Service week-day mornings, and by High Grade Foods Sunday evenings.

Bob Mitchell, seriously ill these past three months, has returned to the sales staff of WKY, Oklahoma City. Guy Galen, tenor, has replaced Michael Dowd, off to the wars. Guy comes from KFH, Wichita, Kans.

Milwaukee Florists' Association will utilize the Victory Garden at Radio City, home of WTMJ, for demonstration purposes.

A five-minute roundup of the day's lighter and unusual news, voiced by Leroy Miller, is being sponsored by Burma Shave over KYW, Philadelphia. Delayed for about a day and a half while returning from a flying visit to her son, an Air Corps instructor in Arizona, Ruth Welles, director of women's programs, failed to arrive in time for her regular broadcast and was replaced by a standby transcription.

Play-by-play broadcasts of the road games of the Memphis Chicks, Southern League team, will be aired again this season by WHBQ, Memphis, Tenn., with Lou Chiozza at the mike. Chiozza, Memphis prep school star and later an ace in the New York Giants infield, made his radio debut in handling the games last year. Last season's sponsor failed to exercise his option and this year's broadcasts are presented as a sustainer.

WCKY, Cincinnati, has sold the OWI five-weekly quarter-hour Uncle Sam programs to Norfolk & Western Railroad. Phil Dusenbury closed the deal.

WKNY, Kingston, broadcast the opening of the YMCA drive for \$12,000 on April 28, featured an address by Brigadier General Ames T. Brown, State Director of Selective Service, and Mayor Heiselman. On April 29 station aired ceremonies at annual district conferences of Rotary International from Governor Clinton Hotel.

Bernice Foley, WSAI children's newscaster, is guest speaker at the Cincinnati Conservatory of Music; her subject: "Feminine Charm the World Over," selecting specific instances from the various foreign countries, both in Asia and Europe, where she lived and traveled.

Benjamin Kaufman, national commander Jewish War Veterans, spoke on a special program aired from the Jewish Community House by WICC, Bridgeport, Conn. Station's Bowling Girls will compete in finals for state femme title today. The event will be broadcast.

Victor A. Bennett, national sales director WAAT, Jersey City, announces Ruppert Brewing has extended time to sponsor all play-by-play of Newark Bears. Ruthrauff & Ryan, N. Y. placed the business.

Howard Brown, veteran Philly spieler, has been named summer relief announcer at WFIL. Anice Ives, director of "Everywoman's Club of the Air" has been appointed to the advisory committee of the Navy League of Philadelphia. John Corcoran, news analyst, will address the Camden, N. J. Lions tomorrow. John Scheure, announcer and newscaster, will address the Media Business Men's Assn.

First in a series of "Wednesday Night" Dumont television shows Jill Stephens is putting on will include Benny Rubin, Billy Banks and Adolph Flashner. Series will start May 5.

WBZ, Boston, staff talent will travel to Navy's Fargo Barracks on Tuesday to put on "Just For Fun," variety program which will be heard over New England Westinghouse stations. Prior to broadcast, Quizmaster Fred Arthur conducts a question bee, gives winners candy bars.

WTNJ, Trenton, is airing talks by Beatrice Barker of the language department of Trenton State Teacher's College Saturdays. She tells her personal experiences in pre-war trips through Europe and South America.

Harry Caray, former staffer at mazoo, Mich., has been added to announcing staff of KXOK, St. Louis, replacing Walter Peterson. Rawson, new voice, will air all games of St. Louis Cards and Browns with France Laux. C. L. Thomas handled the production of two Blue Network originations, "This Nation at War."

A novel feature of the series of grand operas aired by WHIO, Dayton from Memorial Hall, with many Meade featured, was the broadcast of a rehearsal of the first in the series, promising listeners with a vivid picture of how actual work is involved in producing grand opera.

WGY, Schenectady listener pleased with a recent appearance Maurice Joachim on the "A Meets Critic" program, asked him to call for a return engagement on Friday, Maurice, the writer-producer of WHN, N. Y., went to Schenectady to play the role of critic, interviewing Whit Burnett, author of "Bottles of Relish."

Franklyn J. Wolff, general manager of WTNJ, Trenton, N. J. announces the appointment of David E. Rolontz as manager.

The war roles of N. Y. newspapermen was dramatized in a half-play Sunday over WINS, N. Y. show, written by William S. Gail, commentator, and John T. McMeekin. "PM's" film critic, starred Virginia Gilmore, Canada Lee, "Marge" Easy Aces, and Les Damon "Thin Man."

Special CBS Broadcast To Salute Polish Holiday

Polish Ambassador Jan Ciechanowski and three members of the House of Representatives are heard in special broadcast observing Polish Constitution Day this afternoon WABC-CBS, from 3:15-3:30 p.m., EWT. The American legislators are Representatives John W. McCormack, Mass.; Joseph W. Martin, Rep., Mass., and B. J. Monkiewicz, Rep., Conn.

The broadcast will originate from Washington, D. C.

Dunn Returning Down Under

After a vacation of two months in the United States, William J. Dunn, chief of CBS correspondents in the Far East, is en route to his headquarters in Sidney, Australia. W. White, CBS director of public affairs has announced.

1 9 4 3

BIRTHDAYS

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

MAY 3

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



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 23, NO. 24

NEW YORK, N. Y., TUESDAY, MAY 4, 1943

TEN CENTS

WLB OK's AFRA RISE

WMC Seen Opposed To Radio 'Essentiality'

Broadcasting is faced with the possible loss of its hitherto privileged status in the manpower picture as the Essential Activities Committee of the War Manpower Commission debates in Washington today the question: "Shall We Continue to Offer as Much Guidance to Local Draft Boards As We Have Been Offering?" Half a dozen lengthy meetings have already been held on the matter, and it ap-

(Continued on Page 6)

"T Or C" Bond Sale Total \$37,504,328 In 8 Weeks

Ralph Edwards' "Truth or Consequences" continues to zoom War Bond sales, with the announcement by Treasury officials that the NBC quiz show scored again Saturday night in Spokane with \$7,518,830 for Uncle Sam. That figure sent the program's eight-week total to \$37,504,328.29, nearly double the original \$20,000,000 goal for the 13-week cross-country tour.

Between appearances on behalf of *(Continued on Page 2)*

N. J. Press Women Honor 'Ranger,' 'Womanpower'

"The Lone Ranger," sponsored by General Mills, Inc., on the Blue Network, will receive an award as the best children's radio program, from the New Jersey branch of the National Federation of Press Women Saturday, May 8. The award will be one of three to be presented by the organization, at Newark, N. J. The

(Continued on Page 2)

Ideas

The Town Hall staff remembers too well the reports of the tempestuous meeting last week in Pittsburgh when a fourth term for Roosevelt was debated. This Thursday, "America's Town Meeting of the Air" will consider "Should We Participate in a World Police Force?"; one wag asked: "Why not start with a police force of our own?"

Gets Toscy MMS

Who sez money and culture center in New York? 'Taint so. A gentleman from Missouri, Wm. T. Grant, outbid all others in the auction for Toscanini's original arrangement manuscript on "The Star Spangled Banner." Grant, a Kansas City insurance executive, bid a cool million in War Bonds, raising the total of bonds sold at the Carnegie Hall-NBC concert on Easter Sunday to \$11,190,045.

OWI Asked Deferment For Only 58 of 4,067

Washington Bureau, RADIO DAILY
Washington — OWI Chief Elmer Davis yesterday declared that his agency has asked draft deferment for only 58 of the 4,067 people on the OWI payroll. Of these, he said, 36 are radio technicians or foreign-language experts and 22 key film-radio or news men. Another 53 have been classified 2-A or 2-B without a government request.

Davis declared that OWI employees *(Continued on Page 2)*

FDR Sunday Audience Placed At 43,761,000

President Roosevelt's Sunday night radio address to the nation on the coal strike was heard by a listening audience of 43,761,000 persons, according to a survey made by C. E. Hooper, Inc., research firm, and released by

(Continued on Page 2)

Kobak Gives Ohio 'U' Poser; Glade Cites NAB Code's Value

Justin Anderson Heads PA's Dallas News Bureau

Press Association Inc., radio subsidiary of the Associated Press, has opened a news bureau in Dallas, Texas, to provide more intensive regional radio news for stations in the Southwest.

Justin Anderson, formerly associated with the AP at Kansas City, *(Continued on Page 2)*

Approves 10% Increase On Contracts For Basic Minimum Sustainings; Commercial Boost Pending

Billion Dollar Sales In Sets, 1946 Estimate

Washington Bureau, RADIO DAILY
Washington—Radio and Phonograph sales totaling \$1,100,000,000 in 1946 are predicted by the Division of Industrial Economy, Department of Commerce, it was revealed in the department's publication "Markets After the War." This figure includes receiving sets of

(Continued on Page 6)

Blue On West Coast Renews Bouts For Year

West Coast Bureau, RADIO DAILY
Los Angeles—Fight fans on the Pacific seaboard are assured of hearing the weekly fightcasts from Hollywood Legion Stadium for another full 52 weeks, effective Friday, May 7, under terms of a contract approved

(Continued on Page 2)

FCC-Network Dispute In May "Fortune" Mag.

An exhaustive study of the FCC's efforts to regulate the networks is the basis of a lengthy article on "Government by Commission" in the May issue of Fortune magazine.

While the article does not attempt *(Continued on Page 2)*

War Labor Board has informed the American Federation of Radio Artists that it has approved the 10 per cent increase asked for on basic minimum sustaining contracts. This figure is a compromise between AFRA and the networks as well as certain stations, the union having originally asked for 19 per cent based on the increased cost of living clause in the contract;

(Continued on Page 7)

Fly Believed Refusing Personal Info In Probe

Washington Bureau, RADIO DAILY
Washington—Although FCC Chairman James Lawrence Fly refused yesterday to say whether he has submitted information concerning his personal financial affairs, from 1937 on, to the Cox committee to investigate the FCC, RADIO DAILY has

(Continued on Page 7)

Six New Programs Sked For Early Start On KGO

San Francisco—Local Blue web station here KGO announces six new programs. The list includes "Men of the Merchant Marine," a Saturday

(Continued on Page 2)

Only Kiddin'

Des Moines, Ia.—This place is not "way out" West, but still men are considered to be men here, too. But, Betty Wells, it seems, decided to open to actual membership her "Women's Club" program on KSO last Monday, and announced the plan over the air. Next morning, in the first hundred applications, were included six requests for membership—from men.

(Continued on Page 6)



Vol. 23, No. 24 Tues., May 4, 1943 Price 10 Cts.

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

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FINANCIAL

(Monday, May 3)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Nat. Union Radio. Includes Bid, Asked values.

OVER THE COUNTER

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

FDR Sunday Audience Placed At 43,761,000

(Continued from Page 1)

CBS. The Hooper rating for the broadcast was 56.7. It was based on reports from all parts of the United States.

When the President spoke on the occasion of Lincoln's birthday, February 12, his Hooper rating was 57.1, indicating an audience of 43,732,000. For the President's Washington birth-day address, the Hooper rating was 46.2 with an audience of 34,397,000 people.

ATTENTION

A New York radio station requires the services of two announcers who also read or write any of the following languages: Hungarian, Spanish, Greek, Italian and French. Write, giving age, draft status, experience, etc. to—

RADIO DAILY, Box 149, 1501 Broadway, New York City

OWI Asked Deferment For Only 58 Of 4,067

(Continued from Page 1)

overseas will be subject to all the dangers of the front lines, with radio technicians in particular danger because radio installations are a primary target.

Denying that OWI is a "haven for draft dodgers," Davis declared, "We have a war job to do and we need certain technicians and experts to do it. We try to get people not subject to military service. Obviously, that is not always possible. If we need a man who can broadcast in Swahili or Afrikaans or Hindustani and there is only one such man in the country, obviously we are going to have to ask for his deferment... and if we need radio engineers—as we do—and there is a great shortage of radio engineers, we are going to have to ask for deferments and we are not going to apologize for doing so. Moreover, I feel it my duty to defend the patriotism of these men, who are serving their country in the places where their draft boards, after consideration of all the facts, feel that at present they are most useful."

Davis declared that if OWI employees were seeking draft exemption they would have done better to remain with the newspapers or radio stations they used to work for.

Blue On West Coast Renews Bouts For Year

(Continued from Page 1)

by Leo Tyson, program manager for the Blue Network in Hollywood, and the board of directors of the stadium committee of Hollywood Post No. 43, American Legion.

A feature of the Blue Network for several years, the Friday night fight broadcasts go on the air at 10 o'clock for a round-by-round report of the week's main event in the famed prize arena. Buddy Twiss handles the blow-by-blow account of each week's battle, and until this week, Abbott Tessman has handled the between rounds commentary. With Tessman's induction into the Army this week, Henry A. (Hank) Weaver takes over his place at ringside for the color descriptions.

Six New Programs Sked For Early Start On KGO

(Continued from Page 1)

night drama with Jack Moyles narrating and playing stories of seamen heroes of the war; Ann Holden's new interview program Sunday forenoons; two Monday night shows—"Voice of the Coast Guard," a musical-variety originating at Government Island, across the bay, and "Sing With Your Favorite Band," a novelty show featuring youngsters singing with their pet bands on recordings; and two Tuesday programs—"Prof's are Human," a quizzer featuring professors from Stanford and California Universities, and a new musical show, "A Song for You," with Phil Bovero's orchestra, Sonia Shaw and Clancy Hayes.

FCC-Network Dispute In May "Fortune" Mag.

(Continued from Page 1)

to settle the controversy between the FCC and the networks, it does detail the causes of the existing friction between the commissioners and the web executives and in the light of the controversy concludes that in the final analysis there is "no fixed, firm line that can be drawn between regulation and tyranny. In the field of administrative law, as in all affairs of government, eternal vigilance remains the price of liberty."

Neither upholding nor attacking any of the claims, procedures, reviews and litigations that have marked the FCC-Network controversy, whose ultimate disposition now rests with the U. S. Supreme Court, the article, while making no direct reference to the current demand that Congress be more specific in establishing statutory guides for the administration of justice by commissions, does conclude: "No Congress can conceivably write laws to cover all the controversies of a complex and swiftly changing world (though Congress could profitably keep a far closer check on the performance of these agencies that it creates)... Even the best of laws must fail if they are administered by inferior or ill-intentioned men."

N. J. Press Women Honor 'Ranger,' 'Womanpower'

(Continued from Page 1)

program, which recently received another award for "distinguished service to safety" from the National Safety Council, is heard in behalf of Cheerioats, Monday, Wednesday and Friday from 7:30 to 8 p.m., EWT, on 55 Blue stations, through Blackett-Sample-Hummert, Chicago.

"Womanpower," the program which was produced co-operatively by CBS and the War Manpower Commission, will be honored on Saturday with a citation from the Women's Press Club of New Jersey, organized in 1904 but which, up until now, has not given its award to a radio program.

Justin Anderson Heads PA's Dallas News Bureau

(Continued from Page 1)

Jefferson City, Mo., and Louisville and Lexington, Ky., will be in charge of the new bureau. Anderson has been on the staff of PA's New York bureau for the past few months.

McCarthy Joins Voorhees As General Representative

Charles E. McCarthy, formerly head of Twentieth Century-Fox advertising and publicity, who recently resigned from the Motion Picture Division of the Coordinator of Inter-American Affairs, has become general representative for Donald Voorhees, conductor of the symphony orchestra for the Bell Telephone Company's "Great Artists Series" and DuPont's "Cavalcade of America," both over the NBC network.

COMING and GOING

DONALD W. THORNBURGH, vice-president CBS in Los Angeles and general manager KNX, is here for conferences at network headquarters.

JOHN WELLINGTON, Blue Network producer in New London, Conn., where he will handle tonight's "Spotlight Bands" program, which will be broadcast from the submarine base of U. S. Navy.

BOB MOODY, manager of WHIO, Dayton, and ERNIE ADAMS, chief engineer of the station have returned to their Ohio quarters, the former from Chicago, the latter from New York.

HARRY MAIZLISH, general manager of KFWB California Network-Warner Bros. outlet in Los Angeles, is in New York on a 10-day trip contact station reps and time buyers.

CHARLES P. SCOTT, station manager KTKC, Visalia, Cal., is in town. Called yesterday at the offices of the Blue Network.

CHARLES MICHELSON, head of the transcription company bearing his name, is on business trip this week, visiting Ottawa and Toronto.

HELEN GEIS, known as "Capt. Kay Smiles" on KSAL, Salina, Kan., is spending a two week vacation with her brother, Lt. L. R. Geis of the U. S. Navy Air Force, at Pensacola, Fla.

RALPH R. BRUNTON, president of KQW, St. Jose, has arrived from the West Coast on station and network business. He is accompanied by SHERWOOD BRUNTON.

BOB HOPE, FRANCES LANGFORD and other members of the NBC program company will broadcast tonight's show from the Navy Air Station at Pensacola.

K. H. BERKELEY, general manager of WMAL Washington, D. C., affiliate of the Blue Network, is here for confabs at Rockefeller Center.

PARKS JOHNSON and WARREN HULL went on an unidentified island off the Atlantic Coast for the broadcasting of Monday's "Vox Pop" program over CBS from a U. S. Navy Amphibious Training Base.

STEPHEN FRY, traffic manager, and ALISTAIR COOKE, producer, of BBC, back in New York today after having attended the opening sessions of the Institute for Education by Radio at Columbus, Ohio.

"T Or C" Bond Sale Total \$37,504,328 In 8 Weeks

(Continued from Page 1)

the bond drive, Edwards takes his questions and consequences to nearby Army camps each week. On May 8, the program appears in Seattle and then moves to Portland, Oregon.

Food Sales gain 16% in 1942

State gain totals 9% A MUST Market in MASSACHUSETTS





**HOW BEECH-NUT
SELLS THEM TODAY
TO KEEP THEM SOLD TOMORROW**

What does a company like Beech-Nut do when, after supplying our armed forces, it's up against the problem of supplying less coffee and gum to its customers at home?

Just what you'd expect of a firm which down through the years has known how to earn and preserve a household respect for its name and its products . . .

**BEECH-NUT STAYS IN RADIO FOR '43
AND CONTINUES ON WEAF—BECAUSE**

- WEAF talks to 12% of the nation and keeps them sold!
- WEAF reaches 15,000,000 buyers who spend eight billion dollars yearly for retail merchandise alone—15,000,000 people whose standard of living is among the highest in the country!
- WEAF has the strongest signal . . . and the largest number of loyal listeners in its vast coverage area!
- WEAF offers the best "company" of advertisers who sponsor the top-ranking programs in the nation!

Yes—Beech-Nut stays on WEAF to keep them sold today for bigger sales tomorrow.

WEAF
NEW YORK

TALKS TO 12% OF THE NATION
KEY STATION OF THE NBC NETWORK
50,000 WATTS . . . 660 KILOCYCLES



Los Angeles

By RALPH WILK

THE Merry Macs will begin a ten-week tour of eastern theaters and army camps, starting at the Oriental Theater, Chicago, May 14. This will be their third engagement at the Oriental within a year. Tour will include three weeks at the New York Roxy starting June 17, and will take in such cities as Baltimore, Pittsburgh, Boston, Philadelphia and Washington.

Alvin Wilder, news analyst and brilliant commentator on world affairs, previously heard over KECA, will broadcast over KFI each Friday at 5:30 p.m. and each Sunday at 10:45 a.m. under his new schedule.

As "Red Ryder" in the Blue Network series of that name, Carlton KaDell portrays a hero of the Old West who fights to stamp out the evils of his day. In his own way, KaDell himself is doing his part today in the nation's all-out effort to stamp out the even greater evils now rampant in the world. The well-known actor currently is working the graveyard shift at Douglas Aircraft in Santa Monica, six nights a week, helping to turn out the planes with which to fight the Axis.

First civilians ever to visit Camp Coxcumb in the California desert were Kay Kyser and his "College of Musical Knowledge" entertainers. Kyser gave the soldiers stationed there the first entertainment they have had.

WBBM began a series of broadcasts by transcription from the Military Police camp at Skokie, Ill., last week-end titled "March With Uncle Sam." The program will be heard Sundays from 10:15-10:30 a.m. and will feature music of the 740th Military Police Band under the direction of Sgt. Al Kvale.

"Smilin" Ed McConnell will return to the Columbia network via WBBM in Chicago on a tri-weekly fifteen-minute series this week. It will be heard Mondays, Wednesdays and Fridays from 8:45-9 a.m. McConnell will be sponsored by the Holland Furnace Company of Holland, Mich. Roche, Williams & Cunyngnam is the agency.

On Wednesday, May 5, WBBM will inaugurate a new Columbia network show titled "Forty Chicagoans," with an orchestra under the direction of Caesar Petrillo, station musical head. The show, which will be broadcast every Wednesday from 11:05-11:30 p.m., will also feature the voice of Jack Fulton and the Childs Choir.

Farley 'Mother's Day' Speaker

James A. Farley, former Postmaster General and a leader of the Democratic Party, will be the featured speaker on a special Mother's Day broadcast over the Mutual network, Sunday, May 9, from 1-1:30 p.m., EWT. The broadcast, under the auspices of the "American War Mothers," will originate at Arlington Cemetery, Virginia, through the facilities of WOL, Washington.



A Reporter's Report Card. . . !

● ● ● ED PETRIE: Parts of that hot session you and radio station execs held behind closed doors in Chicago last week, were loud enough to penetrate the walls. . . FRED F. FINKLEHOFF: Jack Haley, one of your "Show Time" luminaries, has been given several auditions for radio net'work. . . his clownings rate a Coast-to-Coaster. . . RED SKELTON: Dick Todd, whose mellow baritone used to help you sell Avalon cigarettes, is forming a band which will go into rehearsal within a fortnight. . . Joe Besser's manager, Bill Miller will handle him. . . GEORGE TRENDLE: Last week your two stars, the Lone Ranger and Silver, were visited by six-year-old Joel Kupperman, mathemagician of the "Quiz Kids" . . . in childish enthusiasm, the child quizard threw his arms around Silver's forelegs but quick action on the part of the Lone Ranger saved Joel from possible injuries. . . (Silver likes children but not hanging onto his slender legs). . . MORTON GOULD: Universal Pictures seem more than interested in your latest composition "Spring Morning" for synchronization by Deanna Durbin. . . SPIKE JONES: Your Alma Mammy, Long Beach Poly High School, in conjunction with its "hated" rivals, Woodrow Wilson and Jordon High Schools, jointly raised \$1,760,000 in a three-week War Bond Drive. . . ALLEN T. SIMMONS: On April 9, last, Radio Daily had a front page box indicating your horse Blue Swords was the second favorite in the Kentucky Derby. . . As far as we can learn, authority for the choice is a secret with Ye Editor who made his annual hoss bet Saturday the same way, Blue Swords to come in second to another great horse. . . he's so cheerful today, he'll probably let this get past one of his funny little pencils.

☆ ☆ ☆

● ● ● WILLIAM FORD MANLEY: A piano Reverie, written by William Stickles and inspired by your NBC serial "Snow Village" bears the same title and will be published by Buddy Morris. . . BILL STERN: Clark Griffith, prexy of the Washington Senator Ball Club, will match wits with you on your next Saturday "Colgate Sportsreel". . . DEEMS TAYLOR: James Robertson, latest addition to the Ascap membership roster is none other than "Texas Jim," cowboy-singing star of the Blue Network and Bluebird Records. . . MORT LEWIS: Because you used the same title for a "Cresta Blanca" sketch last winter, Max Marcin, creator of the "Crime Doctor," will change the title of his play "The Midas Touch". . . FIORELLO H. LaGUARDIA: The air raid test Sunday was responsible for the creation of a new artist on the Airialto. . . When Henry Sylvern, at 12:15 p.m. on WINS completed his organ program, it was discovered that three musicians, slated to appear on the following show, couldn't get to the station on time and Sylvern then and there gave a fifteen-minute piano recital under the name of Henry Sims. . . Yesterday "Sims" received 37 letters from fans. . . JACK EIGEN: Last Friday evening on WOR, you "tipped off" your gal listeners to the fact that Victor Mature could be reached at a certain number. . . the number was that of the Essex House and as a result that hostelry's switchboard was lit up like a Christmas tree for the next three hours.

☆ ☆ ☆

● ● ● HARRY RICHMAN: Your former secretary Marilyn Claire, has opened an office to "praise agent" personalities. . . ALEC TEMPLETON: You are the subject of a book Dale Carnegie is writing. . . MARTIN BLOCK: Local tuner-inners, in a poll conducted by New York Pulse (survey group) voted "Make Believe Ballroom" their favorite non-network program. . . HENRY MORGENTHAU, JR.: Ralph Edwards' "T. or C." War Bond selling tour has already topped the \$30,000,000 mark. . . LEO MILLER: A substitute arm-chair sleuth on the recent repeat program of "Ellery Queen," who not only guessed but also explained the solution, was none other than your right hand man Carl Post.

— Remember Pearl Harbor —

To the Colors!

LYLE BOSLEY, formerly an announcer at WOKO, Albany, has been promoted to Private first class a Camp Brookings, S. D. . . ENSIGN SHERB HERRICK, U.S.N.R., who handles radio broadcast assignment in the Naval Public Relations Department, is back in N. Y. after airing WAVES over stations in the Albany area. Herrick was also a member of the WOKO announcing staff before joining up.

—vvv—

GEORGE THERINGER, WSNY Schenectady, sportscaster has left for the U. S. Marine Corps.

—vvv—

ED O'CONNOR, former WDRC Hartford, announcer, is now a petty officer, second class, in the U. S. Coast Guard.

—vvv—

FELIX MEYER, former program director of WFIL, Philadelphia, FM station W53PH, has joined the U. S. Navy.

—vvv—

HOWARD CAINE, producer of one of CKOC's, Hamilton, Ont., Sunday shows, is now with the R.C.N.V.R. Sub. Lt. H. C. Caine. . . FRANK KIRTON, for the past year and a half CKOC operator, has also joined the services—Wireless in the R.C.A.F.

—vvv—

BOB PAGE, former KGGF announcer, is now a sergeant in the U. S. Marine Corps. He is a radio operator.

—vvv—

BRIAN YANDLE, page of WBT, Charlotte, N. C., has reported to Fort Bragg.

—vvv—

BILL SAILBURY, music librarian of KUTA, Salt Lake City, is now a member of the U. S. Army.

"Guide to Victory" Being Set Over WLIB

WLIB, Brooklyn, is inaugurating a new series of programs entitled "Guide to Victory," under the auspices of the CIO Community Councils of New York City. Programs will be presented on Tuesdays from 7 to 7:15 p.m., and the initial show will be aired this evening. Guests include Jonas Rosenfield, Jr., president of the Screen Publicists Guild, Oliver Peterson, former OPA economist, and James Kings, president of the CIO Community Council of Brooklyn. The first dramatization will be "Hold the Line" which deals with the problem of rolling back prices.

THIS LITTLE BUDGET
WENT TO



WORLD
BOSTON
MASS.

GUEST-ING

CARENCE BUDINGTON KEL-
AND and his secretary, SELMA
RD; DALE CARNEGIE and his
nary, ABIGAIL McCORMICK;
JEL F. PRYOR, JR., vice-presi-
of Pan-American Airways, and
cretary, FRANCES SCHOONER,
e "Battle of the Sexes," today
F-NBC, 9 p.m.).

AM TAMIROFF, at "Duffy's," to-
WJZ-Blue Network, 8:30 p.m.).

RD T. VAN ORMAN, balloon
t who developed rubber rafts
e rescue of aviators at sea, on
e to Youth," today (WEAF-
B 7:30 p.m.).

PT. WILLIAM J. CRUM, LT.
AM C. LEASURE, LT.
RT L. KLYLER and SGT.
L. MASTERS, of the crew of a
ner which raided the Continent,
oldiers with Wings," tomorrow
R-Mutual, 9:30 p.m.).

RY MARTIN and JOSEPH
STI, on the "Cresta Blanca Car-
" tomorrow (WABC-CBS, 10:30

ENITA GRANVILLE, on Eddie
f's "Time to Smile," tomorrow
F-NBC, 9 p.m.).

E "ARCHIE" GARDNER, on the
ary Kaye program, tomorrow
WABC-CBS, 8 p.m.).

EDIE SHEA, drummer, and
MY JONES, trumpet player,
er members of the Kay Kysar
er and now of the armed forces,
ne "College of Musical Knowl-
d" program, tomorrow (WEAF-
B 10 p.m.).

YNN MURRAY, featured in "Sons
n," on the "Take-A-Card" series,
rrow (WOR-Mutual, 8:30 p.m.).

MUM 'N' ABNER," on the "Kraft
the Hall" show, tomorrow (WEAF-
B 9 p.m.).

INABELLA, on the Milton Berle
rogram tomorrow (WABC-CBS,
B p.m.).

ONSTANCE BENNETT and JOHN
WNE, on "Soldiers with Wings,"
rrow (WOR-Mutual, 9:30 p.m.).

NEW PROGRAMS-IDEAS

Canteen-Show Revenue

The Variety Club in Albany operates a canteen in connection with the USO, supplying all food, smokes, entertainment, etc. Harold E. Smith, general manager of WABY, is a Variety Club member, and he originated a program modeled somewhat after Stage Door Canteen, airing the program Friday nights from 8:30-9 p.m. Forrest Willis does the work, lining up talent available in the canteen at the time, plus name bands playing at the Kenmore and Ten Eyck Hotels.

After program was aired once, Meritt Hats and Moderne Beauty Salon bought the show but Smith turns over all radio advertising revenue from it to the USO-Victory Club fund to be used in supplying the boys and girls in service.

For The Disabled

Program with a heart, is what the new untitled feature on KMYR, Denver, might aptly be termed. Station polls servicemen hospitalized in the Denver area to determine the kind of music and recorded selections they'd like most to hear, and then puts it on the air twice a week for 20-minute afternoon periods. Chris Bryan, staff soprano, contributes the live portion of the program.

**Mary Margaret McBride
Airs Anniversary Party**

More than 2,300 women and half a dozen men overflowed three of NBC's largest studios yesterday as Fred Waring and Ole Olsen staged a surprise party for Mary Margaret McBride on her ninth anniversary broadcast (NBC, 1 p.m., EWT).

Waring and Olsen, as co-masters of ceremony, offered much of their patter in doggerel, working in commercials for McBride sponsors.

Seville-born Rosario and Antonio offered castanet accompaniment for their heel-tapping Spanish dance with Silvio Masciarelli at the piano. (Frank) Carter and (Arthur) Bowie gave their duo-piano arrangement of Rubinstein's "Melody In F" and accompanied singer Wynn Murray in "Happy In Love" and "Embraceable You."

Mary Pickford On MBS

Mary Pickford and John Charles Thomas will pay tribute to the American Mother in a special broadcast to be heard over WOR and the Mutual network on Sunday, May 9, from 3:30-4 p.m. The program will also introduce the American Mother of 1943. The Plymouth Church Choir singing under the direction of Professor Henry Pfohl will open the broadcast in the WOR studios.

Mrs. Harold V. Milligan, national chairman of the American Mother's Day Committee, will then tell the story behind the observance of Mother's Day and introduce Miss Pickford.

Memorial Fund

WRBL, Columbus, Ga., recently inaugurated a Gibson Memorial Fund for the benefit of the family of Officer Harry C. Gibson, city police officer killed in line of duty recently.

On a newscast the day after his death, the first announcement of the creation of the fund was made. Following this announcement at 12:45 p.m., five more announcements were made throughout the afternoon, resulting in a total of \$1,667.50 in donations within a period of four hours. After a week, with WRBL running four announcements for the fund daily, the total had passed the \$5,500 mark.

"Inquiring Mike"

KSO-KRNT, Des Moines, is making regular weekly broadcasts from Camp Dodge, the Iowa induction center. Morgan conducts the "Inquiring Mike," interviewing the young inductees. This is followed by a 30-minute quiz show.

Following the quiz, KSO and KRNT, in conjunction with the "Register and Tribune," entertain the fellows at bingo. Sports writers and other well-known names from the newspaper and radio stations act as callers.

AGENCIES

F. BOURNE RUTHRAUFF, vice-president and account executive of Ruthrauff & Ryan, Inc., has been granted leave of absence from the agency to join the American Red Cross as chief of the Radio Section. He will assume his new duties in Washington, D. C., on May 10.

ASSOCIATION OF NATIONAL ADVERTISERS will hold a wartime conference of its members at the Waldorf-Astoria Hotel on June 2nd, 3rd and 4th, according to an announcement made by the Association. C. C. Carr, Aluminum Company of America, Pittsburgh, is chairman of the program committee.

ADVERTISING FEDERATION OF AMERICA announces the addition to membership of United States Advertising Corp., Monsanto Chemical Co., Schenley Distillers Corp., Stauffer Publications and Consolidated Lithographing Corp.

J. J. CLAREY, JR., who joined the radio division of the Office of Inter-American Affairs in February, 1942, has been re-elected president of the Export Advertising Assn., a position which he had occupied prior to 1942.

SOLID Facts point to the BEST BUY among the four local radio stations in CINCINNATI.

WSAI

In the last two years, leading department stores in Cincinnati have bought three times as much time on WSAI as on the three other local stations combined.

★ ★ ★

The Cincinnati Station of Assured Sales Action

Basic Blue Network . . . 5,000 Watts Day and Night
National Reps. . . SPOT SALES, INC. . . New York . . . Chicago . . . San Francisco

KLZ
DENVER
BS
Purposeful Service to Farmers
THE WEST'S FIRST STATION
Representative: The Katz Agency, Inc.

WMC Seen Opposed To Radio 'Essentiality'

(Continued from Page 1)

pears that the answer will definitely be "no."

The debates are concerned with what future course of action the Committee shall pursue. Whatever is decided, the demands of agriculture, war production, basic civilian production and services and the armed forces make it certain that the number of occupational deferments provided by directive and overall recommendation from Washington will shrink sharply in next few months.

Local Boards to Govern

As has been the case right along, the important arbiter of a man's essentiality will continue to be the local selective service board, but these boards will probably be more "on their own" than ever before. Washington will, in effect, suggest to them that they weigh carefully each case before them, trying to decide who are "the key men of the key men in the key activities," and only these will be deferred.

A general revision of the occupational indexes was under study for several months, with the goal being reduction of the number of "essential" jobs from about 900 to 350. This project has been abandoned, with the Essential Activities Committee now considering complete elimination of the essential jobs index, the essential activities list or both. Whether or not it finally decides upon complete elimination of one or both of these, there is no doubt that only a fraction of the jobs which have hitherto been held essential will entitle their holders to deferment.

One scheme of the Committee calls for the dropping of the essential activities list and issuance of a "critical occupations" list to cover jobs requiring three or more years of qualifying training. Deferment for men in these jobs would be recommended, with the WMC then assuming responsibility to see to it that these men put their talents to the best use.

Abandon Stabilization Plan

It's an open question in Washington and here as to what the Essential Activities Committee will finally decide to do. The only certain thing is that occupational deferments will be curtailed, with less guidance and more responsibility placed upon the local draft boards. In the meantime, WMC Chairman Paul V. McNutt announced yesterday that plans for national employment stabilization have been abandoned—in view of the accelerated rate of formation of local stabilization plans. It is predicted that so long as these local and regional plans are functioning, there will be no attempt at national control. Men seeking to transfer out of the radio industry at higher wages must have signed releases from their employers under the provisions of these local plans, and releases must be presented in the case of any men seeking broadcasting jobs who have been employed in essential activities.

It is likely that the present list of

Kobak Gives Ohio 'U' Poser; Glade Cites NAB Code's Value

(Continued from Page 1)

major problem of wartime radio operation, to my mind, is how can radio speed the winning of the war?

"There is still a smug sense of security among the American people that the war has been won or is in the process of being won. I don't agree with them. I want to sell the war to the American people, not in its component parts, such as morale, rationing, salvage and so on, but as an entity in itself."

Admitting there was a lot of confusion in the war effort, a confusion which is reflected in radio, Kobak stressed the need for selling war emotionally by applying the basic principles of merchandising to it.

Panel Members

The discussion on "Problems of Wartime Operation" was presided over by Howard L. Bevis, president, Ohio State University. Other panel members included Robert J. Coleman, director, WKAR, Michigan State College; Stephen Fry, Traffic Manager, British Broadcasting Corp., New York; Lawrence J. Heller, President, WINX, Washington, D. C.; Charles Jennings, Supervisor of Program Planning, Canadian Broadcasting Corporation; Gilbert Selde, director of television programs at CBS; Ray C. Wakefield, Commissioner, Federal Communications Commission, and M. S. Novik, Director, Station WNYC, New York.

Re Free Radio

"Free Radio must be kept just as inviolate as the free press," declared Earl J. Glade, vice-president of KOL in Salt Lake City and Chairman of the NAB Code Committee, in an address at the presentation of the George Foster Peabody Radio Awards, Saturday evening, at the 14th Institute for Education by Radio sponsored by the Ohio State University.

In a distinguished audience of educators and representatives at the press and radio, the code committee chairman vigorously contended that now on a war basis, radio has something just as sacred to safeguard as the press. That if the freedom of expression, which is the most treasured achievement of modern civilization, so far as is compatible with

national security, is denied radio, it will be a direct blow at the first amendment of the constitution.

The theme of Glade's address was "What is public interest, convenience and/or necessity as applied to radio." In the second section, he dealt with station programming and its relationship to public interest, contending that the NAB code is the most potent self-disciplining the industry has ever done. Closing, he said, "Practically all of the serious criticism of radio by the public is provoked by stations that do not respect the code."

NAB president Neville Miller presided at the session. Dean John E. Drewry of the Henry W. Grady School of Journalism at the University of Georgia officially presented the Peabody awards for outstanding meritorious public service in broadcasting. These awards were listed in the March 23 issue of RADIO DAILY.

Sir Gerald Campbell Heard

Sir Gerald Campbell, British minister and special assistant to the British Ambassador, discussed "Developing Understanding Among the United Nations" at the dinner held Sunday evening. Devoting the first part of his talk to World War I and the "movie era," Sir Gerald then continued:

"We are now in War II and the 'radio era.' Radio has already outdistanced adolescence and is in the prime of life. I should much like to ask what part radio is going to play in helping individuals of different races, and races of different individuals to reach that state of mind and behavior when they cease to hate the sight of their neighbors and surrender all impulse to hit them over the head? If, as Mr. Eden has foretold, the world of the future is to be just one village street from Edinburgh to Chungking, then we shall assuredly reach the time when the lion and the lamb can lie down together, without the lamb having to be replaced every so often, and they will "shift up" to make room for the eagle (which was not mentioned in that particular part of the Bible) and other animals of all sorts and shapes and sizes. What a chance for radio!"

New WOR Music Series

Music that is "easy to listen to" is being programmed by Alfred Wallenstein, WOR's N. Y. musical director for the new series, "Music For An Hour" which he will introduce on May 9 from 9-10 p.m., EWT. The series will be devoted to music on the lighter side and feature Frances Greer, young Met soprano; Donald Dame, tenor, and Benno Rabinof, violinist.

essential activities will be maintained pretty much as it is for the purposes of employment stabilization while its importance in the selective service picture is certain to fade.

'Frisco "Canteen" Debuts

San Francisco—This city's Stage Door Canteen, fathered by Brock Pemberton, aided by Ina Claire, former silent film star, opened here over the week-end with nearly a score of Hollywood film and radio stars taking part. Opening broadcast was aired coast-to-coast by KQW-CBS, with Eddie Cantor, Kay Kyser, Marilyn Maxwell and Georgia Carroll. KPO-NBC followed up with a special coastwide program the next night, providing the entire entertainment.

Friday nights will, as a regular scheme, be KGO-Blue Network night, with the station providing special programs, stars, and a number of hostesses.

Billion Dollar Sales In Sets, 1946 Estimated

(Continued from Page 1)

all kinds, phonographs, combinations tubes and parts, needles, batteries, records and blanks. They pertain to the entire industry.

Annual sales of \$800,000,000 for home sets in the post-war period is estimated, with the prediction that Americans will buy about 25 million radio sets yearly. This figure is provisional upon the continued \$35 billion value of home radio sets.

In an article in the current domestic "Commerce Weekly" E. J. Deane and Lawrence D. Batson of the Division of Industrial Economy point out that the 60,000,000 sets owned by Americans in 1942 were owned by about 30,000,000 families. Half the families owned one set and the other half an average of three. It is estimated that about half the total, 30 million sets, are "primary" sets.

Assuming an average life per set of seven years, they then point out that most of these "primary" sets will be considered obsolete for 1946—within a year they take as the first of post-war production. They then pose the question as to whether obsolescence of 30 million "primary" sets means an immediate market for manufacture of the 30 million families who own no radio receivers today.

House To Mull Stoppage Of Watson, Dood Salaries

Washington Bureau, RADIO DAILY

Washington—Rep. John H. Johnson said yesterday that the House will be called upon within a few days to decide whether to refuse full pay for the salaries of the FCC employees, Goodwin B. Watson and William E. Dood, Jr., chief analyst and assistant news editor, respectively, for the Foreign Broadcast Intelligence Service. These two were branded "unfit for government employment" two weeks ago by the special House Appropriations Sub-committee headed by Kerr.

The Commission last week declined to discharge Watson and Dood, roundly scoring the Kerr committee report on the grounds that it was based on insufficient evidence and that it convicted the men via "The Court of Public Opinion." The Commission statement said that the Constitution provided for no trial by "The Court of Public Opinion," but that public opinion did sanction a decision in such matters with due process of law.

Stork News

Murray B. Grabhorn, national sales manager of the Blue Network, became a grandfather recently when his daughter, Mary, wife of Lt. Robert J. Stewart of the Armored Division at Camp Young, gave birth to a boy. The child has been named Robert Murray.

Arndt Jensen, engineer, at KSTP, Minneapolis, proud father of new girl

Believed Refusing Personal Info In Probe

(Continued from Page 1)

ard on good authority that he has not done so. Some members of the commission have supplied this information, while others have signified their intention of so doing, but they are believed not to have replied to a request in any way.

May Subpoena Durr

Commissioner C. J. Durr has received an offer to turn the data over to the Department of Justice. There is any good reason why he should do so. He has since offered to testify on his financial affairs before Members of Congress, if they are sufficiently interested. Eugene L. Cox, counsel for the Cox committee, has threatened to subpoena Durr but has not yet made good his threat.

In the meantime, it is apparent that Durr is hoping to receive a subpoena, rather than that he may testify before a Member of Congress. He told Gary a matter last week that he was not satisfied that information given Gary would ever reach members of Congress. His action is interpreted to mean that he hopes to be called for a public hearing, because it is feared that by forcing the issue will result in investigation of the FCC ever reaching a hearing stage.

Several Hearings Elsewhere

Private appearances before committees of staff members are said to have been held in New York, Charleston and one or two other places, and it is reported here on good authority that some FCC members and a few members of the FCC staff have been called in to the committee office. These events have caused news reporters to believe that Gary is not anxious to appear in the press in on his findings. It seems that he intends to submit a report to Congress on the investigation without holding any public hearings, and without allowing the public any opportunity to defend itself against his charges, thus his methods are parallel the Dies Committee. Gary has stoutly denied that it is his intention, to announce the results of the investigation in public sessions is, in itself, considered suspicious.

The investigation has been proceeding for three months now.

Wedding Bells

Re Pescik, secretary to General Manager Franklin M. Doolittle of WDC, Hartford, was married May 1 to Mrs. Stos Abraitis of Manchester.

Katherine Dotson, KLZ, Denver, radio personality, recently became the bride of Charles Sanders.

Cler Zenith Pay Differential

Chicago—The Zenith Corp. has been ordered by WLB to grant a 10-cent wage differential to night workers. Wage increases were denied to night workers and die markers and stock fillers. Workers are members of the Zenith Radio Employees Assn.

★ PROMOTION ★

WNAX Brochure

Wynn Hubler—"Your Neighbor Lady" (God Bless Her) is the title of a new brochure just released by WNAX, Sioux City-Yankton. It is the success story of Wynn Hubler, WNAX women's director. A caricature of Wynn appears on the cover of the piece, surrounded by box-tops, orders and loose currency. On the inside left is a photograph of Wynn smiling a greeting at a white cottage gate, beneath which are the words, "A Honey For Sale, Gentlemen—Line Forms at the Right!" Copy on the inside right hand page emphasizes a new kind of radio—not advertising—but selling. Story includes examples of typical sales successes, client cost per inquiry and Hubler's formula for her remarkable results. The rates are included also on this inside spread.

Clinching the copy is the suggestion to interested clients that they put their names on the waiting list for participation in the show. The brochure is printed in two colors—green and brown. The back cover is blank.

"Gloom Dodger" Ads

The first of a series of paid newspaper ads publicizing the WHN variety show, "Gloom Dodgers," will make its appearance in the Sunday, May 10 editions, in the radio sections of the New York "Times" and N. Y. "Daily News." The newspaper venture for the four-hour variety show marks the first sizeable campaign run by the station since it had its power increased to 50,000 watts.

Plan behind the campaign is to call attention to "Gloom Dodgers," as the leading variety presentation offered by the station during the time that day-time serials are broadcast by the networks.

Syracuse Post-War Meet To Be Heard Over MBS

Syracuse—The results of the two-day Post-War Planning Conference in which representatives of 20 leading companies will participate, will be brought to listeners of the Mutual network, Friday, May 7, from 8:15-8:30 p.m., EWT, in a special feature called "Post-War Forum." Several representatives of the companies participating in the two-day Forum will give Mutual network listeners a digest of the proceedings.

Post-war employment, food in the post-war world, women in post-war industry, are some of the vital topics that will be discussed on the program, which will be moderated by an official of the Carrier Corporation, which is cooperating in the production of the show.

Mutual's sales promotion and advertising director, Robert A. Schmid, will represent the network conference. Mutual's affiliate in Syracuse, WAGE, originates the show.

Night-Time Promotion

Designed to promote outstanding night-time programs between 6 p.m. and midnight, an intensive month-long advertising and publicity campaign has just been completed by KIRO, Seattle.

A full-page ad in the Seattle "Post-Intelligencer," launched the drive, followed by a similar one in the Seattle "Star." These ads were made up of pictures and brief captions of seven personalities for each evening of the complete week following. Full-length two-column ads ran in the Seattle "Star" daily except Sunday for the remainder of the campaign, featuring pictures and write-ups of three outstanding shows of the evening.

The cards posted in the buses of the Seattle Transit System were divided into two series, each series running a full month, and each card featuring four outstanding programs to be heard some particular night. The entire schedule of Program Plugs was devoted to the evening shows throughout the month, running an average of fourteen a day.

Candy-Bond Auction

WSAI, Cincinnati, broadcast the auction of some 10,000 boxes of candy at a recent meeting of candy jobbers in the Cincinnati area. The right to buy large lots of candy was determined by the amount of war bonds purchased by the jobbers who bid. The program was titled "Bonds For Candy."

Whole idea was conceived by Schutter Candy Co. in the interest of the 2nd War Loan Drive. Officials of that company are touring country holding candy auctions. In four cities covered so far, candy jobbers have bought about a \$1,000,000 in War Bonds for the right to buy the lots of candy.

WHN Backing Up Drive For CDVO Personnel

WHN, is getting behind the recruiting drive now being staged by the Aircraft Warning Service for two thousand additional women needed for the service.

The station, will broadcast in its entirety, the Aircraft Warning Service summer fashion show being held at the Coconut Grove of the Park Central Hotel today from 3:00 to 3:30 p.m. Adrienne Ames will handle the fashion commentary and Mort Lawrence will act as emcee. Appearing as entertainers during the show will be Frank Sinatra, Bob Eberle, Adrian Rollini and Kitty Kallen.

Strike-Law Discussion Tonite

A discussion of anti-strike legislation will be heard over CBS tonight when Sen. Tom Connally of Texas and Rep. John A. Danaher of Connecticut appear on "Congress Speaks," aired on the network from 10:30-10:45 p.m.

WLB Okays AFRA Rise On Sustaining Scale

(Continued from Page 1)

both actors and singers are covered in the WLB grant.

Increase will be retroactive to December 15, 1942 when the request to the WLB was made by AFRA and will affect CBS, NBC, The Blue, also WOR, WGN and the Don Lee network.

Radio men had agreed to the 10 per cent rise if approved by the WLB. A similar request to the WLB filed early in March is pending on basic minimum commercial contracts and this is expected to come through without question. There may be some slight revisions in certain individual station contracts where the average rise may be as low as 4.5 per cent.

Emily Holt, executive secretary of AFRA pointed out yesterday that the increase is still well within the "little steel" formula and that there had been no increase in the AFRA scale since 1939.

Since networks, advertising agencies and others concerned joined with AFRA in the application to the WLB there is no dispute between these parties as to the rise pending on the basic commercial agreements.

Inasmuch as the application to the WLB covering the commercial minimums was not forwarded until three months after the sustaining request, it is expected that some time may elapse before it comes through.

Wesson Follows Paltridge As KGO Promotion Head

San Francisco—Robert H. Wesson, former publicity manager for KGO, Blue web outlet, has been named manager of promotion and publicity by Don Searle, new KGO manager. The assignment combines the job formerly held by Wesson with that formerly held by J. Gilbert Paltridge, who resigned last week to handle promotion for KFI-KECA, Los Angeles. Wesson graduated from University of California in 1937, formerly worked for Associated Oil Company, a heavy western radio user. Miss Janet Matter, formerly Wesson's aide in the press department, will handle publicity under Wesson's direction.

WLW Show At Dayton Theater

Cincinnati—WLW's "Boone County Jamboree," consisting of an all-star cast of the station's rural entertainers, broke all attendance records at the Colonial Theater at Dayton on Sunday. Receipts totaled \$3,312 for six shows, despite an all-day rain and half an hour taken out for Roosevelt's speech. The show opened at Dayton Friday.

Sec. Morgenthau On CBS

Secretary of the Treasury Henry Morgenthau, Jr., on Thursday will deliver an address in furtherance of the Second War Loan Drive which will be broadcast over CBS from 10:30-10:45 p.m.



Coast-to-Coast



MRS. GEORGE PATTON, wife of the American general now engaged in the Tunisian battle, discussed the "Point of View For an Army Wife" when interviewed over WOR on Monday by Martha Deane. Today Martha interviews Dr. James L. Hanley, president of New Jersey State Dental Society.

Louise Wilson interviewed today "Secret Agent 89" over WBen, Buffalo. The agent was Dorothy Waring, investigator of subversive activities for a former Congressional committee. She told how she got the goods on Bundsmen... Charles Lewis is reading twice-weekly "Cantos and Cadenzas," verse, with Carl Coleman at organ... Delivered to Clint Buehlman was a letter addressed: "Yours Truly, Dubbleybee e nnnn, Ye City."

Experts on safety and conservation were heard on WCKY, Cincinnati, in a panel discussion scheduled for Thursday, April 29, in connection with the area's Clean-Up, Paint and Beautify Campaign. Olive Kackley, women's commentator, interviewed the winner of the campaign poster contest.

Robert Brenner, director of advertising of B. T. Babbitt, Inc., announces 15-minute serial program, "My Mother and I," for their new product, Aunt Polly's Soup Mix, will run Mondays through Fridays at 12:15 p.m. over WEVD, N. Y., effective this week. Placed by Joseph Jacobs Jewish Market Organization, producers of program.

WRBL, Columbus, Georgia, has opened a new studio on the second floor of the station building. The room is decorated with period furniture and was designed for use on special, informal broadcasts... Pendleton Brown, staff announcer and master of ceremonies of the "Swing Shift" program, is vacationing in New York.

Bill Burnette has returned from the staff at WPTF, Raleigh, N. C., to become chief announcer and production manager of WCOS, Columbia, S. C. Malcolm Rast has been added to the announcing staff.

Duke Ellington was the guest-guesser on Leonard Feather's "Platter-brains" jazz quiz over WMCA, N. Y. on Saturday night.

1943						
B	I	R	T	H	D	A
17	18	19	20	21	22	23
24	25	26	27	28	29	30

May 4

Gray Gordon

Jane King

Walter Vaughn

For the first time in several years KSO, Des Moines, will not carry a daily play-by-play baseball report, schedules brought on by the war having made a seven-day-a-week schedule inadvisable. However, daily reports on games will be given, sponsored by Supreme Baking. Play-by-play of big league games will be aired on Saturdays, by Gene Shumate, sports editor.

WLW, New Orleans, has started two new weekend programs: "Blue Room Brevities" from the Hotel Roosevelt, featuring current orchestra and floor show, with Program Director Ed Hoerner as emcee; "Immortal Voices," selections from the 3000 classical records placed at disposal of station by Theodore Baptist, collector. Terry Brick is writing the continuity.

KSD, St. Louis, is airing a Friday morning series on Victory Gardening, featuring interviews by Peggy Cave, women's activities director... Frank Eschen, program director, spoke before the Hamilton High School Parent-Teachers Assn. on "Behind the Scenes in Radio." He addressed the night radio class of Washington University on "Announcer's Part in Radio."

Gregor Ziemer, WLW's, Cincinnati news commentator, whose book "Education for Death" is the basis for the movie "Hitler's Children," has contracted for a new book. Ziemer will address the Associated Wholesale Food Distributors of Ohio in Columbus tonight on "Crusade of 1943."

WMOB, Mobile, Ala., originated a recent broadcast from the Fort Whiting recreation center, airing a half hour of Ted Fio Rito's Skyline Music, interviews with Brig. Gen. James A. Mollson, commanding officer of the Mobile Air Depot, and other officers. Chief Announcer Adrian Roberts emceed the show, assisted by staff announcer Frank McKibben.

Pleased with results obtained in the initial effort to train announcers, WEEI, Boston, will start a second course on May 17, by Arthur Edes, director of radio at Emerson college. Only men are eligible for the course. Two of the three classes a week will stress voice, production and technique. The third class, under direction of station department heads, will feature lectures on all phases of operation, transcription, sound effects and music clearance... Ted Swift became sales executive on May 3. He was recently with Joseph Hershey McGillvra and formerly with P. Lorillard Co. and Carnation Milk in N. Y.

Tom Wheeler, farm director at WOWO, Fort Wayne is cooperating with the County War Board and War Manpower Commission by suggesting on his Farmhouse commentaries that all interested in doing part-time farm work drop a card to their county agencies. If they don't know their agent's name, Tom urges them to send their cards to him for forwarding.

A round table discussion on Charlotte's, N. C., Country Day Nursery was aired Sunday night over WBT, with civic and social leaders discussing the affairs of the institution with its directors. Session was concerned with problem of caring for children whose mothers go to war work... Charlotte Presbyterian Hospital Glee Club gave a concert over the station last week.

"Nocturne," a composition by Ralph Hermann, pianist and wood wind instrumentalist with the WTMJ-W55M, Milwaukee, musical staff, was played by Roy Shields' orchestra over the midwest NBC network. In addition to his composing and arranging talents, Hermann is regarded as an expert on half a dozen instruments which he plays in the station's musical groups.

Bill Smith, assistant manager WAYS, Charlotte, N. C., has renewed contract of Ed Mellon Co., with almost double the time used previously, calling for 10 spots daily... Robert Rigby, chief engineer, left to join the Development Lab of Fairchild Airplane Co. in N. Y... Estelle Cuddy, announcer, is airing "News From Hollywood" and "Through Feminine Eyes," sponsored by Felton Beauty Suppliers.

WHYN, Holyoke, Mass., utilizing mobile unit on Easter Saturday, scribe an egg hunt by several children at the foot of Anniversaries. On Easter Sunday the unit followed morning and afternoon Easter parades on Holyoke's main thoroughfares, with Ward Gardner doing general commentary, and Helen H. scribing the ladies of fashion. The Parade broadcasts were sponsored by leading department store.

Harold B. "Bud" Thorpe has joined KMOX, St. Louis as a staff announcer. He has been doing general radio announcing since 1938 when he joined KOIL-KFAB in Omaha. He also has been associated in the same profession with KLZ, Denver... Charley St. farm editor, will attend the Conference for Education by Radio. He will take part in CBS' "Country Journal" program on Saturday noon.

Lawrence Welk, WNAX, Sioux Falls, Yankton, music maestro, is leading band bare-handed these days. His was one of the items auctioned at the station in a War Bond Auction drive got off to a flying start with three-fifths of the quota made before actual drive opened the following day. Statistics fail to reveal what proportion brought.

IN METROPOLITAN CINCINNATI

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

L. B. Wilson

CBS

FIFTY GRAND IN POWER



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 23, NO. 25

NEW YORK, N. Y., WEDNESDAY, MAY 5, 1943

TEN CENTS

Radio Fights, Says Sarnoff

NRC Steering Group Fills Three Vacancies

Three vacancies on the Newspaper-Radio Committee's Steering Committee have been filled as per open instructions received at the recent annual convention of the NRC at the Waldorf-Astoria Hotel here. Steering Committee added to its ranks Palmer Hoyt, of the "Portland Oregonian"; Major E. M. Stoer, Hearst newspaper, New York City and Truman Green, of the "Tampa Tribune."

Steering Committee of nine which
(Continued on Page 6)

Patterson-Winchell Trial Gets Under Way Monday

Washington Bureau, **RADIO DAILY**
Washington—Trial of the \$200,000 libel suit brought against Walter Winchell because of a remark on his broadcast of March 15, 1941, by Mrs. Eleanor Patterson, publisher of the Washington "Times-Herald," is scheduled to get under way next Monday. The case has been postponed twice, and a tentative offer to settle by Mrs. Patterson's attorney
(Continued on Page 2)

Benton & Bowles Accepts Invite To Use Tele Lab.

Benton & Bowles will take its first experimental step in the television field at the Dumont studios May 12 from 8:30-10:00 p.m., EWT. With the permission of some of B & B's clients several of the commercials will be dramatized.

An official of the agency stated that
(Continued on Page 2)

BBC Special Events

BBC, as special event broadcasts heard in England only, picked up three shows from Pittsburgh, one each on Sunday, Monday and yesterday wherein both coal miners and operators were interviewed. Broadcasts were done in cooperation with NBC and KDKA facilities. Michael Barkway, of BBC's New York office handled the programs.

Song-Plug Revisions Again Being Sought

Music publishers and contact men both are again seeking to do away with the present method of charting song plugs on the air, on the ground that it induces over-selling of a song on the air and drives the contact men to bribe orchestra leaders and other artists to keep certain songs on top.

Contact Men's Assn. held a meeting Monday night and voted unanimously to seek a change from pres-
(Continued on Page 2)

Don Lee Ups Gerstenkorn In General Sales Post

West Coast Bureau, **RADIO DAILY**
Hollywood—Henry Gerstenkorn, Don Lee Broadcasting System's account exec in charge of national sales for the past two years, has been promoted to assistant general sales manager, it was announced by Lewis Allen Weiss, Don Lee General Manager. Gerstenkorn has been with the organization for the last four years.

NBC Int'l Service Adds Ticker For Sports News To Soldiers

CBC News Bureau Head To Make London Disks

Toronto—A. E. Powley, chief editor of the CBC newscasting bureau, Toronto, has been sent to London, England, where he will be director of CBC broadcasting activities at the war fronts where the Canadian troops are expected to be engaged. Matthew
(Continued on Page 2)

RCA's President Calls Freedom Of Air Necessary In War As In Peace; 1st Quarter Net \$2,595,000

Montreal Takes Steps To Kill Tax On Sets

Montreal—Montreal City Council yesterday took the first step toward abolition of the municipal tax of \$2 annually on radio receiving sets, which is in addition to the Federal government fee of \$2.50 yearly. Councillor Rochon, urged the striking out of the radio tax and the \$5.40 automobile water tax from the Montreal city bill which will be before the
(Continued on Page 6)

AFRA Membership Meet In New York, May 20

An important AFRA membership meeting has been called by the New York local for Thursday night, May 20 at the Hotel Astor. Agenda is scheduled to get under way at 8:30
(Continued on Page 2)

Raymond Scott-Sinatra To Head CBS Sustainer

Strong sustaining show for the late-hour "test tube" has been set by CBS to start Friday May 14, at 11:15-12 midnight EWT. Heading the cast will be Raymond Scott orchestra,
(Continued on Page 2)

Reviewing the second year of America's participation in the war, David Sarnoff, president of RCA, declared that every effort of the corporation's manpower and facilities is concentrated on the country's goal for Victory and reminded the industry and the people of America that "freedom of the air" in war and in peace is as important to the nation as "freedom of the press."

In an address delivered at the 24th annual meeting of stockholders, Sarnoff signaled the determined efforts and patriotism of RCA work-
(Continued on Page 6)

See Much Spot News In Future Tele Policy

Script drama manufactured in the studio will occupy only about five or ten per cent of television programming when the close of war enables broadcasters to resume normal operations. The major part of televising will be spot news broadcasting from
(Continued on Page 7)

Capital Paper Asks Biddle Action On Cox

Washington Bureau, **RADIO DAILY**
Washington—In an editorial entitled "Where's Biddle?" the Washington "Post" yesterday called for criminal proceedings against Congressman Eugene Cox, chairman of the House
(Continued on Page 7)

"Everything Goes"

Robert Hope, WOR, announcer, has had his share of dodging happy cafe guests who try to entertain before the mike of a remote band. Now he has a new one for his book: He had turned his back to signal the engineer, and when he turned front—the mike was missing. He located it bobbing up and down between two flitterbugs on the dance floor. Juice was off.

Two-Way Spot

Minneapolis—It seems to be a pure case of soft-soaping the customers. Four times a week over KSTP the Model Laundry sponsors newscasts and the announcer extols the efficient, spotless, work-saving service. The other day the announcer concluded the commercial with an appeal for some of the femme listeners to come and aid the firm's labor shortage.

This is only one of three special
(Continued on Page 7)



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FINANCIAL

(Tuesday, May 4)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Chg.
Am. Tel. & Tel.	153 1/2	151 1/4	153 1/2	+ 2 1/2
CBS A	24 1/2	23 3/4	24 3/8	+ 2 3/8
CBS B	24	23	24	+ 2 3/4
Crosley Corp.	20 7/8	20	20 1/2	+ 1 3/8
Gen. Electric	37 3/8	36 5/8	36 7/8	- 5/8
Philco	22 3/4	21	22 1/2	+ 1 3/4
RCA Common	12 3/8	12	12	- 1/8
RCA First Pfd.	69 1/4	68	69 1/4	+ 1 3/4
Stewart-Warner	12 3/8	12 1/4	12 3/8	+ 1/4
Westinghouse	94 7/8	94	94	- 1/2
Zenith Radio	30 3/4	30 1/4	30 1/4	- 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	30	30	30	+ 1/4
Nat. Union Radio	4	4	4	+ 1/8

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	8	8 3/8
Stromberg-Carlson	10	11
WCAO (Baltimore)	19	22
WJR (Detroit)	24	

Benton & Bowles Accepts Invite to Use Tele Lab.

(Continued from Page 1)

Benton & Bowles would take advantage of the offer made by the Dumont studios to use their facilities to acquaint agencies in the use and technique of television as a future medium for commercial advertisers. The plan under way at the agency calls for several of their radio directors and producers to use part of the time allocated for their use to familiarize themselves with television.

WSBT's FM Station Schedules Debut May 10

WSBT, CBS outlet in South Bend, Ind., will begin operation of its FM station W71SB on or about May 10, according to Franklin D. Schurz, station manager. The transmitter delivers 10,000 watts, but wartime restrictions of materials will hold power down to 500 watts for the present. License to operate was granted on April 27.

Coming and Going

KINGSLEY HORTON, sales manager of WEEL, Boston; MARIE HOULAHAN, director of press information, and GORDON MORRIS, account executive of the station, are in New York for conferences at the headquarters of CBS. Miss Houlihan is returning to Massachusetts today.

TOM SLATER, special features director of the Mutual network, off for Houston, Tex., where he will visit the many air fields of the Lone Star State scouting for potential air shows.

SYLVIA WEISS, staff writer of "Radio Daily" left last week-end on a vacation of two weeks at Wilmington Island, Georgia.

VAL LAWRENCE is in town. He's station manager of KROD, outlet of CBS in El Paso, Tex.

SHEP CHARTOC, publicity director of WBBM, Columbia affiliate in Chicago, is in New York for talks at the home offices of the network.

STELLE SLAVIN and the members of her all-girl orchestra are in Philadelphia for an engagement at the 20th Century Club, from which point they will broadcast via local and network stations.

J. R. DABADIE, vice-president and general manager of WJBO, Blue Network affiliate in Baton Rouge, La., is here for a few days on station and network business.

HORACE HEIDT and his "Musical Knights" heard over NBC, have started a coast-to-coast personal appearance tour that will keep them away from Hollywood until the middle of August.

LYMAN BRYSON, CBS director of Education, and JIM KANE, director of press information for the network, have returned from Columbus, Ohio, where they attended the Fourteenth Institute for Education by Radio.

KAY KYSER and his program company are at Taft, Cal., for the broadcasting of tonight's "College of Musical Knowledge" for the entertainment of the servicemen at Gardener Field.

JAMES L. STIRTON, program manager of the Blue Network's central division, visiting yesterday at the Rockefeller Center offices.

R. J. LAUBENGAYER, president of KSAL, Salina, and OWEN BALCH, general manager of the station, have returned to their Ohio headquarters following attendance at the NAB "War Convention" in Chicago.

FLETCHER WILEY, soon to be heard on the CBS program, "Home Front Reporter," is here from the West Coast for program conferences.

BOB SHAW, scription on "Front Page Farrell," has returned to New York after visiting his home in Milwaukee.

HARRY SEDGWICK, chairman of the board of the CAB, president of CFRB, Toronto, and director in New York of the War Information Board, left Ontario, Sunday for New York. He is accompanied by his son, PILOT OFFICER RONALD F. SEDGWICK, recently commissioned in the RCAF.

PAUL SHUBERT, news analyst on Mutual, is in Washington, D. C., from which point he will broadcast today's program.

HERBERT R. KENDRICK, station and commercial manager of WJLS, Beckley, West Va., a visitor here. Called yesterday at CBS.

LES SPENCER, assistant manager of WHIO, Dayton, back at the Ohio offices after a short business trip to New York.

ELIZABETH BEMIS, CBS news commentator, visiting friends at WLW-WSAI, Cincinnati, on her way from Hollywood to New York. She formerly was a newscaster on WLW.

KAROLE SINGER, vocalist on the "Gloom Dodgers" program heard over WHN, goes down to Fort Hancock today to entertain members of the Coast Guard stationed there.

JACK L. VAN VOLKENBURG, assistant to the manager of the CBS central division, in St. Louis conferring with Merle S. Jones, general manager of KMOX, and Wendell Campbell, his assistant.

Raymond Scott-Sinatra To Head CBS Sustainer

(Continued from Page 1)

Frank Sinatra and guests. Herb Polesie is producer and Larry Berne, will direct.

CBS's "Forty Chicagoans" today becomes a regular Wednesday night sustaining feature. The show, a blend of modern and classical music, originates at WBBM, Chicago, 12:05-12:30 a.m., EWT. Featured are Caesar Petrillo and orchestra, romantic balladeer Jack Fulton, the Robert Childre Choir and guest soloists.

Patterson-Winchell Trial Gets Under Way Monday

(Continued from Page 1)

was promptly and emphatically spurned by Winchell.

John Sirica and Walter Barry, the latter of Coudert Brothers, New York, will be the Winchell attorneys, with Rudolph Yeattman representing Mrs. Patterson.

Cross As Emcee

Milton J. Cross, Blue Network announcer, will emcee the presentation of an "E" star award to the Ford Instrument Co. at Long Island City on Friday, May 7, 6:15-6:45 p.m., EWT, over WLIB, Brooklyn.

CBC News Bureau Head To Make London Disks

(Continued from Page 1)

H. Halton of Toronto, who has been serving as a press war correspondent, has joined the CBC and has been assigned to the Overseas broadcasting unit. Canadian war action stories are to be recorded on the scene and sent to London where they will be beamed to Canada for the CBC national network.

McNeil Succeeds Boler As President Of KSJB

St. Paul—The resignation of John W. Boler as president of Jamestown Broadcasting Company, Inc., operators of KSJB, Jamestown, N. D., was announced at a special meeting of the board of directors held here yesterday. The board appointed Leonard McNeil to succeed Boler, elected D. A. Clayton as secretary, re-elected Howard S. Johnson vice-president. Harlan Ohde, re-elected a member of the board, will continue as KSJB's resident manager.

Boler retains his position as president and general manager of North Central Broadcasting System, in which he is principal stockholder. He also holds the office of president of KVOX Broadcasting Company, Moorhead, Minn.

Song-Plug Revisions Again Being Sought

(Continued from Page 1)

ent point or numerical ratings (listings to straight alphabetical listings or divisions of 10 in the to three classifications.

Coincidentally the Music Publishers Protective Association board of directors instructed its president Walter Douglass to call a meeting tomorrow at 3:30 p.m. at which time representatives of the contact music publishers and the trade press will discuss the matter. John O'Connor, music official and member of the ASCAP board of directors will be on hand also.

NOTE: About two or more years ago the same question came up following a meeting similar to the proposed above, RADIO DAILY listed its weekly song chart alphabetically but when neither the publishing industry nor other publications could make up its mind, reverted back to the usual style.

AFRA Membership Meet In New York, May 20

(Continued from Page 1)

p.m. Agenda includes: Nomination and Discussion of National Board Members; Election of N. Y. Local delegates to the Chicago Convention, and a Report of Recent Government Regulations Affecting Radio Artists.

AFRA also revealed that five of its members have been "reprimanded" by the N. Y. Local Board for failing to report infraction of Code rules. This referred in particular to doubling as actor and announcer. While the local board is empowered to impose a heavy fine, the reprimand was given instead when the testimony developed that those concerned had been ignorant of the rule.

NBC Execs Dine Tonight

The NBC executive group holds its second banquet tonight in the Grand Ballroom of the Waldorf-Astoria. Approximately 450 executives are expected to attend. At the same time, scrolls and insignia will be awarded to 232 employees comprising the NBC Ten Year Club in New York.

NOT JUST MONROE COUNTY

but WHAMland

18 busy trading centers for 43 counties, at 1/3 the cost of localized coverage.

Na'l Rep. George P. Hollingsberry Co. 50,000 Watts... Clear Channel... 1st Time... NBC Blue and Red Networks

WHAM

ROCHESTER, N. Y. - THE STROMBERG-CARLSON STATION

NEW PROGRAMS—IDEAS

"Twilight Memories"

Themes such as hope, courage, and kindness are the basis for a new program inaugurated on WTAG, Worcester, Mass., last week under the title of "Twilight Memories." Varying its subject matter, the show builds songs, poetry, commentary, and music to a 15-minute stint. Script is written by Pierrina Zampatti, WTAG copy chief. Bob Rissling, singing announcer, is heard in the vocal role, with music by a string ensemble directed by Dol Brissette, newly appointed musical director at WTAG. Program is aired Wednesdays and Fridays at 4:45 p.m., and planned to give listeners with a "thought for the day."

Sailor-Gamble

A program quiz in which sailors gamble their liberty cards against a bet of duty in the scullery has been added to the "Ahoj America" broadcast, transcribed at Chicago's Navy Pier and aired over WGN, Chicago, Tuesday nights. Sparked by Capt. (j.g.) Howard M. Paul, former scripter for WTMJ, Milwaukee, four contestants are each given a question. A chief master-at-arms stands with the sailor's liberty card in one hand and his dungarees in the other. If the Mac answers the question correctly, he goes out on liberty at midnight. If he fails, he reports the scullery for "sculldrudgery" the remainder of the evening. "Ahoj America" is written and produced by Morrison Wood of the WGN staff.

Soap-Opera Travesty

A take-off on "soap operas" is the idea being utilized over WPAT, Paterson, N. J. by the New Jersey Women Voters League, whose members, in cooperation with the State Teachers College radio workshop are presenting a series titled "Leagues-on-the-Air." The series, designed to define the civilian's attitude towards various aspects of his government in war time and to boost public morale, has been written League members under the direction of Mrs. Marguerite F. Melcher of the League's radio committee.

"Gifts For Fighters"

"Gifts for Fighters" is title of a new program broadcast Saturday afternoons over KPO, San Francisco, in collaboration with the Telenews Theaters, San Francisco "Chronicle" and the National Maritime Union. Idea was proposed by merchant seamen, asking their union chiefs to help provide recreational equipment, books, radios, records, cigarettes, clocks, etc. for sailors, soldiers and marines in the Pacific area.

The material will be transported by the men in space provided in their own quarters aboard merchant ships. Feature of each show will be an interview of a heroic merchant seaman, and will be conducted by announcer Bill Roddy.

Council On Books

Two authors whose books went up in flames in Nazi Germany ten years ago, and a third who witnessed the burning of the books in Berlin, will be heard in a special tenth anniversary program, called "Books Never Die," over WQXR, N. Y., at 4:15 p.m. Monday, May 10. The two authors whose books were burned are Sinclair Lewis and Eve Curie. The third, a native of Germany, is Bella Fromm, author of "Blood and Banquets."

Presented by the Council on Books In Wartime, the program will review the infamous book-burning episode. Lewis, Nobel Prize winner and author of the recently-published "Gideon Planish," will discuss the reaction of an American author whose books were destroyed throughout Germany.

Miss Curie, author of the biography of her mother, "Mme. Curie," will give her observation of the Nazi psychology as evidenced in the burning of the books.

Shipyards-Baseball

To emphasize its need for help, a shipyard is sponsoring Sunday baseball broadcasts over KROW, Oakland. Station believes that the Bethlehem-Alameda Shipyards tie-up with the airing of the Oakland team's games, marks the first time that a shipyard has sponsored baseball on the air. Games are miked by Sportscaster Hal Parkes.

CBS Artists Plan Show For Coast Guard May 11

CBS artists will put on a show at the Manhattan Beach Coast Guard Training Station, Brooklyn, on May 11. Bob Hawk will emcee the show, which will feature Baritone Walter Cassell, Jeri Sullivan, soloist on the "Jazz Laboratory"; Organist Louise Wilcher, who will accompany the "Landt Trio & Curley." Elizabeth Reller, star of "Young Dr. Malone" will supply a dramatic bit, and Nat Brusiloff, orchestra leader on "Thanks to the Yanks" will participate in comic relief.

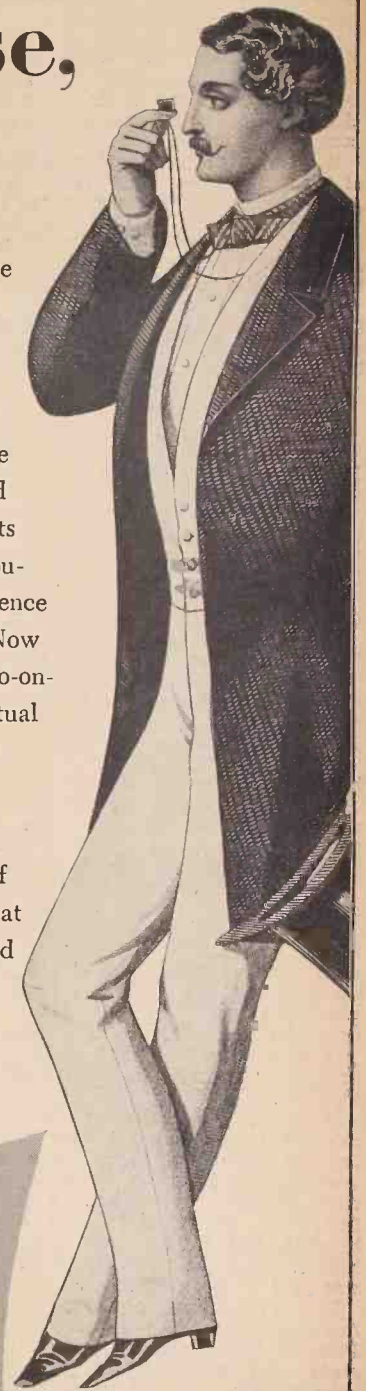
The Duse, you say!

Yes, WOR-Mutual's new theatre of the air is the same famous Guild Theatre that thrilled to the magic words of Shaw, of Shakespeare, of Molnar. And yes, the magnetic voices of the Lunts, and Dudley Digges and Helen Hayes helped to mellow its wood and hallow its name. Thousands have sat in the Guild audience in 18 years of good theatre. Now millions can flip their dial to "two-on-the-aisle" at the New WOR-Mutual Theatre.

Well, that's WOR for you. Ever progressive, thinking of its responsibility to its listeners. If you can be proud and humble at the same time—we're that. And now, we ring up the curtain on what we hope will be a fresh success.

THE NEW WOR-MUTUAL THEATRE

245 West 52nd Street,
in New York



That power-full station

WOR

at 1440 Broadway, in New York

W THE PROOF IS IN THE LISTENING

P

E

N

Philadelphia

5000 WATTS • 950 ON THE DIAL

Affiliated Station of the Atlantic Coast Network

RADIO DAILY

Los Angeles

By RALPH WILK

KEN CARPENTER, "Great Gilder-sleeve" announcer, moves to Beverly Hills June 1. He's sold his Hollywood hillside home, as a rubber conservation move.

Known as the "singing troubadour" of several coast-to-coast radio programs, Johnnie Johnston appeared on the Minter Field KHJ-Mutual Don Lee network show "Flying High." Johnson, who is under contract to Paramount, attracted much attention when he sang "Black Magic" in "Star Spangled Rhythm." "Flying High" originates from KMPC and is a regular Monday evening feature of the network.

Since no lovely heroine ever says, "Darling, I lub you—ah-choo!" . . . it was with a little trepidation that Lurene Tuttle faced the Columbia mike to play Nurse Judy to Jean Hersholt's "Dr. Christian," Suffering from a cold in the head and expecting to sneeze any minute, Lurene nevertheless, by dint of her acting artistry, managed to come through with a sterling and coughless performance.

San Francisco has signed Baritone Carlos Ramirez, singing star of "Grapevine Rancho," to sing in the opera, "Gypsy Baron," for two weeks beginning May 10. He will fly to Hollywood for the weekly broadcasts.

Edythe Whitley joined the Blue Network staff in Hollywood, as secretary to Milton Samuel, director of publicity. Miss Whitley came to California five years ago from Chicago, and comes to the Blue from Occidental Life Insurance of California.

What makes Virginia sneeze? That is the question everyone is asking after the paroxysm that seized the distaff side of the Andy and Virginia team during their Blue Network broadcast the other morning. There was a definite hint that something in the studio was causing the lusty kerchoos.

When CBS newscaster Truman Bradley returned home last week from a week's vacation, he found that time had by no means stood still during his absence. A new family of baby chicks had been hatched, and their Persian cat had kittens. Only their dog, said Bradley, was glad to see them back.

Due to his efforts in playing shows for servicemen, the Beverly Hills Post of the American Legion has made George Riley an honorary colonel. Riley is the comedy star of the "Gilmore Furlough Fun" show heard over KFI and the Pacific network, Friday nights and also plays featured roles in pictures.

Lisa Sergio Wins Award

Lisa Sergio, WQXR news commentator, will receive one of the three awards being presented by the New Jersey Women's Press Club. Miss Sergio, who is being cited as the best woman commentator in radio, is heard three times weekly in behalf of Botany Worsted Mills, and five times weekly as a sustaining.



Notes From A Ringside Seat. . . !

● ● ● Word reaches us from Sunny California that Ben Bernie is on the mend and will be back on the networks in the not-too-distant (we hope) future. . . . A new radio show called "Palace Hotel," is being peddled. . . . Show will star Edward Everett Horton supported by Patsy Kelly and Nicodemus Stewart. . . . The appeal, made Monday morning on the "Meet Frances Scott" WHN program by Lady Beecham, asking British Subjects here in America to donate to the Red Cross Blood Bank, was so eloquent that a recording of the program was made and sent to Winston Churchill. . . . When the Andrews Sisters open a six-week engagement June 16 at the N. Y. Paramount, the trio will add \$45,000 to its taxable income. . . . thence to the Universal Studios for roles in "That Ole Black Market" . . . The Tyrone Power "Crash Dive" Jimmy Dorsey Band combo, is doing things to Roxy Theater box-office records. . . . Radio producer Hi Brown's head is being 'busted' by sculptor Chaim Gross. . . . but the size of the image will be one and a half times the actual dimensions. . . . tee-hee-Hi. . . . Lieutenant E. P. H. (Jimmy) James, former Blue Network publicity head, is recuperating at a base hospital from an operation.



● ● ● A year ago Edwin Wolfe, gave up radio directing to devote his efforts entirely to writing. . . . despite many lucrative offers to direct and act, Wolfe resolutely stuck to scripting. . . . tonight his first script for the Blue Network "Hap Harrigan" series, which he has been signed to write, goes on the air. . . . Gene Rodgers, piano player with the Erskine Hawkins orchestra, will shortly leave the band for 'solo' work. . . . his first name will be spelled 'Genius' after the public gets a load of his pianotions. . . . Frank Sinatra opens a two-week stay at Frank Dailey's at Newark, followed by a return booking at the Paramount and thence to Hollywood for the lead opposite Michele Morgan in RKO's "Higher and Higher" . . . Connie Haines, Camel Caravan canary, opens tonight at Ciro's in Hollywood. . . . Betty Jane Tyler will be 'the little girl' in tonight's "Manhattan At Midnight" Blue Network drama. . . . Vaughn Monroe's band manager, Sid Robrisch is the proud pappy of a baby girl. . . . Arlene Frances, doubling between the Broadway stage success "The Doughgirls" and the NBC show "What's My Name?" goes to the LeRoy Sanitarium after each performance for much-needed rest. . . . Morton Downey is preparing an autobiography titled ". . . and then I sang" (with the title just that way). . . . J. D. (Mac) McTigue, formerly with NBC and later Blue Network Press Dep'ts wants to say 'hello' to the gang from North Africa where he is doing 'Propaganda Patrol'.



● ● ● When Michael O'Shea faced the "Double Or Nothing" mike recently he not only donated all his winnings to the "Stage Door Canteen" but committed his boss, Hunt Stromberg, to match the donation. . . . Several moons ago, Ben Pratt repeatedly told all and sundry of the talent possessed by Hope Emerson. . . . we thought that Ben had utilized the acme in descriptive adjectives until we started to get column 'Hope'fuls on the Em(p)erson from NCAC. . . . At Sam (Fanchon & Marco) Shayon's office yesterday, we heard a recorded program emceed by Marian McCreedy. . . . the 'easy-to-listen-to-voice' made us ask questions. . . . we learned that Marian, not only is also 'easy to look at' but had studied dramatics under Eva LaGallienne, had appeared on Broadway in "Big Sister" and "Pretty Kitty Kelly" and for the past three years had been disc-jockeying a participation-commercial show over WKAT in Florida with marked success. . . . just a tip to Air Moguls who, especially after the NAB meet, realize that female replacements, due to the manpower shortage, are now in order.



— Remember Pearl Harbor —

NBC BASIC STATION IN THE "LAND OF PLENTY"

WILMINGTON
DELAWARE
1150 KC

5000
WATTS
DAY & NIGHT

5000
WATTS
DAY & NIGHT

Sales Representative

PAUL H. RAYMER

GUEST-ING

EARL GARSON, who served in Asia as gunner on a tank, on the jammy Kaye program, today (WJZ-CBS, 8 p.m.).

HEAR ANSEL MOWRER, foreign correspondent and Pulitzer Prize winner; **SEN. EDWIN C. JOHNSON**, Colorado, member of the Senate Foreign Affairs Committee; **MAJ. GEORGE FIELDING ELIOT**, military attaché for the New York "Herald-Examiner," and **JOHN TORPATS**, author of "The Economic Basis for World Peace," discussing "Should We Participate in a World Police Force," at the America's Town Meeting of the Tomorrow (WJZ-Blue Network, 8:30 a.m.).

E. BROWN, describing his life in the South Pacific war zone, on "March of Time," tomorrow (WJZ-NBC, 10:30 p.m.).

CHARLIE RUGGLES, on Ransom's "Grapevine Rancho," tomorrow (WABC-CBS, 8 p.m.).

EDGE EVANS, on Stella Unger's "Hollywood News Girl," Friday (WJZ-Blue Network, 2:45 p.m.).

MA ZORINA, ballerina, in an edition of "I Married an Angel," on "Philip Morris Playhouse," today (WABC-CBS, 9 p.m.).

T. WILLIAM W. BRAZNELL, pilot of American Airlines, and **WAIN**, on "Double or Nothing," today (WOR-Mutual, 9:30 p.m.).

HAEL O'SHEA, featured in the "Lady of Burlesque," on "Armstrong's Theater of Today," Saturday (WABC-CBS, 12 noon).

THUR F. BRIDGE, president of the American Gas Association, discussing "Nutrition Under Rationing," on "Billie Burke's Fashions in Radio," Saturday (WABC-CBS, 11:30 p.m.).

SEARS P. DOOLITTLE, senior pathologist in the Agricultural Research Administration of the U. S. Department of Agriculture, on the "Open Gate" program, Saturday (WABC-CBS, 9:30 a.m.).

ALBERT EDWARD WIGGAM, author for his "Let's Explore Your Mind" material, on the "Bergen County" program, Sunday (WEAF-WABC, 8 p.m.).

CBS Schedules Hoover

President Herbert Hoover and General Thomas Holcombe, Commanding General of the Marine Corps, will be the principal speakers at the meeting of the Wartime Conference of the Boys Clubs of America broadcast over the Mutual network, Friday, May 7, from 9:15-9:30 p.m. (WJZ).

NEW BUSINESS

WFAA-WBAP, Dallas and Fort Worth: Texas Textile Mills, through Tracy-Locke-Dawson, 15-min. news, one per week for 52 weeks; Helbros Watch Company, through Ray Hirsch Co., N. Y. C., five-min. program, two per week, for 52 weeks; Walker's Austex Co (Chili), through Crook Adv. Agency, one ann. per week, for 52 weeks; Campbell Cereal Co. (Malt-O-Meal), through H. W. Kastor & Sons, six anns. per week, for 6 weeks; Interstate Cotton Oil and Refining Co. (Mrs. Tucker's Shortening and Meadowlake Margarine), three trans. anns per week for 52 weeks; National Biscuit Co. (Shreddies), through Federal Adv. Agency, Inc., three anns per week for seven weeks; Harmonson Chick Hatchery (Baby Chicks), through Couchman Adv. Agency, three programs per week, 156 programs; Grove's Laboratories (B-Complex & Cold Tablets), through Russel M. Seeds Co., five trans. programs per week, 151 programs; Lever Bros. Company (Swan Soap), through Young & Rubican, Inc., 15-min. news; 3 per week, 78 programs; Blosser Company (Medicated Cigarettes), through Atherton & Currier, Inc., three anns. per week, 26 anns.; Dr. Pepper Company, through Tracy-Locke-Dawson, Inc., trans. anns., six per week, 312 anns.; Colgate-Palmolive-Peet (Palmolive Soap and Super Suds), through Ted Bates, Inc., trans. anns., 16 per week, 747 anns.; Miles Laboratories, Inc (Nervine), through Wade Advertising Agency; trans. anns., five per week, 65 anns.

Beech-Nut Packing Co. (Beech-Nut Gum), through Newell-Emmett Company, spot anns., two per week, 26 anns.; Columbia Pictures (Movies), through Weiss & Geller, studio programs, two per week, 16 programs; Kerr Glass Mfg. Corp. (Jars), through Raymond R. Morgan Co., spot anns., five per week, 52 anns.; McKesson & Robbins (Calox Tooth powder), through J. D. Tarcher & Co., spot anns., five per week, 260 anns.; Church & Dwight (Arm & Hammer), through Brooke, Smith, French & Dorrance, Inc., spot anns., six per week, 312 anns.; Chase Candy Co. (Cherry bar), through Potts-Turnbull Co., trans. anns., one per week, 13 anns.; Macfadden Publications, Inc. (True Story Magazine), through Raymond Spector Co., transcriptions, one per week, 52 or more; Studebaker

WCBI, Columbus, Miss.: Four-County Electric Power Association, two 15-minute farm programs weekly; Lusk Cleaners and Dyers, daily newscast featuring John Brinn; Roy's Walgreen Drug Store, daily newscast featuring John Brinn; McCain Uniform Company, Birmingham, Ala., daily sportscast featuring Robert Bryant; Grapette Bottling Company, Columbus, sponsorship of the Fulton Lewis, Jr., broadcasts off Mutual, Monday through Friday; City-Wide Victory Crusade, one hour and 15 minutes nightly for three weeks; Plough, Inc., Memphis, Tenn., through Lake, Spiro, Sherman Agency of Memphis, one-year contract for a minimum of 500 anns.; B. F. Goodrich Store, Columbus, broadcast from the store and sidewalk, celebrating opening of its new departemts, this show to be followed by other programs as yet undetermined.

WSAZ, Huntington, West Va.: O. J. Morrison Department Store, Blue Network program, "Mystery Chef"; Guyan Creamery, Blue Network newscasts of Martin Agronsky; Mootz Bakery, through W. E. Long Co., "Do You Know the Answer"; Pepsi-Cola, two anns. daily, Mondays through Saturdays, for 16 weeks; General Foods (Post Bran Flakes), three-minute spots daily, Mondays through Fridays, for 13 weeks.

Corp. (Automobiles & Service), through Roche, Williams & Cunyningham, Inc., news, three per week, 64 programs (renewal); Pillsbury Mills (Pillsbury Pancake Flour), through McCann-Erickson, Inc., trans. anns., five per week, 40 anns.; Procter & Gamble (Oxydol), through Blackett-Sample-Hummert, transcriptions, five per week, 262 in all; Nesbitt Fruit Products (Nesbitt's Orange), through M. E. Kelso Co., transcribed anns., to be determined; Norwich Pharmacal Co. (Pepto-Bismol), through Lawrence C. Gumbinoer Adv. Agency, trans. anns., six per week, 156 in all; Reader's Digest Assn., through BBD&O, spot anns., three per week, 39 anns.; Kellogg Company (Kellogg Rice Krispies), through J. Walter Thompson Co., spot anns., 10 per week, 200 anns.; Progressive Farmer Ruralist Co. (Progressive Farmer Magazine), through Silver & Douce Co., transcriptions, three per week, 39 in all.

FTC Cites Diathermy Co.

Misrepresentation in radio, newspaper and booklet advertising is charged against United Diathermy, Inc., Philadelphia, in a complaint issued by the Federal Trade Commission. The company's device designated "United Short Wave Diathermy" is dangerous when used by the unskilled lay public, FTC contends, and not, as the ads would have one believe, a device one is safe in using without the aid or supervision of a physician.

Wedding Bells

The wedding bells continue to ring at KIRO, Seattle. Mary Helen Thyman, member of the staff, has been married to Lt. Thomas D. Wells, USNR. Norma Nellis, station's program editor, and Ted Baughn, announcer, recently commissioned, are now honeymooning.

Horace W. Nichols, manager of WHAI, Greenfield, Mass., and Clare E. Stebbins, non-pro, of Millers Falls, Mass., were married recently.

AGENCIES

J. M. MATHES, INC., has announced the election as vice-presidents of Dr. O. L. Tinklepaugh and Howard W. Newton, the former as director of research and the latter as head of the copy department.

STANDARD ADVERTISING REGISTER has completed its 28th annual edition. Agency, media and national advertiser information is classified.

NATIONAL INDUSTRIAL ADVERTISERS ASSOCIATION will hold its Atlantic Regional conference in the Hotel Biltmore, New York, on Friday.

WILLIAM H. BEATTY has rejoined the Detroit office of N. W. Ayer & Son, Inc., after having spent slightly more than two years with R. L. Polk & Co. He will be in charge of new business.

EDWIN A. ROBERTS has joined Peck Advertising Agency as art director. He formerly occupied the same post with O'Dea, Sheldon & Canaday.

FREDERICK H. NICHOLS has joined Kenyon & Eckhardt, Inc., as an account executive. He formerly was associated with Kelly, Mason, Inc.

PETTINGELL & FENTON, INC. have been appointed advertising counsel to Sarnoff-Irving, Inc., manufacturers of Halbrook Hats and operating 38 men's wear chain stores throughout the country under the new name of "Woodrow Stores for Men." Immediate advertising will consist of daily radio sports programs in 10 cities.

Pix Premiere On WLW

Cincinnati — WLW will broadcast tomorrow a special radio prelude of the RKO movie "This Land Is Mine" which opens on May 7 at the Albee Theater here in a WLW-50 city world premiere. On the radio prelude will appear Maureen O'Hara, Walter Slezak, Nancy Gates and Kent Smith, stars in the film. They will be heard in a dramatized version of the movie being written by Van Woodward, head of WLW's continuity department. The stars will also appear on a number of regular WLW broadcasts Thursday and Friday.

AVAILABLE

Experienced radio couple desire connection with same Eastern or Southern state station. New York radio news editor, publicity director, can write sports, war commentaries, etc.; former U. S. Marine, now in 4-F. Wife is expert organist, pianist, composer; own music library, AF of M member. Willing to purchase and install Hammond studio organ. Write or wire Radio Daily, Box No. 150, 1501 Broadway, New York City.

NRC Steering Group Fills Three Vacancies

(Continued from Page 1)

is to carry on in the Newspaper-Radio hearings before the FCC includes the following (three being mentioned above):

Harold Hough, Chairman, Ft. Worth "Star-Telegram," Ft. Worth, Texas; Walter J. Damm, Vice-Chairman, Milwaukee "Journal," Milwaukee; Dean Fitzner, Treasurer, Kansas City "Star," Kansas City, Mo.; John E. Person, Williamsport "Sun," Williamsport, Pa.; A. H. Kirchhofer, Buffalo "News," Buffalo, N. Y., and Col. Harry M. Ayers, Anniston "Star," Anniston, Ala.

Gardner Cowles, Jr., Des Moines, resigned on account of his position with the Office of War Information. Guy C. Hamilton, Sacramento, resigned because he is not active now. D. Tennant Bryan, Richmond "News-Leader"; Jas. M. Cox, Jr., Dayton, Ohio, and Jack Howard, of the Scripps-Howard newspapers are all in the armed forces.

To the Colors!

CHARLES PENMAN, producer-actor at WGN, Chicago, has been commissioned a lieutenant (s.g.) in the Navy and has begun duty at Fort Schuyler, N. Y. C. An officer in the British Navy during the last war, Penman received his commission 22 years to the day after resigning from His Majesty's Service.

—vvv—

EVERETT F. GOODMAN, vice-president of Harry S. Goodman Radio Productions, has enlisted in the U. S. Army for Officer Training in the Chemical Warfare Corps. This makes the eighth member of the organization to join the Armed Forces.

—vvv—

JACK MOSMAN, an assistant director in Network Operations, has resigned from CBS and is now an ensign in the U. S. Navy. WILLIAM BROPHY, in charge of CBS' night page staff, has also joined the Navy. He will be an apprentice seaman.

—vvv—

HAROLD LAMPEL, night news editor and announcer of KTAR, Phoenix, Ariz., has reported for duty with the U. S. Army.

—vvv—

WILLIAM MOORE, West Coast manager for the William Esty Advertising Agency, has been commissioned lieutenant (j.g.) in the United States Naval Reserve.

—vvv—

WALTER (WALLY) SHELDEN, former WCAU, Philadelphia, announcer has received his commission as second lieutenant from the Army Air Force Communications Cadet School at New Haven, Conn. Lieutenant Shelden is reporting for duty in Florida.

—vvv—

RUTH FARWELL, Yankee Net music department head, leaves for the Lady Marines the end of May.

Sarnoff's 1st Quarter Report Envisions Future Radio-Tele

(Continued from Page 1)

ers and called attention to the three Army-Navy "E" flags, with stars, for continuous meritorious service, which have been awarded to three different RCA plants for outstanding achievement in the production of war equipment.

These honors have been received by the RCA Victor Division at Camden and Harrison, New Jersey, and by the Radiomarine Corporation of America, of New York, the latter also having been awarded the United States Maritime Commission's "M" Pennant and Victory Flag. All of these production battle flags were on display at the meeting.

Messages from Gov't Officials

Letters and telegrams from high-ranking officials of the Government, expressing appreciation for valuable research, production, and communication services which RCA workers are performing, were also on exhibit. Their messages praised the prompt delivery of equipment. They emphasized RCA's high standards of engineering and workmanship, and told of the excellent performance of RCA apparatus in combat.

Net profit of RCA, after taxes, for the first quarter of 1943, was \$2,595,000, Sarnoff revealed. This figure of net profit compared with \$2,667,000 for the same period last year, a decrease of \$72,000, or three per cent.

Net profit, before taxes, for the first quarter of 1943 amounted to \$8,936,000. This represents an increase of \$1,371,000, or 18 per cent over the same quarter in 1942.

Consolidated gross business of RCA during the first quarter of 1943 was announced by Sarnoff as amounting to \$67,283,000, compared with \$44,141,000 in the first quarter of last year, increase of \$23,142,000 52 per cent.

Federal income taxes amounting to \$6,341,000 are provided for the first quarter of this year. This represents an increase in taxes of \$1,443,000, or 29 per cent over the same quarter last year.

Radio's Role Reviewed

The earnings per Common share for the first quarter of this year were 12.9 cents and the estimated Federal income taxes, 46 cents per share. A year ago, the first quarter earnings were 13.4 cents and the taxes, 35 cents per share.

Reviewing the important role that broadcasting is playing in the war effort, Sarnoff said that the broadcasting services of RCA—the National Broadcasting Company and the Blue Network Company—by contributing time, facilities and talent, are participating daily in the war program both at home and abroad. Thousands of special wartime announcements have been broadcast by both NBC and the Blue Network, and War Bonds totaling many millions have been sold and continue to be sold over these networks. Many of their programs are being short-waved to the American forces overseas. Because of a free

radio and a free press, Sarnoff said American people are the best informed in the world. Sarnoff further said in part:

Broadcasting

"Another branch of our activities is radio broadcasting. It is the form of radio most directly associated with our daily lives. You, as listeners, know at first hand the important role that broadcasting is playing in the war effort.

"The broadcasting services of RCA—the National Broadcasting Company and the Blue Network Company—by their contributions of time, facilities and talent, are participating daily in the war program both at home and abroad. The American people, because of a free radio and a free press, are the best informed in the world. The tremendous public interest in news has led to great expansion of news broadcasts. Radio has become the public ear to the war.

"Thousands of special wartime announcements have been broadcast by both NBC and the Blue Network. War bonds totaling many millions, have been sold and continue to be sold as a direct result of radio appeals.

"The advertising sponsors continue, in wartime as in peace to be keystones of the American system of broadcasting. To them a salute is in order, for they are carrying on with splendid programs to entertain the people of this country amid the tiring tasks of war. Many of their programs are being shortwaved to the American forces overseas.

"In the domain of classical music, the NBC Symphony Orchestra, under the direction of Arturo Toscanini and Leopold Stokowski, recently concluded a most successful season in service to the nation-wide audience of the NBC network. The Metropolitan Opera broadcasts and the Boston Symphony Orchestra, with Serge Koussevitzky conducting, on the Blue Network, also have made notable contributions to the 1942-43 concert season.

"On the lighter side—an incident frequently occurs on the radio that reveals the widespread coverage of modern broadcasting. Many of you probably read the story, which was front-page news at the time, telling of the avalanche of pennies which reached a Staten Island lady, who missed a question on NBC's "Truth or Consequences" show. The announcer made a 20-second appeal to every listener to mail a penny to Mrs. Dennis Mullane, to buy war bonds for her son in the U. S. Marines. Proof that America was listening was soon in evidence, for more than 300,000 pennies were received in 204,000 letters. It required 200 extra clerks to handle the mail from every State in the Union, and Canada.

Radio's Post-War Outlook

"Now let us look ahead. Post-war radio promises outstanding opportunities for American enterprise. Research and invention, the lessons learned in the war, and the accumulated demand caused by obsolescence, all will be released to re-cast radio for its new role in a world that has been made smaller by aviation and by radio itself.

"Radio is not primarily an instrument of war. It is above all things an indispensable implement of peace and culture. In our country it is a servant of the people, regardless of geography, of age, or creed, or color. In the interest of the Nation and its welfare, we must not lose sight of the part radio will play in the future. Although we must first serve the present—lest there be no future—it is our duty to look beyond the horizon of war to survey our task in helping radio to meet post-war responsibilities.

"When peace shall have come, radio promises to electrify the industries of peace as it has electrified instruments and industries of war. With peace will come new industrial opportunities and world-markets, new services and greater efficiency enhanced by wartime lessons in conservation. These opportunities will bring problems that will call for clear thinking not only nationally but on an international scale as well.

"Radio is the one agency of mass communication which can bring all people everywhere within earshot of the great problems of peace and of the social and economic solutions that will be proposed. The war has proved the effectiveness of international short-wave broadcasting. Radio has won distinction as 'the Voice of the Freedoms.' It can be the world-wide voice of peace for

Montreal Takes Steps To Kill Tax On

(Continued from Page 1)

Quebec legislature later in the year. He said cancellation would be in view of the fact that sales tax revenues had increased \$1,000,000, \$6,000,000 in the past year while the two "nuisance" taxes netted only \$585,000. Councillor J. G. Ratelle made a motion to amend the bill cancelling these two taxes and the Council agreed.

Don Lee Tele Includes Live Talent Program

Los Angeles—Continuing its television Monday night 1½ hour television broadcasts despite the curtailment of set manufacturing, a program titled "Victory on the Kitchen Front" was presented Monday night from the Don Lee System W6XAO atop Mount Lee, Hollywood, Cal. Demonstration and discussion on rationing, nutrition and the making of lunch boxes was produced by Norma Young, home economist, KHJ-Don Lee, and Essie Elliott, home economics director of California Growers Exchange.

The television broadcasts are scheduled to continue through Dec. 27,

whatever agency the victorious United Nations may agree to set up to preserve peace of the world. The promotion of good will, the reconstruction of the world, and the competition for new markets will require still greater expansion in the field.

"War has brought terrific energy to fields of discovery and development, none more than the radio. It was Winston Churchill recognized this fact he recently pointed to 'the ceaseless improvements in wireless and the wonder radio location applied to the arts of peace as one of the great opportunities that war will bring. He observed that rural areas ought to compete in attractiveness with the great cities when television is added to radio and the movies.

Cites Post-War Possibilities

"Radio instruments will emerge from war almost human in their capabilities. They will possess not only a sense of direction, but a sense of detection that will new avenues of service. The radio direction finder, which heretofore had only an eye, now also has an eye. The safety of aviation will be greatly enhanced for the aviator will be able to see the ground through clouds or darkness. By the scientific application of the radio echo, the radio 'eye' will measure the altitude and warn of mountains ahead or structures below.

"American inventive genius contributed much to the creation and perfection of great offensive and defensive weapons, known in the United States as Radar. The means radio detecting and ranging. I am happy to report that RCA Laboratories have been in the forefront of Radar research and development. The radio-electron tube, the key to its application. To prevent information from reaching the enemy which might facilitate their development of Radar, the United States was restricted in the United States until recently. I believe now can be said that by the use of radar and especially Radar, the United Nations have been able to avert many disasters, save precious lives, and inflict severe damage upon their enemies."

Television and Radar add new dimensions to radio; wireless telegraphy was its first dimension, and broadcasting its second. Application of these new developments of radio to peace, opens new fields of service on land, at sea, and in the air.

Much Spot News Future Tele Policy

(Continued from Page 1)

of action, even if the broad-
casts have to promote a sports
or two. This will be supple-
mented by the visual equivalent to
the articles, as the television pro-
gram take the mikes into industrial
or other institutions and or-
ganizations to show the inner work-
ings. This general program policy
outlined here by Noran E.
manager of NBC's television
department, who qualified his com-
ment with the admonition that these
developments his department
to visualize now. New ideas
changes may come along later.
As he develops, however, he as-
serts television will have to offer
more, better and different
than which is already provided
by sound radio and motion pic-

Report Hollywood Preparations

It is reported that one of the
talent booking offices here was
opening its Hollywood office in
preparation for television production.
The execs are going along on the
same lines, as they see it, that post-
war television will consist primarily
of broadcasting rather than live
performances. The execs opined that
reductions thus far have not
met the standards of sound broad-
casting, and that to compete with the
glamorous flash of motion pictures,
television production would be
different. In as much as Hollywood
is the center of the film industry, the
radio office feels that there tele-
production will center too.

Offers "Ringside Seat"

NBC exec, noted, in return,
television serves only to re-
create film, the invention is being
improved. The device is the only one,
invented, which can offer the
viewer a ringside seat—an
attendance—and stands a
good chance in competition with
entertainment media, by using
to contribute to its fullest extent.
Another angle Kersta brought up
was his visualizing on the
television programming. The
supply of film production could
keep television going very long
until full schedules are resumed, he
stated. He reiterated the caution
has been offered by the engi-
neers of equipment manufacturers,
that the public is ex-
posed too much in the immediate
future.

Stork News

George Olenslager, head of the Blue
Network's information division, is the
father of a second daughter, Christine.
The news was transmitted on an in-
formation memo under the head-
line "Future Blue Network Listener."

New KLZ Announcer

Barry Currihan has joined
the announcing staff of KLZ, here.

PROMOTION

"Hitler" Pincushions

"Hotzi Notzi" pincushions, like the
one with Hitler's face on President
Roosevelt's desk, are the prizes being
offered by 51 stations promoting as a
conservation sewing contest. The
pincushions, together with complete
data on the contest, and 15-minute
scripts once a month are provided
without charge by the Feature
Bureau, N. Y., for women's radio
programs.

Among the stations under contract
to run the contest, exclusive in their
territory, are WIOD, Miami; WFMD,
Frederick, Md.; WLOG, Logan, W.
Va.; WESX, Salem, Mass.; WMT,
Waterloo, Ia.; KGTW, Kearney, Neb.;
WFLA, Tampa, Fla.; KBUR, Bur-
lington, Ia.; WMRP, Lewistown, Penn.;
KGVO, Missoula, Mont.

UP In California

"First In California" is the title of
one sheet mailing piece being dis-
tributed by United Press to show
which stations in the state use UP
service. An outline map of Cali-
fornia is dotted with men at call-
lettered mikes in the 30 cities using

Report 129 Renewals For Kermit-Raymond Corp.

Kermit-Raymond Corp., reports that
in the last eight days 129 renewals
have been signed for the second 13
weeks of the transcribed "Famous
Fathers" program. These 129 renewals
include stations in 36 out of the 48
states.

In conjunction with the show it was
reported that the "Life With Father"
ads, currently running in Liberty
Magazine will continue, and that each
ad will slot 8 different stations carry-
ing the program.

It is contemplated by Kermit-Ray-
mond to transcribe 52 new "Famous
Fathers" shows but these plans will
be held in abeyance for another five
or six weeks with the hope that the
Petrillo transcription controversy will
be settled. If no agreement is reached
by that time the organization will
devise another sound technique to
substitute for the customary musical
breaks and bridges.

Ward Baking Buys Show For 52 Weeks On WWSW

Pittsburgh—Ward Baking Co., signed
a 52-week contract with WWSW,
Pittsburgh, to sponsor the half-hour
children's show, "Stars of the Future,"
on Saturdays from 11:30-12 noon.
Show is a combination radio-stage
presentation that is aired from the
stage of the Enright Theater. One
of the features of the show under
the Ward sponsorship will be the
Aunt Hannah costume contest open
to children; winners to receive War
Bonds and Stamps as prizes. J. Walter
Thompson Advertising Agency placed
the account through Forjoe & Co.

WTOP Follow-Up

WTOP, Washington, in connection
with the recent call letter change of
the station to WTOP from WJSV, is
issuing promotional cards with push-
button tabs attached for listeners in
three different sizes on each card,
which can be bent or trimmed to fit
any type push-button.

Letters have been sent to the 235
radio servicemen and radio retailers
in the Washington area with sets of
ten cards enclosed. The letters sug-
gest that the tabs might be passed
on directly at the time of a sale or
service. Also enclosed are postals for
requesting more of the tabs.

As a further means of distribution,
plugs are given at station breaks and
during local shows urging listeners to
request the tabs. Also, during the
recent bond selling day at the station,
those phoning in with bond pledges
were sent a set of the call letters.

Ten thousand of the cards have
been printed for the initial distribu-
tion.

The service. Piece states that UP
serves 30 of the 49 stations broad-
casting news in California.

Capital Paper Asks Biddle Action On Cox

(Continued from Page 1)

committee investigating the FCC.
Attorney General Biddle was charged
with laxity in bringing action against
the Georgian, "whose wrongdoing is
well known," the paper declared.

Charging that the Department of
Justice has been lax in bringing
action against several "higher-ups" in
recent years, the "Post" declared that:

"We know of no case, however,
suggesting such a flagrant breakdown
in the administration of justice as
that of Representative E. E. Cox.
The Department of Justice has in
its possession apparently unimpeach-
able evidence that Mr. Cox repre-
sented a Georgia radio station
(WALB, Albany) before the FCC.
Records of the FCC show that he
communicated with that agency or
its staff at least 25 times in the in-
terest of securing a license for what
is now Station WALB. The license
was granted in July, 1941. Mr. Cox
received a check for \$2,500 from the
owners of the station. To this check,
now in the hands of federal autho-
rities, was attached a voucher bear-
ing the words 'legal expense'.

"The Department also knows that
in the files of the FCC there is a
statement by C. D. Tounsley, manager
of WALB, to the effect that Mr. Cox
and his secretary performed no ser-
vices for the station in Albany, Ga.,
where it is located."

Then the statement says: "Radio
Station WALB has never at any time
and does not now have any Wash-
ington representation other than that
provided by E. E. Cox."

The "Post," declaring that the chief
of the Criminal Division of the De-

NBC Overseas Ticker For Army Sport News

(Continued from Page 1)

sports shows presented daily by the
English Section for the benefit of
American fighting forces overseas.
The opening program each day at 1:15
p.m., is a review of the preceding
day's sports results. The second offer-
ing at 3:45 is a brief report on base-
ball with highlights on other sports.

"With these three daily sports pro-
grams," said Frank Nesbitt, head of
the English Section, "we believe that
we are giving our men the complete
coverage they have requested."

Nesbitt also pointed out that the
addition of a spot for baseball scores
at 5 p.m., delivers the latest results
to England and North Africa not
more than a second later than they
are heard in this country.

"This is not only important to the
listeners over there," he said, "but
it also enables men to read about
the games the following morning. We
have learned from letters that these
scores are written down and then
used as the basis for some of the
sports columns appearing in camp
papers written by and for the men
in North Africa."

Schedule President Benes For CBS Talk May 22nd

President Eduard Benes of Czecho-
slovakia, who is scheduled to arrive
in the United States about May 12 as
guest of President Roosevelt, speaks
on "The Future of Small Nations in
Europe" over the Columbia network
from Chicago Saturday, May 22 from
3:00-3:30 p.m. EWT. It is to be his
first public address after arrival and
is to be broadcast exclusively by CBS.

President Benes will remain in
Washington about a week, then visit
New York and proceed to Chicago
where his broadcast speech is to be
given before the Chicago Council of
Foreign Relations.

Sign for WMC Course

National Union Radio Corporation
of Newark, N. J., reports that 288 of
its employees have signed to take the
"Training in Industry" course offered
by the War Manpower Commission.
They include department heads, fore-
men, leaders and potential super-
visors.

Department of Justice recommended
action against Cox many months ago,
asks whether Biddle wishes to give
the impression that prosecution is
"reserved for the meek and humble
who hold no official position. Unless
the Attorney General is ready to en-
force the law impartially, leaving
the chips fall where they may, he
will himself be guilty of gross mis-
conduct in office."

Several other publications have de-
manded action of Attorney General
Biddle within recent weeks, but this
is the first time an influential paper
in the nation's Capital has expressed
itself on the subject.



Coast-to-Coast



BELA LUGOSI, is scheduled to play the lead role in an original goose-pimple production by Milton Yakus titled "From Spirit to Flesh" over WMEX, Boston, tomorrow night. The play is one of a series programmed as "The Devil's Henchmen."

Al Robinson has re-joined the announcing staff of WRDW, Augusta, Ga. . . . Bill Wolford, staff vocalist, has been added to the announcing staff, replacing Dick Goode, who is in the Army. . . . Thurston Bennett, commercial manager, is back at his desk after a week's vacation. . . . Ben Lucas and Charles Pointel of the "Varieties" program are giving away War Stamps to fortunate listeners.

Charlotte Adams celebrated the publication of her book, "You'll Eat It Up," on April 29, with a special "Run of the House" program over WQXR, N. Y. Gaynor Maddox, food editor of the N.E.A., was Mrs. Adams' guest on the program. To discuss the new book, a cook book.

Sally Burns of WCAU, Philadelphia, program department, has joined the station's New York staff, effective yesterday. Miss Burns has been with the station for 14 years. Before coming to Manhattan she spent a vacation at Durham, N. C.

Milton Shrednik, musical director KOA, Denver, with station String Ensemble, played a concert recently at Laramie, Wyoming. . . . Public Service of Colorado has taken a weekly half-hour program "Treasure Trails of Melody," for 52 weeks, placed by station's Duncan McColl. . . . American Furniture Co. has taken thrice-weekly newscast, through Raymond Keane Advt. Agency.

WELI, New Haven, is saluting National Music Week with a number of special broadcasts: On Monday night was aired the New Haven Women's Choral Society concert; on Wednesday the Connecticut State Junior Contest Winners will be heard; and on Friday there will be a special Service Men's program.

KWK's St. Louis "Shady Valley Folks," hill billies, are making a tour of personal appearances in Missouri theaters over week-ends. Their Saturday afternoon shows will be fed

to Mutual from the towns they happen to be in. . . . Congressman Dewey Short, discussing a measure recently, recited for the Congressional Record a list of great writers of the Ozarks. He included May Kennedy McCord, station's "First Lady of the Ozarks."

Angelo Dellaira, staffer at WSB, Atlanta, Ga., limbered up on his accordion with snatches of "Pastorale." Suddenly became aware of tiny red ants crawling from the bellows and over his fingers and hands. Around the station they point to Angelo as the man who plays with ants in his "Pastorale."

Margaret Hillias, production assistant and announcer at KCMO, Kansas City, Mo., has returned to the studios after a three-day bout with the measles.

WHIO, Dayton has made special arrangements to feed play-by-play broadcasts of the Cincinnati Reds by line to public address systems at Island Park and Forest Park. Listeners at both parks will be able to hear the play-by-play reports even when network commercials interfere with broadcast of games. On Sunday, station could air only the first game of a doubleheader, but both games were fed play by play to the P-A systems.

"The Melting Pot of Freedom—WOV Makes Good Americans Out of Them All" is the title of an article to appear in June issue of the magazine Tune-In. In March, Click devoted four pages to the New York station, on "Why America's Italians Hate Fascism—The Story of WOV."

For "National Music Week" WIP, Philadelphia, scheduled programs featuring the Matinee Musical Club Chorus of 100 Women's voices, the Club's Vocal Ensemble and orchestra and the two-piano team of Dorothy Graef Smith and Ludwig Levy, and special broadcasts by artist-members of the National Folk Festival, which opens its tenth annual program at the Philadelphia Academy of Music, tomorrow.

Jesse H. Buffum, agricultural director of WEEI, Boston, celebrated last week his third anniversary with the station; got nice verbal bouquet from state's acting commissioner of agriculture. . . . Betty Berry has been added to the sound effects and transcriptions. . . . Kenneth W. Noonan, staff engineer is working a 26-acre farm. . . . Station realignments: Kingsley F. Horton to assistant manager-director of programs and sales; H. Roy Marks to assistant sales manager; Raymond Girardin to assistant program director and production manager. The shuffle was precipitated by the resignation of Lloyd G. del Castillo, who went off with RKO pictures in Hollywood.

WCCO, Minneapolis, is distributing to chaplains, for redistribution to servicemen, 400 prayer books received by the

Rev. Edwin T. Randall, who conducts "Bible School of the Air," from the Men's Brotherhood of the First Methodist Church at Fairfax, Minn.

WELI, New Haven, is supplying morning and evening 10-minute newscasts to cadets at the Army Air Force Technical Training Center at Yale University. News is compiled by the station and is heard through the cadet quarters over public address system.

Announcer Bill Hart has been named head of the "Strictly Swing Club" at WDRC, Hartford, Conn., succeeding Russell Naughton, now in the Army, as mentor of the fan organization. The program, heard Saturday afternoons, has been on the air for five years.

Rollie Williams and Robert Carpenter, have resigned as account executives of KMOX, St. Louis. Williams has accepted a position with the St. Louis Union Trust Company, while Carpenter left on May 1 for Washington, D. C., to take instructions for overseas duty as a Red Cross Recreational Director.

Lillian Bridges has taken over program operations of WTOP, Washington, traffic department, filling job formerly held by Ethel Casey, who resigned. . . . Jane Jenkins, new to the staff, is in charge

of log operations. . . . Bailey Axton has been appointed assistant program under Martin Wickett in charge of production. Axton comes directly from Wasey & Co. in N. Y. He assumed May 10.

Bob Warren, KYW, Philadelphia, announcer had a big week: He had a new commercial news program, a fine performance in the and Players' production of "The Philadelphia Story" he was given the role of the group's next play, "The Treason"; then came an RKO offer for a screen test; then followed an Army hour—with a notice he'd been classified 1-A.

WTAG, Worcester, Mass., cashed in on the broadcast of the Kentucky Derby by distributing window stickers to all stores in its listening area, calling attention to fact that Central New England's airing of the race would be over exclusively.

A new series of weekly programs titled "Mightier Than the Sword" is underway May 6 over WEVD, with Howard Fast, author of "The Day After Tomorrow," as guest. Series was conducted by John Farrar, vice-man of the Council on Books in Time and aired Thursday night 10:00.

TODAY-12:30

Luncheon of the

RADIO EXECUTIVES' CLUB

OF NEW YORK

at the Loyale

521 Fifth Ave., New York City

"ARE YOU BUYING OR SELLING"

Featuring

BETH BLACK

as Narrator

and

Speakers: JOHN HYMES and MURRAY GRABHORN.

Subject will be open to discussion by members.

Come on down. All radio people welcome—every Wednesday at

12:30. Bull Ring Bar. Members \$1.00—Guests \$1.50.

BIRTHDAYS

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

Dick Ballou Alice Faye
 Freeman Gosden (Amos)
 Harold Ogden Johnson
 Walter Kaner Tyrone Power
 Ted N. Turner Clara Saltzberg



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 23, NO. 26

NEW YORK, N. Y., THURSDAY, MAY 6, 1943

TEN CENTS

CBS Sells Philharmonic

Looking On ... AND LISTENING IN

TRIT OF CO-OP. That radio never stops to ask questions when faced with the opportunity to serve the public is again being demonstrated via the Castoria series of warnings that a "foreign ingredient" is contained in some of the recent shipments and children have been made ill as a result. Manufacturers of the syrup sought to buy time on most of the large stations here, but in each case were informed that such a sale under duress was not necessary and under the circumstances it was a public service to warn the listeners.

Thus all newscasts carried the warning as a news item, stating the facts clearly. The outlets made it plain that the announcement was not an advertisement. It is all in the day's work in so far as the broadcasting industry is concerned.

At the same time there comes an artistic note from the Blue which of course is very pleased to be the recipient of one out of the five program awards made by the Women's National Radio Committee. It is easy to see why the Blue might mention NBC and CBS in the major awards because the comparison stands all the more. Yet the network, as its advertising copy, goes much further. It cites other network and independent station awards under the Honor Mention division in which the Blue is but one to boast about.

The spirit is commendable and it's good to see the industry work that way, highly competitive as the field is, rather than the "lock down and drag out" style of copy. Latter exhibitions only serve to reflect a kind of atmosphere radio's enemies always glad to see.

Catching

Chicago—Hunter Reynolds for some time has served as engineer during the broadcasting of the Chicago-originated "Quiz Kids" program heard over the Blue Network each Sunday evening at 6:30 p.m., CWI. He enjoyed the job; entered right into the spirit of the thing. This week he was taken ill with—The Mumps, Hunter requests, "No kidding, please!"

Gratitude!

Blind for six years, Anthony Lo Brace regained his vision recently. Sight restored, he took inventory of things that had helped bring brightness into his dark hours. Number one was WOV, N. Y., Italian comedy team, the "Cipuduzzas." First thing he did was write them a fan letter telling what happiness they'd provided and apologizing for his handwriting, as it was the first letter he'd written in six years!

Four Clients Renew Shows On Columbia

Four network renewals have been set over CBS, two being the "Gay Nineties Revue" and "The Prudential Hour." Two others are daytime serials sponsored by General Mills. United States Tobacco Co. and Prudential Insurance Co. of America yesterday renewed their CBS programs, "Gay Nineties Revue" and "The Family Hour." Beginning its ninth year of consecutive broadcasting on Columbia, U. S. Tobacco renews for

New Programs In East Expand JWT Radio Dept.

Additions of several new shows in the East has resulted in the radio department of the J. Walter Thompson Co. showing rapid expansion since the first of the year, with considerable rise in the personnel. Movements

Freedom Of Radio Keynotes Speeches At W N R C Awards

Decca 1st Quarter Profit Placed At \$204,563 Net

Consolidated net profit of Decca Records, Inc., for the three months ended March 31, 1943 amounted to \$204,563 (unaudited) after provision of \$241,932 for all estimated income and excess profits taxes in accordance with the 1942 tax law. This is equal to 53 cents per share on the 388,325

U. S. Rubber Buys Full Organization For 52 Weeks On Complete Network; Deal Involves \$1,500,000

April-Listeners Up Compared To Year Ago

Strong gains in April listening audiences for many of the 123 network sponsored programs are noted as compared to a noticeable decrease in April of 1942. Actually 10.6 per cent of the network shows revealed definite gains, for the past month, while a year ago approximately 49.6 per cent of the programs showed losses;

Penaranda's U. S. Visit Highlighted Via CIAA

Highlights of the North American visit of President Enrique Penaranda of Bolivia will be broadcast nightly throughout all of Latin America over facilities of CBS and NBC shortwave stations beginning with the first day

Compton Signs Maj. Eliot To Bat For Gram Swing

Compton Advertising Inc., has signed Major George Fielding Eliot as a replacement for Raymond Gram Swing during the latter's vacation which starts May 31. Major

The oldest musical organization in the country, New York Philharmonic Symphony, has been bought by the United States Rubber Co. for a 52-week series of hour and one half concerts over the full CBS network starting May 23, in a deal involving approximately \$1,500,000. Concerts will be heard Sundays 3-4:30 p.m., EWT, with the full personnel of 104

See Canada's Schools Increasing Radio Use

Montreal—Complete figures as to the number of schools equipped with radio receivers in Canada are not yet available, but they are reported by CBC to be increasing steadily. It is estimated that 450 to 500 British Columbia schools listen regularly to school broadcasts, and 150 Nova

Kennedy Tells IRE Meet Of Disk-FM Possibilities

Lecture and demonstration on what was represented as "something like the future of phonographic music" was delivered last night before the

Manager's Dream

New Haven—WELI here had an opportunity to render a real public service Tuesday, and rose to the occasion. Due to a temporary power failure in the plant of Winchester Repeating Arms, the company officials requested WELI to take to the air at 6:30 a.m. half-hour earlier than usual, to notify the Winchester employes of the breakdown.

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FINANCIAL

(Wednesday, May 5)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

New Programs In East Expand JWT Radio Dept.

(Continued from Page 1) among old personnel and additions include: Producer C. Maurice Holland, transferred from Thompson's Hollywood office; producer Howard Williams; writer-producers Harry Herrmann and Ed Rice also, transferred from Thompson's Hollywood office.

Station relations contact now joined by Louise Spalding; copy writers Joan Albers; Helen Brown, Jean Knox Ellis, James Kennedy, Phyllis Merrill and Dorothy Sanchez; script writers Robert Cenedella, Ed Ettinger and Ted Key; radio publicity Wilma Dobie, Al Durante and Edythe Hayward; play reader Constance Havrila; and secretaries Helen Dale, Lillian Daly, Ellen Dobbs, Lucile Kite, Joan Schenck, Lila Sleeter and Ann Turner.

Renewals Prove Results

WTBO

820 Kc. Cumberland, Md.

Penaranda's U. S. Visit Highlighted Via CIAA

(Continued from Page 1) of his visit to Washington, according to the Office of Coordinator of Inter-American Affairs. A half-hour program nightly through May 9, compiled of highlights of talks of his own and of others at the various functions to be given in his honor, will be broadcast at 10:30 p.m., EWT, nightly over NBC shortwave stations WNBI, WBOS, WGEQ, WGEA and WRUL and over CBS stations WCDA, WCRC, WRUW, WOO, WRX and WLWO.

Decca 1st Quarter Profit Placed At \$204,563 Net

(Continued from Page 1) shares of capital stock outstanding at March 31, 1943 and compares with net profit of \$202,005, equivalent to 52 cents per share on 388,325 shares outstanding in the corresponding period of 1942.

MBS Group To Montreal To Handle Gillette Fight

Representatives of Mutual, the Gillette Safety Razor Co., and the Twentieth Century Sporting Club are leaving tonight for Montreal to attend the first fight broadcast under the new Mutual-CBC contract, Saturday night.

Those going to Montreal include: Fred Weber, general manager of Mutual, Don Dunphy and Bill Corum, who will announce the fight, Ed Wilhelm, Maxon Agency account executive handling Gillette, Mike Jacobs and Irwin Rosee, Twentieth Century Sporting Club, and Paul Jonas, assistant to Mutual's special features director.

CBC will celebrate the launching of the new pact by a luncheon Saturday in honor of Mutual and Gillette.

AFA "Club" Entry Date Extended To May 24

Closing date for the filing of entries which will be considered for the annual Awards for Advertising Club Achievement by the Advertising Federation of America has been put back to May 24, allowing an extra two weeks for preparation of material. The awards, to be based on the war effort of clubs throughout the country, will be made at the Federation's War Advertising Conference, June 28, 29 and 30 at the Waldorf-Astoria.

Compton Signs Maj. Eliot To Bat For Gram Swing

(Continued on Page 2) Eliot will be heard over the Blue Network, for three weeks, four nights a week from 10:00-10:15 p.m., EWT, for Socony Vacuum Oil Company, Swing pointed out yesterday that his vacation is called for, in his contract and branded as untrue any purported rupture between himself, the Compton Agency or the sponsors of the program.

High Ranking Officers Will Sub For Compton

High-Ranking Officers from all branches of the Armed Services will substitute as guest news commentators on "Background for News," conducted by Walter Compton, Mutual's Washington newscaster, (Mondays through Fridays 3 p.m., EWT) while Compton is making a coast-to-coast tour of Army Camps. Compton is making the trip as an official representative of the Mutual network at the invitation of Undersecretary of War, Robert Patterson, as part of a plan to develop a picture of Army Operations for Commentators. During his absence from the air from May 7 through May 17 inclusive, the guest speakers will be:

Rear Admiral Frank J. Gorman, U. S. Coast Guard, May 7; Major Harold Rorke, U. S. Army Air Force, May 10; Brigadier-General Robert L. Dennig, U. S. Marine Corps, May 11; Lt.-Col. William Slater, U. S. Army Service Forces, May 12 and Colonel Falkner N. Heard, U. S. Army Ground Forces, May 14.

Guest speakers for May 13 and May 17 will be announced later.

Compton will leave Washington, D. C. on the 7th of May. The tentative itinerary includes visits to Fort Oglethorpe, a WAAC camp in Georgia, Fort Knox, Kentucky (Armored Division); El Paso, Texas (Army Air Force, anti-aircraft artillery, motorized cavalry), Tucson Arizona (Army Air Force, Operational Training); Desert Training Center (Simulated Theater of Operation), and West Coast Basic Operations.

Cagney Heads OWI Show Sked From Coast Sunday

West Coast Bureau, RADIO DAILY Hollywood—James Cagney will star in the Hollywood Writers' Mobilization-OWI airshow "The Free World Theater" next Sunday in an original radio play by Stephen Longstreet titled, "Last Will and Testament of John Jones." This marks the first time Cagney has worked with producer-director Arch Oboler since "Johnny Got His Gun." Cagney's appearance is through the Hollywood Victory Committee.

This play is the first of the series which airs over the Blue not to be based on an original statement. It is based on an imaginary incident connected with the recent assassination by the Japs of the American aviators who bombed Tokio.

Stewart-Warner Earnings

Chicago—Stewart-Warner Corp. and subsidiaries earned net profit of \$831,398 for first quarter of 1943, after provision for taxes, an equivalent of 65 cents per share, it was announced here by James S. Knowlson, president and chairman of the board. Net profit for same period in 1942 was \$690,777, or 54 cents a share. Knowlson cautioned stockholders that while sales were at an all-time high, future earnings will be influenced by new tax laws and renegotiation of Government contracts.

COMING and GOING

ROBERT LANDRY, CBS director of program writing; LEON LEVINE, assistant director education; GILBERT SELDES, director of television programs; PROF. JOHN T. FREDERIC literary critic and director of the program, "Men and Books"; WILLIAM N. ROBSON, producer of "The Man Behind the Gun"; DEEN TAYLOR, music consultant; JOHN CHURCHILL, director of research; FRANCES WILDER, west coast director, and LAVIN SCHWARTZ, midwest educational director, both in New York from Columbus, where they participated in the Fourteenth Institute for Education by Radio at Ohio State University.

DON GILMAN, vice-president of the Blue Network in charge of the western division, will leave New York tomorrow for conferences Chicago and San Francisco, after which he will return to his Hollywood headquarters.

BENEDICT GIMBEL, Jr., president of WJ who had been in Chicago for the NAB convention, has returned to his Philadelphia headquarters.

J. R. DABADIE, vice-president and general manager of WJBO, Baton Rouge, leaves today for Louisiana following a short stay here on station business.

HAROLD E. FELLOWS, station manager WEEL, Columbia affiliate in Boston, is in town on another of his frequent but brief visits.

JAMES MAHONEY, Mutual statistician, is in Syracuse to represent the network at the Post War Forum today and tomorrow.

FRANK GAITHER, national sales manager of WGST, Atlanta, here early this week conferred with the New York representatives of the station.

MERT EMMERT, NBC farm editor, has returned from a three-day trip to Cornell University, where he recorded programs for us on the "Modern Farmer" series.

EMILY AULL, newscaster and announcer of WNEL, San Juan, Puerto Rico, is in New York for an extended vacation.

J. LEONARD REINSCH, managing director of the Cox Radio Stations—WHIO, WSB and WIOD will leave in a day or two on a business trip to Atlanta.

J. KELLY SMITH, commercial manager of WBBM, Chicago, arrived here yesterday on station and network business.

J. W. BIRDWELL, owner and manager of WBIR, Blue Network outlet in Knoxville, has arrived from Tennessee for business talks at Rockefeller Center.

JAY JOSTYN, the "Mr. District Attorney" heard over NBC, leaves today for Washington, D. C., where he will participate in a special War Bond selling drive and will interview J. Edgar Hoover.

E. J. FREY, station manager of WBRY, Waterbury, Conn., on a quick trip to New York yesterday. Arrived in the morning and left for home in the evening.

BOB ATHERTON, program director of KSAZ, Salina, back at the home offices following business trip to New York late last month.

LOUIS K. LEAR and SOL HAAS are in town from Seattle. The former is president of KIRO, CBS outlet in the Washington metropolis.

JOSEPH C. BURWELL, president and station manager of WMBZ, Uniontown, Pa., affiliate of Columbia, arrived yesterday on a short business trip.

THIS LITTLE BUDGET

WENT TO



WORL BOSTON MASS.



THE BLUE NETWORK SALUTES



THE WOMEN'S NATIONAL RADIO COMMITTEE AND THE WINNERS OF ITS ANNUAL AWARDS



In the decade that it has been in existence, The Women's National Radio Committee (representing 25 national organizations with a membership of over 17,000,000 women) has made an important contribution to radio broadcasting. Through its Annual Awards—and its public recognition of outstanding radio programs—the Committee has been an influence in improving the standards of entertainment on the air.

This year again, for the ninth time, the Committee has announced its Awards winners.

And this year, the awards are largely in recognition of the effectiveness with which the winners have served the nation's war effort.

The Blue Network is glad to pay public tribute to the Women's National Radio Committee; to the National Broadcasting Company and the Columbia Broadcasting System, each of whom carries one of the winning programs; to all the sponsors whose programs won awards; and to all the writers, actors, singers, musicians and technicians on the programs.

HERE IS THE FULL LIST:

PROGRAM	CLASSIFICATION	NETWORK	SPONSOR
Metropolitan Opera	Music	BLUE	The Texas Company
Cavalcade of America	Drama	NBC	DuPont Company
Let's Pretend	Young People's Programs	CBS	Sustaining
Raymond Gram Swing	News Analyst	BLUE	Socony-Vacuum Company
Town Meeting of The Air	Forum	BLUE	Sustaining

We of The BLUE would be less than human if we were not both glad and proud that three out of the five winners are Blue

Network programs... In addition to the winners, we salute the following programs which won Honorable Mention:

Music: New York Philharmonic (CBS) and The Telephone Hour (NBC)

Drama: Lux Radio Theatre (CBS); This is Our Enemy (MBS); One Man's Family (NBC)

News: H. V. Kaltenborn (NBC) and Gabriel Heatter (MBS)

Forum: Chicago Round Table (NBC); Quiz Kids (BLUE); American Forum of The Air (MBS)

Young People's Program: Rainbow House (MBS) and The Aldrich Family (NBC)

And these citations: to station WQXR, New York, for "Music programs of unusual quality and interest"
and to station WMCA, New York, for "the program furthering democratic ideals and public service"

The Blue Network

A RADIO CORPORATION OF AMERICA SERVICE



Los Angeles

By RALPH WILK

JEAN HERSOLT leaves the middle of May for New York to participate in judging over eight thousand entries in the "Dr. Christian" prize play contest. Four of the "Christian" shows will originate from the Eastern city during the actor's stay there.

At the rate Kate Smih is moving westward, the CBS singing star may well be the first to broadcast from Tokyo! Kate's westward progress during recent weeks started in New England, moved to Canada, Chicago, San Diego—and now she has scheduled a show from Santa Catalina Island in the Pacific.

Arch Oboler will soon have a play ready for airing on CBS's "Lights Out" series titled "Murder in the Script Department." The whole thing started when he came into the KNX script room late one night with some copy, and found that some of the girls expected him to have horns and a spiked tail. To convince them he hasn't, he thought up this story, in which all the action takes place amongst the girls.

KHJ had a birthday in April, but no one on the staff realized that April 13 was the 21st birthday of the Hollywood affiliate of the Don Lee net until Lewis Allen Weiss, vice-president and general manager of Don Lee, received word from George F. Todd of Victoria, B. C., who wrote he had checked his records and found the station had gone on the air, with him at the piano, on April 13, 1922.

Ken Niles has been signed to try a new trick in motion picture trailer announcements. Niles will handle the background dialogue for a forthcoming comedy—entirely in narration that rhymes.

Hundreds of Red Cross volunteer nurses' aides will be guests of Quizmaster Phil Baker at the CBS "Take It Or Leave It" broadcast Sunday evening, May 9. Each aide has been invited to bring a "recruit," and the program will highlight the nurses' aide project in cooperation with the local American Red Cross unit.

Karl Mantz, expeditor at Universal Microphone Co. has two causes for rejoicing. He is now the father of a daughter, Karlene, and coincidentally was upped to the post of purchasing agent for Universal.

The 12th program of the third series of "San Quentin on the Air" broadcast over KHJ and the Don Lee net yesterday, featured a review by Warden Clinton T. Duffy of the war work being carried on inside the walls of the penal institution. Of special interest is the rate of production speed in the Naval net depot, one of the oldest projects in the prison, where submarine nets are manufactured.

"Bus" Show On BBC

BBC will present for its Home Service on May 10 "The Bus That Nobody Loved," play written by Maurice Dolbier, program director of WABI, Bangor, Maine, and produced last year by Columbia Workshop.



Radio Is My Beat . . . !

● ● ● 20th Century-Fox picked up Monty Woolley's option and so it appears the summer replacement for the Al Jolson-Monty Woolley Tuesday night CBSpot may come from Hollywood, instead of Gotham, with Woolley doing the honors until "Sonny Boy" rejoins him in the Fall. . . . Bill Stern's Saturday night "Colgate Sportsreel" on NBC will be changed to Friday nights at 10:30 p.m. beginning May 28. . . . Red Skelton, on his May 18th program, will try to recruit additional workers for Douglas Aircraft plants on the coast. . . . Gregory Ratoff has offered Hope Emerson an important part in a Columbia Picture, scheduled to go into production June 15. . . . Eric Sevareid, CBS News Reporter, has been elected President of the Radio Correspondents' Assn. in Washington, D. C. . . . Six WOR salesmen received bonus checks in connection with the station's increased biz. . . . they are: George Schmidt, John Nell, Bill Crawford and Malcom Stuart of the New York office, and Bob Wood and John Shelton in Chicago.

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● ● ● When Stephen Foster died, among his effects was found a purse containing 38 cents and a slip of paper on which was scribbled five words, "Dear Friends and Gentle Hearts" . . . evidently a song title, the phrase incidentally was used as a title for a song by Charles O'Flynn and Terry Shand in 1941. . . . Leo Feist, Inc. bought the song last October and will exploit it in conjunction with the release of an M-G-M picture of the same name. . . . Eric Hatch, new annotator on the CBSeries "Cresta Blanca Carnival," is the author of the screen hit "My Man Godfrey" and 23 other comedies. . . . Johnnie Olsen's platter chatter and "Rumpus Room" shows heard over WTMJ, Milwaukee, have garnered upwards of a quarter million dollars in War Bond Sales. . . . Lucky patrons at the Persian Room, t'other yawning, were treated to a smart bit of repartee between Irvin S. Cobb and chanteuse Hildegard. . . . guess the wit merely was trying to prove that there was no 'corn' on Cobb. . . . Carlena Diamond, harpist with Phil Spitalny's 'charmors', will seem more like an 'angel' when she gets her 'wings' next month at an Aero School. . . . This Sunday being National Mothers' Day brings to mind the fact that Clayton Collyer, Jr., who replaced Jimmy Tansey as 'Danny O'Neill' on the "O'Neills," has played 'son' to Kate McComb three times. . . . eight years ago, on his initial mike appearance Kate was his 'cookies and jam' supplier and two years ago he called her "mom" on "Renfrew of the Mounted" . . . Joan Wetmore is the second of the "Counselor At Law" cast to appear on the CBSshow "This Life Is Mine" . . . Philip Gordon being the other thespian to emote on that radio drama.

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● ● ● Fred Utaal, on a recent "Good Listening" program, spotted a repeater among the contestants and said "Sorry, sir, but you were on this program before so I can't use you again" . . . "Why not?" shouted the indignant visitor, "I gave a good performance, didn't I?" . . . Kate Smith has completed her role in the Warner Picture "This Is The Army" and returns east May 18 accompanied by Ted Collins. . . . Mike Vallon, Woody Herman's attorney-manager has been deferred and will enter the army June 15. . . . Dave Alber, returning from a trip to Hollywood, stopped off at St. Louis and while there 'sold' Bob Hawk the idea to fly back to New York "because of the fine food served on planes" . . . Hawk, who loves to exercise his molars on excellent cuisine, readily assented. . . . you guessed it. . . . a series of events prevented the service of food, other than soup and coffee, during the entire trip. . . . Ted Straeter, now supplying the dance rhythms at the Statler in Washington writes, "No wonder it's so easy to get the 'run-around' in this town—the entire city was laid out in the shape of a wheel."

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

LOCAL offices of RADIO DAILY are now located in Suite 1800, Merchandise Mart, Telephone DE 4950.

Miller McClintock, president of 1 MBS, is recovering from his attack of pneumonia in his suite in the Drake Hotel. McClintock was stricken last week in the midst of meeting with representatives of affiliate Mutual stations. Because of his illness speaking engagements in nine western cities have been cancelled.

Harry Burke of WOW, Omaha, in Chicago for a visit to Radio Re-

Don McNeill and the Blue Network "Breakfast Club" cast, including Ja Baker, Nancy Martin and "The J courts and Betty," go to Fort Wayne, Ind., on Saturday, May 8, for a sponsored appearance under the auspices of the Lion's Club.

Bobby Childs has succeeded R Fletcher as arranger for the "Cade on the Blue Network, with Reo going to Iowa to ease the manpower shortage on his father's farm.

Leading Midwest educators, clubs and business leaders were guests WGN on Wednesday when a recording of the 100th "Citizens Tomorrow" program was made and broadcast from 1-1:30 p.m., on Sunday, May 9. Among the guests were William H. Johnson, the superintendent of public schools; Vernon Nickell, superintendent of public instruction for the state of Illinois, and Noble J. Puffer, Cook County superintendent of schools. Philip Maxwell was emcee.

Edith Davis' "Women Make News" series, aired Monday through Friday on WGN, has been renewed for four weeks by the Linco Products Distributing Company through the Mitchell-Faust Advertising Company, Chicago. The program will be heard at a new time, 9:25-9:30 a.m.

Boake Carter's Mutual network news commentary has been bought locally on WGN by Chef Boy-Ar-D Quality Foods, Inc., for 30 weeks to be aired Mondays, Wednesdays and Fridays from 11-11:15 p.m. The program was placed through the M Junkin Advertising Company, Chicago.

Tom Smythe, of the radio department of the William Morris Agency, is recovering from a severe cold contracted on a trip to Detroit.

Georgie Price, erstwhile vaudeville star who turned stock broker and then came back to his first love, the theatrical profession, starring in the Mayfair Room of the Blackstone Hotel.

"Decorators" On WQXR

WQXR, N. Y., started a new weekly program titled "The Decorator Clinic" yesterday morning, sponsored by the Decorator's Clinic, organization of leading decorators. Business was placed by Huber-Hoge, Inc. Program will feature hints for making homes attractive by Charlotte Demorest and guest speakers.

GUEST-ING

Philharmonic To U.S. Rubber For Year On Full CBS Network

AGENCIES

R. FRANK THONE, acting director of Science Service in the U. S. Department of Agriculture, substituting for Watson Davis and discussing "Rising Garden Seeds in America," Saturday (WABC-CBS, 1:30 p.m.).

VE CURIE, author and foreign correspondent, on "Of Men and Gods," Saturday (WABC-CBS, 3 p.m.).

ILDRED BAILEY, on the "Hobby" program, Saturday (WABC-CBS, 8:30 p.m.).

RICHARD CARLSON, on "Stars of Hollywood," Saturday (WABC-CBS, 12:30 p.m.).

JOHN T. FLYNN, writer and ecologist; SEN. D. WORTH CLARK, of Ohio; REP. WALTER H. JUDD, of Minnesota, and RAYMOND G. BENCH, economist formerly with research division of the A. F. of L., discussing "Reciprocal Trade Agreements," on the "People's Platform" program, Saturday (WABC-CBS, 6:15 p.m.).

KIM TAMIROFF, on Fred Allen's "Radio Star Theater," Sunday (WABC-CBS, 9:30 p.m.).

MAJ. ROELOF ROOS, of the Netherlands Army in the East Indies, on "We, the People," Sunday (WABC-CBS, 7:30 p.m.).

RICHARD V. GILBERT, economic adviser of the OPA; ALBERT GOSS, director of the National Grange; EVID R. CRAIG, president of the American Retail Foundation, and DONALD MONTGOMERY, consumer counsel of the United Automobile Workers, discussing "Rolling Back Prices," on Theodore Granik's "American Forum of the Air," Sunday (WOR-Mutual, 8 p.m.).

CHAPLAIN WILLIAM R. ARNOLD, chief of chaplains of the U. S. Army; CAPLAIN JOHN R. BOSLET, of the U. S. Navy, and "The Flying Chaplain," WILLIAM TAGGART, on "Radio Chapel," Sunday (WOR-Mutual, 11:30 a.m.).

WABY 13-Hour Silence Caused By Short Circuit

Albany — WABY's transformer shorted at 8 a.m. yesterday morning, causing electrical breakdown burning up the transformer, choke cords and ruining the power unit of the transmitter. Harold E. Smith, WABY manager, secured FCC authority to put in a new power unit. He secured one quickly and the station went back on the air last night after 13 hours of silence. Baseball-hungry fans were denied their Myers-sponsored ball game, however, as Gren Rand and the Nolan aired play-by-play from WOKO, also of Albany.

(Continued from Page 1)

musicians under the baton of the recently appointed permanent director Dr. Artur Rodzinski. At times however, noted guest conductors will take over and well known soloists will be heard on the program which will of course continue to be heard from Carnegie Hall.

CBS has broadcast the Philharmonic for the past 13 years, as a sustainer, programming the winter subscription-season of 28 weeks. Arrangements will be made for shortwave pickups which will give the Philharmonic an international audience, as it had in the past. The New York Philharmonic Symphony Society gave its first concert Dec. 7, 1842 in the Apollo Rooms on Lower Broadway, and is the second oldest orchestra of its kind in the world. The Vienna organization was organized almost at the same time and ante-dates the Philharmonic by a matter of a few hours, according to orchestra history. At its first concert the Philharmonic personnel numbered 63 musicians.

This will be the first time also that the orchestra will be heard during the summer layoff period of 24 weeks

and is a boon to the musicians in the personnel as well as music lovers.

Intermission Feature

Important feature of the broadcasts will be the appearance during the intermission of Carl Van Doren, American historian and author of Pulitzer Prize-winning works. Van Doren will be aided by stars of stage and screen in the re-enactment of famed words of the heroes of American history. Raymond Massey will be heard in the first of such episodes on May 23, in "Our American Scriptures."

Although all of the networks have for years sought to acquire a sponsor for an organization of full symphony proportions, several deals on the verge of completion have fallen through. CBS it is known has been working on the Philharmonic-U. S. Rubber deal for nearly three months. Cost of broadcasting large symphony orchestras has nearly always been borne by the networks and this is the first time a web has been able to find an underwriter for so important an organization, other than the limited season of the Metropolitan opera which does not purely come within the symphony orchestra sphere.

Wilhelmina, Lord Halifax To Talk On MBS, May 10

Queen Wilhelmina, reigning monarch of the Netherlands, will mark the third anniversary of the heroic Dutch resistance to the Nazi invasion of Holland in a special broadcast from London to be heard over the Mutual network, Monday, May 10, from 4:15-4:30 p.m., EWT. Since the invasion, Queen Wilhelmina has headed her government-in-exile from London.

Mutual also announces that Lord Halifax, British Ambassador to the U. S., will make an address in regard to Lend-Lease, exclusively over the Mutual network on Monday, May 10, from 2:30-3 p.m., EWT. The subject of his talk will be "Britain—Partner in the War." He will speak before the weekly luncheon of the Chicago Chamber of Commerce, via WGN.

OPA Director On CBS

Prentiss M. Brown, director of the Office of Price Administration, has announced that he will make a statement of national importance when he appears on "We, the People" over CBS at 7:30 p.m. this Sunday.

Pan-American Exec To Speak

Dr. Leo S. Rowe, director general of the Pan-American, Union will speak on "The Freedoms in the Americas" as guest on NBC's Inter-American University of the Air "Lands of the Free" program on Sunday, May 9, at 4:30 p.m. Dramatic portion of the show will describe Toussaint L'Ouverture, French revolutionist who led the forces which gained control of the Island of Santo Domingo.

FCC Denies WBXO Plea; Okays WJHO Transfer

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday announced that it had denied a petition by the Crosley Corporation, Cincinnati, for rehearing on the application for license renewal of experimental station WBXO. It denied also Crosley's petition for dismissal without prejudice of the renewal application for WBXO.

The Commission consented to the voluntary assignment of the license to WJHO, Opelika, Ala., to Yetta G., and Thomas D. Sanford, Jr., and C. S. Shealy, doing business as the Opelika-Auburn Broadcasting Company. The transaction involves the buying out by these three of the quarter interest formerly held by J. H. Orr for the sum of \$3,150. Orr, after whose initials, the station's call letters were chosen, was formerly sole owner.

WJHO operates on 1,400 kilocycles, with 250 and 100 watts power.

Grabhorn Tells 'Em

The Radio Executives Club luncheon yesterday was in the form of a forum discussion on the subject "Do We Buy or Sell?" Murray Grabhorn, of Blue Spot Sales spoke in behalf of the sellers, and John Hymes, of Foote, Cone & Belding, in behalf of the buyers. After the speeches for an innovation, the floor was thrown open for questions and discussion.

Out of town guests at the meeting were: Jim Woodruff, WRBL, Columbus, Ga., Harry Maizlish, KFWB, Los Angeles and Val Lawrence, KROD, El Paso Texas.

ROBERT W. GRIGGS, advertising manager of bakery and pharmaceutical products for Standard Brands, Inc., has been appointed campaign coordinator on processed foods by the Advertising Council. In accepting the assignment, Griggs will work on a part-time volunteer basis, as all Council coordinators do. J. Walter Thompson Company is the volunteer agency on the campaign.

ELON G. BORTON, advertising manager, LaSalle Extension University, has been named Council coordinator for the "homes use" campaign, sponsored by the National Housing Agency, in an effort to alleviate housing shortages in key war production areas. Foote, Cone & Belding is the volunteer agency.

MAJ. GEN. PHILIP B. FLEMING, Federal Works Administrator and Acting Commissioner of Works Projects, will deliver an address at the regular weekly luncheon meeting of the Sales Executives Club of New York, which will be held Tuesday at the Hotel Roosevelt.

LARKEY, operating Men's Shops in Newark, Paterson and Passaic have appointed Consolidated Advertising Agency, New York to handle their newspaper and radio account.

Plan Music Memory Quiz For "Pops" Series On Blue

A genial musical challenge to its millions of listeners will be issued by the Boston Symphony Pops Orchestra during its eleven-week series of Saturday, hour-long broadcasts over the Blue Network, starting on May 8, at 8:15 p.m., EWT.

The challenge will be in the form of a musical memory quiz, and to the first hundred patrons correctly identifying certain passages or selections played, will go recordings made by the Pops orchestra, which is composed of 90 players of the Boston Symphony Orchestra. Arthur Fiedler conducts.

Milton J. Cross, dean of American announcers and commentators, will be the master of ceremonies.

AMERICA AT WAR. A patriotic program series combining a timely dramatization with an inspiring talk by nationally prominent speakers. Cooperatively sponsored and we even sell it for you. Has already made good money for 25 radio stations. Write for details to Don Searle. SALES FEATURES CO. 1023 NO. 17TH ST. OMAHA, NEBRASKA

See Canada's Schools Increasing Radio Use

(Continued from Page 1)

Scotia schools; In Ontario 680 schools are now radio equipped and many more use borrowed receivers; in Saskatchewan the number of listening schools is put at about 600 and in Manitoba at about 400.

Many schools have written lately to CBC indicating they have acquired receiving sets during the past winter. The Boards of Education of Toronto and Montreal have officially endorsed radio in the schools, and Toronto has voted money for completing the equipment of all its public schools with radio during 1943-1944.

CBC has during the past year, paid attention to "Out of School" listening by publishing a monthly guide to forthcoming broadcasts of educational and cultural value.

Quints' Ship Christening To Be Aired Over CBS

Special broadcast arrangements by the Columbia network make available coast-to-coast the christening by the Dionne quintuplets of five cargo ships at Superior, Wisconsin, May 9, from 4:00-4:30 p.m., EWT. The quintuplets break champagne bottles over the bow of each of the ships and sing several songs in French and "God Bless America" in English.

Rear Admiral Emory S. Land, chairman of the U. S. Maritime Commission, is the principal speaker. Other speakers are Rear Admiral Howard L. Vickery, vice-chairman of the Commission and Angus MacDonald, Canadian Naval Minister.

Music is by the U. S. Naval Training Station Band from Great Lakes, Ill., directed by Bandmaster Metlock.

Wartime Transportation Subject Of NBC Program

Problems of wartime transportation will be reviewed on NBC, Saturday, May 8, at 10:15 p.m., in a round table discussion, "The Battle of Transportation," presented in cooperation with the Association of American Railroads.

Albert R. Beatty, member of the Public Relations Department of the Association, will act as chairman. Participants will be General Charles P. Gross, chief of the Army Transportation Corps; Col. J. Monroe Johnson, member of the Interstate Commerce Commission, and Warren C. Kendall, chairman of the Car Service Division of the A. A. R.

R. C. Talks From Algiers

Work of the American Red Cross in North Africa will be described by Thomas Irving, acting Red Cross director in that battle area, in a special broadcast from Algiers over CBS on Saturday, May 8, from 9:15-9:30 a.m., EWT. The show replaces the "Red Cross Reporter" heard regularly on Sundays from London.

WORDS AND MUSIC

By HERMAN PINCUS

IN the current issue of "Coronet," Daniel Richman's story on the life of "the Cinderella Man of Song" Jack Robbins, reads like an Horatio Alger tome... for instance this quote... "Before the last war, Robbins, applied for a job as songplugger (note; nowadays the name of that calling has been changed to the title of professional contact man) at Leo Feist, Inc., which did not hire him... twenty-one years later, Robbins, now head of the firm that bears his name, bought the Feist company for \$450,000." ... Since the importance to theatre box offices of 'name bands' and too, the fact that Robbins has "anged" many top-notch band leaders thereby establishing his 'midas touch' to much of the "behind the scenes" events in the music end of show business, this scribbler believes that a movie, based on the music tycoon's career, would naturally portray an interesting and glamorous "Great Ziegfeld" type of screen entertainment, especially if the wealth of top entertainers, actually linked in the Robbins saga, could be assembled to re-enact the respective roles each played, we're sure that many, for sentimental reasons, would be willing to forego the greater part of their present salaries to appear in such a picture which for sheer musical entertainment alone, can't miss... A fellow named Arthur Freed, who wrote some of Robbins' biggest hits in recent years, before leaving Tin Pan Alley for Hollywood, it seems to us, would be the logical producer.

★ ★ ★

LEFT HAND ON THE KEYS: Stelle Slavin and Ann DuPont, both of whom lead orchestras, have collaborated on two tunes for the Army life musical "Show Your Colors," written by Pvt. Alan Wilson and which might be brought to Broadway by Billy Shaw this summer... titles of the songs are, "Show Your Colors" and "You're Like a Bombshell"... Sergio De Karlo, Latin American Composer, will introduce his newest compositions "Dark Velvet Night" and "Caribbean Lament" tonight at 11.30 on the WOREvue "Tropical Serenade"... Eugene LaBarre's rollicking "Not Yet Jeannette," is a musical appeal to American Femininity to join the WAAC's, WAVES and SPARS and therefore is getting a coast-to-coast plug by the Sam Fox professional staff Alice Rensen's religious cantata "The Story of Easter" is a standard and will take its place with Berlin's "Easter Parade" as a must for all musical libraries... Mort Brown's Lewis Music Co., which published "Tuxedo Junction" and "Jersey Bounce," is now working on another potential 'million record' (recorded before the ban) tune called "Sleepy Town Train"... Try as it might, Tin Pan Alley so far, has failed to produce a "war song" comparable to Cohan's heart-stirring "Over There."

★ ★ ★

RADIOLOGY: Seth Arnold and Joan Tetzel of the "Harriet" stage hit cast, have been added to NBC's "Snow Village"... Students at Mexico's National University have named Karole Singer, the Vincent Lopez vocalovely "the Good Neighbor Girl" because of her twice-weekly short wave broadcasts to Latin America... Herbert Evers, 22 year old NBC actor, has been cast for a part in the forthcoming film "Guadalcanal Diary"... Channing Pollock may write a Broadway play for Mary Margaret McBride to be produced by John Golden... Norman Sweetser, who, back in 1941, left the directing job on the NBC show "Lorenzo Jones," has reached the rank of Major and is commander of an air base somewhere in No. Africa... Madame Claude Alphand, who recently sang "La Belle Journee," war song of France before the Ratzis invaded, is the wife of the personal secretary to General DeGaulle... Fred Uttal tells the story about the lady who asked her local butcher to give her some red meat, explaining that 'the deliveries of the past few weeks had been pale cuts'... "Oh," replied the beef-slinger, "that's a horse with a different color."

★ ★ ★

—Be A Rational National—

Four Clients Renew Shows On Columbia

(Continued from Page 1)

the second time its "Gay Night Revue" program, effective May 11. The client advertises Dill's Best Model Smoking Tobacco on the 8:55 Monday night show, will broadcast from 11:30-11:55 p.m., Sixty-six CBS stations carry the program. Agency handling the account is Arthur Kudner, Inc.

Prudential Insurance Company of America again renews "The Family Hour" on CBS, effective May 30. Vertising Prudential services, "Family Hour" is heard Sunday from 5:00 to 5:45 EWT, on 80 Columbia outlets. In addition, the program is heard on CBS stations in Montreal, Toronto, Honolulu and

Prudential has been a CBS advertiser since 1939 when it sponsored "When A Girl Marries." "The Family Hour" with Gladys Swarthout Deems Taylor made its debut on Columbia in 1941. Benton & Bowles handles the account.

General Mills, Inc., beginning its fourteenth year of consecutive broadcasting on CBS announced yesterday that it has renewed its daytime series "Valiant Lady" and "Kitty Forster" effective May 31. For Bisquit "Valiant Lady," is heard Monday through Fridays from 10:00 to 11:00 a.m., EWT, with rebroadcast at 1:00-1:30 p.m., EWT. Forty-three CBS outlets broadcast show.

Advertising Wheaties, "Kitty Forster" is heard Mondays through Fridays from 10:15 to 10:30 a.m., EWT, with rebroadcast at 11:30. Forty-three CBS stations carry the program.

Knox Reeves Advertising, handles both shows.

Stork News

Recent arrivals at KGGF, Coffeyville, Kans.: A son, Jon Richard, Mr. and Mrs. Dick Campbell. Campbell is program director; a daughter, Sandra Kay, to Mr. and Mrs. B. Powell, Powell is the continuity chief and a son, Douglas, to Mr. and Mrs. Melvin Drake. Drake is KGGF manager.

Henry French, WTAG, Worcester, engineer, is the father of a girl, Kathleen Victoria. Child is his second.

It's a girl at the Jack Westrop Papa is the famous jockey, a mother is Nan Grey, star of the Columbia series, "Those We Love."

It's a nine-pound girl for Chestnut Sikora, studio control engineer at WLIB, Brooklyn. Daughter, named Mary, was born at Bay Ridge Hospital.

Born recently to Mr. and Mrs. Albert E. Dale, at Abington, Pa. Memorial Hospital, a son, Albert Ennis, Jr. Dale is manager of NBC department of information.

April-Listeners Up Compared To Year Ago

(Continued from Page 1)

April only 18.7 per cent indicated... according to Hooper National... ratings, the above "circumstances are reflected in the Evening... Audience Index which... stands at 10.5, an increase of... than 10 per cent over last year... audience to sponsored evening... programs."

Hope, who has been sharing honors with Fibber McGee and Molly this past winter season, is again in first place. Fibber McGee and Molly are second, Charlie McCarthy and Aldrich Family fourth. The complete list of "First 15" programs is:

Hope, Fibber McGee and Molly, Charlie McCarthy, Aldrich Family, Benny, Radio Theater, Mr. Dist. Attorney, Walter Winchell, Morgan-Fannie Brice, Rudy Vallee, Bing Crosby, Screen Guild Players, Take It Or Leave It, Kay and Fred Allen.

Skelton continues to lead the charts broadcast after 10:30 p.m. and not measured in the East-time Zone.

Kennedy Tells IRE Meet Of Disk-FM Possibilities

(Continued from Page 1)

Director of Radio Engineers by T. R. Kennedy, Jr., well known authority member of the radio department in N. Y. "Times" for the past 17 years, also hobbyist extraordinary has experimented for the past years to create a most possibly successful recording.

During a recording he made himself of a recent Jascha Heifetz-NBC Sinfonietta Orchestra concert broadcast, Kennedy characterized it as "decent, without noticeable over-acting, and "real." Kennedy explained that he had achieved the excellence and fidelity of the recorded sound by de-emphasizing the final recording through a play-

back portion of Kennedy's lecture, he was concerned mainly with the technical problems of recording and broadcasting, dwelt on FM, and some of his conclusions on this field of broadcasting, follow:

FM and television sound channels reveal too many defects from our present methods.

As a result commentators and announcers sound "breathy." Instrumentalists, and singers as well, exaggerating defects, which a concert audience never gets close enough to hear. Strings sound fuzzy, bow noises of a great violist become tiresome. Finally he doesn't guess how "stuffy." His fingers can be heard beating a tattoo on the fret board. He breathes loudly and sighs languorously when a tone, perhaps, is more pleasing than he anticipated. The performers, of course, are too near the

PROMOTION

NBC's "Service" Brochure

NBC's role in the war effort—"In the Service of the People"—is the subject of a promotion piece by that title being distributed to the trade. Arresting in format, impressive in detail, the 8-page brochure sets forth what the network has done—and continues to do—on news, military, home and governmental fronts.

The inside cover contains eight questions, and the answers, found on the inside of the back cover, among other pertinent facts reveal, that NBC devoted 732:31 broadcast hours to war effort programs in 1942, which, if evaluated in advertising time, would earn more than \$5,000,000; that NBC alternate Sundays through the year were devoted to AFL and CIO; that its "Army Hour" program is considered a "vital military operation"; that many of its programs are short-waved to servicemen overseas; that its many programs on the history, music and culture on our neighbors to the South contributed in good measure to the solidarity of the Americas.

On page three, framed by a broad gold border, is a message titled "Radio Has Gone to War," signed by NBC's President Niles Trammell. Briefly, he states that there are two ways of using the power of radio in war—Hitler's way, and the American way; the former to divide and destroy and confuse a nation, the latter to unify a nation with the tools of patriotism, idealism and courage. Likewise, when the peace is being written, radio will perform "perhaps its greatest function, in the service of the people."

Center spread unfolds a light blue cloud-banked sky pierced by a transmitter tower radiating the listings of hundreds of spot announcements from civilian, governmental and military agencies, and brief descriptions of many sustaining programs for the war effort.

Across the light-grey front and back covers are diagonal lines of reverse type that list like a chant America's pressing problems, drumming into the reader's consciousness the ever-onward march of the network's effort on all fronts.

High-School Time

WKNY, Kingston, N. Y. has allocated regular time each Thursday afternoon to the Kingston High School. Editors of the school pub-

lication, "Dame Rumor," will share the conducting assignment. Each program will present a quick glimpse of scholastic, athletic and social activities at the school.

—vvv—

modern microphones and listeners hear things they never would in a concert hall.

"Some kind of cooperation between the studio men should be instituted to get better results. No two studios handle the same kind of show in the same way. Far from it. In one a guest pianist is relegated to the background while the boss of the program, a fiddler of no mean ability, by the way, takes the forefront. That shouldn't be, for the music was a

WHAM Citation

American Red Cross on May 8 will officially present a citation to WHAM, Rochester, in "appreciation of service" to the organization on the station's "Little Show," which for 26 weeks has been using spot announcements to secure Blood Donors. The program, made up of music by the station orchestra, often featured prominent citizens, and servicemen who had received blood plasma in combat areas. Individual certificates will be issued to every person connected with the program, which is produced by Charles Siverson, program director, and written by Hazel Cowles. Orchestra leader is Gene Zacher; Emcee, Walter Hastings.

For Posterity

For posterity—with the Minnesota Historical Association probably the first repository in the chain of custodians in the ages to come—an exclusive transcription was made by WCCO, Minneapolis, of the Governor Harold E. Stassen's resignation as he turned the keys of office over to Ed Thye, his Lieutenant Governor.

The transcription, which included the simultaneous inauguration of Thye as Governor, rounded out a file of transcribed highlights in Stassen's career from the day he made his first political speech over WCCO. The former governor is now on active duty as a Lieutenant Commander in the Navy.

Promoting "Take-A-Card"

Promoting its new quiz show, "Take-A-Card," on Mutual, Lehn & Fink Products Corporation, has distributed to the trade, a large gift bottle of Hinds Honey & Almond Cream, the product which will be plugged on the show. Sponsor's advertising manager, Dorothy Cocks, sent letters in advance, making the gift announcement, and keeping the advertising copy down to a minimum with: "It's the kind of product that works so well that people get affectionate about it. So we hope you'll use it—or give it to someone you like a lot."

piano concerto. You couldn't hear the pianist for the fiddler. FM, actually is too efficient for the studios and the concert artists. in a sense; they should be placed more advantageously when FM carries the program.

"FM broadcasting," further stated Kennedy, "is doing something for the listener, beyond the immediate possibilities of AM broadcasting. This is the consensus of opinion among scores and scores of people who have a chance to hear it . . ."

WNRC Talks Stress Freedom For Radio

(Continued from Page 1)

of the war. She said that outside of the press there is no other instrument so important to the right of free speech as a free radio.

Following Mme. Mero-Irion, Mrs. Ruth Bryan Rohde, former United States Minister to Denmark emphasized the place of radio in the all-out war effort and stressed radio's role in the future world.

Raymond Gram Swing, winner of the news analysis award, who followed Mrs. Rohde, stressed the role of the civilian in the present crisis.

Under the guidance of George V. Denny, Jr., moderator of America's Town Meeting of the Air, as emcee, the award winning personnel presented a program characteristic of their weekly broadcasts. Bidu Sayao and Jan Peerce, of the Metropolitan Opera Company sang several numbers; they were followed by a cast doing a selected program from the Cavalcade of America; and Nila Mack presented a "Let's Pretend" cast. The program opened with the singing of the Star Spangled Banner by Jean Tennyson, star of "Great Moments in Music."

Honor guests were Edward Johnson, director and general manager, Metropolitan Opera Company; W. S. S. Rodgers, president of the Texas Company; William A. Hart, director of the Advertising of E. I. DuPont de Nemours; Mark Woods, president, Blue Network; Jean Tennyson; Guy Patterson Gannett, president, National Federation of Music Clubs; Mrs. Ruth Bryan Rohde, former U. S. Minister to Denmark; Mrs. Lytle Hull, vice-chairman, New York State War Savings Staff; Edward Noble, president, WMCA; and Elliott Sanger, executive vice-president, WQXR.

List of award winners was published in part by "Radio Daily," April 27.

To the Colors!

WILLIAM FARLEY, former WICC, Bridgeport, Conn., announcer, and most recently with the radio division of the Connecticut OPA Office in Hartford, has joined the Air Corps division of the Army.

VIRGINIA GANDINIE, member of the KOA, Denver, secretarial staff, has received notice of her acceptance in the SPARS.

TOMMY RUSSELL, former member of the WTAG mike staff, is stationed in Chicago, in training for the Army Air Force.

LANDIS WILKINSON, staff announcer at KXOK, St. Louis, has received his orders to report for active duty as a flying cadet in the U. S. Army. Wilkinson will report to Camp Sheppard, Texas, for preliminary training.



Coast-to-Coast



VAL CLARE, news commentator **CKLW**, Windsor, Ont., is at home resting for a couple of days, worn out by the strenuous schedule of speech-making throughout the province on behalf of Canada's Fourth War Loan. His studio chores have been taken over by Jim Van Kuren. Another staffer on the sick list is John Gordon, turf reporter, afflicted with an infection on his hands.

WITH, Baltimore, had its "Grouchy Gus," a civic rouser sponsored by a milk company, put on an appeal for War Bonds on Hitler's 54th birthday. Gus wanted 54 persons each to buy a \$100 bond to "put Hitler out of business." Day's total reached \$53,675, which was collected by the sponsor's milkmen.

Alice Hughes, **WMCA**, N. Y., commentator heard six mornings a week, started on Monday evening a 13-week series sponsored by Helena Rubinstein, Inc. Both evening and morning quarter-hours will comprise comment and guest interviews. Business was placed through Pettigell & Fenton.

At **CJAT**, Trail, British Columbia, potential Victory Bond buyers get full information on the Fourth Bond issue through a new series of programs called "Victory Loan Forum." Chairman of the Forum is S. S. McDiarmid, who heads the Trail National War Finance Committee. Two local bank managers and the Victory Loan organizer answer all questions which are thrown into the Forum by three representative citizens and potential bond buyers. Show runs Monday nights.

Fortunate listeners called to the phone while they were tuned to **WKNY's**, Kingston, N. Y. "On the Bondstand" last Friday were rewarded with free war stamps. Show sold bonds. Mikes at **YMCA** picked up utility company's demonstrated tips on rationing and cooking. Announcer Bill McVey spied it. New program called "At Home In Kingston" started this week. It is aired by Marion Philips, who stresses individual role of local women in war effort.

Jack Buddy, the "Heinie" of **WTMJ**, Milwaukee, is vacationing in Hollywood

for two weeks. While he's away his noonday "Grenadiers" program will be handled by Chief Announcer Bob Heiss and several members of the band.

WSAI, Cincinnati, will broadcast a Mother's Day program to be presented by the WAVES from downtown on Saturday. A series of five radio dramas is being presented by the Music Radio Workshop of Cincinnati College, under director of Charles Lammer, veteran **WLW-WSAI** producer.

WFBR, Baltimore, has added to announcing staff Jack Day, formerly of **WMVA**, Martinsville, Va. and Fred Darwin of **WITH**, Baltimore. Hope H. Barroll, executive vice-president, is back at his desk after an illness of several months. Commentator Ian Ross MacFarlane has returned from Claremore, Oklahoma, where he was the principal speaker at the Rotary Club convention at the birthplace of Will Rogers. On way home MacFarlane addressed the Buffalo Advertising Club.

Sponsorship of the half-hour "Maxwell House Dinner Concert" over **WQXR**, N. Y. has been renewed for another 52 weeks by General Foods Corp. The program is heard, Monday through Saturday from 6:30 to 7:00 p.m. The program has been under the continuous sponsorship of Maxwell House for two and a half years. Contract was placed by Benton & Bowles

Tastyeast Co., Inc. has signed a 13-week contract for time signal announcements. Agency is C. L. Miller Co., N. Y.

WLOL, Minneapolis, announces the following additions to the staff: Harold Levy, formerly of Washington, to sales department; Edgar T. Hanson, ditto; John Henkes, formerly **KVOX**, Fargo, to announcing staff.

WWNC, Asheville, Intelligence: Don S. Elias, executive director, back at his desk after having tonsils removed. Jerry Soesbee, formerly **WPTF**, Raleigh, N. C., has joined announcing staff. Catherine Rutherford, new to radio, has joined copy writing staff and will handle women's programs. Program Director Ezra McIntosh piled 24 acts of station talent into Army planes and flew to the Laurinburg-Maxton Air Base at Maxton to put on a show.

Alarming situation, Bob Fetterman is a victim of. Bob, engineer at **WIBG**, Philadelphia, has been sleeping sitting up in a wooden chair for the past three nights because he was shifted to the 6 a.m. trick. Claims he simply can't buy an alarm clock in Quakertown and sleeps as he does because it is uncomfortable and he wakes up frequently. The first time he awakens after 4 a.m. he's up for the day. Take it or leave it.

Lydia Gamble, a secretary in the program department at **DWRC**, Hartford, has been appointed a full-time control room operator at the station;

she is the second woman to be appointed as an operator, Miss Jean Kirwan having handled a control job for nearly a year.

New announcer at **WBEN**, Buffalo, is Monroe Gilbert, formerly of **WBTA**, Batavia, N. Y. Before arriving at the studio, at noon three times a week, Peg Gardener milks a herd of cattle, cleans the chicken house and does the day's washing. Ed Reimers is taking Spanish lessons. Carl Coleman is composing a song titled "Notes To You." Louise Wilson, who entertains at a children's hospital each week, is spoken of by the little boys as "the blonde who dyed by her own hand."

Chiles Coleman, North Carolina Bureau Manager for United Press, is substituting for Phil Ellis, **WPTF**, Raleigh, sportscaster, now on a week's vacation in New York. Coleman is handling Phil's tri-weekly, 15-minute sports show sponsored by Studebaker. Coleman writes and reads his lines like a radio veteran.

KMYR, Denver, cognizant of the many Victory Gardeners who might miss the Sunday morning address by Dr. Wanvig of the First Divine Science Church, is transcribing the lecture and rebroadcasting it in the evening. The original speech is underwritten by Jack Wehner; the transcription is aired as a public service.

Zealous War Bond Spieler Joe Brown of **WRVA**, Richmond, Va., has little conscience as to what he auctions off to reach his quota. During one brainstorm he dashed off to Norfolk with a handbag that belonged to Dave Woods, public relations staffer, and came back without it. He had auctioned it off.

New programs over **CKBI**, Prince Albert, Sask., are "The Air Force Show," broadcast from the local service center Thursday nights, featuring talent from the Air Training station; "With the Neighbors," chat and comment by Aline Rousseau slanted to charitable activities. Gerry Tonkins is airing bulletins from the Victory Loan Headquarters.

Joel Chesney, announcer at **WINS**, N. Y., has been named assistant production manager, and will continue as announcer. He was formerly announcer with **WAAT**, Jersey City, and **WFPG**, Atlantic City. Previous affiliations include **WTNJ**, Trenton, **WBNX**, Bronx and **WBBC**, Brooklyn.

The Yankee Starlets, who started less than three months ago on **WNAC**, Boston, and are now heard three times a week over the Yankee Network, will start a singing engagement on the Ritz Carlton roof on May 21. On May 23 they will entertain the wounded soldiers at Lovell General Hospital, Camp Devens.

Ronald Dawson, discharged from the U. S. Coast Guard after being wounded in the African invasion, has joined **WIP**, Philadelphia, in charge

of production, taking over the place of Varner Paulsen, now in the Dawson, 40, has had 18 years of experience in radio as production and writer, with a brief sort dramatic actor. Edythe Fernrose is being featured in a new program titled "The Lady of Ch..." twice-weekly beauty tip-off.

Pencils are dangerous things, learned this week by News Editor Philadelphia. Fantastic, but he took over a couple of them on the studio and in striving to maintain his balance he pulled two muscles in his right arm and ruptured a blood vessel. Schoening, secretary to J. A. Hull, publicity chief, is back after a week's stay with a strep throat. Announcer Reilly, who assisted Bill Stern in the Penn Relays from Franklin Field started a nightly sports program.

Baseball broadcasts made it necessary for **WIBG**, Philadelphia to "Anything But Swing," class music program. The music-lover complained, so station will present new program, "Symphony F..." nightly. Chuck Thompson, arbiter whose loud suits cause street workers to blink, has a competitor Ray Walton arrived with his arm girth draped in a fawn-colored semple.

In a bouquet to **WTAG**, Worcester, Vlado A. Getting, newly appointed Health Commissioner of the Massachusetts department of Public Health, cites the nation's "Your Health" program as a noble contribution in the educational field. Dr. Getting, who, as former Worcester Public Health Commissioner, was hater on the health-information show, remarks that "doctors have accepted the program wholeheartedly."

A "Youth Conference" conducted by Dorothy Gordon, director Youth Activities for the OCD will broadcast tonight on **WMCA**, N. Y. Among the participants with school children of New York City will be Allan Nevins, Cesar S. Chinger, J. Raymond Walsh, J. Stillman and Fannie Hurst. Show originates from N. Y. Times Hall.

Philco's Net Income 56c A Share In 1st Quarter

Net income of Philco Corp. in first quarter of 1943, after deduction of taxes amounted to \$770,890, or 56 cents per share of common stock which \$178,000, or 13 cents per share is the post-war refund provided by the revenue act of 1942, it was announced yesterday by John B. Lantyne, president.

In the corresponding quarter of last year, Philco had adjusted net income of \$595,035, or 43 cents per share of common stock, including a post-war refund of \$100,000, or seven cents per share.

BIRTHDAYS

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

May 6

Arline Blackburn Jean Bullowa
 Harry Einstein (Parkyakarkus)
 Loretta Clemens David Elman
 Carolyn Grey Toni Kavelin
 Alice Reinheart Lyle Smith
 Orson Welles



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



Vol. 23, No. 27

NEW YORK, N. Y., FRIDAY, MAY 7, 1943

TEN CENTS

Gen. Foods' Spot Drive

Looking On ... AND LISTENING IN

MUSIC publishers and the contact men (formerly known as song plug men) are again about to make a sincere effort to do away with the "payola" and "drives." The former refers to pay-radio and other artists and band leaders for a plug and the latter is the push to make a song the number one in point of radio performances. Sincere money will usually run a tune, or dog, into a nice spot on top. The number of performances on air is not always a true indication of a song's popularity. Not the way it's worked now.

THE CONTACT MEN'S ASSOCIATION, which elected Johnny O'Connor to head the organization, has gone on record at the same time as being against payment of gratuities and the publishers have agreed to lay off the "drives." This will be good for the listeners for one thing; also, it will take the man-killing dog off a great many men who do not want to die young. O'Connor is one of the founders of the Music Publishers Protective Assn. founded to do away with practices that grew to be so prevalent. He is a music publisher, manager of Fred Waring, and means business. Also he is an Acap board member.

FIRST MOVE has been to ask the trade for cooperation in not listing songs by the number of plugs received on the radio. This will go into practice the week after next. For one thing, "Radio Daily" is glad to lend its support to any movement that will improve listening and help the radio audience dodge the plague of excessive repetition in broadcasting popular songs. Also, it is only too happy to help the music industry, an essential part of radio.

Jammed!

Philadelphia — When Lowell Thomas accepted the Poor Richard Club Silver Medal here Tuesday in a hotel dining room, from which he broadcast his regular Blue Network comments over WFIL, a mysterious concert of classical music accompanied his entire speech over the P.A. Later, investigation disclosed it had been picked up by induction from a nearby FM tower.

Again Postponed

Washington — Hearings on the White-Wheeler Bill to reorganize the FCC originally scheduled to get under way yesterday then postponed to May 18, have once again been set back—this time until May 25. There is still no indication who will be called to appear, although FCC Chairman Fly is almost certain to be one of the witnesses.

'Essential' Employers Advised On Procedure

Washington Bureau, RADIO DAILY
Washington—Employers in essential activities, including broadcasting, were advised yesterday to file Selective Service Form 42B, available at local draft board offices, detailing the number of their employes maintaining bona fide homes with children less than 18 years old. Local boards will thus be advised of the individual's status.
(Continued on Page 2)

Choose Third Arbitrator In "My True Story" Status

Dr. Willard L. Thorp, director of economic research of Dun & Bradstreet and editor of Dun's Review, has been selected as the third arbitrator in the pending settlement of a controversy with respect to the talent rates to be paid members of the American Federation of Radio Artists appearing in "My True Story," a production.
(Continued on Page 2)

Set Grade-Labeling Hearing May 24 Before House Group

CBS Board Declares Thirty Cents Dividend

Washington Bureau, RADIO DAILY
Washington—Calling for postponement of any OPA orders dealing with grade labeling of merchandise, a House Interstate Commerce Subcommittee yesterday announced that it will begin public hearings on grade labeling and newsprint Monday, May 24. The investigation comes as the result of a resolution introduced two months ago by Rep. Charles Halleck.
(Continued on Page 3)

Jack Benny-Rochester One-Minute ETs 15 Times Weekly On 103 Stations Of Keystone Disk Network

Blue Adds 4 Outlets; Affiliates Total 155

Four additional stations have become affiliated with the Blue Network, bringing the total number of affiliates to 155. New outlets are: WSOO, Sault Ste. Marie, Mich., and WLAV, Grand Rapids, Mich.; both become affiliated as members of the Michigan network. Owned by Leonard A. Versluis, WLAV operates full time.
(Continued on Page 2)

Experimental Tele Series Draws Ad Agency Execs

The first in a series of Dumont Television programs designed to permit experimentation by production staffs of ad agencies was telecast Wednesday night from the Madison Ave. studio in New York. Representatives of leading agencies were on hand to observe.
(Continued on Page 2)

Infringement Suits Filed Against Decca And CRC

Columbia Recording Corp. and Decca Records, Inc., respectively, were named in two actions filed yesterday in Federal Court here charging infringement of copyrighted songs. The suits were filed by the American Federation of Music Artists.
(Continued on Page 2)

General Foods Corp., yesterday completed details of a large scale campaign on 103 small stations through the facilities of the Keystone Transcription Network. Series consisting of one-minute transcriptions, three times a day, five days per week, totalling 15 announcements weekly, will start May 17 and will run for 26 weeks.

Campaign on Keystone will promote Post Toasties, Post's Raisin Bran, Post's 40 Per Cent Bran Flakes, Grape Nuts and Grape Nuts Flakes. Transcriptions for Grape Nuts and Grape Nuts Flakes will start May 17 and will run for 26 weeks.
(Continued on Page 5)

Clark Expects Action At AFM-Disk Meeting

Washington Bureau, RADIO DAILY
Washington—Unless some sort of settlement on the AFM recording ban seems imminent after the meeting next week between AFM president James C. Petrillo and representatives of the recording industry, it is likely that hearings will be resumed by the Copyright Commission.
(Continued on Page 3)

Yankee Net To Premiere RKO's "Land Is Mine"

Boston—The 50 City-Yankee Network premiere of RKO's film "This Land Is Mine" is scheduled for May 19. Pre-showing ballyhoo calls for a round table discussion by New England.
(Continued on Page 2)

Heavy Selling

Colorado Springs — During KVOR's War Bond auction which netted \$101,900 for animate and inanimate objects—livestock among the former—the chairman said it was worth the shirt off his back to witness the spirited bidding. He was taken at his word. He peeled his shirt for a \$5,000 sale. Piece of parachute used by one of our Tokyo raiders brought \$30,000.



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

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FINANCIAL

(Thursday, May 6)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Hazeltine Corp., Nat. Union Radio. Includes Bid and Asked columns.

OVER THE COUNTER

Table with columns: Farnsworth Tel. & Rad., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit). Includes Bid and Asked columns.

Choose Third Arbitrator In "My True Story" Status

(Continued from Page 1)

gram presented by the Blue in co-operation with Macfadden Publications.

Dr. Thorp was selected by the other two arbitrators, Roy Durstine, president of Roy S. Durstine, Inc., New York, advertising agency, appointed by the Blue Network, and Dr. Robert Lynd, professor of sociology at Columbia University, appointed by AFRA. Hearings, under the auspices of the American Arbitration Association, will probably begin May 18.

THIS LITTLE BUDGET

WENT TO

WORL BOSTON MASS.



Infringement Suits Filed Against Decca And CRC

(Continued from Page 1)

plaintiff in each case is Harry Von Tilzer Music Publishing Co. CRC is charged with infringement by having made and distributed a Harry James recording of "Wait Till the Sun Shines, Nellie," written by Harry Von Tilzer and Andrew B. Sterling; a Beatrice Kay recording of "What You Gonna Do When the Rent Comes Round," by the same composers; a Beatrice Kay recording of "A Bird in a Gilded Cage," by Von Tilzer and Arthur J. Lamb, and a Jerry Colonna recording of "Strike Up the Band," by Andrew B. Sterling and Arthur J. Lamb.

Decca is charged with infringement by having made and distributed a recording of an arrangement by Guy Lombardo and his orchestra of "Wait Till the Sun Shines, Nellie"; another recording of the same song by the Jesters Quartet, and a recording of "Strike Up the Band," also with the Jesters Quartet as the performing artists.

The plaintiff asks damages of both Columbia and Decca, an injunction, an accounting of profits and the impounding of all records of the songs allegedly infringed.

Experimental Tele Series Draws Ad Agency Execs

(Continued from Page 1)

witness the show and watch the mechanics and techniques of television production. The initial show was staged by the Dumont staff, but hereafter on Wednesday nights the agencies will have the run of the place for experimental programs which will be blended with station items.

Will Baltin, producer of the Dumont Television shows, personally escorted many agency representatives through the studio and control rooms.

Benny Rubin was the featured entertainer of the show, presenting stories and songs. The blackout on Wednesday night prevented several other entertainers from reaching the studio on time and their spots were filled with the showing of news and musical film shorts.

"Essential" Employers Advised On Procedure

(Continued from Page 1)

employment in an essential activity, and when the registrant's classification is reviewed at any time his employer will be given an opportunity to submit additional evidence of his essentiality.

Blood Resigns WEAf Post

Leighton Blood has resigned as publicity head of WEAf. He joined NBC in Feb. 1941. Before joining the organization he was active in the newspaper and magazine field having seen service with the N. Y. "Sun," "Boston Herald," N. Y. "Daily News," Hearst and Macfadden publications. Blood also served as Washington correspondent of INS.

Blue Adds 4 Outlets; Affiliates Total 155

(Continued from Page 1)

with a power of 250 watts on a frequency of 1,340 kilocycles. The addition of WLAV will provide the Blue with primary coverage and its own affiliate in the largest and most important market in which the network is not now represented. Grand Rapids is the 52nd market in the United States, and the second in Michigan.

WSOO, owned by the Hiawathaland Broadcasting Co., operates with 250 watts daytime and 100 watts nighttime on a frequency of 1,230 kilocycles.

KTEM Bonus Station

WROK, Rockford, Ill., will become affiliated as a basic supplementary station effective May 17. WROK operates with a power of 1,000 watts daytime and 500 watts night-time on a frequency of 1,440 kilocycles. The network rate per evening hour is \$100.

KTEM, Temple, Texas, has become affiliated as a bonus station available without cost to those advertisers using KABC, San Antonio; KNOW, Austin, and WACO, Waco. KTEM operates full time with a power of 250 watts on a frequency of 1,400 kilocycles.

In addition, WJW, Cleveland, Ohio, will become affiliated as the Blue's Cleveland outlet, replacing WHK effective August 15. The substitution of WJW, operating with 5,000 watts on a frequency of 850 kilocycles, for WHK will mean a substantial improvement in facilities for the Blue.

WJW is now located in Akron but has authority from the FCC to move to Cleveland, and the new plant is under construction. If the commencement of operation is delayed beyond August 15, WJW will join the Blue as soon as it is operating in Cleveland.

Yankee Net To Premiere RKO's "Land Is Mine"

(Continued from Page 1)

land educators to be broadcast over the network on May 13; review by Cedric Foster, Yankee and Mutual news commentator, on May 14; presentation of awards to Greater Boston student winners in essay contest on the film, on broadcast May 15; half-hour dramatic sketch based on picture, from the New England Mutual Hall in Boston, on May 18.

Wiley Show Preview Today

Washington—The press will preview the new "Home Front Reporter" show, which debuts Monday over CBS at Washington's Hotel Carlton today as guests of WTOP and CBS. The show, sponsored by Owens - Illinois Glass, will be aired five days weekly from 4:00-4:25 p. m. and features Fletcher Wiley, food expert; the Metropolitan Opera soprano, Eleanor Steber, and Frank Parker, tenor.

Paramount Casts McGrath

Paul McGrath, who plays Walter Bainbridge in NBC's "David Harum," will be seen soon in Paramount's new picture, "No Time for Love."

COMING and GOING

STANLEY L. STEVENS, publicity manager of BBC, is in Washington, D. C., to discuss relations with government officials.

FRED THROWER, vice-president of the Network in charge of sales, is spending the next three weeks in Florida with family.

HUGH FELTIS, manager of KOIL, Omaha, general sales manager of KFAB and WLincoln, has arrived from Nebraska for a days on station and network business.

W. B. PARSONS, assistant eastern sales manager of NBC's Radio Recording Division, returned from a business trip to Dayton Cincinnati.

L. W. BROCKINGTON, formerly chairman of the CBC Board of Governors and now sp. adviser to the British Ministry of Information, back in Canada following a visit to Australia. He conferred with Gen. Douglas MacArthur last week.

J. KELLY SMITH, commercial manager of WBBM, Chicago, who has been in town major portion of this week, will leave for the Windy City.

PHIL SPITALNY and the members of all-girl "Hour of Charm" program, travel Fort Myer, Va., on Sunday, where they will broadcast for the entertainment of the sermen.

KINGSLEY HORTON, sales manager of W Columbia affiliate in Boston, and GORR MORRIS, account executive with the station have returned to their Massachusetts headquarters after having spent a few days in New York.

BARRY WOOD leaves today for Kansas where he will play an eight-day engagement at the Arena. On his return to New York he will start rehearsals for his new Palmolive series "Million Dollar Band."

HORACE HEIDT and his band will broadcast tomorrow from the Riverside Theater, a waukee, as another stop in their coast-to-coast tour.

SARA ANN McCABE has returned from two-week engagement in Boston, where also was heard in several radio programs.

KATE SMITH, TED COLLINS and the other members of the program company are on Catalina Island today, from which point they will air tonight's show for the entertainment of the boys at the Merchant Marine Base.

CHARLIE BARNET and his band open today at the Earle Theater in Philadelphia.

PVT. LARRY RACIES, formerly an engineering handling network shows on WWL, New Orleans was on two-day leave last week and spent visiting at the old stamping grounds.

JOHN WELLINGTON, Blue Network producer is at Cambridge, Mass., where he will head tonight's "Spotlight Bands" program which will be broadcast from the Naval Training School at Harvard University.

CARL BURKLAND, general manager of WTOP, Washington, D. C., a caller this week at the offices of CBS.

in BUFFALO and Western New York 300,000 Polish Listeners can be reached through the

POLISH VARIETIES PROGRAMS

over Station WHLD 1000 Watts for further details write to:

POLISH BROADCASTING BUREAU 754 Fillmore Ave. Buffalo, N. Y.

House Committee Sets Grade-Label Hearing

(Continued from Page 1)

Indiana Republican, who sees in grade labeling a threat to freedom of the press and radio.

Echoing Halleck's fears the Subcommittee chairman, Lyle H. Boren, Oklahoma Democrat, said yesterday that he was concerned lest the various OPA plans relating to grade labeling were not inspired more by a spirit of reform than by the exigencies of the war.

The hearings are not expected to be much more than a formality at this point, since OPA has already backed down on its grade labeling plans, in the face of Congressional and press opposition inspired largely by the National Canners Assn. The OPA agency has decided not to fight grade labeling, even though it is convinced that the practice would be of great benefit to civilians.

Compromise Suggested

Dr. J. K. Galbraith, head of OPA's price section, who staunchly championed grade labeling for many months, has weakened and indicated a willingness to accept a compromise—perhaps a requirement that invoices to retailers be grade-stamped, with retailers then asked to mark sides (A, B or C) on their shelves.

Another reason for the failure of OPA to push the grade labeling plans, which it feels would protect rather than weaken brand names, is that the "blank-check" committee of Rep. Edward W. Smith, Virginia, has asked OPA to name an agency for all names of men in OPA who have actively pushed the grade labeling project. This practice of scaring agency employes has become one of the favorite Congressional tactics during the past year.

The Subcommittee includes Boren and Halleck and Representatives Lindley Beckworth, Texas; Francis Meyers, Pennsylvania, and Richard Harless, Arizona, Democrats, also Lawrence J. Brown, Ohio, and Charles Wolventon, New Jersey, Republicans.

William J. Slocum, Sr.

William J. Slocum, who during the past five years has handled the major minor league broadcasts for General Mills, died of a heart attack yesterday at St. Elizabeth's Hospital. He was the father of William J. Slocum, director of special events for the CBS network.

For the past 30 years Slocum had been a well-known figure in New York sports writing circles, having worked on the staff of the New York "Times," "Sun," "American" and "Herald-Tribune." He was sports editor of the two latter papers.

The deceased is survived by, in addition to the CBS executive, three other sons, John Francis Slocum, of the 20th Century-Fox publicity department; Sgt. Charles E. Slocum, U.S.A., and Edward Slocum still a cadet.

Funeral will take place in Waterbury, Conn.

★ PROMOTION ★

WBOC Brochure

WBOC, Salisbury, Md., is distributing a 16-page brochure detailing the type of programs it offers the approximate 233,000 population of the Chesapeake Bay peninsula made up of portions of Delaware, Maryland and Virginia. Calling attention to the 200-mile Del.-Mar.-Pa. peninsula with a detailed map on the back cover, the piece breaks down the cash business of Salisbury stores from 1938 to 1942 and cites case histories of sponsors and the results achieved on WBOC.

The front cover bears a photograph of the modern portal to the station with the title piece, "This is WBOC—A Station Is Known By Its Programs." The inside pages describe with text and photos the local and network programs available.

Laundry Tie-Up

Some 300,000 "shirt bands" bearing promotional matter for WHN, N. Y. are being used by a group of independent metropolitan laundries. The bands feature the station's four-hour "Gloom Dodgers" program and an offer to exchange the band for free tickets to Saturday broadcasts.

Texaco's Booklet

To the trade being distributed
Is a promotion uninhibited
And it tells in rhymes quite wacco
'Bout Fred Allen and Texaco

Full of humor cute and terse,
Aptly titled "It Could Be Verse"
Has art by Soglow Otto
—You'll enjoy it soberorblotto

"Listener's Guide"

WKNE, Keene, N. H., is mailing a monthly "Listener's Guide," charging 10 cents for six issues. The piece promotes sponsors, programs, personalities, CBS shows and stars, etc., using pictures, chatter columns and news stories. Each monthly issue contains the daily broadcast log.

Tele Society Meet

Meeting of the American Television Society at the Hotel Capitol at 8:30 p.m., May 13 will have as guest speaker Will Baltin, producer of the Dumont Television shows, it was announced today by Norman D. Waters, president of the society. Baltin will talk on "The War Role of Television and Its Post-War Potentialities."

WWPG To Palm Beach

Palm Beach, Fla.—Charles E. Davis, president of WWPG, yesterday stated that the station was granted permission by the FCC to officially become a Palm Beach station. The original franchise was at Lake Worth. Station is a Blue and Mutual outlet, established in 1941, and operates on 250 kilocycles. It is owned and operated by the Lake Worth Broadcasting Corp.

KTUC Listings

KTUC, Tucson, Ariz., is using 420 lines of advertising space in the Saturday p.m. and Sunday a.m. papers to list its programs for the week.

The ads are headed: "KTUC, Your Community Station for Public Service Gives You the Complete Broadcasting Schedule for This Week—Clip It Out—Keep This Near Your Radio." The ads adjoin the newspaper's daily listings of stations in the area.

Griffin Birthday

The fifth "birthday" of Griffin Shoe Polish on WWL, New Orleans, is the subject of a light-veined promotional booklet being distributed by the station. Its cartoons and text relate how for 1,400 broadcasts over WWL, 7:30 a.m. was the "Time to Shine" for Griffin.

WGY's Exchange

WGY, Schenectady, has placed through its noon-day hired-hand-exchange some 63 workers on farms within a 100-mile radius of the studio. The first appeal for city folks to go back to the good earth was aired on Jan. 1, and since then 638 farmers have written asking the station to procure hands for them, according to G. Emerson Markham, who conducts the exchange.

Clark Expects Action At AFM-Disk Meeting

(Continued from Page 1)

Senate Interstate Commerce Subcommittee headed by Sen. D. Worth Clark, Idaho. Three days of hearings were held in January with Petrillo on for two days and AFM Counsel Joseph C. Padway for one, and subsequent action by the Subcommittee has been held up while settlement attempts go on between Petrillo and the industry men.

The Subcommittee has been watching these attempts with interest and once or twice has been ready to call several recording people to Washington for hearings, but has been dissuaded. It is likely that further hearings will be held, however, if Monday's meeting does not have a satisfactory conclusion.

WWL Sets Special Shows To Commemorate Church

New Orleans—WWL, will broadcast two special programs on May 11 to commemorate the 150th anniversary of the founding of the Archdiocese of New Orleans. Lay, clerical, city and state officials will speak on one program; a Pontifical Mass to be celebrated by the Most Rev. Archbishop Joseph Frances Rommel at historic St. Louis Cathedral will highlight the second broadcast.

WANTED

To purchase partial or complete interest in a radio station. Must be full time, in market of population in excess of 60,000. I have had long experience in operation of stations and will operate station personally. Identity will be revealed in confidence. Any answers to this advertisement will receive same treatment. Write

RADIO DAILY

Box 151

1501 Broadway

New York City

Los Angeles

By RALPH WILK

OSCAR HOMOLKA, who plays "Litvinov" in "Mission to Moscow" and who has returned from a visit to Chicago, New York, Boston and Baltimore, made 12 radio appearances in those cities. He was accompanied by Publicist Jack Kelly.

Louis Lochner, former Berlin head of the Associated Press and Pulitzer Prize winner, May 3 inaugurated his series of programs as commentator for NBC on the Pacific Coast. He declared the nerves of the German people are frayed far worse than people imagine, due to the simple fact that they have eaten precious little since 1937 of the fats essential to cushion human nerves against the shock of heavy bombings and the growing fear of defeat.

Our selection of the week of the most photogenic non-professional—Mary Anne Gideon, of Al Span's KNX-CBS sound department.

Our Passing Show: Matt Barr, KFI-KECA publicity chief, making his fourth donation at the Red Cross blood bank. (Matt says he likes the coffee and doughnuts given the donors.)

Red Skelton will devote his entire broadcast May 18 to recruiting war workers. Six thousand Douglas Aircraft workers will be the audience under a plan designed by the Douglas employee management committee to put more men and women at the war plant work benches. The price of a pair of ducats to the broadcast will be an application for a job at Douglas. Two tickets will be given to each employee who induces a friend to sign an application.

Robert D. Hussey, who is in charge of Universal's radio activities, has moved his offices to a new bungalow at the studio.

Gilmore has renewed its deal with George Riley as the comedy star of its "Furlough Fun" show heard over KFI and the Pacific Coast network Friday nights at 9 p.m. New arrangement runs 12 weeks from May 7.

Walton Goldman has appointed Al Jacobs, formerly with Robbins and Sherman-Clay, as professional manager for Walton Goldman, Inc., music publishers, in New York. Goldman will open offices for his new firm in the Brill Building, that city, on May 10. Carmichael Music Publications and National Music Corp., both owned by Goldman, also have offices in the Brill Building.

MAIN STREET

OL' SCOOPS DAILY

Reporter At Large . . . !

• • • Looke like Jerry Wayne, Hit Parader, had better burn the midnight oil over the week-end... Monday morning at 10 he's due to lecture before a Radio Class at New York University (Scoops' Alma Mammy) his subject "Radio as a Public Service Career"... A quarter century ago, Jascha Heifetz promised to appear at a Liberty Loan Drive in Providence but had to cancel the trip due to an outbreak of the flue epidemic... but an attorney there, remembering the event scheduled for the Fall of the year 1917, reminded the Virtuoso, who promptly journeyed to that New England city and played a special War Bond Concert... Dennis Day, who, under the tutelage of Jack Benny developed into an actor-comic as well as a top "Tenor," leaves for an overseas entertainment tour in June... Many sailors, stationed at the Naval Base in New London, Conn. are getting the thrill of seeing themselves on the screen... Many sequences for "Crash Dive," currently at the Roxy theater, were filmed there... Paramount is interested in a comedy script authored by George (Superman) Lowther... As reported here two weeks ago, Barry Wood will be the "Voice" and emcee on the Palmolive "Million Dollar Band" when that program starts May 29 on NBCoast-to-coast... It isn't generally known but Tommy Dorsey toted his trombone in and out of the brass sections of twenty-two orchestras in one year... then decided to form his own band... Hugh Conover, CBS announcer on the Landi Trio program debuted as a vocalist yesterday, singing "Oh, Susanna."

• • • The author of NBC's "A Woman of America" Merrill Denison's new book "Klondike Mike" was the April Book-of-the-Month in Canada... "Denny" wrote his first novel at the ripe old age of nine... Herb Chasen, wide-awake promotion chief at WHN cracked this week's issue of "Printers Ink" with an up-to-the-minute article on "Radio Advertising"... Charlie Barnet and his band may go to Hollywood in six weeks to make a musicinema for 20th Century-Fox... Bruce Dodge, former producer of "Take It Or Leave It," is spending his furlough in Gotham's Kilocycle Lane... he's stationed at an air base in New Mexico... Cyril Armbruster is connected with so many radio "food operas" that his contemporaries are pronouncing his given name "Cereal"... M-G-M's forthcoming flicker, "Meet the People" ought to be changed to "Meet the Radio People"... the first two stars to be signed for the opus are Ginny Simms and Victor Borge... The Welcome Lewis-Art Gentry program, "Singo" is catching on and has added a fourth spot weekly on WJZ-Blue... sounds like a good summer replacement... Berry Kroeger, who plays the title role on the Blue Network series, "The Falcon," is no stranger to this "whodunit"... he appeared in support of George Sanders in several screen episodes.

• • • In the morning's mail: "Dear Scoops, through an item in your column, Nate Caldwell, one of radio's pioneers, is landing a job with a big agency" signed Ben Pratt, (we merely mentioned the fact that Caldwell, after a lengthy stay in Canada, had returned to Gotham and his first love, Radio)... In order to obtain material first hand for his radio script "Flying Sweethearts," Blue Network program dealing with the important work of the WAFS (Women's Auxiliary Ferry Squadron), scripter Ira Marion spent a whole day with these "gals" at their base in New Castle, Delaware (and he gets paid for that "work")... A pair of Rubins, Benny and Jack, are auditioning today, a new radio comedy series titled "Cohen the Detective"... Ralph Campbell has resigned as producer of "True or False" and Edmund C. Rice has replaced him... Eleanor Powers, the only female announcer at WNEW, appeared as an actress on network shows including "Goldbergs," "Big Sister," and "Famous Jury Trials"... Alan Courtney,

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

A SPECIAL piano arrangement of "Caprice Viennois" by Hev Weber, WGN musical director, and Leon Benditsky will highlight the "Chicago Theater of the Air" broadcast Saturday, May 15, from 8-9 p.m. on WGN-Mutual. Marion Clason, soprano, and Attilio Baggio, tenor, will be the vocal stars.

Tom Cafferty, WGN announcer, reported for active duty with the Army at Camp Grant, Ill., as a private last week, bringing the total of WGN male employees in the armed service up to 49.

Danny Thomas, Blue Network comedian, takes his variety show to the hospital unit of the Great Lakes Naval Training Station on Saturday, May 8, at 6:30 p.m. Talent will include Rex Maupin and his orchestra. Marion Mann and the "Four Vagabonds." Ted Toll produces the program.

Mothers of the three "Quiz Kid" will face Joe Kelly, emcee of the show, during the last half of the broadcast over the Blue on Sunday, May 9, at 6:30 p.m. The mothers will occupy the learned chairs. Their children are Mrs. Brenner, Mrs. Duskin, and Mrs. Williams. Ten-year-old Gerard Darrow, whose mother died while he was an infant, will be represented by his Aunt Bessie.

Marriage of Juliet K. Forbes, the Radio Council of the Chicago Public Schools, to Daniel J. Magner, principal of the Steward School, was announced yesterday.

Alma Kitchell will return to the "Meet Your Neighbor" program on Tuesday, May 11, at 11 a.m., when she broadcasts from the Blue's Chicago studios, describing her experiences at the christening of the "Quint Fleet" by the Dionne Quintuplets. Constance Williams, assistant to Mrs. Kitchell, is handling the "Meet Your Neighbor" show while Mrs. Kitchell visits the little ladies from Northern Ontario.

Roy W. McLaughlin, Hearst advertising salesman in Chicago for the past 20 years, has joined the WENR sales force under Gil Berry, WENR sales manager.

James L. Stirton, program manager for the Blue's central division, has been in New York all week on business.

WBNX NEW YORK
WITH THE MOST INTIMATE AND EFFECTIVE PROGRAM APPROACH TO AMERICA'S LARGEST MARKET
5000 WATTS Directional
OVER METROPOLITAN NEW YORK

THE PROOF IS IN THE LISTENING
W P E N
Philadelphia
5000 WATTS • 950 ON THE DIAL
Affiliated Station of the Atlantic Coast Network

GUEST-ING

HEDA BARA, "vampire" of the silent screen days, on Groucho Marx's "The Blue Ribbon Town," tomorrow (WABC-CBS, 10:15 p.m.).

DR. BRUNO FURST, telepathist and hypnotist, on the "Hobby Lobby" program, tomorrow (WABC-CBS, 8 p.m.).

MICHAEL O'SHEA, on the "Radio Reader's Digest," Sunday (WABC-CBS, 9 p.m.).

ERIC JOHNSON, president of the United States Chamber of Commerce, **ROBERT REDFIELD**, dean of the division of social sciences at the University of Chicago, on that institution's "Round Table" program, Sunday (WEAF-NBC, 2 p.m.).

ROBERT ANVER, eleven-year-old pianist and electrician, on the "Quiz Kids" show, Sunday (WJZ-Blue Network, 7:30 p.m.).

JAMES MARSHALL, lawyer member of New York City Board of Education, and **PROF. HERBERT WALLACE SCHNIEDER**, executive officer of Columbia University's department of philosophy, on "Invitation to Learning" Sunday (WABC-CBS, 11:30 a.m.).

DR. ROY L. SMITH, editor of the "Christian Advocate," Chicago, on the "Church of the Air," Sunday (WABC-CBS, 10 a.m.).

GLUCIE EMERSON, member of the WAVCs, and her son, **PAUL EMERSON**, of the U. S. Army, on Tom Per's "This Is Fort Dix," Sunday (DR-Mutual, 3 p.m.).

MARRIE JACOBS-BOND, commentator, on the Mother's Day Program during the broadcast by John Charles Thomas, Sunday (WEAF-NBC, 2:30 p.m.).

BOFFREY CROWTHER, ex-minister of production in Britain; **G. R. P. HILL**, a rationing expert; **SYBIL CAMPBELL**, senior woman enforcement officer, and **JANET WEBB**, a housewife, speaking from London on the "Answering You" program, Sunday (WOR-Mutual, 5 p.m., EWT.).

ACTOR MOORE and **WILLIAM BRANTON**, on the Bergen-McCarthy program, Sunday (WEAF-NBC, 8 p.m.).

ROBERT CASADESUS, French pianist, on the program of the Columbia Broadcasting Symphony, Sunday (WABC-CBS, 3 p.m.).

WWDC To Weed & Co.

Wen Larson, manager of WWDC, Washington, D. C., announces the appointment of Weed & Co. as national sales representatives for the station effective immediately.

NEW PROGRAMS—IDEAS

For Servicewomen

"Notes From a Lady Sailor," the program featuring WAVES, SPARS and (Lady) MARINES from the U. S. Naval Training School in the Bronx, heard every Saturday night over WOV, N. Y., will be presented in a new format beginning May 8.

Previously heard entirely in the form of a dramatized letter to "the folks at home," in which music was interspersed between portions of the letter, the show's new format provides for a straight ten-minute dramatization in addition to new features.

Each week a different name band leader will appear and interview three members of the Women's Reserve forces who were celebrities in civilian life. Another new feature will be a short reading of last minute "gossip" and commentary on life at the school.

Three "songs of the week," voted by the girls as their favorites will be played, and other music typical of Navy life will be heard. Recruiting and general Navy messages will be woven into the scripts.

Canada's Loan Quiz

An Inter-City battle engineered by CJAT, Trail, B. C., is creating plenty of fun in the Kootenays. At station's suggestion, Mayor Clark of Trail chal-

CD 'Reporter' Program Starts On WHN, May 10

A program called "Your Civilian Defense Reporter" was the outcome of a survey made of the WHN listening area which revealed that over 3,000,000 people engaged in some sort of defense work were without any regular scheduled program dealing with their specific work. The program will be aired over WHN, Monday, Wednesday and Friday starting May 10 at 10:30 p.m., EWT. This time was chosen after a poll was taken of the surveyed communities which showed that most workers would be at home at that time and thus able to listen to the program.

Description of Format

Program will have a format of news reports, forum exchange by the local defense councils, interviews with high ranking army officials and defense councils, added reports from Washington with regard to defense regulations, and advance forecasts pertaining to civilian defense news and occurrences still in the offing.

Starting with the inaugural broadcast the program will carry the official sanction of the Aircraft Warning Service of the Second Fighter Command as the official media for disseminating spot news to thousands of Aircraft Warning Service Workers located in the Second Fighter Command District.

New Song By Chas. Paul

Charles Paul, musical director of "Ellery Queen," has written a new song to be published soon. The title is "Once Upon a Time."

For Young Artists

Young Wisconsin artists who hitherto have not received recognition in the field of music will have an opportunity to perform for the public in a series of recitals to be given over WTMJ in cooperation with the Wisconsin Federation of Music Clubs.

The series is expected to begin early in December and will consist of 26 concerts by young artists in both the instrumental and vocal field. The hour-long recital will consist of a half hour on the air and another non-broadcast half-hour in the auditorium of Radio City.

Warren Mead, production manager, will work with the W.F.M.C. steering committee in arranging the programs. The Federation will procure the artists, supervise the musical program and arrange other details.

lenged Mayor Stibbs of Nelson to complete in a Radio Quiz program over CJAT in support of Canada's Fourth Victory Loan. Teams consist of four members from Trail Rotary Club and four members from Nelson Rotary. Trail Maple Leaf Band participates, and Trail and Nelson daily papers are publishing interchange of correspondence between the two mayors.

FTC Modifies Complaint Re Best Foods' "Nucoa"

Washington Bureau, RADIO DAILY

Washington — The Federal Trade Commission yesterday modified its complaint against the advertising of Best Foods' "Nucoa" Oleomargarine, withdrawing its objection to representation of the products as a "fit food for children." The FTC also withdrew its complaint against the company's statement that butter and margarine are equally nutritious.

Remaining in force is the commission's allegation that the company's advertising copy has misrepresented the whole milk content of the product and a complaint that the copy concerning the method of manufacture of the product is misleading and deceptive.

New NBC Jewelers' Recording

A master recording containing ten 35-word announcements has been produced by NBC's Radio-Recording Division for the George H. Newstedt Co., jewelers in Cincinnati. The order was placed through Strauchen & McKim, Cincinnati advertising agency. Hugh James read the announcements.

Canada Loan Drive Committee

Montreal—The radio stations have appointed a special committee to cooperate in the Victory Loan Campaign. The committee is composed of O. Carrigan, A. D. Dupont and P. LaLonde. E. C. Wells heads the sound equipment committee which will serve during the course of the campaign.

AGENCIES

ADVERTISING CLUB OF NEW YORK announces two speakers for its War Activities luncheon next Wednesday at the clubhouse. They are: Cyrus S. Ching, industrial and public relations director of the U. S. Rubber Company and member of the National War Labor Board, and George Q. Lynch, general president of the Pattern Makers League of North America. The subject to be discussed by the speakers is "Improving Employer and Employee Relations." Ching will represent management and Lynch will speak for labor.

CAMPBELL-EWALD CO. is the agency for the U. S. Rubber account and handled the Philharmonic deal.

JACK W. MURRAY, formerly of Robert E. Clarke & Associates, Milwaukee, has joined Donahue & Coe in contact and service capacity.

ANNUAL MEETING of the Advertising Club of New York will be held next Tuesday. It is requested that each member be present, and if this is impossible, send a proxy to represent him.

UNITED DRUG COMPANY next week will use spot announcements on more than 200 stations to advertise the annual Rexall stores' one-cent sale. Street & Finney placing the business.

PECK ADVERTISING AGENCY announces the appointment of John Doherty as production manager. Doherty formerly was associated with Benton & Bowles, Inc.

in BALTIMORE and the Central Atlantic States



Edward Petry & Co., National Representative

NEW BUSINESS

WOL, Washington, D. C.: Lehn & Fink Products Corp. (Hinds Honey and Almond Cream) through William Esty Co. NYC half-hour "Take-A-Car" program on Wednesdays; Dr. John Matthews ("Shepherd of the Air") half-hour program on Sundays direct; Lusty Pet Loaf through C. D. Ferguson Agency, Washington, D. C., anns.; Modern Home Physician Guide, through Huber Hoge & Sons, five-minute program Monday, Wednesday and Friday on "Homemakers Club of the Air," National Academy of Broadcasters, through Henry J. Kaufman Agency, Washington, D. C., anns.; Parchey's Restaurant, anns, direct; Petri Wine Co., through Erwin, Wassey & Co., Inc., NYC, half-hour "Sherlock Holmes" program on Friday.

KHJ, Los Angeles: Chevrolet Dealers, through Campbell-Ewald Co. Inc., 26 broadcasts of 15-minute news commentary program as part of contract over entire Don Lee Broadcasting System; Columbia Pictures Corp. (Films), through Weiss & Geller, Inc., NYC, 39 broadcasts of 15-minute news commentary; Sparkletts Drinking water Corp. (Sparkeeta), through Raymond R. Morgan Co., Hollywood, 39 participations in the "Homemaker's Club; Proctor & Gamble Co. (Any oor all products), through Compton Advertising, Inc., NYC, one-minute anns, at times and dates to be selected; Joseph Dixon Crucible Company (Ticonderoga Pencils), through Federal Advertising Agency, Inc., NYC, 39 transcribed 15-minute early morning programs; Kerr Glass Manufacturing Co. (Glass Jars), through Raymond R. Morgan Co., Hollywood, participations in the "Homemaker's Club" program; Interstate Bakeries, Inc., through Dan B. Miner Co., Los Angeles, 26 35-word anns. and one-minute ET's; Scudder Food Products, Inc., through Brisacher, Davis & Staff, Los Angeles, 21 100-word anns.; Beckman Furs, through Glasser-Gailley Advertising, Los Angeles, 13 15-minute daytime news programs; Sparkletts Drinking Water Corp., through Raymond R. Morgan Co., Hollywood, 65 early morning transcribed rebroadcasts of news commentaries.

WOKO, Albany: Kellogg Company, through J. Walter Thompson, 20 weeks, 15-minute daily periods through September 4th; Beechnut Packing Co., through Newell-Emmett Company, 26 anns., 35 words, twice weekly; Standard Brands, through Ted Bates, Inc., 48-minute periods daily; Healey's, three-weekly, five-minute news periods; Pillsbury Flour Mills, through McCann-Erickson, Inc., 120 minute-anns., weekdays, through May 28; Omer, Inc., through MacFarland, Aveyard & Co., 339 15-min. periods, twice weekly; General Baking Co., through BBD&O, 338 one-minute anns., once daily, through January 20, 1944.

General Foods Spot Campaign Set On 103 Keystone Outlets

(Continued from Page 1)

Nuts Flakes will feature Jack Benny and Rochester, stars of the "live" show.

The spot business is virtually a follow up on the original plan advanced by officials of KBS which was brought before the recent NAB War Conference in Chicago. It is felt by KBS heads that the utilization of small stations in small towns is of timely significance.

Territories selected by the advertiser have been based on sales districts, and sales lists were chosen to parallel distribution.

Two Agencies Involved

Deal was set by Noel Rhys, KBS account executive, with Benton & Bowles Advertising Agency for Post Toasties, Post's Raisin Bran and Post's 40 Per Cent Bran Flakes; and with Young & Rubicam for Grape Nuts and Grape Nuts Flakes.

Following is a list of stations carrying the General Foods campaign:

KFFA, Helena, Ark.; KGNO, Dodge City, Kan.; KGCM, Gulfport, Miss.; KBTM, Jonesboro, Ark.; KIUL, Garden City, Kan.; WFOR, Hattiesburg, Miss.; KOTN, Pine Bluff, Ark.; KVGB, Great Bend, Kan.; WAML, Laurel, Miss.; KIUP, Durango, Colo.; WLB, Bowling Green, Ky.; WSKB, McComb, Miss.; KFXX, Grand Junction, Colo.; WOMI, Owensboro, Ky.; WMIS, Natchez, Miss.; KOKO, La Junta, Colo.; WHOP, Hopkinsville, Ky.; WQBC, Vicksburg, Miss.; KID, Idaho Falls, Idaho; WPAD, Paducah, Ky.; KHMO, Hannibal, Mo.; WSOY, Decatur, Ill.; KALB, Alexandria, La.; KWOC, Poplar Bluff, Mo.; WEBQ, Harrisburg, Ill.; KVOL, Lafayette, La. and KWOS, Jefferson City, Mo.

WJPF, Herrin, Ill.; KBLC, Lake Charles, La.; KDRO, Sedalia, Mo.; WLDS, Jacksonville, Ill.; WFMD, Frederick, Md.; KRJE, Miles City, Mont.; WTRC, Elkhart, Ind.; WJMS,

Ironwood, Mich.; KGCX, Sidney, Mont.; WKMO, Kokomo, Ind.; WHLS, Port Huron, Mich.; KORN, Fremont, Neb.; WLBC, Muncie, Ind.; WTCM, Traverse City, Mich.; KHAS, Hastings, Neb.; WKBV, Richmond, Ind.; KFAM, St. Cloud, Minn.; KGFV, Kearney, Neb.; WADV, Vincennes, Ind.; KWLM, Wilmar, Minn.; KGNF, North Platte, Neb.; KVFD, Fort Dodge, Iowa; WCBI, Columbus, Miss.; KGKY, Scottsbluff, Neb.; KBIZ, Ottumwa, Iowa; WJPR, Greenville, Miss.; WSNJ, Bridgeton, N. J.; KVAK, Atchison, Kan.; WGRM, Greenwood, Miss.; KICA, Clovis, New Mex.; WALL, Middletown, N. Y.; KDNT, Denton, Tex.; WATW, Ashland, Wisc.; WHDL, Olean, N. Y.; KLUF, Galveston, Tex.; WIGM, Medford, Wisc.; KOVC, Valley City, N. Dak.; KGBS, Harlingen, Tex.; WJMC, Rice Lake, Wisc.; WMRN, Marion, Ohio; KSAM, Huntsville, Tex.; KDFN, Casper, Wyo.; WPAY, Portsmouth, Ohio; KOCA, Kilgore, Tex., and KFBC, Cheyenne, Wyo.

Additional Stations

KVSO, Ardmore, Okla.; KPAB, Laredo, Tex.; KPOW, Powell, Wyo.; KASA, Elk City, Okla.; KPRO, Longview, Tex.; KVRs, Rock Springs, Wyo.; KCRC, Enid, Okla.; KRBA, Lufkin, Tex.; KWYO, Sheridan, Wyo.; KSWO, Lawton, Okla.; KNET, Palestine, Tex.; KHBG, Okmulgee, Okla.; KPDN, Pampa, Tex.; WBBZ, Ponca City, Okla.; KVIC, Victoria, Tex.; WCED, Du Bois, Pa.; KGRB, Tyler, Tex.; WMRF, Lewistown, Pa.; KGFV, Pierre, S. Dak.; WJZM, Clarksville, Tenn.; KOBH, Rapid City, S. Dak.; WHUB, Cookeville, Tenn.; KWAT, Watertown, S. Dak.; KNEL, Brady, Tex.; WJLS, Beckley, West Va.; KEEW, Brownsville, Tex.; WLOG, Logan, West Va.; KBWD, Brownwood, Tex.; WBRW, Welch, West Va.; KAND, Corsicana, Tex. and WBTH, Williamson, West Va.

KPO-KGO Both Do Better As Result of Blue Split

San Francisco—Operational separation of Red and Blue webs here has had salutary effect on business for both KPO and KGO, which went into competition with each other after the network break over a year ago. While wartime spurt in defense activity here has had some effect, a large share of the increase is believed due to the rivalry between the two. KGO of the Blue web is doing more than twice as much business as when it was part of NBC, reporting a 73 per cent increase in local and national spot sales over a year ago.

At KPO local and national spot business is said to equal the total activity of this type on both stations before the split. The KPO sked of night spots is sold nearly solid until 10:15 p.m. each night.

KGO is headed by Mark Woods, while John W. Elwood is general manager of KPO.

Hillman To Address WPB Men At Hot Springs

At the personal request of WPB chairman Donald Nelson, William Hillman, Washington correspondent of the Blue Network, will speak at a special meeting of the Business Advisory Council of the WPB tomorrow, at the Homestead, Hot Springs, Va. The Council is composed of 60 leaders in business and industry who are working with the WPB. Hillman will return to Washington, D. C., in time to participate as usual in the Blue's "Weekly War Journal."

WOR Navy Show Sunday

WOR will pay tribute to the United States Navy in special broadcast entitled "Our Navy Speaks," to be heard Sunday, May 9, off the Mutual line. Purpose of the program is to remind the nation of the Navy's 145 years of service in the interest of the Americas.

To the Colors!

BRUCE DENNIS, former W. Chicago, publicity and special events director, has been promoted to junior to senior grade lieutenant in the United States Navy. Dennis has been associated with Holman First in handling the Navy's radio public relations in the Ninth Naval District.

CAROL RODER has taken a leave of absence from the KYW, Philadelphia, engineering staff to accept a commission of lieutenant in the U. S. Army Signal Corps.

RUDY ISENBERG and HOMER DALY, transmitter operators of KXOK, St. Louis, have been commissioned 1st lieutenants in the Army Signal Corps. Isenberg and Daly, were the 22nd and 23rd members of KXOK staff to enter the armed services, will be stationed at Fort Monmouth, N. J.

VARNER PAULSEN, WIP, Philadelphia, production manager, was ducted into the Army April 28.

LESLIE PALMER, half of WRDW, Augusta, Ga., hillbilly te of "Jack and Leslie," reported to Army April 26.

JOE NOVENSON, former WF Philadelphia, announcer has received his second lieutenant's bars. Novenson is in the Army Air Corps.

HELEN WILDERMUTH, head program analysis, is leaving the Blue Network to take a position as staff assistant with the Red Cross Overseas Military Relief Service.

Stork News

Mark Hansen, of KFEL, Denver, the proud daddy of a daughter, Marjorie Esther, born recently. The event quite some publicity on the station. "Ned and Nancy Talk It Over" program on which both Hansen and his wife are featured.

Morris Spector, drummer in the house band of WIP, Philadelphia, became the father of a son on Monday. It is the second addition to the House of Spector.

It's a boy, David, at the Jack Deschamps menage in Marin County, with the cigar smoke still circling out of the newsroom at KFRC in San Francisco. Father is star-reporter heard on KHJ. Don Lee on the 6:15 news program "News/Faces-Places."

Former WCAE, Pittsburgh, announcer, Lee Phillips, now with Uncle Sam, is the proud papa of a girl, Sandra Lee.

It's an eight-pound baby boy for WELI's Program Director Charlie Wright. The new arrival, born in St. Raphael's Hospital, New Haven, will be named Charles Henry Wright, 3rd.



LAST YEAR'S BONDS GOT US STARTED

THIS YEAR'S BONDS



ARE TO WIN!

★ Last year saw nearly 30,000,000 workers voluntarily buying War Bonds through some 175,000 Pay-Roll Savings Plans. And buying these War Bonds at an average rate of practically 10% of their gross pay!

This year we've got to top *all* these figures—and top them handsomely! For the swiftly accelerated purchase of War Bonds is one of the greatest services we can render to our country . . . and to our own sons . . . and our neighbors' sons. Through the mounting purchase of War Bonds we forge a more potent weapon of victory, and build stronger bulwarks for the preservation of the American way of life.

"But there's a Pay-Roll Savings

Plan already running in my plant."

Sure, there is—but how long is it since you've done anything about it? These plans won't run without winding, any more than your watch! Check up on it today. If it doesn't show substantially more than 10% of your plant's pay-roll going into War Bonds, it needs winding!

And you're the man to wind it! Organize a vigorous drive. In just 6 days, a large airplane manufacturer increased his plant's showing from 35% of employees and 2½% of pay-roll, to 98% of employees and 12% of pay-roll. A large West Coast shipyard keeps participation jacked up to 14% of pay-roll! You can do as well, or better.

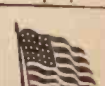
By so doing, you help your na-

tion, you help your workers, and you also help yourself. In plant after plant, the successful working out of a Pay-Roll Savings Plan has given labor and management a common interest and a common goal. Company spirit soars. Minor misunderstandings and disputes head downward, and production swings up.

War Bonds will help us win the war, and help close the inflationary gap. And they won't stop working when victory comes! On the contrary—they will furnish a reservoir of purchasing power to help American business re-establish itself in the markets of peace. *Remember, the bond charts of today are the sales curves of tomorrow!*

You've done your bit  Now do your best!

THIS SPACE IS A CONTRIBUTION TO AMERICA'S ALL-OUT WAR EFFORT BY
RADIO DAILY





Coast-to-Coast



CONTINUITY CHIEF BEN MUROS of WCAE, Pittsburgh, who became a poppa recently, is on the sick list... Cliff Daniel, program director, is visiting in Cleveland... Carl Dozier, sales department, is being kept busy emceeing Bond rallies... Walter Compton's afternoon commentary went commercial this week, sponsored by Iron City Beer.

KGKO, Fort Worth, Tex., has sold local sponsorship of the Blue's "Mystery Chef" to Safeway Stores of Fort Worth and Dallas, with an initial five-a-week schedule for 13 weeks. "Chef" recipes have been made available at the stores or listeners may request them from the station.

Gertrude Lawrence, stage star of "Lady in the Dark," will be the guest on "News Thru a Woman's Eyes" program conducted by Kathryn Cravens, on Monday over WNEW, at 4:45 p.m. Miss Lawrence will discuss how the British in America have organized to donate blood to the Red Cross.

WKNY, Kingston, N. Y. broadcast this week a "Monster Hillbilly Lamboree and Dance" from the Municipal Auditorium for the benefit of the American Red Cross. Martin Weldon, program director, was emcee; talent included Floyd Deitz, Doc Fisher, Joe Abadalla, Gene Knap, Andy Davis and Peter Donald.

Dr. Richard M. Brickner, author of the recently published "Is Germany Incurable," was the speaker on "The Voice of Freedom" program yesterday on WMCA, N. Y. ... Underground guerrilla warfare in occupied Russia was the theme of this week's "Report on the Underground" program presented under the auspices of Free World Association.

Rapid was advancement for Esther Hartmann at WWL, New Orleans. Just two days after she became secretary to Production Manager Jack Simpson, she was cast by Dr. Alfred J. Bonomo in one of his "University Time" productions... Stanley Reyes, long-time actor and sound effecter, has been made a regular member of the program department staff.

First near-casualty as a result of the recently installed announcers' lounge at WTOP, Washington, occurred this week. Lounge is separated from the studios by two floors, and resting in one of the easy chairs, Announcer Erwin Darlington fell asleep a half hour before a show. He was saved from embarrassment by another member of the staff who walked in just in time.

Byrum Saam, veteran baseball and football play-by-play broadcaster, will inaugurate his own sports show on WIBG, Philadelphia, Monday night at 7:30. The program, which will be a daily feature, Monday through Saturday, will carry the title, "The Sporting Page, Byrum Saam, Editor." Currently, Sam is doing play-by-play of the A's and Phillies' games from Shibe Park.

KWK's, St. Louis, continuity director, Claire Harrison Cari-Cari, served as counselor on radio at a Career Conference held recently at Monticello College, Alton, Ill. ... Johnnie O'Hara, senior sports announcer who with Dizzy Deane handles the play-by-play of the Cards and Browns, is handling three other daily shows: "Warm Up Time," pre-game; "Scores and Highlights," post-game; and an evening "Sports Review." All three are sponsored.

John Donaldson, radio executive and volunteer worker for radio activities in the war effort, will be the guest of Jack Mitchell on "Entertainment Goes to War," the WBNX series saluting the contributions of show business in wartime. Saturday night, Mitchell, who is on the staff of NBC's script division, will have Fritz Scheff as his guest on May 15.

Dick Gilbert, troubadour of WHN, N. Y., had a date this week with seven-year-old Twinkle Watts, skating star in "Stars on Ice." He interviewed her on his program at 6:30 p.m., then took her to dinner at the Hotel Lincoln, where Abe Lyman played her request numbers. Then to the circus.

Dave Siner, assistant to Harry Bates, auditor KYW, Philadelphia, has resigned, his position being filled by Emma Mae Lysle, with the department for the past five years. ... Hope Humphries has been named secretary of the auditing department. ... "Colonel Bill" Galleher, director of educational department programs, has been named a member of the public relations committee of the Philadelphia Air Wardens. He will co-ordinate radio publicity.

Joseph Jacobs Jewish Market Organization is now featuring "The Folk Singer," quarter-hour program for Tetley Soup Mix over WEVD, N. Y., Mondays and Wednesday, with special advertisements in New York Jewish newspapers.

WWL, New Orleans, has converted the organ room into a control room, an enlarged engineering workshop and an air-conditioned office for Chief Engineer Jefferson Davis Bloom, Jr. Renovation necessitated disposal of the station's pipe organ and will permit increased production of live shows. The office formerly occupied by the engineers is now shared by Educational Director Dr. Alfred J. Bonomo and Musical Director Irvine Vidacovich.

WWRL, Woodside, L. I., yesterday broadcast by transcription the complete Easter Sunday Service at Camp Wheeler, Ga., in which thousands of New York City and Long Island men took part. ... Station will broadcast Communion breakfast of N. Y. C. Fire Department from Brooklyn's Knights of Columbus Club on May 16. ... Fred Barr's "1600 Club" will mark first anniversary on May 13 by airing "all-time" favorite tunes of its members.

WFIL, Philadelphia, has added to engineering staff George G. Schisselbauer. ... Charlie Sansone, pianist in Norman Black's orchestra has just had published a song, "I Make Believe That It's You" ... Station will air address by William Bullitt, former ambassador to France, on Sunday, proclaimed "Joan of Arc Day" by Mayor Bernard Samuel. ... Erwin Groer, new addition to station orchestra, is so big that a viola had to be made to order for him. ... Sportscaster Tom Moorehead last night spoke on "Sports In Wartime" to the members of the Druggists Bowling Assn.

Virginia Church has joined the sales staff of WEEL, Boston, as assistant to Alice Santti, traffic manager. She was formerly associated with Arthur Perry & Co., Boston. ... Eleanor Sullo, new to the sales department, is handling program statistics.

Arthur G. Peck, CBS studio engineer at WCCO, Minneapolis, has resigned to join the staff of the Airborne Instruments Laboratories of Columbia University on Long Island. He will assume new duties on May 10. During his six years with the Twin City station he also acted as technical supervisor for Beck Recording Studios. For the past year he has been secretary-treasurer of the local chapter of the Institute of Radio Engineers.

WPAT, Paterson, N. J., is inaugurating a new series of shows featuring the "Suburbanaires," a male quartet made up of two New Jersey high school teachers, a defense worker and a wall street financier. Programs will be heard weekly, beginning this Saturday, from 7:15 to 7:30 p.m.

The staffers at WCAU, Philadelphia, follow with infinite pleasure the progress in the career of Mark Dawson, of musical "By Jupiter." Mark is a boy whose singing while at Upper D. High School won him a scholarship to the Philadelphia Conservatory of Music. After he completed an engagement in the Youth Concert of the Philadelphia Orchestra he filled a spot on the station and then came his West Coast sumo to appear on the Al Pearce program CBS.

George C. Biggar, program director of WLW, Cincinnati, began on Monday his 20th year in radio. He came to the station five years ago at invitation of Vice-President James Shouse. ... Bill Dean is new promotion manager at WSAI, replacing Ew Kockritz, who has gone to WACW, Atlanta to head a newly created promotion dept. Dean has been in radio 14 years, and comes directly from WIRE, Indianapolis. ... WLW-WSAI engineering department has added three staff members: E. J. Conroy from WDLF, Panama City, Fla., studio engineer; W. J. Mahoney, from WIBX, Indianapolis; C. A. Callahan, WJDX, Jackson, Miss.

Mary Lou Evans, new to radio, has joined newest addition staff of WIX, FM outlet of WTAG, Worcester. She recently attended Emerson College, in Boston where she specialized in radio production and announcing. ... Blonde Ina Ray, Boston, female band leader, was guest on WTAG's "Stars in the Spotlight" this week.

Jerry Burns, sports announcer, has started a new program on KXOK, St. Louis. It is titled "Sports from Different Angle" and is aired across the board at 10:15 p.m. ... Ray Klemp, former staff trombonist, now with the band at Jefferson Barrack, dropped in for a visit, couldn't resist temptation, sat in and played with the station orchestra for rehearsals and one regular program. ... Harp Renfro and Guy Lowe have been assigned to civilian defense announcement chores.

WLW Publicity Dept. Appoints J. W. Larue

Cincinnati—The appointment of John W. Larue, former managing editor of the Cincinnati "Enquirer," to the news writing staff of WLW-WSAI here was announced last night by James D. Shouse, vice-president in charge of broadcasting. Larue, who came to work yesterday, was managing editor for ten years until his recent resignation. He joined the "Enquirer" after World War I, serving as chief editorial writer for several years, and as assistant managing editor for one year.

In making the announcement Shouse congratulated WLW-WSAI News Editor William Dowdell on acquiring "a man of Larue's news experience and background."

BIRTHDAYS

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

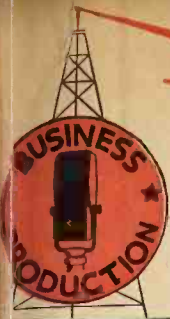
Morton Bowe Gary Cooper
Sam Herman Billy House
Carlton Kelsey Edmund MacDonald
Georgie Stoll

May 8

Dr. James Rowland Angell
Ralph Bowman Jim Gaines
Ruth Gilbert Capt. Tim Healy
William L. Hoppes Red Nichols
Tony Russell

May 9

Bill Adams Bernie Barth
Ray Clancy Mike Hunnicutt
Rosalie Hyman Beatrice Lillie
Carolyn R. Moser Della Orton
Paul Page Bert Whaley



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 23, NO. 28

NEW YORK, N. Y., MONDAY, MAY 10, 1943

TEN CENTS

War Angle For 4A Meet

OPA Cites Radio's Aid in Publicizing Ceilings

Washington Bureau, **RADIO DAILY**—Neville Miller, president of the NAB, has released the text of a telegram received from Brentiss Brown, OPA Administrator, recognizing the vital role played by the radio stations of the nation in the announcing of the OPA's new food price ceilings in 150 cities throughout the country. The Brown wire states: "Our field offices in the various cities in which the new OPA com-

(Continued on Page 3)

Buy More War Bonds and Stamps

Welch Renews Irene Rich For Next Season On CBS

Welch Grape Juice Co. has renewed "Dear John" for another season on the Columbia network, effective June 1. For Welch products, "Dear John" is heard Sundays from 6:55-7:30 p.m. on the CBS network of 66 stations carries the program. "Dear John" originates from the studios of KNX, Columbia's station in Los Angeles, and stars Irene Rich. Welch and

(Continued on Page 3)

Buy More War Bonds and Stamps

Blue Network's Board Reelects All Officers

President and all other officers of the Blue Network Co., Inc., were reelected Friday at a meeting of the board of directors. Officers of the Blue are: Niles Trammell, chairman, executive committee; Mark Woods, president; Edgar Kobak, executive vice-president; Phillips Carlin, vice-president in charge of programs; Keith Kiggins, vice-president in

(Continued on Page 6)

Back Home

Henry Aldrich (Norman Tokar) and his pal, Homer Brown (Jack Kelk), on Saturday, May 15, will conduct an all-day War Bond drive on Tokar's home-town station, WAAT, Newark, N. J. The boys, heard each Thursday on NBC's "The Aldrich Family," will go on the air every 10 minutes throughout the day of the drive and will take personally all phone pledges.

Congrats Col. Ed

Washington—It is now Colonel Ed Kirby, chief of the radio branch of the War Department's Bureau of Public Relations. Formerly head of the NAB's public relations Col. Kirby joined the service from the post he held as a civilian in the War Dept., as Lieut. Colonel nearly two years ago. Promotion came through Friday.

Womanpower Drive Seen For September

With the need for women workers expected to reach the critical stage by early fall, plans were outlined today by the Office of War Information for enlisting the support of national and local advertisers as part of a comprehensive educational campaign scheduled for the month of September. The Advertising Council, Inc., is cooperating with OWI and the War Manpower Commission in devel-

(Continued on Page 3)

Buy More War Bonds and Stamps

Hymes Succeeds Connor In OWI Station Relations

Washington Bureau, **RADIO DAILY**—John D. Hymes, radio time buyer of Foote, Cone & Belding, New York advertising agency, was named on Friday to succeed Richard Connor, chief of station relations in the OWI. Connor (as stated in "Radio Daily" on Friday, April 30, will be-

(Continued on Page 6)

Manpower, Inflation, Post-War Planning As Subjects For Client Adv. Copy On Confab Agenda May 20-21

"For This We Fight" Skeds Eminent Guests

"For This We Fight," new series of broadcasts featuring prominent national and international figures will get under way on NBC Sat. 7-7:30 p. m. EWT, with the first dignitary scheduled being Secretary of State Cordell Hull. Series is set for 26 weeks and will be divided into two groups of 13 programs each. First group will discuss the international

(Continued on Page 5)

Buy More War Bonds and Stamps

Gen. Mills Buys Gunther Twice Weekly On Blue

General Mills, Inc., for Wheaties, has signed with the Blue Network for sponsorship of the Friday and Saturday newscasts of John Gunther on 55 stations of the network. The contract is for 52 weeks and goes into effect

(Continued on Page 3)

Buy More War Bonds and Stamps

Canada's Wartime News Decried By Toronto M. P.

Montreal—T. L. Church, M. P. for Broadview, Toronto and outspoken critic of the Dominion Government, blamed the Wartime Information

(Continued on Page 2)

Agency war services and war problems will be the features of the annual meeting of the American Association of Advertising Agencies, to be held at the Waldorf-Astoria here on Thursday and Friday, May 20 and 21. How war themes can be incorporated in clients' regular advertising, and how to deal with problems resulting from the war or from Government action in connection with it, will be presented by Government authorities and discussed by agency people.

Inflation, manpower and food prob-

(Continued on Page 3)

Expect House To Act On Two FCC Salaries

Washington Bureau, **RADIO DAILY**—Washington—The House will probably be called upon this week to forbid the payment of Federal salaries to Goodwin B. Watson and William E. Dodd, Jr., chief analyst (\$6,500) and assistant news editor (\$3,200) re-

(Continued on Page 3)

Buy More War Bonds and Stamps

Radio Council of N. J. Holds Sessions Today

Meeting of the Radio Council of New Jersey will take place today, beginning at 11 a.m., at Bamberger's in Newark. Business meeting will be held in the morning, followed by a

(Continued on Page 2)

★ THE WEEK IN RADIO ★

... CBS Sells Philharmonic

By HANK WARNER

U. S. RUBBER CO., bought N. Y. Philharmonic Symphony for a 52-week series of 1½ hour Sunday concerts on the full CBS network, package deal involves approximately \$1,500,000. Concerts start May 23 will be heard from 3:00 to 4:30 p. m. EWT... David Sarnoff, president of RCA, reminded everybody, at the annual meeting of stockholders, that freedom of the air in war and peace is as important as freedom of the

press; and reported that RCA earned net profit of \$2,595,000 in first quarter of 1943 after deducting taxes. Despite increased gross earnings, net profit was three per cent lower than for first quarter of 1942 because of increased taxes, he reported.

On 103 small stations beginning May 17 will be heard General Foods Corporation's one-minute transcriptions three times a day, five days a

(Continued on Page 2)

Templeton Special

Toronto—Adolph Schickelgruber better get into his padded cell so he won't hear the razzberries Alec Templeton will toss his way when he premieres his "Impressions of One A. Hitler." Alec will air the piece Wednesday, May 12, at 10:30 p.m., EWT, over the Blue to help spur the Second Canadian War Loan Drive. Harry Rauch, of the Blue, helped in preparation.



THE WEEK IN RADIO

CBS Sells Philharmonic

(Continued from Page 1)

Vol. 23, No. 28 Mon., May 10, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wils-7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, Suite 1800-A, Merchandise Mart, Phone Delaware 4950. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(May 7)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

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

Radio Council of N. J. Holds Sessions Today

(Continued from Page 1)

luncheon at noon. The general theme of the meeting is radio education in wartime, and those who will address the luncheon and the afternoon session are as follows: Dr. Sterling Fisher, director of the NBC Inter-American University of the Air, Leon Levine of the CBS School of the Americas, Elsie Dick, educational director of MBS, Dorothy Gordon and Irene Wicker, radio artists for children.

The Council, whose president is Mrs. Robert Cornelison, of Summerville, N. J., is made up of leading civic and educational groups and clubs in the state.

BALTIMORE'S BLUE NETWORK OUTLET WCBM National Representatives: SPOT SALES, INC. - New York - Chicago - San Francisco

week for 26 weeks. The spots, placed through Keystone Transcription Network, will plug five breakfast foods, two of which—Grape Nuts and Grape Nut Flakes—will be promoted by Jack Benny - Rochester transcriptions... War Labor Board approved 10 per cent increase for AFRA in basic minimum sustaining contracts. AFRA had asked for a 19 per cent rise. The increase is retroactive to Dec. 15 1942.

The four-day convention of Ohio University's 14th Institute for Education by Radio at Columbus, singled out for top kudos various programs... Unexpected judging difficulties delayed the awards and citations for network programs, which will be announced at a later date... Edgar Kobak, executive vice-president of The Blue, told the delegates to the Institute that there is still too much smugness in America's war effort and that the war as a whole must be sold emotionally to the people by applying the "basic principles of merchandising"... War Manpower Commission conferences in Washington loomed as an indication that radio's "essentiality" was being reconsidered. Employers in essential activities were advised to file Selective Service form 42B, available at draft offices, detailing the number of employes maintaining bona fide homes with children less than 18 years old... Montreal City Council asked Dominion government to abolish \$2.50 annual tax on radio sets. Music Publishers and Contact Men's Assn. again made plans to eliminate the bribings of orchestra leaders and other artists to high-pressure songs to list tops. Trade publications will be asked to stop printing of songs in favor of alphabetical listings or divisions of 10 songs in the top three classifications... While Fletcher's Castoria paid out loads of dough in newspaper advertisements to recall from homes and store shelves vast amounts of its product which company believed had been sabotaged at plant, radio co-operated without hesitation to air the warning as a public service... Renewed over CBS were "Gay Nineties Revue," "The Prudential Hour," "Valiant Lady" and "Kitty Foyle"... Hooper reported April listeners to 123 network sponsored programs up more than 10 per cent over April figures of 1942.

FCC Chairman Fly declined to say whether or not he had submitted data on his personal financial affairs to Cox Committee... OWI Director Elmer Davis declared his agency had asked Selective Service deferment for but 58 of the 4067 on OWI payroll... OWI will send background material on Flag Day, June 14, to all stations... House committee set May 24 for hearings on grade labeling of merchandise... Hearings on White-Wheeler Bill to reorganize FCC were set for May 25... CBS brought total outlets to 132 by adding the following six: WSOY-Decatur,

WTAX - Springfield, WDWS - Champaign, WDAN-Danville, all Illinois; and Florida stations WAAC-Fort Meyers and WSPB - Sarasota... The Blue brought its total to 155 by adding the following four outlets: Michigan's WSOO-Sault Ste. Marie; WLAV-Grand Rapids; WROK-Rockford, Ill.; KTEM-Temple, Texas... It appeared likely that Senate Interstate Commerce Sub-committee would resume hearings on AFM recording ban if recorders and musicians do not settle the problem this week. NAB named directors to post-war planning committee: John J. Gillin Jr., WOW, Omaha; Wm. B. Way, KVOO, Tulsa; G. Richard Shafto, WIS, Columbia, S. C.; Nathan Lord, WAVE, Louisville, and James Woodruff Jr., WRBL, Columbia, Ga... Department of Commerce predicted radio and phonograph sales of \$1,100,000,000 in 1946... To fill three vacancies, NRC appointed to Steering Committee: Palmer Hoyt of "Portland Oregonian," Major E. M. Stoer of N. Y. Hearst papers, and Truman Green of "Tampa Tribune"... NBC's International Division added sports news for men overseas... The importance of preserving the freedom of radio highlighted the speeches at the Women's National Radio Committee ninth annual award luncheon, at which George V. Denny, moderator of "America's Town Meeting of the Air" was master of ceremonies and Raymond Gram Swing spoke. (Awards were announced in May 3 issue of "Radio Daily")... CBC reported steady increase in number of schools tuning in regularly to broadcasts.

Canada's Wartime News Decried By Toronto M. P. (Continued from Page 1) Board for what he called "Canadian Radio's biased dissemination of news." At a Progressive-Conservative rally he said the operation of the board was one of the worst bungles of the war. Canadians were not being told the truth about the conduct of the war. Instead, he said, personal publicity for stay-at-home bureaucrats written by anonymous writers was being sent over the air by CBC.

N. E. Show To Spot Sales Spot Sales Inc. has been appointed sales representatives for the "New England Cupboard" program, now celebrating its third anniversary as an across-the-board show over WNAC, Boston. Loren L. Watson and Peggy Stone will handle. AGENCY BOOKKEEPER—Grand opportunity for thoroughly experienced man or woman to take complete charge of Accounting Department in fully recognized, financially strong, advertising agency doing over one million dollars annually. \$2500-3000 per year. Box 152, Radio Daily, 1501, Broadway, N. Y. C.

COMING and GOING

EDWARD E. HILL, managing director WTAC, Worcester, Mass., in town Friday conferences at the headquarters of CBS.

JOHN WELLINGTON, Blue Network producer, is at King's Point, L. I., today, where he will handle tonight's stanza of "Spotting Bands."

H. V. KALTENBORN, NBC news analyst who left for Chicago over the week-end, is visiting today at Great Lakes Naval Training Station tomorrow will be guest at a dinner given for him by his sponsor, the Pure Oil Company.

KENNY BAKER arrived Friday and was heard the same night on "I Married an Angel" on CBS.

CARL BURKLAND, general manager of WTO Washington, D. C., left for the home offices Friday. He had been here about three days.

CHARLES SCOTT, general manager of KTKK Fresno, Cal., is returning to the West Coast way of Seattle, where he will visit his son, an Air Corps cadet.

MICHAEL BARKWAY, BBC news head who broadcasts daily to Britain, leaves today for Washington, D. C., on a three-day visit.

JOHN T. MURPHY, NBC supervisor of commercial traffic, back from a trip to WHAM Rochester, and WSYR, Syracuse.

EMMETT HEERDT, office manager of WCOI Columbia affiliate in Minneapolis, arrived Friday for a short stay on station and network business.

JIMMIE LUNCEFORD and the members of his orchestra are in Salt Lake City for a one-week stand at the Rainbow Rendezvous.

SGT. GENE AUTRY is at Paso Robles, Cal., for the broadcasting of tonight's program from Camp Roberts.

ANN CORIO is at Fort MacArthur, Cal., to participate in a broadcast marking her selection by the servicemen as the official "Pin-Up Girl" of the post.

HAROLD FLEMING, NBC commentator on "The People's War" and financial editor of the "Christian Science Monitor," leaves today for Detroit, where he will confer with war plan executives and sit in on labor-management confabs.

FDR Speech In Booklet

Washington—The Department of the Interior has prepared a special booklet of President Roosevelt's speech delivered on the radio Sunday night, May 7, in which the Chief Executive outlined to the miners the necessity of maintaining coal production. The booklet will be distributed through the anthracite and other coal mining regions.

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

Expect House To Act On Two FCC Salaries

(Continued from Page 1)
 ectively for the Foreign Broadcast Intelligence Service. Discharge of these two was recommend several weeks ago by the special House appropriations subcommittee headed by representative Kerr of N. C.

On the grounds that the Kerr report showed nothing which had not already been considered by the commission when it hired the two, that there was no proof in the report that the men's presence was inimical to the best interests of the Government and that there has never been any complaint about bias in their work—which is examined by military intelligence and many other Government offices regularly—the Commission two weeks ago voted 4-3 not to discharge them. A Commission statement challenged the whole shaky basis of the Kerr report.

The Commission fought successfully to retain Watson a year ago when he was under fire from house and finders, and succeeded finally when a conference committee of managers and representatives struck a clause forbidding payment of his salary from the fire appropriation bill. Dodd, son of the former ambassador to Germany, is believed to have incurred the wrath of several members of Congress because he dared oppose veteran Congressman Howard E. Smith, representing the eighth Virginia district, in the last election. The Commission's defiance of the house will be voted upon sometime this week, it is believed, with the appropriations committee resorting again to the "rider" truck to forestall the possibility of Presidential veto. A rider forbidding payment of the salary of Watson and Dodd will probably be attached to the Naval appropriations bill.

Koehler With NCBS

Chicago—Allen Koehler has been appointed manager of the North Central Broadcasting System offices here. He was formerly associated with the advertising department of WTMJ, Milwaukee, and also was classified as manager of the Chicago "Tribune."

★ BUYING POWER

Worcester's per family buying power reached

\$3509 in 1942
 (Sales Management)

A MUST Market in Massachusetts

WTAG
 WORCESTER

★ PROMOTION ★

Disks For Bond Buyers

Recordings free of charge for purchasers of war bonds to send to relatives or friends in the service are made by KTUL, Tulsa, in connection with a sidewalk bond campaign sponsored by the station, the Junior League and a Tulsa bank.

For two hours each day for the month of May, entertainment arranged by Eddie McKean, KTUL program director, is presented from a band stand erected on a main thoroughfare and 15 minutes of the program is broadcast. Station staff members and equipment are in a house trailer adjoining the band stand and recordings are produced as rapidly as bond purchasers signify their wishes.

CKAC's Brochure

CKAC, Montreal has issued an 8-page promotional brochure on the part it played in getting men and women to their work in defense plants during the March trolley car strike that tied up transportation in Greater Montreal for several days. The station, during the strike, broadcast more than 100 spot messages directing workers to trucks and private cars that were standing by to transport them. One page of the promotion reprints sample directives aired during the emergency.

Another page reprints excerpts from congratulatory messages sent to the station by many industrial

Womanpower Drive Seen For September

(Continued from Page 1)
 opening the program, and in calling into use every medium available.

Details as to radio's part in the campaign have not yet been released, but J. Walter Thompson, volunteer agency assigned by the Council for the program, has already submitted to the OWI, drama spot scripts to be broadcast as part of the drive.

Initial emphasis will be placed on women workers in essential civilian jobs, rather than factory production jobs, Gardner Cowles, Jr., OWI director of domestic operations, told the Advertising Council. He pointed out that the bulk of publicity on womanpower to date has been devoted to war plant work, despite the fact that by the end of 1943 two out of every three women at work will be engaged in essential civilian tasks, due to the fact that the expansion of our armed forces and consequent increasing demand for war workers will create shortages in civilian activities which will have to be filled.

Although actual recruitment of women workers is essentially a local problem, varying from community to community, and thus far confined to about 100 war production centers, the educational task of explaining the story to the people is national in scope. Thus, in working out informa-

PA's "Invasion" Map

Neatly timed with the Allied surge in North Africa and rumors of an impending invasion of Europe is Press Association's "Invasion Map," sent this week to all stations using Associated Press news.

The 22 by 25-inch map, printed on a heavy blue stock suitable for wall mounting, is made up of a series of maps which present in full detail possible invasion points on the Continent. The maps give distances, type of terrain and probable defenses and other information pertinent to an invasion and were designed to enable newscasters to present confident accounts of action.

A small promotional inset has copy built around "PA the Pacemaker" theme and lists special services given radio stations by PA.

WBYN's Ambulance

As the result of a recent appeal on WBYN's N. Y. American-Hungarian "Victory Program" by Producer Kalman Palangi, \$1,327.50 has been donated by listeners for an ambulance, which will be turned over to the United States Army on May 16. The plaque on the ambulance reads: "Donated by WBYN's American-Hungarian Victory Program Listeners."

firms in the area. This service. CKAC points out, was rendered proudly and gratuitously as a contribution to Canada's war effort in a crisis.

OPA Cites Radio's Aid In Publicizing Ceilings

(Continued from Page 1)
 munity top price program will be effective today are reporting the splendid cooperation which the radio stations and networks are giving us. I am sure this aid in our fight against inflation will continue through the entire life of the program."

The OPA data was received by radio news editors Saturday evening and network broadcasts were arranged for last night.

Welch Renews Irene Rich For Next Season On CBS

(Continued from Page 1)
 "Dear John" made their debut on CBS last year.

H. W. Kastor & Sons Advertising Co., Inc., handles the account.

Enid Beaupre To Talk

Mrs. Enid Beaupre, in charge of promotion data, of NBC's Advertising and Promotion department, will address the Women's Club of Hicksville, L. I., this evening, on "Radio as a force in Social and Community Life." Mrs. Beaupre's appearance was arranged by NBC Speakers Bureau.

tional plans the Advertising Council's task force has tackled both national and local aspects of the job.

4A's Annual Meeting To Mull War Problems

(Continued from Page 1)
 lems are deemed the most important current war problems on which advertising can help. Under these general headings, a number of specific campaign objectives will be presented. Representatives of Government departments, OWI, Advertising Council coordinators and task force agencies, will make presentations.

An exhibit of agency volunteer work in connection with the war—both national and local—will be held in connection with the meeting.

Post-war planning and agency manpower problems lead in interest among agency men, according to a recent poll. Additional agency war problems to be considered include: salary stabilization, advertising as a tax deduction and as cost in Government contracts.

A feature luncheon meeting is planned to which media and advertiser guests from New York and vicinity will be invited.

Because of the critical transportation situation, members in cities other than New York are urged to have not more than one representative from each agency office.

William R. Baker, Jr., executive vice-president of Benton & Bowles Inc., New York, is chairman of the Program Committee.

Gen. Mills Buys Gunther Twice Weekly On Blue

(Continued from Page 1)
 immediately. The programs are heard from 10-10:15 p.m., EWT. Knox-Reeves Advertising, Milwaukee, handles the account.

The Gunther sponsorship represents the fourth program which General Mills is using to advertise its products on the Blue Network. The others are: "Lone Ranger" and "Hop Harrigan," both for Cheriots, and "Jack Armstrong," also plugging Wheaties.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

\$5,718.80

That's Hartford's amazing Effective Buying Income per family! Use WDRC now, and take full advantage of your sales opportunity in Connecticut's Major Market.



* See Sales Management, May 10th, Survey of Buying Power Issue.

Los Angeles

By RALPH WILK

FIRST 20 persons to buy a 5000-dollar war bond at KNX studios last week were special guests of Kate Smith at the launching of the S.S. Josiah Nelson Cushing from Calship yards last Friday. Just before midnight, Kate christened the new liberty ship and sent it down the ways into active war duty, while the two-score honor guests watched the ceremonies from a special platform. The song-bird and Ted Collins returned to the mainland for the launching event following the CBS "Kate Smith Hour" broadcast from Santa Catalina Island before an audience of officers and men of the Merchant Marine training center.

Jerry Riley, press agent for Ken Murray, and Doris Duane of Ken Murray's "Blackouts of 1943, show, are to wed in June.

Radio-screen buffoon Red Skelton, who starred too in the film, will head the cast of "Whistling in Dixie" when it is broadcast May 17 by Screen Guild players.

Bob Burns' Arkansas Traveler program Thursday, May 13, will premiere a new number, "Here in My Arms" by Pvt. Frank Loesser, writer of the famous "Praise the Lord and Pass the Ammunition." A special arrangement is being rehearsed by Spike Jones and his City Slickers.

The Columbia network's "Sergeant Gene Autry" show, now touring western and mid-western Army camps, was heard over CBS from Camp Roberts, at Paso Robles, Calif., May 9. The broadcast was staged in the Sports Arena, seating more than 2,000 and in addition to songs by the Army Sergeant, there was a dramatic sketch based on the teamwork between air and ground forces during battle.

George Riley and Helene Heller went to Camp Roberts May 9th to guest star on the Gene Autry show. Riley is the comedy star of the "Gilmore Furlough Fun" program over KFI Friday nights.

Reserved in a special place in John B. Hughes' clip book is a news story published in the April 2nd, 1943, issue of the "Free Voice of Labor"—a specially marked clipping that few of the readers of the book will be able to appreciate. For except for its date-line and a small identifying caption under the masthead, the "Free Voice of Labor" is printed entirely in Hebrew. The editor sent Hughes the marked copy of the newspaper after he had reprinted a broadcast the Mutual-Don Lee news commentator had made and in which he had referred to "Nationalism and Culture," written several years ago by Rudolf Rocker.

WANTED

Amplifier block of high power transmitter 10 to 20 thousand volts. Will also buy entire transmitter, wave length and wattage unimportant. Write details.

RADIO TELEVISION INSTITUTE
480 Lexington Ave. New York, N. Y.



Memos of an Innocent Bystander . . . !

● ● ● Wouldn't surprise us if Frank Sinatra bows out of the Lucky Strike "Hit Parade" in the very near future to take over as summer replacement for Fred Allen...with Jerry Wayne doing the male vocalistics on both "Parades"... Though Procter & Gamble would like to have Ralph Edwards "Truth Or Consequences" continue during the summer months, Ralph, whose current War Bond sales tour has already reached \$40,000,000, is tired and wants the vacation he needs and richly deserves... Beginning tomorrow, name bands, featured at Frank Dailey's Terrace Room this summer, will be heard daily (7:30-8 p.m.) over WPAT with Steve Ellis announcing... The orchestras heard on two of the programs, honored with awards by the Women's National Radio Committee, are under the musical direction of Don Voorhees... the NBC Classic "Cavalcade of America," one of the prize-winners, has featured Don's music since 1931... It's "No Soup" for a renewal of Milton Berle on the CBS Campbell's Soup show... Joe Besser was being considered as a summer replacement for Red Skelton, but looks as if the Army has first call on Joe's services... Carleton Young will forget CBS Playhouse assignments for the next few weeks... reason, a juicy part in forthcoming 20th Century-Fox flicker "Guadalcanal Diary."



● ● ● Johnny Long returns to these parts June 15 and will introduce a new radio audience-participation show called, "Sing your song with Johnny Long"... John Tillman, CBS announcer, will be added to the Paramount Newsreel staff some time this summer... Seems to us with the increasing need for Women announcers, network execs might lend an ear to the "easy to listen to" voice of Helena, Baroness de Polenzska, who is no stranger to the mike... Kate Smith will be chairman of the Father Duffy Canteen Ball to be held May 29 at the Hotel Astor... Coleman Hawkins, wizard of the saxophone, has been booked for a concert tour starting June 13, by Billy Shaw of the Wm. Morris office... Martha Stuart, formerly vocalist with Claude Thornhill's Band and more recently heard with the "Double Daters," replaces Marie Greene on "All Time Hit Parade" Friday... Helen Carroll of the "Merry Macs" replaces Martha in the "Double Daters" quartette... Ray Sinatra (cousin of Frank) may head a summer replacement package show on an important web program... it looks good... Patsy (Ethel Turp) is being mentioned as the fem lead in Chodorov's Broadway show "Those Endearing Young Charms"... Bill Pennell, former announcer on the "Westinghouse" NBCurrent, is back at Sunset & Vine after a three week visit with the folks in Frisco.



● ● ● The Frank Orsatti suit against Shirley Temple's parents for commissions he claims is due him, reveals that Shirley only received a Mere Three Thousand Iron Men per, instead of the five grand, press agents named... News Commentator Sydney Moseley is a busy gent these days... he's heard across the board daily on MBS, WOR and WMCA... Ruthrauff & Ryan has bought a package show, featuring the M-G-M comic Fred Brady, Joe Derita, Shirley Mitchell and Spike Jones' City Slickers as Bob Burns' summer replacement on NBC... George Ross, former columnist on World-Telly, has two radio ideas which belong on the networks... Winifred Law, Booking and Audition Head at NBC, left Friday for a two week vacation with her family in Ft. Worth, Texas... Was her face red? we mean when, at a Theater Wing playlet in Bayside, L. I. last week, a local merchant, introduced Gertrude Warner, radio actress, with "Ladies and Gentlemen," meet the one and only Gertrude "Lawrence"... Jimmy Durante brands as a canard the report that success has gone to his nose... Budd Hulick's victory garden will not have tomatoes... says Budd, "I've been allergic to tomatoes ever since my early vaudeville days."



— Remember Pearl Harbor —

Chicago

By FRANK BURKE

MORE than 500 requests for tickets to the initial performance. Don McNeill's "Sound O" quiz show for the Chicago "Sun," tonight 10:45 p.m., over WBBM forced the station to move the premiere of the program from the Wrigley Building studio to the Civic Theater. Many personal friends of Marshall Field and Silliman Evans of the "Sun" will be among the "First Nighters" present at the debut.

Taking steps to relieve the poultry shortage and to provide Thanksgiving turkeys for their families, E. I. Borroff, vice-president and general manager of the Blue Network's central division has organized a "private not-for-profit, help the-war-effort relieve-the-poultry shortage corporation." Corporation's board of directors include E. C. Horstman, Blue's chief engineer in Chicago; Merritt Schoenfeld, network sales manager for the central division, and Home Courechene WENR transmitter engineer. Corporation now has turkey working twenty-four-hour shifts at setting hens.

In the week of participation in Paul Gibson's Housewife's Protective League" on WBBM in which they advertised for men and women employees the Edison General Electric Appliance Co., Inc., there is reported a 65 per cent upturn in war worker recruits.

Joe Kelly, emcee of the "quiz kids," reports one month of dieting on salad and vegetable fare has reduced his poundage from 199 pounds to 172.

"The Missus Goes to a Party," WBBM's newest fun jamboree, had its premiere yesterday. Program is transcribed for broadcast during the luncheon at the Better Homes Institute. Cliff Johnson emcees and the show is heard every Monday, Wednesday and Friday from 4:30-4:45 p.m.

Everett Mitchell, emcee of the "National Farm and Home Hour," will handle the Army-Navy "E" award ceremony at the Republic Tool & Die Company in Chicago on May 13. Mitchell was selected from 20 announcers for the covered assignment.

Marie Beck Simpson, formerly of the Baltimore "Sun," has joined the Blue's central division press department under Tony Koelker.

THE Philadelphia Story IN RADIO 5000 WATTS
950 on the Dial
Affiliated Station of the Atlantic Coast Network
WPEN

GUEST-ING

B. L. CORUM, sport expert, on "95 Miles from Broadway," today (WABC-CBS, 12:05 a.m.).

CROLE LANDIS and JOHN GARRETT, in an adaptation of "Johnny" on the "Screen Guild Play" today (WABC-CBS, 10 p.m.).

LUPINO and PAUL HENREID, adaptation of "Now, Voyager," today (WABC-CBS, 9 p.m.).

GEORGE ITURBI, on the Great Artist of the "Telephone Hour," today (WEAF-NBC, 9 p.m.).

EDWARD ARNOLD, on "Cavalcade America," today (WEAF-NBC, 8 p.m.).

GEORGE V. DENNY, moderator of "America's Town Meeting of the Air," "Information Please," today (WEAF-NBC, 10:30 p.m.).

OSCAR WELLES, PETER LORRE and DOLPHE MENJOU, in "Ceiling Painted," today (WABC-CBS, 7:15 p.m.).

STEPH KASTNER, senior editor of "Life"; HENRY LA CROSSITT, editor of the "American Magazine"; HERBERT ASBURY, associate editor of "Collier's"; WILLIAM C. MEL, executive editor of "True Magazine"; RALPH DAIGH, executive editor of "Motion Picture Magazine"; and CHET SHAW, managing editor of "Newsweek," on "True or False" today (WJZ-Blue Network, 8 p.m.).

AL FICKES, designer and pilot of lighter-than-air craft, on the "Age to Youth" program, tomorrow (WEAF-NBC, 7:30 p.m.).

AM TAMIROFF, at "Duffy's," tomorrow (WJZ-Blue Network, 8:30 p.m.).

HELEN FARRELL, soprano, and EDWARD HERRMANN, conducting the Columbia Concert Orchestra, on "Variation to Music," tomorrow (WABC-CBS, 11:30 p.m.).

Mrs. Roosevelt To Speak

Mrs. Franklin D. Roosevelt will be featured in a broadcast over the Columbia network as she gives her views on "Labor's Role in the War Effort" at the convention of the Textile Workers Union of America at Carnegie Hall, New York, Wednesday, May 12, from 3:15-3:30 p. m. The Mrs. Lady will be introduced by Mrs. Rieve, president of the union. The speech is an important event in the four-day union convention. Special notices from the New York headquarters to 600 locals and joint meetings in 33 states, with 400,000 adherents, request members tune to CBS stations for Mrs. Roosevelt's message.

"For This We Fight" On NBC Schedules Prominent Speakers

(Continued from Page 1)

aspects of the post-War World and the second will consider national aspects.

Series is presented by the NBC Inter-American University of the Air, headed by James Rowland Angell, President Emeritus of Yale University and NBC public service counsellor, and Sterling Fisher, director of the NBC Inter-American University of the Air. The first group of broadcasts has been prepared in cooperation with the Commission to Study the Organization of Peace, of which Professor James T. Shotwell is chairman. The second group is presented in cooperation with the Twentieth Century Fund of which John H. Fahey is president.

Under Secretary of State Sumner Welles will conclude the first group of broadcasts on the international aspects on Saturday August 28. Both Secretary of State Hull and Under Secretary Welles will be heard in 30-minute addresses, the former on "Underwriting Victory" and the latter to be heard on "The Role of the United States."

The remaining 11 programs in the

first group will be the nature of symposiums, with two or more speakers and a moderator. Subjects to be discussed in the first group include science, the United Nations, world security, alternatives for war, food and health, world labor, world trade, communications, education, justice and law and the role of the Americas.

Prominent Guests

Included among those who will participate are Supreme Court Justice Owen Roberts, Senator Claude Pepper, Elmer C. Davis, Nelson A. Rockefeller, Chester C. Davis, Archibald MacLeish, Thomas W. Lamont, David Sarnoff, Thomas Watson Matthew Woll, James Carey, Eric Johnston, Senator Elbert D. Thomas, Mrs. Ogden Reid, Anne O'Hare McCormick, Francis Harmon, Dean Virginia Gildersleeve, Senator Warren R. Austin, Prof. Quincy Wright, Prof. Clyde Eagleton, Isaiah Bowman, Harlow Shapley, Dr. Angell, Prof. Shotwell, and Clark M. Eichelberger.

A group of equally prominent individuals is being selected for the second series.

Communication By Radio Victory Factor In Africa

Washington Bureau, RADIO DAILY

Washington—A new series of radio communication sets has proved extraordinarily successful in victorious Army operations in the North African campaign, it was reported over the week-end by Lt. Col. A. A. McCrary, Signal Corps, who has just returned from an inspection trip in North Africa.

Especially useful have been the five-pound "Walkie-Talkies," he said, with infantry patrols and others in the front lines enthusiastic about these combination receiver-senders, light enough to hold in one hand and almost as easy to operate as a telephone handset. They like the simplicity of operation—the automatic switch, for instance, to turn the set on and then "press-to-talk" button, by which the set is converted from a receiver to a sender.

Another novel set which has stood the test of combat in Africa is the "Cavalry Guidon Set" which now is used by many services other than cavalry. This portable transmitter and receiver, with a longer range than the "Wakkie-Talkie," is built in two sections—one is strapped to the communication man's chest, acting as a mount for the loudspeaker horn which serves also as the microphone mouthpiece. The other components of the set are installed on a guidon staff, the upper part of which is the antenna. The guidon staff can be mounted in a cavalry boot, on a motor vehicle, or the ground.

A static-free radio system, for the armored force and the Field Artillery, designed by Signal Corps engineers to overcome the noise and interference

Phone Co. Spots On WJZ As Part Of State Campaign

The New York Telephone Co., using five one-minute live announcements weekly, this week launched a 13-week campaign on WJZ. The schedule on WJZ is part of a state-wide campaign in radio and other media in which the company will appeal to the public to discontinue long distance telephone calls as much as possible. Batten, Barton, Durstine & Osborn, New York, is the agency.

Effective May 17, Lever Bros. Company has renewed for six weeks its campaign on WJZ for Lifebuoy soap. Five transcribed one-minute announcements are used weekly through Ruthrauff & Ryan, New York.

Stork News

Newest addition to the WING (Dayton, Ohio) family group is Jerry Miller, new-born son of "Chuck" Miller, production manager of the station.

of battlefield conditions, has also come through with flying colors in the tank combats and artillery duels of the North African theater. These tank and artillery radios operate on the FM principle. A feature of the tank sets is push-button tuning, enabling the radio operator to select his channel instantly, and insuring against detuning as a result of the vibration of the tank. Other aspects of the vibration problem have been solved by construction of a ruggedness which was unknown to radio equipment used in civilian life.

A number of other sets, short range and long range, have also played an important part in coordinating the operations of the allied forces.

AGENCIES

EMIL BRISACHER, president of Brisacher, Davis & Van Norden, will deliver an address at the luncheon meeting of the post-war planning group of the American Marketing Assn., which will be held tomorrow at the Hotel Sheraton. He will discuss post-war distribution.

STEPHANO BROTHERS, Philadelphia, for Marvels and Rameses cigarettes, has included radio in the media to be used in its coming campaign.

WARNER BROTHERS, as a result of the enthusiastic reception accorded the film, "Mission to Moscow," at its premiere on the West Coast, have doubled the original half-million-dollar advertising budget of the picture, it has been announced by S. Charles Einfeld, W. B. director of advertising and publicity.

RUSS JOHNSTON, until recently in charge of all CBS programs originating in Hollywood, becomes radio director of the new Hollywood office of McCann-Erickson, Inc. While his time will be principally occupied with Pacific Coast network programs, Johnston will be available for radio consultation for the accounts of both Pacific Coast and Eastern offices.

AUGUST J. BRUHN, former co-manager of the Los Angeles office of McCann-Erickson, Inc., is appointed manager of the Hollywood office; and Burt Cochran, former co-manager of the Los Angeles office, becomes manager of that office.

Owens-Illinois Previews Series Via Closed Circuit

Owens-Illinois Glass Co. in connection with its new series of 25-minute shows starting today on CBS, previewed the show on Friday via studio audiences in numerous cities where the firm has plants and distribution. The 118 outlets on the network were utilized. Don Thornburgh CBS vice-president on the Coast was heard from New York also an Owens Glass official. Others were picked up out-of-town, including Gardner Cowles, Jr. head of the OWI Domestic Bureau heard from Washington.

In New York studios the orchestra under the direction of David Broeckman was heard, also Frank Parker tenor, and Fletcher Wiley, as "The Home Front Reporter" which is the title of the program. Eleanor Steber, Met. opera soprano, on a concert tour, was picked up in Atlanta. She will be in town for the show's premiere.

Gatherings heard the closed circuit preview and talks in Washington, Baltimore, Toledo, Chicago and various other key cities on the Coast, middle west and south. Only speaker on regular program series will be Wiley.

NEW BUSINESS

KGKO, Fort Worth and Dallas: A. Harris & Company, local department store, direct, spot anns., five per week, 22 anns.; Ex-Lax, Inc., through Joseph Katz Company, NYC, transcribed anns., three per week, 21 anns.; Direct Mattress Co., direct, news, one per week, 14; Bond Stores, Inc., Bond Clothes; Neff-Rogow, Inc., news, three per week, 52 programs; Safeway Stores of Texas, foods, direct, spot anns., 52 or more; Plough, Inc., (St. Joseph Aspirin & Penetro Nose Drops), through Lake-Spiro-Shurman, transcribed anns., three per week, 78 or more; McGaugh Hosiery Mills, (Air-Maid Hosiery), through Rogers & Smith Agency, Dallas, studio programs, two per week, 104 programs; Dallas Power & Light, through Bozell & Jacobs Adv., spot anns., eight per week, 52 or more; Little Palace Cafe, direct, spot anns., three per week, 156 anns.; Safeway Stores of Texas, (retail stores), direct, "The Mystery Chef," Blue Net, five per week, 65 programs; Acousticon Institute of Dallas, (Acousticon Dictograph), direct, spot anns., one per week, 13 weeks; W. B. Caldwell Company (Division of Sterling Drug), through Sherman & Marquette, transcribed anns.

Blue Network's Board Reelects All Officers

(Continued from Page 1)

charge of stations; Fred M. Thrower, Jr., vice-president in charge of sales; E. R. Borroff, vice-president in charge of the central division; Don E. Gilman, vice-president in charge of the western division; Lunsford P. Yandell, vice-president; Charles E. Rynd, treasurer; Lewis MacConnach, secretary; Alexander D. Nicol, controller; Anthony M. Hennig, assistant treasurer; Robert D. Swezey, assistant secretary, and Christian Pfautz, assistant secretary.

Eisenhower Leaving OWI To Head Kansas State 'U'

Washington Bureau, RADIO DAILY

Washington—Milton S. Eisenhower, associate director of the OWI has resigned his post to accept the presidency of Kansas State University, it was announced on Friday. He will leave the OWI Sept. 1. Eisenhower, former press chief for the Department of Agriculture and more recently director of the War Relocation Authority, is a brother of General Dwight D. Eisenhower, commander of the campaign in North Africa.

McNeil, Levine At ACPA

John McNeil, manager of WJZ; Leon Levine, CBS assistant director of education, delivered addresses late last week at the annual meeting of the American College Publicity Association held at the Hotel New Yorker. They spoke on "Radio and Education in Wartime."

WORDS AND MUSIC

By HERMAN PINCUS

LAST week, this scribbler and several million other Fred Allen fans were treated to a funny skit dealing with Fred's attempts at gaining admission to the Paramount theater (via the almost unheard of method among thespians, of actually purchasing a ducat at the boxoffice). If only Portland Hoffa's sour-visaged hubby had borrowed a pair of pants that choked his ankles, or at least have had the presence of mind to have borrowed the tow chain of his car, and dangled same from his watch-job pocket, he might have passed as a dyed-in-the-wool jitterbug and would have had no trouble finding a seat...but Fred evidently is one, who finds the transition from the good old one-step or turkey trot, a bit too rapid, and as for changing his apparel for a zoot suit with a cleat seat...that was asking for too much, even if it meant that Allen would have to be content with the music of the "umbrella man," or even the vocalizing of "Uncle Jim" instead of the majestic rhythmic symphonies of King (Harry) James the First...But, Fred, we stray far afield and as your friend Falstaff might say, "of this idle prattle enough, let's get to the essential stuff." Thus, heeding the not-so-subtle hint to get on with what we originally intended saying, before going off on a tangent, we go right back to what we meant to convey. Merely an observation of Paramount theater statistics after the first week of James' tenure there. 165,000 jitterbugs and 14 ordinary humans, listened to 43 performances, the James musicians, averaged a loss in weight of six pounds each, and the check room found the following numbers of uncalled for items. Eighty-four pairs of rubbers, 24 rain coats (looks like even Jupe Pluvius couldn't get inside and angrily shed his tears for spite) 65 fountain pens, 18 wrist watches (the owners probably removing these time pieces the better to count the "beats to the bar.") 27 pipes and 93 zoot hats. The fact that one pair of garters, was found lends credence to the theory that only one traitor to Jitterbugdom was successful in gaining entrance.

★ ★ ★

Left hand on the Keys: Three years ago, Frank Sinatra, then vocalist with Harry James, sang the vocal for the recording of "All Or Nothing At All," which Lou Levy published but due to the Ascaph-Radio war, couldn't get to first base...The record will be re-issued May 15 and "Lucky" Lou stands to have the summer's outstanding hit on his hands...Paul Pioneer Music Corp. has three new tunes set for a plug. "On the Bridge of Marco Polo" written by Harry Kogen, NBC Meastro and "Whitey" Berquist and "On A Circular Staircase" and "Your Kids and Mine," the latter two ditties written by two real old friends of Tin Pan Alley, Gene and Glenn...Sesac officials point out that the increase in the use of vocal transcriptions is the natural result of the Petrillo Instrumental Recording Ban...The confidential circular sent to Ascaph members last week, telling how "easy" it is for members to have amendments adopted, is handing most AS"CAPtured" a hearty laugh...ain't we (they) got fun?

★ ★ ★

Radiology: Fulton Lewis, Jr., MBS commentator on National Affairs, definitely is no "Gentleman Farmer"...He spent a week "vacation" at his 75-acre vegetable farm down in Southern Maryland and his calloused mitts prove it...The Blue Network is readying an additional spot for Helen O'Connell, blonde bombshell of song...Helen will continue to thrush on the Monday evening "Rhythm Road" stanza...Lieut. Norman Weiser, former "Radio Daily" staffer, was the idea man behind the successful drive Paula Stone, WNEW news commentator made, in recruiting several hundred women volunteers for important Army work...Leo Cherne's MBSeries "Impact" will be heard at 6:45-7 p.m. Sundays beginning next Sunday...Alan Courtney, ace personality of WOV, start a p.a. at Loew's State, week of June 3rd...Hildegard recently pointed out to listeners that she really doesn't have to sing for a living because she owns the Champaign concession at the Kaiser Shipyards...the loudest guffaws came from a visitor in town named Henry J. Kaiser.

★ ★ ★

—Be A Rational National—

To the Colors!

HAL LAWRENCE, former C. Windsor, Ont., announcer is now Lawrence with the R.C.A.F. He left for Toronto Manning Pool to up his new duties.

BILL THEIMAN, formerly WCAE, Pittsburgh, Pa., now PFC stripes...IRMA LOOMIS ports all is well at Fort Oglethorpe, Ga., where she is taking her WAAC training. She was a secretary in the WCAE sales department.

CARL MATTISON, WOKO, Albany, announcer, is now in the Quartermaster Corps, attached to the Forces at Keesler Field, Miss...GEOFFREY GOUGH, former WOKO controller, has been inducted and is at Camp Upton, N. Y.

LT. SETH DENNIS, formerly of the Blue's sales promotion department, has completed Ordnance Ordnance Candidate School. He has been assigned to the Staff of Faculty of Ordnance School, Aberdeen, where his job is the writing and editing of technical manuals used by the Ordnance Department.

TEXIE HOLLE, singer and yodeler on the "Shady Valley Folks" program over Mutual and KWK, St. Louis, has reported to Jefferson Barracks for induction.

Hymes Succeeds Conno In OWI Station Relations

(Continued from Page 1)

come public relations chief for Mutual Broadcasting System.

Hymes title in the OWI will be director of station relations and search. The job as head of research is a new one.

Time Buyers Interested In Four Coast Regions

West Coast Bureau, RADIO DAILY

Los Angeles—Eastern time buyers are showing more interest than ever in the four Pacific Coast regional networks, according to Kevin Sweet, sales promotion manager of Pacific Blue, who has just returned from a trip to Chicago and New York. Each year the volume of business placed on the four Nets in the eastern accounts has shown a healthy increase, and it is estimated that the billings they will have on the coast Nets for 1943 will reach \$1,300,000.

AMP Sets Renewals

Associated Music Publishers, Inc. has completed a new licensing agreement with KGA, Spokane, Wash. and extended existing agreements with the following stations: KDOI, Monterey, KHSL, Chico, Calif.; KJL, Yakima, Wash.; KORE, Eugene, Ore.; KRNR, Roseburg, Ore.; WJEJ, Hagerstown, Md.; WLOL, Minneapolis, Minn.; KMO, Tacoma; KICA, Clovis, N. Mex.



A WAR MESSAGE
to
ALL EMPLOYERS

★ From the United States Treasury Department ★

WINNING THIS WAR is going to take the mightiest effort America has ever made—in men, materials, and money!

An important part of the billions of dollars required to produce the planes, tanks, ships, and guns our Army and Navy need must come from the sale of Defense Bonds. Only by regular pay-day by pay-day investment of the American people can this be done.

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

A PAY-ROLL SAVINGS PLAN

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

each time his allotments accumulate to an amount sufficient to purchase a Bond.

You are under no obligation, other than your own interest in the future of your country, to install the Plan after you and your employees have given it consideration.

WHAT THE PAY-ROLL SAVINGS PLAN DOES

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

Make Every Pay Day • BOND DAY

U. S. Defense BONDS ★ STAMPS



RADIO DAILY

★ ★ Coast-to-Coast ★ ★

RONALD DAWSON, formerly of WCHS, Charleston, has joined the staff of WIP, Philadelphia, as production manager. He takes over the duties of Varner Paulsen, who is now in the Army. Dawson is returning to radio after service in World War II in the Coast Guard. He was wounded in the invasion of North Africa and because of his wounds was honorably discharged.

Dale Stafford, sports editor of the Detroit Free Press, has begun a ten-minute sports broadcast over WJR, Detroit, addressed to the swing-shift workers. Show is aired five times weekly, from 12:20 to 12:30 a.m., and is sponsored by the Tool Shop, local hardware concern.

KTUL, Tulsa, Thursday night all-soldier remote-control broadcast from Camp Gruber, 80 miles from Tulsa, has proved so popular that camp authorities plan to provide open air facilities so that those who have been unable to gain entrance to service centers can see the show. Preceding each week's broadcast is a vaudeville show provided by Hey Rube, Inc., of Tulsa, of which Glenn Condon, KTUL news editor is president. Hey Rube was organized last fall to provide entertainment for soldiers on Sunday leave in Tulsa. Now Condon and Hey Rube take the show to the soldiers.

The first fatality of World War II among radio men in uniform from Memphis is John Elgen Poor, announcer at WHBQ for five years until he enlisted in the Army Air Force last October. He was killed instantly when a Jeep he was driving overturned at Naples, Fla., May 1.

From WSAZ, Huntington, W. Va., comes the report of a switch in personnel along the lines of the W. Va. network. Clinton Prescott of the commercial department staff has gone to WPAR in Parkersburg, and that station in its turn has sent Mildred Chernoff to take over for him at WSAZ.

Arch McDonald, CBS-WTOP, Washington sports commentator and winner of the 1942 Sporting News trophy, was guest speaker at the supper rally in Charlotte, N. C., which marked the opening of the local YMCA membership drive under the chairmanship of A. D. Willard, Jr., general manager of WBT, Charlotte.

1	9	4	3
5	12	11	10
17	18	19	20
21	22	23	24
25	26	27	28
29	30		

May 10

Scotty Maclean Lee Reiser
Alma Sandra Mansell Betty Shaffer
George Allen Jack Sheldon

"Fighting Mother of Brooklyn" will be the title conferred on Mrs. Mary Carey by City Council Vice-Chairman Sharkey in a Mother's Day broadcast over WBNY, Brooklyn. Mrs. Carey, mother of 16 children, has six sons in the armed forces, a seventh about to be inducted; two daughters work in the Navy Yard. Station will dine Mrs. Carey and a daughter, treat them to a show, provide flowers, and then interview them over the air.

The St. Paul contestants on "Quiz of the Twin Cities," WCCO's weekly battle, almost bankrupt Max Karl, St. Paul emcee for the show. He started the program with a bankroll of \$120, and ended up by giving away all except for one five dollar bill. Contestants were the Semper Fidelis Club of St. Paul and the Semper Fidelis Club of Minneapolis, the famed organization of mothers and wives of Marines. This is the first time in over four years of broadcasting that any one team has walked away with that much prize money.

Quietly going "mad" at WHIO, Dayton, are General Manager Bob Moody, and his assistant Lester Spencer, over the odd-hour game schedules of the Cincinnati Reds. In one week, one of the games, which are aired play-by-play, was called for 10:30 a.m., another at 4:00 p.m., another at 8:00 p.m., and a fourth at the normal time, 2:00 p.m.

WLIB, Brooklyn, celebrated the 103rd anniversary of the birth of the Russian composer Peter Ilyitch Tchaikowsky, born May 7, 1840, with an hour memorial concert on Friday, featuring Tchaikowsky selections. In the evening, the station marked the 110th anniversary of the birth of Austrian composer Johannes Brahms with a 30-minute memorial concert featuring famous Brahms' compositions.

The WAAC Caravan, touring New England, will be in Hartford May 12 and the CBS regional broadcast will be fed the network by WDRC, Hartford. To plug the show, WDRC is interviewing local WAAC personnel on various shows, and is using a series of spots to publicize where tickets are available.

WMMN, Fairmont, W. Va., is contributing its share to that 12.9 per cent increase of women in radio. Georgianne Murray production manager, and Jane Schultz, continuity writer are being groomed by program director John MacKercher to fit in, should any emergency arise in the announcing staff. Right now the frequency-fillies are busy with spot and relief announcing.

Katherine Clark, WCAU, Philadelphia, woman commentator, will emcee the "WAAC Anniversary Program" being broadcast tomorrow. Show commemorates the founding of the Corps, and has been arranged by WCAU in cooperation with the War Service Command of the Poor Richard Club.

WWRU, Woodside, L. I., "1600 Club," conducted by Fred Barr, celebrates its first anniversary May 13. Program has proven a success, pulling better than 3,000 pieces of mail weekly. Fred smiles his way through three hours of spinning listener's favorite records and interviewing name bandleaders and has aroused such a personal interest that listeners have started fan clubs in his honor known as "Barr-Ette" Clubs.

A new transcription announcement series has been completed by the Lester Harrison Associates for Brenner Brothers, N. Y., original store. The jingles created and produced by Joe Bloom, originator of the Adler Elevator Shoe series, has been placed on WMCA and WHN, New York. Series features Joe Cook and Joe Duey.

WINS, N. Y., devoted all day May 6, from 7 a.m. to 1 a.m. to promoting the Office of Civilian Defense. Among the distinguished speakers of the day was Newbold Morris, president of the City Council and Acting Mayor in LaGuardia's absence. Dean James M. Landis, national director of OCD, was heard in a talk originating in Washington.

WKNY, Kingston, N. Y., gave on-the-spot-cooperation recently to Gretchen Holberg and Jane Northep, of the U. S. Department of Agriculture, who came in to Kingston to spread word about the Department's need for girls interested in stenographic work in Washington. The recruiters went on the air almost immediately, and station sprinkled the schedule with spot announcements. Response was more than satisfactory.

Ann Ginn, women's program director for WTCN, Minneapolis, has been appointed State Chief of household salvage campaigns by the War Production Board. Mrs. Ginn has been state chairman of the women's division of general salvage, and her new duties will concentrate on collection of waste household fats, tin and nylon and silk hosiery. Though in complete charge of these activities, which entails a good deal of traveling, she will retain her various activities with the station.

WSAI, Cincinnati, will broadcast a special-events program called "The Circus Is Here." The program heralds the appearance in Cincinnati of the Cole Brothers Circus and will feature backstage visits with star acts, circus band music and sawdust atmosphere. James Cassidy, WLW-WSAI special events director, is handling the circus broadcast.

In observance of National Hospital Day, tomorrow, WELI, New Haven, will broadcast the Rotary Club Dinner in the New Haven Hospital Dining Room. Speakers will be Jane Day Hamilton, president of the American Hospital Association and Mrs. Almira Wickenden, executive secretary of the National Nursing Council for War Service.

The Very Rev. Austin Pardu of St. Paul's Cathedral, heard Monday nights over Mut. WGR, is co-author of "Lil' There" with Sgt. Johnny Bart "Boy with the Bible" on E. backer's raft in the Pacific. Bob be released soon by Scribner.

New at WING, Dayton, is Jack Welch, well-known sports announcer in West and formerly with the West Network. At present, Welch is with the locally-sponsored "Play and Sports of All Sorts," with assignments pending for the Summer Fall.

Mark Starr, director of the national department of International Ladies Garment Workers Union, cussed "Education in Freedom Want" in a broadcast over W. N. Y. at the annual conference of the League of Industrial Democracy in the Hotel McAlpin. Jack Starr's weekly series on radio person entitled "The Radio Beam." Gu the first show was Jerry Way be followed in succeeding weeks by Helen O'Connell and Frank Starr.

WTAG, Worcester, is airing spots labelled "This Minute" announcements. They tell what is happening where in the world at that minute are followed by a brief message from sponsor. Typical is "This minute people are catching cold, American licking 30,000 postage stamps, and criminals have just been caught."

John K. Chapel, news commentator of KROW, Oakland, Calif., and national lecturer on world affairs, addressed the recent luncheon of the Oakland Advertising Association. His subject was "Will Russia Japan?"

Over 500 Outlets Mark Belgium's Invasion

To commemorate the anniversary of the invasion of Belgium, a number of special programs will be broadcast today. More than 500 stations throughout the U. S., will air a transatlantic dramatization of "The Blue Pledge," written by Margaret M. CBS news writer. The transcript portrays in true detail the valiant resistance many Belgians put up when the Nazi rolled over the country.

Over the NBC network at 6:30 p.m. EWT, there will be broadcasts by Belgian Ambassador in Washington, Count Robert Van der Straton, and a pickup from Montreal, a talk by Prime Minister in Belgium, Pierre Dupong of Luxembourg.

An OWI-NBC shortwave broadcast to Belgium will feature Belgian Ambassador-at-large Georges Theunis, Belgian State Minister F. Cauwelaert.

On Saturday night CBS' "Radio to the Nation" included details of the Belgian Army Training Camp at Joliette, Canada.



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FINANCIAL

(Monday, May 10)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include Farnsworth Tel. & Rad, Stromberg-Carlson, WJR (Detroit).

N. Y. Telephone Renews State Spot Campaign

The New York Telephone Co. has renewed its spot campaign over WOR, WJZ, and WEAF in New York City, and four stations each in Buffalo and Syracuse. Announcements, which are aired once daily, five times weekly, are an appeal to the public not to make long-distance calls except for war business or in the cast of an emergency. Company is also sponsoring "Odd Side of the News" program, five minute show on WABC, which is also renewed five times weekly from 8:20-8:25 a.m., EWT.

Southernares' Itinerary

Philadelphia—The Southernares, who originated their broadcast here May 9 over WFIL will return for another concert on May 16. Having completed the major part of a heavily booked tour that covered the South, Southwest and Central states, the radio, concert and recording artists have only ten more engagements, in Eastern cities, left on their itinerary. On May 23 the Southernares program will again originate from WJZ-Blue Network, N. Y.

Commons Radio Group Plans New CBC Probe

(Continued from Page 1)

sulted in drastic changes in CBC personnel and declared the probe of the committee showed that CBC had too many bosses and that the Governors had responsibilities they failed to discharge.

Another point emphasized by Graydon was that the Board of Governors last session repeatedly refused to hand over to the House Committee the minutes of their meetings, and he insisted that this be done this session even if some of the questions dealt with in these minutes had to be withheld from the public. He further demanded that the exact status of the CBC, whether as a Crown organization or private corporation, be clarified.

Political Interference Denied

M. J. Coldwell, CCF leader, warned against any attempt to form a chain of independent stations in Canada under private control. For such a system to be established under private ownership would be a violation of the principles underlying this great national enterprise, he declared.

Near the conclusion of his speech Coldwell admitted the committee last session had to deal with distasteful matters, including the demotion of Maj. Gladstone Murray from the post of general manager, but he called on the committee this session to deal with constructive policies.

Maj. Gen. LaFleche, who is the cabinet minister responsible for the conduct and policies of CBC, briefly concluding the debate, flatly denied there had been any political interference with CBC. Earlier in the debate Dr. J. J. McCann (South Renfrew), who headed the last session committee, reviewed last year's work.

Those comprising the committee this year are: E. O. Bertrand (Prescott), Russell Boucher (Carleton), Mrs. Casselman, Lionel Chevrier, M. J. Coldwell, John Diefenbaker, J. L. Douglas (Queens), E. Durocher (Montreal), Sarto Fournier, E. G. Hansell, Olof Hanson (Skeena), Douglas Hazen (St. John, N.B.), Gordon Isnor (Halifax), Gen. LaFleche, J. L. LaFlamme, Dr. McCann, J. E. Mathews, J. P. Mullins, A. S. Rennie, Douglas Ross, W. P. Telford, J. P. Tripp and Dr. Veniot.

Forrest Succeeds Webb

William E. Webb, manager of NBC's Public Service Promotion Division, recently commissioned lieutenant (j.g.) in the Navy and now at the Quonset, R. I., naval base for indoctrination has been succeeded by Arthur L. Forrest of the network promotion department. Following his graduation from Dartmouth, Forrest was associated with the National Better Business Bureau, and with the Newark, N. J., Chamber of Commerce as bureau manager, later entering the market research field.

After two years with the Mutual Broadcasting System as research director, Forrest in 1939 went to station WBT, Charlotte, N. C., as promotion manager. He came to NBC in 1942 from the Lewis Ayer Advertising Agency in Charlotte.

"T. or C." Sets New Record In War Sales-Admissions

(Continued from Page 1)

for Bond admissions to an Edwards' show was \$10,500,000.

The 32-million figure raises to \$69,616,853—in cash, not pledges—the amount of War Bonds the show has sold in admissions during nine weeks of its cross-country tour. The original 13-week goal of \$20,000,000 is just a pallid recollection now. When Edwards topped that quota in only five weeks, Treasury officials and radio people predicted he would go on to a total of thirty or forty million. Now pushing seventy million, he still has four more cities to go.

"Truth of Consequences" opened its tour in Pawtucket, March 13, starting out with a comparatively small \$504,000 in sales. Then as it headed into the hinterland it began picking up steam.

Edwards and his troupe are also playing Army camps between broadcasts, making a point of reaching those off the usual path of entertaining tours. Edwards is also originating special local broadcasts in each city for the War Manpower Commission.

Accompanying him are Announcer Cliff Engle, Producer Herb Moss, Writer Phil Davis, Stage Manager Al Paschal and Secretary Lillie Engel. On May 15 "T. or C." appears in Portland, Oregon, and the following week invades Salt Lake City.

"This Is The Army" Plans Dropped By Chesterfields

(Continued from Page 1)

clearing with U. S. Army officials, there developed a query from AFRA which went on record as not being opposed to any show that would aid the servicemen's relief funds, but was opposed to servicemen being used for commercial programs wherein the sponsor benefited thereby. A. L. Bertram, business representative for This Is The Army, Inc., is reported to have concurred with AFRA.

Newell-Emmett is the agency for Chesterfield cigarettes.

Clark Re-Signs On Blue

D. L. Clark Co. has renewed "Where Do We Stand?" for a second 13 weeks on the Blue Network, effective May 30. The program features John Gunther and John Vandercook in a news commentary heard on 110 stations in behalf of Clark candy. Walker & Downing is the agency.

Hutton Moves To WJZ

Robert Hutton has been appointed to the sales promotion staff WJZ as a writer. The appointment, effective yesterday, was made by John McNeil, manager of WJZ. Hutton was, until now with WEAF, New York, and prior to that with WCCO, Minneapolis.

Stork News

Jack Hodgkinson, transmitter engineer at WHIO, Dayton, Ohio, is celebrating the arrival of his first child.

COMING and GOING

RAY MORGAN, producer of "Breakfast Sardi's" heard over the Blue Network, left Hollywood yesterday following program conferences at Rockefeller Center.

H. H. HOLTHOUSE, national sales and promotion manager of WAFL, Birmingham, Ala., is in New York. Called yesterday at the headquarters of CBS.

BOB HOPE, FRANCES LANGFORD, VERA VACUE and other members of the comedy program company, now on a coast-to-coast tour of service camps, will broadcast tonight's program from Montgomery, Ala.

SHEP CHARTOC, publicity director of WBBM-Columbia affiliate in Chicago, left for Illinois last night after having been here since Wednesday.

FULTON LEWIS, JR., WOL-Mutual's commentator on national affairs, is off on a new gathering trip. He will broadcast today from St. Louis.

ELMER PETERSON, member of NBC's London staff, has arrived in Sweden as a guest of the Swedish Press Club. With several other American writers, he will be taken on a tour of the country.

PARKS JOHNSON and WARREN HULL are in Schenectady, N. Y., for the airing of tonight's "Vox Pop" show from the upstate city.

ZAC FREEDMAN, publicity director of NBC Ted Collins organization returned to New York this week after having scheduled stopovers in San Francisco, Des Moines and Chicago.

J. ROBERT GULICK, assistant general manager of the Mason-Dixon Radio Group, and MR. GULICK, have returned to Lancaster after business and vacation trip to New York.

HENRIETTE K. HARRISON, national radio director of the National Council of Y.M.C.A. who recently returned from Columbus, leaves today for a tour of Connecticut and northern Pennsylvania, where she will deliver several addresses on the subject, "Interpreting the Service Agency via Radio in Wartime."

DORIS CORWITH, lecturer in the public service department of NBC, who spoke in Buffalo yesterday over WBBM, will lecture at Philadelphia tomorrow before the Society of Automotive Engineers.

HAROLD E. FELLOWS has returned to Boston. The station manager of WEEI had been here two days for business talks at CBS.

PARKS JOHNSON and WARREN HULL are in Schenectady, N. Y., yesterday for the airing of the "Vox Pop" program over CBS.

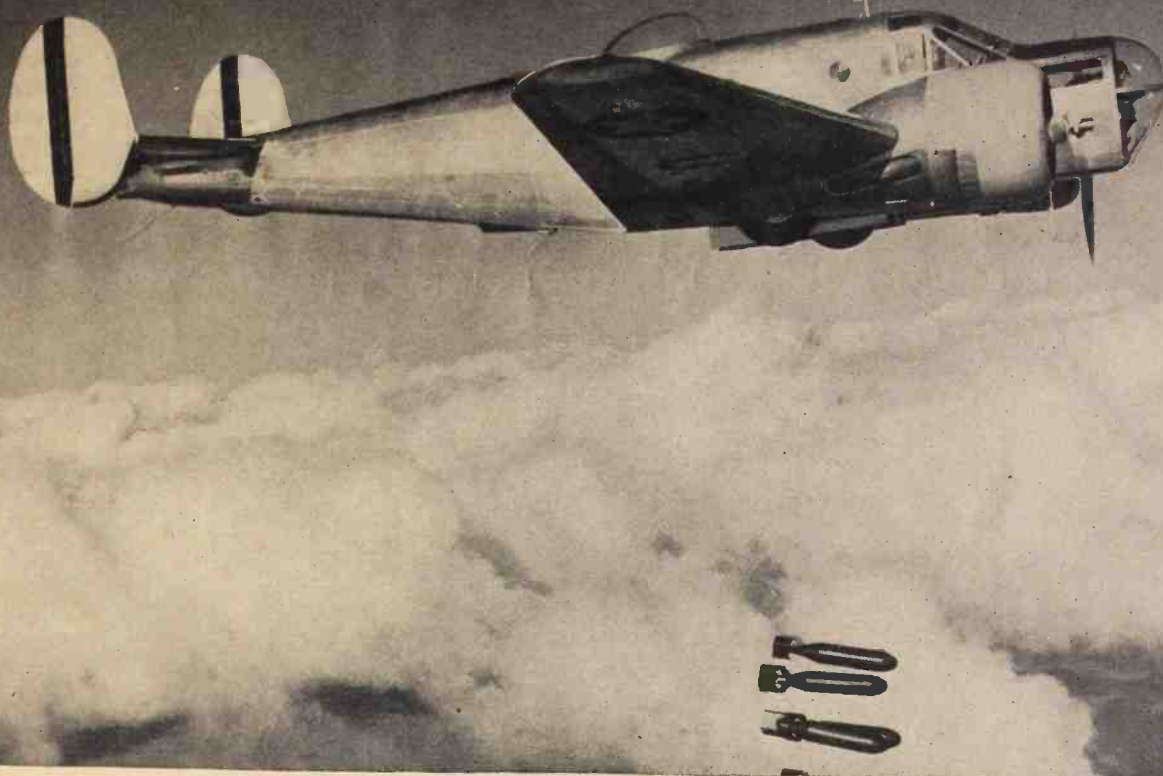
Horn & Hardart Renews WEAF 'Children's Hour'

Horn & Hardart's "Children's Hour" (Sundays, 10:30-11:30 a.m., EWT), has been renewed for another year effective May 30, on WEAF, N. Y. Clements Co., Philadelphia, handles the account. The "Children's Hour" has been a radio feature since 1931, making it one of the oldest juvenile programs on the air. It has occupied its present spot on WEAF since June 1939.

THIS LITTLE BUDGET WENT TO



WORL BOSTON MASS.



Smart Advertisers have found a

BOMB SIGHT TO HIT BALTIMORE!

Near misses don't count in radio. National and local advertisers are learning that. In Maryland they've discovered that WFBR covers the vital Baltimore market as effectively as some of the recently introduced Allied "Block Busting" Bombs. You hit the target you aim at!

And when you hit the 6th largest city in the country, with WFBR's concentrated force, something happens to sales.

WFBR doesn't try to cover Virginia, Pennsylvania, New Jersey, Delaware or West Vir-

ginia. Our job is Baltimore. We use the electrical power that does just that. WFBR believes that those scattered states have radio stations right in their own backyards with their own loyal listeners.

In Baltimore . . . it all adds up to this: In Baltimore . . . WFBR gives a magnificently clear signal DAY and NIGHT. Baltimore people enjoy the station. Advertisers save money by buying coverage . . . and not just power that's costlier and too often wasteful.

WFBR
RADIO STATION **WFBR** BALTIMORE
NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.

Los Angeles

By RALPH WILK

VICTORIA FAUST, wife of George Gruskin, of the William Morris office, is attracting much favorable attention by her work in "Lady Of Burlesque," starring Barbara Stanwyck, and which was recently previewed.

Ted Grouya, song writer, who has to his credit the popular tune "Flamingo," will have his new song, "Here In My Arms," written in collaboration with Frank Loesser, introduced on the air for the first time when it is presented on the Eddie Cantor show tomorrow.

The Jack Benny Radio Show will return to its usual habit of originating from Army Camps on May 16th when Jack takes his gang of radio comedians to Gardner Field near Taft, California. The Jack Benny air releases will continue from various California Army Camps for the balance of the season.

Walton Goldman, Inc., music publishers, has bought "I'm the Guy Who Passed It to the Parson," from writers "County" Washburns and Freddie Fox, continuity cartoonist who has worked on the "Ella Cinders" and other famous strips. Song follows up the theme of "Praise The Lord and Pass the Ammunition."

Reports are flying that Cass Daley's expected regular run on the Bing Crosby Music Hall will take place during the Summer months.

Saluting the return of "Sherlock Holmes" to the air on the Mutual-Don Lee network, Howard Williams of Erwin-Wasey, San Francisco, entertained at a studio-reception at KHJ-Don Lee, Friday. Guests included Mr. and Mrs. Louis Petri, Mr. and Mrs. Maurice Morton, Mr. and Mrs. George Gruskin, Mr. and Mrs. Robert Hussey, Mr. and Mrs. Sydney Gaynor and Mr. and Mrs. John A. Stewart, Basil Rathbone and Nigel Bruce. Rathbone is the star of the new radio series, Bruce plays the role of "Dr. Watson."

Chaplains Of Three Faiths Complete CBS Series Sun.

Chaplain Frederick S. Zeller of the Infantry Parachute School, Fort Benning, Georgia, conducts the service of Columbia network's afternoon "Church of the Air" Sunday, May 16 from 1:00-1:30 p. m. This is the third and final in a series, representing the three major faiths, broadcast by Army chaplains direct from camps.

The special series, arranged in conjunction with the Chief of Chaplains' Office of the War Department, was praised by Secretary of War Henry L. Stimson, in a recent letter to William S. Paley, president of the Columbia Broadcasting System.

Chaplain Julius J. Babst, representing the Catholic faith, was the first speaker in the special series; Chaplain Norbert L. Rosenthal, of the Jewish faith, was the second speaker.



A Reporter's Report Card . . . !

● ● ● RUDDY VALLEE: Back in the early thirties, you were the kingpin picker and maker of songhits... the past few months, however, has brought you a unique distinction... one of the very very few artists responsible for having made the same song a hit twice... we're referring to "As Time Goes By," which you introduced back in 1932 and thereafter featured every New Year's day since... MORTON DOWNEY: New York University will inaugurate a new special music course this summer and the Dean would like to have you serve in an advisory capacity... DUKE ELLINGTON: Music Critic David Ewen, in his forthcoming book titled "Men of Popular Music," devotes an entire chapter to your contribution to American Music... ERNEST K. LINDLEY: Your guest next Sunday on the NBC program, "Washington Reports on Rationing" will be Rear Admiral William Brent Young, Chief of Supply, U. S. Navy... SAMMY KAYE: We can understand your ire on learning that the Nazis have been using your platter of "This Is No Laughing Matter"... but how else could they describe the situation in North Africa?... TOMMY DORSEY: When you pick up the baton again after you and Pat return from your belated honeymoon, don't make any commitments for Eastern theater appearances... M-G-M Execs want you for an important role in the forthcoming flicker "Broadway Melody"... JEROME KERN: In his second departure from straight drama to musicals, Charlie Martin's Playhouse will broadcast your stage success, "Roberta" with Mary Martin's thrilling trilling.



● ● ● HARRY JAMES: Jimmy Dorsey, at the Roxy, rang up \$112,000 at the box office, last week... JIMMY DORSEY: Harry James, for the same week, brought \$105,000 into Bob Weitman's Paramount theater box office... KENESAW MOUNTAIN LANDIS: Bob (Thanks To the Yanks) Hawk who started his radio career as a baseball announcer in Chicago, has a baseball, autographed by almost every modern "great" of the diamond... you might ask him to loan it to the "Hall of Fame" at Cooperstown... HOWARD CHERNOFF: Lieutenant Fred G. Evans, Flying Fortress pilot who did such a swell War Bond selling job last week over WSAZ, is the brother of Flem J. Evans, that station's manager... DICK GILBERT: For your efforts in promoting Pan-American friendship and good will on your daily WHN programs, you have been chosen emcee for the Spring dance to be held next Saturday night at the Ritz-Carlton by the Consul-Generals of Latin-American Countries... LULU BATES: You start a four times weekly singing chore next Monday on WJZ-Blue Network... understand you will get a coast-to-coast build-up.



● ● ● KITTY KALLEN: When you and the J. Dorsey Band open May 28 at the Earle In Philly, the town where you were born and where you first appeared as a child star on the "Horn & Hardart Hour," the city will be "Yours" according to plans now being formulated by the City Fathers... LOUIS SHURR: Your brother Lester, now in the Army, is leading a band at Fort Jackson, S. C... MAX MARCIN: Your "Crime Doctor" Everett Sloane, will soon be a director as well as 'mike' star... NORMAN DAVIS: The NBC program "That They Might Live" dedicated to the American Red Cross, will feature six members of the "Junior Miss" stage production cast Sunday instead of the usual single guest star... CORP. DAVE ROSE: The "Film Favorites Album" which you prepared before donning a suit of Khaki, will be released this week by Victor Records... CHARLIE SPIVAK: You return to the Hotel Pennsylvania for a month May 24 and thence to Hollywood for a stint in the Fox Flicker "Pin Up Girl."



—Remember Pearl Harbor—

Chicago

By FRANK BURKE

ADDITIONAL and renewal of A news programs on the WMAQ schedule dominated the business picture during the past week, Olive Morton, manager of the NBC central division local and spot sales department has announced. All-State Insurance Company through Ruthrauf & Ryan, ordered a five-minute News cast on WMAQ to be aired Monday through Saturdays from 6:55-7:00 a. m., CWT, for 17 weeks. Walgreen Company, through Schwimmer & Scott, renewed its five-minute U. S. war news commentary for 52 weeks. Program is heard Monday through Saturdays from 5:15-5:20 p. m. Morton also reported two new orders for 16 one-minute spot announcements.

Illinois Bell Telephone Company through N. W. Ayer, New York placed an order for 156 transcribed announcements containing an institutional war message to run at the rate of six a week for 26 weeks beginning immediately. American Molasses Company, through Charles W. Hoyt Company, ordered eight live announcements to be broadcast on successive Saturdays for eight weeks. F. W. Fitch Company, sponsors of the "Fitch Bandwagon" show on NBC Sundays from 6:30-7:00 p. m., CWT, has expanded the network carrying the program from 125 to 129 stations—equivalent of full network. New stations added are WRAW, Reading, PA.; WRAC, Williamsport, PA.; WEAU, Eau Claire, Wis., and KMED Medford, Ore., according to Paul McCluer sales manager for the NBC central division.

Hymns of All Churches, sponsored by General Mills, has started its tenth year of broadcasting yesterday. Program was premiered on WLW Cincinnati, May 7th., 1934 and moved to NBC in May, 1938. Blackett-Sample-Hummert, Inc., is the agency.

NBC Athletic Association has elected the following officers for the 1941 season: Leonard Anderson, president; Lillian Wack, first vice-president; Steve Roche, second vice-president; Kathryn James, secretary, and Morgan Perron, treasurer.

Cecil Brown's Book Sells More Than 100,000 Copies

"Suez to Singapore," CBS news analyst Cecil Brown's story of war in the Middle and Far East, has sold more than 100,000 copies according to Random House, its publishers.

The book describes Brown's experiences as a Columbia correspondent attached to British Middle and Far Eastern forces. It is a forthright account of official apathy which led to the fall of Singapore and other Pacific bastions. The book is characterized by the same frankness that marked Cecil Brown's broadcasts from Singapore to America over CBS. Cecil Brown is heard over CBS in a five-minute analysis of the news each week-day evening at 8:55 p.m.

Latin Amer. Web Completing First Year

(Continued from Page 1)
over the Columbia network in special birthday broadcast on that from 11:15 p.m.-12 midnight,

eners throughout the United and Latin America will hear Columbia Concert Orchestra in the direction of Howard Barthelemy Farrell, soprano, and the Gert Trio from New York. the network's affiliated stations Argentina, Chile and Cuba, outstanding artists of each country will inter-continental radio chain.

Paley Defined Purposes
the network of the Americas normally dedicated May 19, 1942, President William S. Paley stated purpose:

the underlying philosophy of this network is a simple one—the estment of a medium for the exchange of culture, entertainment and information among the peoples of this sphere, an instrument of friendship and understanding among the Americas.”

the network then numbered 76 stations. Twenty-one new stations have been added in the past year, bringing the present total to 97. The work of the Americas, with out-look in each of the 20 republics, covers very important population centers in Latin America.

ograms are beamed southward by the most advanced shortwave plant in the country, insuring clear reception in the farthest regions of the sphere. Special receiving equipment at each affiliated station picks up the shortwave signal, which is rebroadcast longwave in each area.

the year ago the entire program schedule consisted of seven hours of program transmission daily. Today, according to CBS eight and one-half hours in Spanish and six and one-half hours in Portuguese emanate from three powerful shortwave transmitters.

Many Diplomats Heard
Under the supervision of Edmund Chester, director of Shortwave Broadcasting and Latin American Relations for CBS, outstanding entertainers of all the republics have been brought to New York and are heard on shortwave broadcasts of local music of their respective countries.

fourteen presidents and vice-presidents of American republics have been heard on special broadcasts during the past twelve months, as well as more than 125 ambassadors, ministers, army and navy officials, cul-

WARTIME PROMOTION

UP's Radio Book

Phil Newsom, United Press radio news manager, has written a radio news-writing style book which is being distributed by U.P. to radio stations, schools of journalism and others concerned with the problems of preparing news for broadcast.

Newsom has compiled the pocket-sized edition from the lessons learned in U.P.'s seven years of editing and writing radio news.

The booklet discusses in detail the technique of writing news for radio and shows wherein it differs from newspaper style.

The cloth bound book is illustrated with cartoons which punch up the idea of each chapter.

According to Newsom, the book evolved from mimeographed style sheets which United Press has for years given all staff members who write news for radio.



For the Army

Parting is no sad sorrow for inductees and loved ones in Salt Lake City since Promotion Manager Myron Fox of KDYL enlisted the support of the Salt Lake "Tribune-Telegram" to give the lads a real farewell party. It seems Myron was saddened by the routine, depressing farewells held at the USO for the local draft boards' selectees, so he got together with the station talent, the newsmen, the USO, draft officials, bandsmen from nearby Army camps, and the Lyric Theater

tural leaders and diplomatic representatives of every republic south of the border.

Complete coverage of the visits of Latin American dignitaries to United States soil, unparalleled in radio annals, is exemplified in the recent visit of President Batista of Cuba. From the moment of his arrival in Miami, microphones of the network of the Americas were at his disposal; his words were carried to the far corners of the world on several occasions. Similar coverage is being given to the current United States tour of Bolivia's President Enrique Penaranda.

A staff of qualified Latin American news analysts is constantly at work to keep the neighbor nations completely informed on current world affairs. Landing of our troops in North Africa last November and all the vital developments leading up to ultimate capture of Tunis and Bizerte, were flashed in Spanish and Portuguese to South and Central America at the same time the news was reaching listeners in the United States.

WFTL To Headley-Reed

S. A. Vetter, general manager of WFTL, Fort Lauderdale, Florida, has announced the appointment of Headley-Reed Company as exclusive national representative for the station, effective immediately.

stage performers; had programs printed, invited the public as well as the relatives of the Army-bound men, and the tone of the farewell changed from funereal to jollity.

Only one speaker was allowed, for two minutes. Fifteen minutes of the party, which included community singing, was broadcast.



WAPI's "Hillbillies"

A mimeographed descriptive circular and a reprint of a photograph of "Lynn Davis and His Sunshine Hillbillies" is being distributed to the trade by WAPI, Birmingham, Ala. The circular details the radio experiences and personal background of each Hill Billy in the quintet and states that electrical transcriptions are available.

NBC, Blue To Mark Birthday Of Air Mail

(Continued from Page 1)

by Otto Praeger, who was Second Assistant Postmaster at the time of the first flight; James Murray, pilot on the first transcontinental night flight and now president of the Aeronautical Chamber of Commerce; and Charles Stanton, early test pilot for the air mail service, now Civil Aeronautics Administrator.

On May 16 from 7:00 to 7:30 p.m., Richard Harkness, NBC commentator, will emcee a half-hour broadcast from the National Aeronautic Association dinner at Washington National Airport. Speakers will include: Gen. Henry H. (Hap) Arnold, commander of the AAF; Secretary of Commerce Jesse Jones; Postmaster General Frank Walker; Nelson Rockefeller, Coordinator of Inter-American Affairs, and Col. Edgar Correll, president of the Air Transport Association.



This grimly humorous insignia represents one of the most exciting units of America's fighting services . . . the Motor Torpedo Boats. Roaring out of the morning mists, or the blackness of the midnight hour, these swift and deadly MTB's have played havoc with the pride and joy of Tojo's navy. And the men who run these greyhounds of destruction are the epitome of any young boy's hero . . . tough, and smart, and daring. The brilliant exploits of these boats and their crews will require a lengthy chapter when the full story of this war is finally written.

For more than 18 years, WTIC has served the people of Southern New England faithfully and well. During that time, WTIC has established . . . and adhered to . . . an unusually high standard for both informative and entertainment programs. The resulting listener-loyalty, combined with the fact that family income and radio ownership here are far above the national average, means that your advertising message over WTIC's facilities is more than an invitation to sales . . . it is a direct and immediate creator of them. That is why we continue to remind you that

WANTED

amplifier block of high power transmitter to 20 thousand volts. Will also buy fire transmitter, wave length and wattage important. Write details.

RADIO TELEVISION INSTITUTE
10 Lexington Ave. New York, N. Y.

WTIC 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

Webs Lose FCC Decision

CBS Pessimistic On The Status Of 3 O&O's

(Continued from Page 1)

ever the way appeared open for an appeal to Congress since the court said it was "not for us to say that the 'public interest' will be furthered or retarded by the chain broadcasting regulations . . . the responsibility belongs to Congress for the grant of valid legislative authority, and to the Commission for its exercise."

Networks in bringing their appeal from the lower court to the Supreme Court held that the proposed regulations would prevent a station from granting an option to a network organization for any period of its broadcasting time. The webs also asserted that regulations barring ex-

Miller Sees Greater Need For White-Wheeler Bill

Washington Bureau, RADIO DAILY
Washington—Neville Miller, president of the NAB commenting yesterday on the decision of the Supreme



NEVILLE MILLER

Court in the chain broadcasting case, said the ruling emphasizes the importance of the White-Wheeler bill to reorganize the FCC and called for immediate Congressional review of the entire broad-

casting field.

Miller stated that the decision merely made it plan that review of the Communications Act by Congress is needed. Radio has come of age, and this fact must be recognized by Congressional action, he implied.

"Hearings on the White-Wheeler bill to review the present Communications Act are set to commence May 25th," Miller said in a brief statement; "Today's decision of the Supreme Court once more emphasizes the necessity for prompt Congressional review of the radio law in the light of present development of the broadcasting art."

A special news release from NAB referred back to the resolution of the association's 1941 convention: "Resolved that the National Association of Broadcasters urge the United States Senate to give prompt and favorable consideration to a resolution introduced by Senator Wallace White of Maine, which would result in a thorough investigation of the whole radio structure with a

(Continued on Page 7)

clusive contracts with affiliated stations would cause the networks incalculable damage.

Justices Murphy and Roberts dissented; Justices Black and Rutledge did not participate.

Justice Frankfurter said that "The Communications Act of 1934 authorized the Commission to promulgate regulations designed to correct the abuses disclosed by its investigation of chain broadcasting."

"Our duty," the majority opinion added, "is at an end when we find that the action of the Commission was based upon findings supported by evidence, and was made pursuant to authority granted by Congress."

"The right of free speech," Frankfurter wrote, "does not include the right to use the facilities of radio without a license. The licensing system established by Congress in the Communications Act of 1934 was a proper exercise of its power over commerce. The standard it provided for the licensing of stations was the 'public interest, convenience, or necessity.' Denial of a station license on that ground, if valid, under the Act, is not a denial of free speech."

Murphy said in dissenting that the 1934 Communications Act does not in terms give the Commission power to regulate the contractual relations between the stations and the networks.

"I do not believe," he added, "that the Commission was justified in claiming the responsibility and authority it has assumed to exercise without a clear mandate from the Congress."

NBC said that one of the regula-

Must Exercise Wisdom Trammell Reminds FCC

Commenting on the Supreme Court's decision in the chain broadcasting case yesterday, Niles Trammell, president of NBC said:

"The majority decision of the United States Supreme Court holding that the Federal Communications Commission was within its jurisdiction in the promulgation and enforcement of the much-disputed network regulations is of grave concern to American broadcasters. We have had an era in which networks and stations, through collaboration, have been able to build the finest broadcasting service the world has ever known. This has been accomplished through private enterprise, with no interference on the part of the Federal Communications Commission with business relation-



NILES TRAMMELL

(Continued on Page 7)

tions, requiring it to divest itself of either the Red or the Blue Network, had been suspended indefinitely and was not reviewable in this litigation. The Blue Network now is being operated by the Blue Network Company, Inc., which, as well as NBC is a wholly-owned subsidiary of the Radio Corporation of America.

FCC said an investigation of chain broadcasting disclosed that standard contracts between the NBC and CBS and their affiliated stations "prevented the stations for five years from taking programs from any other network."

"The Network," the FCC added, "was prevented from furnishing its programs to any other station in the service area of its regular affiliate—even those programs which the regular affiliate did not carry."

The Commission said the regulations were based on the belief that "broadcasting stations should be reasonably available for programs of local and regional, as well as national interest," and that "communities should, as far as practicable, have available service from more than one or all national networks."

CBS countered in its brief that one of the regulations, "as construed by the Commission in its report, would require Columbia to dispose of the station owned by it at Charlotte, N. C. (WBT), and would raise serious doubts whether Columbia would be allowed to continue its ownership of its stations at Minneapolis (WCCO) and (WTOP) Washington, D. C."

This regulation provided, CBS stated "that no license shall be

CBS Informs Affiliates Pacts Will Be Changed

CBS issued no public statement on the Supreme Court decision in the FCC-network case, but William S. Paley, president, sent the following communication to CBS affiliated stations:

"In view of the decision of the Supreme Court handed down this morning upholding the Commission's power to promulgate the network rules, we shall of course make such changes in our contracts with affiliated stations as may be necessary. We feel sure that it is mutually understood that the new rules will make no immediate change in our present network schedule, since the Commission has publicity stated that there is no intention to displace present programs. Because the practical effect of the Commission's new rules will depend almost wholly upon the way they are administered, we



WILLIAM S. PALEY

(Continued on Page 7)

NBC Sees Necessity Of Careful Move On FCC's Part

granted to a network organization a station in any locality where existing stations are so few or of unequal desirability (in terms of coverage, power, frequency or other related matters) that competition would be substantially restrained such licensing."

A three-judge Federal Court in New York held that the Commission action was authorized by the Federal Communications Act.

The Stromberg-Carlson Telephone Manufacturing Co., which owns and operates WHAM, in Rochester, N. Y., joined the two broadcasting companies in the Supreme Court appeal. The Mutual Broadcasting System, Inc., intervened on the side of the FCC.

If Rule Not Feasible MBS Will Seek Change

Miller McClintock, president of Mutual, issued the following statement yesterday relative to the Supreme Court's FCC-Web decision:

"Finally the radio industry is to have a practical application of the broadcast rules promulgated by the Federal Communications Commission and confirmed by the Supreme Court. We welcome their application without apprehension. The Mutual Broadcasting System pledges its full cooperation to the FCC, to the broadcasting stations of the nation and to the network industry in the fair and businesslike operation of these rules as they now stand or as they may be amended.

"Mutual's position in this matter is predicated upon several fundamental policies:

"1 We recognize that the strength of the American system of broadcasting lies in the cooperative relationship between networks and privately owned and competitive broadcasting stations.

"2. We believe that if this private operation is to be perpetuated as an integral part of our business structure and as an essential part of our democratic system of free speech, it must be free from governmental controls which go beyond the requirements of orderly and equitable operations and free from economic controls which impair competitive enterprise.

"3. We hold that network operation is not an end in itself but a service

(Continued on Page 7)



MILLER MCCLINTOCK

AGENCIES

ADVERTISING FEDERATION OF AMERICA announces election to membership of WMBG, Richmond, Va.; WHFC, Inc., Cicero, Ill.; "Salt Lake Tribune" and "Salt Lake Tele-gram," Salt Lake City; Wyandotte Mutual Corp., Wyandotte, Mich.; Barnes Chase Company, San Diego, Cal.

GENERAL ELECTRIC COMPANY inaugurated a new campaign for phonographic, radio-phonograph component, N. W. Ayer & Son, Inc., is handling the business.

COOKE, SMITH, FRENCH & ORANCE, INC., advertising agency with offices in Detroit and New York, announces the addition to its staff of Lawrence C. Barlow, as a member of the creative staff in Detroit.

INOHUE & COE, INC., has added to its staff Jack W. Murray, formerly with Robert E. Clark & Associates, Miami.

**Rule Not Feasible
CBS Will Seek Change**

(Continued from Page 6)
...to the American public through privately owned and freely operated broadcasting stations assist such stations in the fuller performance of their duty of serving the public with necessity and convenience. Consistent with the above principle we stand for such contractual relations between the network organizations and their affiliated stations as will result in the broadest possible service to the public and in the maintenance of competitive enter-

Finally, as operators of a national network, we recognize that we are engaged in a private enterprise which is carried on in the public interest and therefore rightly and properly subject to such community controls as may be indicated by our democratic processes.

The application of the Federal Communications Commission's rules will have no revolutionary effect upon advertising practices, upon the operations of Mutual nor in our opinion upon the operations of the other net-

...shall continue to enter into affiliation agreements with such privately owned broadcasting stations as wish to join the Mutual system. ...shall continue to contract with such stations for network option time and we shall enforce such agreements in the interest of systematic efficiency.

...shall insist upon a meticulous compliance with all contracts entered into under such option agreements.

...shall without exception or qualification continue to offer to regular Mutual affiliates a first acceptance of a sustaining and commercial pro-

...where a particular market is re-

**Must Exercise Wisdom
Trammell Reminds FCC**

(Continued from Page 6)
ships voluntarily entered into between networks and stations.

"With the present radio law given this broad interpretation by the Supreme Court, the Federal Communications Commission may endeavor to extend its regulations to cover practically every phase of the business relationship between the networks and the stations. The Commission now assumes a grave responsibility that it exercise the greatest possible wisdom in the issuance of regulation which will enable the broadcasters of the nation to continue to render a satisfactory service to the public. I am convinced that unless such wisdom prevails within the Commission, that the people of the United States will insist upon a revision of the fundamental laws governing broadcasting so that the American system of broadcasting as we have known it will not be impaired.

"I have every confidence that despite the present limitations which are about to be imposed upon the broadcasting industry, that ultimately, either through action of the Commission itself or through Congress, broadcasting will continue as the greatest means of mass communication, as an effective medium for the preservation of the morale of the American public in war time and as its greatest source of entertainment in peace time."

**Tele Society Meeting
Open To All Interested**

The meeting and forum of the American Television Society in its new quarters at the Hotel Capitol at 8:30 p.m., May 13 is open to all persons interested in television, according to Norman D. Waters, president of the society. A new General Electric film on television, showing studio operations at Schenectady, will be shown. Speakers will be Will Baltin, program director of Dumont's television station W2XWV, and Sam Cuff, television and radio commentator, who will explain Dumont's commercial experimentation policy.

McClintock On FREC Comm.

Miller McClintock, president of the Mutual network, has been appointed a member of the executive committee of the Federal Radio Educational Committee.

...requested by an advertiser and Mutual does not have an affiliate in the market, the program will be offered to an independent station or to a regular affiliate of another network as the advertiser may indicate with right of refusal or acceptance by the station in accordance with law.

"It is our belief that such offerings will benefit the public, the stations, the advertisers, and the networks.

"If in any respect the new rules fail to serve the interest of these four parties, Mutual will be among the first to join with the industry and public officials in seeking a more equitable and effective solution."

**Miller Sees Greater Need
For White-Wheeler Bill**

(Continued from Page 6)
view to the enactment of a new radio law; and would request the FCC to suspend operation of the new network rules pending completion of the Senate investigation."

The breach between the FCC majority and the NAB leadership, which had appeared for a time to be growing smaller was definitely opened up once again.

Russell Place, NAB counsel, called attention a remark made by Justice Frankfurter in his majority opinion. Frankfurter quoted the following from a decision rendered in the famous Pottsville Case by the late Justice Oliver Wendell Holmes: "Legislatures are the ultimate guardians of the liberties and welfare of the people in quite as great a degree as the courts." Place said this applies directly to the present situation in the industry as a result of today's decision.

FCC Chairman James Lawrence Fly refused to comment. He said he had not had a chance to read the decision. Commissioner Norman S. Case, who with Commissioner Craven, had dissented from the FCC report in 1940 which set forth the new network rules, declared that "this settles once and for all, as far as I see it, just what the FCC can do insofar as its regulation of the radio chains is concerned."

**CBS Tells Affiliates
Pact Will Be Changed**

(Continued from Page 6)
plan to confer with the Commission and determine, if possible, the explicit interpretation which will be placed upon each rule in connection with our present operations and contract relationships with stations.

"In view of the fact that the Supreme Court disclaimed any responsibility in the good or bad effect of the Commission's regulations, we are more than ever convinced that the Commission's areas of authority and the Broadcasters' areas of freedom should be redefined by the Congress in a new radio act."

**Utah Radio Elects
3 New Vice-Presidents**

Election by the board of directors of three new vice-presidents to the Utah Radio Products Co. has been announced by Fred R. Tuerk, president. Officers are: Oden F. Jester, vice-president in charge of sales; Austin Ellmore, vice-president in charge of engineering, and Remy Hudson, vice-president in charge of post-war planning. Jester and Ellmore have been with Utah for six and 14 years respectively. Hudson was formerly vice-president of Mitchell-Faust Advertising Agency.

Joins W67NY As Librarian

Elizabeth Sorensen has joined the Columbia network as music librarian for CBS' Frequency Modulation station W67NY. She replaces Lillian Robinson, who has resigned.

GUEST-ING

JOHN CUDAHY, former U. S. Ambassador to Poland, on the "Treasure Chest" program, today (WEAF-NBC, 8:30 p.m.).

PAUL LUKAS, on the "Suspense" program, today (WABC-CBS, 9:30 p.m.).

L.T. JOHN F. HASEY, who served with the Fighting French Foreign Legion, on Ginny Simms "Johnny Presents," today (WEAF-NBC, 8 p.m.).

CAPT. CHARLES E. ROSENDAHL, lighter-than-air craft expert of the U. S. Naval Air Station at Lakehurst, on "Salute to Youth," today (WEAF-NBC, 7:30 p.m.).

REP. WILL ROGERS, JR., California Democrat, on the "Victory Hour," today (WJZ-Blue Network, 2:30 p.m.).

MORLEY DRURY, former football star now a recruiting specialist of the U. S. Navy, and **PAUL SCHWEGLER**, formerly of University of Washington, on "Breakfast at Sardi's," today (WJZ-Blue Network, 11 a.m.).

JUDY CANOVA, on Eddie Cantor's "Time to Smile," tomorrow (WEAF-NBC, 9 p.m.).

JOAN LESLIE and **PAUL HENREID**, on "Soldiers with Wings," tomorrow (WOR-Mutual, 9:30 p.m.).

BENNY RUBIN, comedian, on the "Take-a-Card" show, tomorrow (WOR-Mutual, 8:30 p.m.).

RISE STEVENS, mezzo-soprano, and **BRAD REYNOLDS**, tenor, on the "Cresta Blanca Carnival," tomorrow (WABC-CBS, 10:30 p.m.).

Borge To The Coast

Victor Borge, who has been signed to be funny in the movies, will originate his Blue Network five-minute commercial from the web's Hollywood studio for the duration of his picture work.

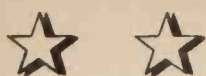
Savings Banks Renewal

Savings Banks of New York State announced that it has renewed participation in the "Arthur Godfrey" program over WABC, Columbia's New York City outlet. The client advertises its services on the 7:00 to 7:45 a. m., portion of the Godfrey show, Mondays through Saturdays. The renewal is effective July 26.

In addition, the Savings Banks of New York participates in WABC's "Woman's Page of the Air," conducted by Adelaide Hawley, 8:45 to 9:00 a. m., Mondays, Wednesdays and Fridays. Ruthrauff & Ryan, Inc. handles the account.

Stork News

Fin Hollinger, General Manager of KDB, Santa Barbara, is the father of a six pound boy, Bradley Thomas.



Coast-to-Coast



DICK BRAY, who airs play-by-play of Redlegs with Roger Baker over WSAI, Cincinnati, has started a new series of sports reviews, for Pepsi-Cola, six evenings a week. He will review games of Cincinnati Reds and present scores of major league games. June Gray has joined sound-effects department. She is a graduate of the University of Iowa, where she took all courses in radio writing, directing and acting, and was head of the sound department of University's station WSUI.

Harold H. Thoms, manager of WAYS, Charlotte, N. C., despaired of "remaining just as we are for the duration," insists that expansion of facilities and space is imperative, and just hopes the critical shortage of material, and the problems of priorities will not kill station's plans to take over entire 4th floor of City Industrial Bank Building, in which studios are now located.

The studio orchestra from WJR, Detroit, and the double trio under the direction of Don Large, provided the music for graduation exercises of the naval training station on May 7. The orchestra was under the direction of Paul LaVoie. The exercise were held at the Ford Rotunda in Dearborn.

KDYL, Salt Lake City, was asked by OWI last week to make a transcription of an interview with the famous 513th Bombardment group crew which had returned to the Salt Lake Base after bombing operations all around the world. Interview was conducted by 2nd Lieut. Langford, public relations officer at the base and former announcer with KMPC, Beverly Hills. Transcription will be used for OWI overseas broadcasts.

"Meet Your Ration Board," the new WBNX, N. Y., series, is being used as a test program by administrators of the various rationing boards of New York City. The broadcasts and their reception by the consumer public will provide a model for similar programs planned for other stations through the Metropolitan area. Listeners who have rationing problems are invited by Adolph J. Chesley, Bronx Rationing Administrator, to send their questions, and as many as possible will be officially answered on the air.

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

May 11

Irving Berlin Patti Chapin
 Joey Lee Vernon H. Pribble
 Tommy Thomas Robert Trendler

Neal Van Ells has joined the announcing staff of WAOV, Vincennes, Ind.. Neal is the first local boy to hold a position on the announcing staff. He comes from Indiana State Teacher's College, where he was active in dramatics. Local folks remember him well from his many roles with the Vincennes Little Theater.

Educational Director Sterling V. Couch of WDRG, Hartford, has been appointed a member of the Hartford Chamber of Commerce Fire Prevention Committee for 1943. The appointment was made by Lester E. Shippee, president of the Chamber.

Rush Hughes, KWK, St. Louis, has exceeded by \$20,600 his million-dollar Bond sales quota. He started selling over the air and in personal appearances last August. Currently he is being assisted by uniformed members of the American Women's Voluntary Service, who man the phone battery in Hughes' studio and take orders phoned by listeners while he is on the air.

WQXR, N. Y., reports April business was three times the same month's business last year. Listed among the more important advertisers placing either new or renewal contracts are General Foods, Bloomingdale's, Tast-yeast, Metropolitan Certified Milk Produce Association, Curtis Publishing, Parfums Weil Paris, Warner Bros., Paramount, Twentieth Century-Fox, Coronet Magazine.

Betty Boyer, formerly with WCCO, Minneapolis, as a radio operator, has received her 2nd class radio operator's license. Miss Boyer, who is the station's first girl to be so honored, has gone to Aberdeen, Washington, where she is acting as newscaster and technician at KXRO.

Sophie Miller, WKNY, Kingston, N. Y., script writer and entertainer based her Mother's Day program, which she titled "Carnations to Foster Mothers" on a personal visit to the County Industrial Home for Children. The show saluted the work of the local women responsible for the home. A recent visit to the Disabled Veterans Hospital inspired a program on what can be done for the men by the average person.

Dr. L. B. Burton, editor of Food Industries Magazine, will discuss the future of dehydrated foods in a program over WBZ, Boston, on May 13. Doctor Burton is coming to Boston as the guest speaker at the dehydrated foods luncheon being sponsored by the New England Council in the Hotel Statler.

Leo E. Spaeth, former theatrical production continuity writer, has been added to the sales staff of WCKY, Cincinnati. He has been with the Burroughs Adding Machine Company and the American Sales Book Company. He is a graduate of Xavier University, Cincinnati.

Taylor Frazier and **Del Jackson** have joined the announcers at WSAZ, Huntington, W. Va., taking over the duties formerly performed by James Martin, who left to join WGAR, Cleveland. The recruits will be trained to announce, edit news and control operations.

California Christian Endeavor Union has selected **KROW**, Oakland, for the Northern California release of the popular "Christian Endeavor Hour." This program has been running a year in Southern California and is making its first expansion North.

Helen Watts Schreiber, home economics director for KSO-KRNT, Des Moines, I., is spending a two weeks' vacation in Hollywood and San Diego with friends and relatives on the West Coast and while there will visit with her son in the U. S. Marines. During her absence, **Gene Gragg** is conducting her program.

Lewis A. Smith, Notre Dame graduate and formerly with WORC, Worcester, joined the announcing staff of WEDU, a local-Yankee outlet in Fitchburg, Ma.

Well!... "Radio Daily" staffers are going to get into their office in the Paramount Theater Building and fight their way through mobs besieging the box office for the James orch stage show. Now the word that the staffers at WHIO, Canton, have trouble getting into studio because of the double line imbibers who block the sidewalk get into a liquor store in the building.

"Rollin' Home" a CKLW, Windsor, feature of many years standing has turned to the air in its regular spot p.m. EWT, Monday through Friday. **Burke** handles the show and gives with safety hints to motorists and on how to "Keep 'Em Rolling" for duration.

VERY WARM for MAY



CONTRADICTORY CUSS? ... NOT AT ALL!

Even though it was only a few days ago we were reminding you that in radio "Autumn Comes in April," and now we seem to have changed our tune — we've added new lyrics but the music is still the same.

What we were driving at was that fall campaigns take spring planning — as if you didn't know — and now agencies and advertisers are making things hot for us with requests for autumn availabilities.

Speaking of the songs we sing, they're the music this market listens to! So, if you're among the sales-wise looking ahead to effective and economical radio selling in the prosperous Twin Cities Market next fall, we'd suggest you climb on the KSTP Brandwagon before the "sold out" sign goes up.

50,000 WATTS **KSTP** CLEAR CHANNEL

MINNEAPOLIS—ST. PAUL

Exclusive NBC Affiliate for the Twin Cities

Represented Nationally by Edward Peiry & Co.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 23, NO. 30

NEW YORK, N. Y., WEDNESDAY, MAY 12, 1943

TEN CENTS

FCC Probers Query Leigh

Mull Several Changes In "Essentiality" Lists

Washington Bureau, RADIO DAILY
Washington — Although several authoritative sources have reported that WMC has finally decided to remain in their present form its listings of essential activities and essential jobs within those activities, with the lists retaining their importance so far as local draft boards are concerned, an official of the WMC essential activities committee denied yesterday that any such decision has been reached. He implied that it is more likely that one of several proposed changes will be decided upon all of which would mean that the present essen-

(Continued on Page 6)

Buy More War Bonds and Stamps

Gardner Nursery Adding 89 Stations This Week

Osage, Iowa—Gardner Nursery Company is expanding its spot broadcasting campaign by adding 89 additional stations to its previously announced list of outlets. Five-minute periods will be used six and 12 times weekly. Northwest Radio Advertising Company, Seattle, handles the account.

Following stations start broadcast—
(Continued on Page 2)

Buy More War Bonds and Stamps

Gregory Resigns Post As Manager Of WVEAF

Sherman D. Gregory, manager of WVEAF, has resigned effective May 22. He has been manager of the outlet since April 1942 which post he took after having been head of the NBC WFO and stations since 1940. He came

(Continued on Page 2)

Traveling

Algiers—To get back here from captured Tunis in time for his CBS regular morning "News of the World" program, Charles Collingwood covered the approximately 500 miles by riding a truck all night to where he could get a plane. The Peabody award winner was thus enabled to air a first eye-witness account of the fall of Tunis.

Gootee Decorated

Lieut. Thomas E. Gootee of the U. S. Army Air Force, former NBC studio engineer at Hollywood, has just received his fourth military decoration—the Order of the Purple Heart for wounds on the European front. Previously he had received the RAF Air Force Cross and two other U. S. decorations. He is attached to an RAF unit in England.

Direct "Work Calls" Authorized For KYA

Special authorization was voted KYA, San Francisco by the FCC to broadcast work calls direct to longshoremen. Two five-minute periods in the morning and late afternoon, will be devoted to calls outlining gang assignments for longshoremen, with longshoremen tuning in for each regular period.

The authorization was granted in
(Continued on Page 5)

Buy More War Bonds and Stamps

Knight V.P. Radio Head Of Foote, Cone & Belding

Vick Knight has joined Foote, Cone & Belding as vice-president and radio director for the agency. He will remain in California, making his headquarters in agency's Hollywood office. Knight has been the producer of many top-flight radio shows, including Kate Smith, Fred Allen, Eddie Cantor and Rudy Vallee. His most recent work has been the creation of the Ginny Simms program.

"Star-Chamber" Procedure Followed In Handling Testimony Of FBIS Chief; Durr Still Refuses Personal Info

Iowa 'Daytime Serials' In Exhaustive Study

Des Moines—An exhaustive study of "Daytime Serials and Iowa Women" is presented in a 48-page book written by Leda P. Summers in cooperation with Columbia University's Office of Radio Research.

The book is filled with statistical

(Continued on Page 2)

Buy More War Bonds and Stamps

Report Chicago Seeking WJWC As City Outlet

Chicago—Apparently taking his cue from the New York-owned municipal station, Mayor Edward J. Kelly of Chicago is reported dickering for WJWC, the Hammond, Ind., station which went off the air on Feb. 7 as a result of engineering difficulties and

(Continued on Page 2)

Buy More War Bonds and Stamps

N. Y. Ad Club Election: Dan Tuthill A Director

At the annual meeting of the Advertising Club of New York, 23 Park Avenue, held at the Club, Tuesday, May 11, the following officers and directors were unanimously elected:

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Robert Leigh, chief of FCC's Foreign Broadcast Intelligence Service, yesterday confirmed reports of his star-chamber examination Monday by Eugene L. Garey, counsel for the Cox committee to investigate the FCC. He confirmed also reports that he was twice refused when he requested that he be permitted to examine transcript of examination, even though his testimony was given under oath and he was anxious to check the record to be certain he was correctly quoted.

The discussion largely concerned
(Continued on Page 6)

Canada Would Disjoin CBC Board, Managers

Montreal—Further reforms in the operation of Canadian Broadcasting Corp. are to be urged when the newly-constituted parliamentary committee gets down to work next week. An effort will be made to have the

(Continued on Page 3)

Buy More War Bonds and Stamps

Jack Banner Commissioned Lt. In Maritime Service

Jack Banner, publicity director of WNEW, is leaving his post Friday to become a Lieutenant senior grade in the U. S. Maritime Service doing publicity and radio relations.

Banner had been with WNEW for
(Continued on Page 3)

Home-Coming

Hartford—WTIC here—Michael O'Shea's home town—broadcast last night at 11:15 p.m., EWT, the transcription "A Day With O'Shea," written and produced by United Artists radio division as promotional disc for the Barbara Stanwyck-Michael O'Shea movie "Lady of Burlesque," which premieres today. NBC lifted its ban on transcriptions for the occasion.

Webs Await FCC 'Directional' Following High Court Decision

2nd Bond Show On Blue Set By Satevepost June 3

Saturday "Evening Post" will sponsor a second "Four Freedoms War Bond Show" on the complete Blue Network in connection with its traveling exhibit of original Post paintings on Thursday, June 3, when the exhibit will open in New York;

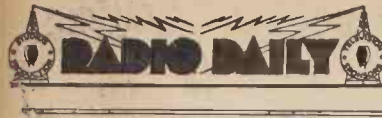
(Continued on Page 2)

Both NBC and CBS, mostly concerned with the adverse decision of the Supreme Court, are marking time until a "directional" shall have been received by the FCC. No official word has yet been received from the bureau by the networks, and the last word is that Chairman Fly wishes to study the decision fully before making a move.

It is expected that many original

(Continued on Page 5)

RADIO DAILY



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JOHN W. ALICOATE : : : Publisher

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

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

FINANCIAL

(Tuesday, May 11)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	153 3/8	153	153 1/8	+ 1/8
CBS A	23	23	23	—
CBS B	22 1/2	22 1/4	22 1/2	+ 1/4
Crosley Corp.	21	20 1/4	21	+ 1/2
Gen. Electric	37 1/2	37	37 3/4	+ 3/8
Philco	22 1/4	21 1/2	21 5/8	+ 1/8
RCA Common	11 7/8	11 3/8	11 5/8	+ 1/8
RCA First Pfd.	68	68	68	—
Stewart-Warner	12 1/2	12 1/4	12 1/2	+ 1/4
Westinghouse	94 1/2	93 1/2	94 1/2	+ 1/4
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	30 7/8	30 3/4	30 7/8	+ 1/4
Nat. Union Radio	4 7/8	4 1/2	4 5/8	+ 1/4
OVER THE COUNTER				
Farnsworth Tel. & Rad.			9 1/2	9 3/4
Stromberg-Carlson			10	11
WCAO (Baltimore)			19	22
WJR (Detroit)			24	

Gardner Nursery Adding 89 Stations This Week

(Continued from Page 1)

ing this week: WAPI, WGNV, KABR, KGER, WBRC, WMCA, KEUB, KSRO, KARM, WNEW, KBKR, KTMS, KMYR, WHEC, KHAS, KVEC, KFKA, WSYR, WSAM, KSFO, WDRC, WFBL, WCPO, KHJ, WNBC, WHAZ, KSAL, KHSL, WATR, WAYS, WLW, KMJ, WBRY, WBIG, KUIN, WAGA, WPTF, KGKY, WMBD, WCKY, WJBK, KSLM, WSPD, WASK, WIND, WTOL, WADC, WIRE, WKBN, KGHI, WISH, KOMA, WEAN, WAVE, WKY, WFTL, WNOE, KQV, WHBL, WCAO, WCAE, WKPA, WHDH, WEEU, WORC, WGBI, WCOL, WMBS, KGCC, WJAR, KGNF, WAPO, WMUR, WDOD, WPAT, WNOX, WOKO, WREC, WCED, WMBG, WHP, WEAU, WIBG, KMED, WEBR, WIP, WHCU, WITH, WALL.

WANTED

Amplifier block of high power transmitter 10 to 20 thousand volts. Will also buy entire transmitter, wave length and wattage unimportant. Write details.

RADIO TELEVISION INSTITUTE

480 Lexington Ave. New York, N. Y.

N. Y. Ad Club Election; Dan Tuthill A Director

(Continued from Page 1)

President, John A. Zellers, vice-president, Remington Rand Inc.; Vice-President, Lee J. Eastman; Treasurer, James A. Brewer, president, Brewer-Cantelmo Inc.; for directors, Daniel S. Tuthill, vice-president, National Concert & Artists Corp.; Herbert L. Stephen, news editor, Printers' Ink Publishing Co.; Charles C. Green, managing director, Advertising Club of New York; Frederic R. Gamble, managing director, Amer. Association of Advertising Agencies; James Wright Brown Jr., publisher, "Editor & Publisher"; Andrew J. Haire, president, Haire Publishing Co., I. S. (Stick) Randall, assistant to Chairman of Board, Transcontinental & Western Air Inc.

Vice-Presidents continuing in office are: Clarence L. Law, vice-president, Consolidated Edison Co. and Allan T. Preyer, Exec. vice-president, Vick Chemical Co. Directors continuing in office are: Eugene S. Thomas, sales manager, Bamberger Broadcasting Service; Wilbur F. Howell, secretary, Robert Gair Co.; G. Lynn Sumner, president, G. Lynn Sumner Co.; H. J. Kenner, general manager, Better Business Bureau of N. Y.; and Quincy P. Emery, vice-president, Stevens-Nelson Paper Co.

2nd Bond Show On Blue Set By Satevepost June 3

(Continued from Page 1)

originating at the Center Gymnasium of the Air Lines Building in Rockefeller Center, the broadcast will be heard from 10:30-11:30 p.m., EWT, with a recorded repeat at midnight for the mountain and coast areas. MacFarland Aveyard & Co. handles the account.

Talent, which has not yet been decided on, will include a name band, singers, comedians and outstanding personalities, with an audience of 2,500 invited guests.

The exhibit, including the original paintings of the "Four Freedoms" executed by Norman Rockwell for the Post and original drawings of cartoons and illustrations which have appeared in the Post during the last ten years, will be on display at the International Building in Rockefeller Center. War bonds are sold in connection with the exhibit and sale of the original drawings. The first "Four Freedoms" broadcast was a 25-minute program April 26 when the paintings were first placed on display in Washington, D. C.

Report Chicago Seeking WJWC As City Outlet

(Continued from Page 1)

the impossibility of obtaining priorities on critical materials for the maintenance of the station.

Mayor Kelly left for Washington yesterday, and while there, probably will approach the FCC with a proposal to put WJWC back on the air under the sponsorship of the City of Chicago.

Iowa "Daytime Serials" In Exhaustive Study

(Continued from Page 1)

tables on the type of serials Iowa women listen to, and among the conclusions the author arrives at are:

That approximately half the women in radio homes are regular listeners; that there is no recognizable social or psychological difference between the type of women who listen and those who don't; that the more magazines women read the more they listen; that listening to other forms of programs decreases as the number of serial programs increases; that two of every five regular listeners believe the serials help them solve their own everyday problems.

Among the 25 leading serials, the survey reveals, the proportion of listeners under 35 years of age range from 30.4 to 46.4 per cent; women with college training from 7.5 to 14.9 per cent; and women living in urban communities from 30.2 to 54.8 per cent. Another conclusion is that religious music and complete dramatic broadcasts are more popular among serial listeners than among women who do not listen to serials regularly.

In an introduction to the statistical tables, the author acknowledges the data collected by Dr. Forest L. Whan of the University of Wichita, whose representatives interviewed 9,218 men and women, of which 5,344 were the latter. The author states that while the study is an attempt to throw further light on the subject in view of recent controversies among sociologists and students of radio on the merits of current serials, the survey is not concerned with the good or undesirable qualities of the serials.

The conclusions drawn from the survey, the author cautions, may not necessarily hold true as regards serial listening in the nation as a whole or in any other section of the country. Iowa, she states, is not a "typical" American state.

Publisher of the book which outlines the study is WHO, NBC outlet in Des Moines, Ia.

Gregory Resigns Post As Manager Of WFAF

(Continued from Page 1)

to NBC from KDKA in 1938 with a qualified history of managerial and engineering background. His future plans will be announced shortly. NBC states that no immediate successor is contemplated at the present time.



"Your Western New York Salesman"

50,000 Watt... Clear Channel... 1180 on Dial... Affiliated with the National Broadcasting Company and The Blue Network, Inc. ROCHESTER, N. Y.

National Sales Representative: GEORGE P. HOLLINGFERRY CO.

"The Stromberg-Carlson Station"

COMING and GOING

ARTHUR J. KEMP, sales manager of the Pacific Coast Network of CBS, who has been visiting in New York, left last night for San Francisco.

DEAN S. LONG, program manager of KXEL, Blue Network outlet in Waterloo, Ia., in town yesterday for the BMI meeting.

MARJORIE SPRIGGS, chief of the Treasury Department's press and radio section of the War Savings staff, is in town on a short business trip.

ART LUND and WALT RASCHICK, of Knox Reeves Advertising, Inc., Milwaukee, are in New York to confer on the John Gunther program on the Blue Network for General Mills.

SAUL HAAS, of KIRO, Columbia outlet in Seattle, left New York yesterday for Washington, D. C.

KAY KYSER to San Diego today to broadcast his "College of Musical Knowledge" program on NBC from nearby Camp Gillespie, training base of Marine Paratroopers.

FULTON LEWIS, JR., Mutual network commentator on national and international affairs, lectures tonight in Kansas City, Mo.

JOHN WELLINGTON, producer of the "Spotlight Bands" series on the Blue Network, is in Greenville, S. C., for the broadcasting of tonight's stanza from the Army Air Base at that point.

SAMMY KAYE will air his Old Gold shows tonight from the Variety Club Canteen in Albany, N. Y. They will be aired over WOKO, Columbia affiliate in the upstate city. RED BARBER is up there as guest on the program.

LOUIS SAIFF, commercial manager of WWNV, is here from Watertown, N. Y., on station and network business.

JERRY LESTER off to Manhattan Beach to entertain the Coast Guard men in training there.

LAVINIA SCHWARTZ, CBS midwest educational director, was in Des Moines late last week to see her daughter commissioned as a lieutenant in the WAAC.

JAMES WILSON, program director of WAPI, Birmingham, Ala., a visitor at the headquarters of CBS.

in BALTIMORE and the Central Atlantic States



Edward Petry & Co., National Representative

Canada Would Disjoin CBC Board, Managers

(Continued from Page 1)
management separate from the Board of Governors.

The acting manager, Dr. J. S. Thomson, is a former member of the board. It will be argued that for a general manager one with technical broadcasting experience is absolutely necessary.

When a Commission headed by Sir John Aird reported on radio—this was before any authority was set up or system devised—it favored an independent board of governors with an experienced general manager. This was not acted upon when the Bennett government created the first commission. The Bennett commission members determined policy and managed broadcasting as well. In 1936 this was changed and a board was appointed with a separate manager. Last year, it was found necessary to get a new manager but, in place of one with radio experience, one of the governors, Dr. Thomson, was chosen and is carrying on for an experimental year.

There will be some representations favorable to the chairmanship of the board being a salaried, full-time position if necessary but mainly the submission will be that the committee recommend an independent board with a general manager familiar with broadcasting.

Mack Banner Commissioned Lt. In Maritime Service

(Continued from Page 1)
the past three years and was considered by the trade to be one of the leading public relations men in local radio.

Formerly editor of "Radio Guide," radio columnist for a trade paper and an independent public relations operator, Banner achieved a national public relations reputation during his stay at WNEW. In this period his department won five national awards for outstanding public relations endeavors in the radio field.

Charles Robertson Heads Ralph H. Jones Company

Charles M. Robertson, Jr., director of radio for the Ralph H. Jones Company, Cincinnati advertising agency, has been named president of the organization, it was revealed yesterday. Robertson is now in New York for conferences at the local offices.

As president of the agency, Robertson will retain direction of the radio department and will continue to make his headquarters in Cincinnati.

Bill Johnson On 'Keep Ahead'

Bill Johnson, currently playing opposite Ethel Merman in "Something for The Boys," joins the "Keep Ahead" Variety Show heard on WOR-Mutual on Friday nights at 7:30 p.m., taking over the male singing assignment.



IT'S THE WORLD'S WACKIEST PROGRAM

(but how it puts over those spots!)

Toss a circus side show, a jitterbug carnival and some Dead-End kids into a radio studio, and there you have a reasonably exact facsimile of WGAR's popular new program, the "Friendly Open House."

Wayne Mack is master of ceremonies and has cooked up a super-duper method of making live and transcribed commercials a part of the entertainment, introducing them with drama, song, double talk or what-have-you.

Sherlock Holmes or Napoleon may introduce your announcement. Or perhaps Mr. Argus who lives in the attic of "Open House" (rap thrice on the water pipe for me, please) may do the honors. The only certainty is that listeners *listen!*

First choice in Cleveland for many spot buyers, this new radio show that packs a selling punch already has been expanded (now 4.45 to 5:30 P.M. weekdays). Even so, there'll soon be another waiting list. That's why right now is a dandy time to come on over to the "Friendly Open House."

Adding to the fun, frivolity and hilarity are Maestro Walberg Brown and the Clevelandaires, the songs of Reg Merridew, and the piano team of Pildner and Wilson—all of whom (in person, ladies and gentlemen) help set the stage for your advertising message.



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

Edward Petry & Company, Inc.
National Representative

Los Angeles

By RALPH WILK

ORGANIST Paul Carson relaxes nerves of "I Love a Mystery" actors between rehearsal and broadcast by staging impromptu pop concerts.

Donald W. Thornburgh vice president of CBS returned to Columbia Square in Hollywood early this week following a swing East during which he attended the NAB convention in Chicago and later conferred with other CBS officials in New York.

Dialers to CBS' Harry W. Flannery are getting some unusual first-hand reports of war conditions through Flannery's wide newspaper acquaintance. He has initiated a weekly practice of presenting one such foreign correspondent on his commenting program. This week's was Jimmy Young, INS Tokyo reporter for 17 years.

Poy-eyed and suffering from nothing more serious than tennites, Charlie McCarthy, the debonair, will be saavoir-faire, too, when he greets glamorous Claudette Colbert at the portals of "Chase & Sanborn" Sunday (16). Also on hand to get a close-up of the screen star will be Edgar Bergen, Dale Evans, the Sportsmen Quartet, Ray Noble and his bandsman and "Buddy" Twiss.

Another rare "furriner" appearance in the Lum and Abner cast was that recently of Jane Morgan playing the role of "Aunt Charity," wife of Grandpa Spears, who, in the story, now has recovered from his amnesia.

Bert Lahr, who has become a perennial guest of Rudy Vallee on the latter's Thursday-night show, will be back for the seventh time on May 27.

Billy Maher on the "Tommy Riggs and Betty Lou" show has just completed his third M-G-M cartoon short, "Heel-watha" featuring the voice of Wilbur, Betty Lou's best beau. Sara Berner, also on the Riggs show, does the voice of Minnehaha.

The guy who knows a shady deal when he sees one is bad brat Junior. So, with such an expert in the crowd, "Red Skelton & Company" will devote the various talents of its cast to an active and violent portrayal of famous shady deals during the broad-Hillard and Ozzie Nelson with his bandsmen will bounce their gag lines off the redoubtable Red.

George Riley, star of the Gilmore Furlough Fun show over KFI Friday nights and who recently completed the comedy lead in Republic's "Thumbs Up," will emcee the first anniversary celebration show at Anne Lehr's Hollywood Guild Canteen Saturday evening May 15. Helene Heller will work with him.

RECORDING ENGINEER

Modern Recording Studio can use competent engineer, must be fully acquainted with recording technique. Reply giving qualifications, experience, salary, etc. Box 153, Radio Daily, 1501 Broadway, New York City.



Notes From A Ringside Seat. . . !

● ● ● Time & Life's Pan-American 'natural' program, "Let's Learn Spanish" has been taken over by the Harry S. Goodman Radio Productions. . . Frank Telford, director of the MBS thriller, "This Is Our Enemy" for OWL is the new director of the CBSeries "Valiant Lady" for Knox Reeves. . . Lyn Owens' dramacting yesterday at 2:30 p.m. on the Blue Network program, "Victory Hour," was 'big time' . . . Fred Vosberg, N.Y. State Radio Director of the War Savings division of the Treasury Dept. will resign at the end of the month. . . The Lionel Barrymore Radio Birthday Party which hit the front pages, was conceived by Earl Ferris. . . The six hundred harmonicas which Herb Shriner has collected in the past few years have been turned over to the scrap drive. . . to provide music for Schickelgruber's funeral march, we hope. . . Natalie Prager's "Game Parade," Saturday morning over the Blue, will feature four refugee children, who will relate their experiences, while escaping from the Gestapolecats. . . The buck private who accompanied WINS Vocalist Bea Harris, when she entertained the soldiers at Fort Hamilton was composer Harold Rome. . . As a result of reading a poem called "Tribute" last Sunday on his "Sunday Serenade" show, Sammy Kaye received over a thousand requests for copies from listeners. . . the poem, honoring the nation's mothers, was written by George Gingell, Kaye's road manager.



● ● ● Joan Priestley, WINS drama critic, wears a white scarf, made from a parachute that once saved the life of her fiance. . . George Lowther will endeavor to supply the need of a radio "children's hour" with four consecutive 15-minute programs to be aired over MBS between 5 and 6 p.m., starting in June. . . two of the shows, already set, are "Superman" and "Highway Patrol" . . . Gladys Swarhout will not take her annual summer vacation this year. . . she'll merely take two weeks off from her current radio show. . . Because a recent N.Y. Times poll showed a woeful lack of American History knowledge on the part of contemporary college students, Phil Baker will emphasize historical and current events on future "Take It Or Leave It" programs. . . Gil Simon and Gene Trace of WKBN have discovered a soldier-songwriter. Pvt. Louis McChesney, whose "My First Furlough Home," has band leaders in the middle west in a dither. . . Joan Davis, in a recent Milwaukee Radio poll, was elected the "radio star of 1942" . . . her next flicker will be "Around the World" with Kay Kyser and Mischa Auer. . . Marquita Rivera, Puerto Rican Song and Dancer, was screen-tested by 20th Century-Fox this week. . . she's a Leon & Davisensational. . . Leonard Ginsburg of Hearn's Dept. Store is 'sold' on the WOR program "Rainbow House" so it looks like Bob Emery has found himself another sponsor for the summer.



● ● ● Joy Hodges, film star, turned down several radio jobs to take a featured role in the third road company of "The Doughgirls" . . . When execs at W47NY learned that motion picture newscaster Jack Garretson had a commercial operator's license, they immediately drafted him to 'double in brass' and Jack now puts the station 'on the air' each morning at the studio control board. . . 38 years ago, James R. Waters and Claire Granville, appeared in a Broadway musical, "Beauty Doctor" which had a four-year run. . . last week, they met for the first time since then, on a "Goldberg" program where Waters does "Jake Goldberg" and Miss Granville played a role in the commercial drama. . . Veteran actor Frank Nelson, heard on the CBS show "Today at the Duncans" is actively doing his bit in the war effort. . . he took a job in the "grave yard shift" at a west coast plane plant.



Remember Pearl Harbor

Chicago

By FRANK BURKE

KYRON GOLDEN, writer in the NBC central division continuity department for the past year, has been promoted to the post of assistant continuity editor under William Murphy, head of the department. Golden came to NBC from WWJ, Detroit.

Irene Shields, NBC staff member for the past 12 years has resigned and has been replaced by Rosemary O'Brien Klein, secretary to William Ray, supervisor of the central stenographic and duplicating department.

Marshall Sosson, staff violinist on WBBM, joined the West Coast Air Force Training Center Band at Santa Anna, Calif., last week-end.

June Baker, who conducts the "Home Management Program" on WGN went to Superior, Wisc., over the week-end to participate in the program when the Dionne Quintuplets launched "Quint Ships" at the Walter Butler ship yard.

Sally Rand, fan dancer, sans fans and dressed as a lady, was interviewed by Durward Kirby on the Blue Network's Club Matinee, Monday at 3:00 p.m., CWT.

John Harrington, WBBM announcer, off for Clinton, Iowa, to act as emcee at the presentation of the Army and Navy "E" award to the Climax Engineering Company.

Pauline Hopkins, author of WBBM-CBS' "That Brewster Boy" back from a three-week vacation in California. NBC Commentator H. V. Kaltenborn was hosted by the Pure Oil Company and the Leo Burnett Agency at a dinner here yesterday to celebrate the beginning of the fifth year of Pure Oil sponsorship.

William Murphy, continuity editor of the NBC central division, is back at his desk following a week's illness with bronchial pneumonia.

Colleen Moore, former movie star, is featured as a children's story teller in a new sustaining program called "Safety Legion Time," which is heard on WGN from 5:30-5:45 p. m., Monday through Friday. Co-featured with Miss Moore is Jess Kirkpatrick, who sings and chats to children as "Captain Jack." Frank Baker, former program director of WJWC, writes the program and Mory Aflick, of WGN, produces.

THE PROOF IS IN THE LISTENING

W P E N

Philadelphia

5000 WATTS • 950 ON THE DIAL

Affiliated Station of the Atlantic Coast Network

QUEST-ING

ANOR PARKER, film star led in "Mission to Moscow," on "Breakfast at Sardi's," today (WJZ-Network, 11 a.m.).

IE BURKE, on Lionel Barrymore's "Mayor of the Town" program, (WABC-CBS, 9 p.m.).

NT FREDERICKSEN, Norwegian "Underground" fighter now with "CAF," on "This Is Our Enemy," now (WOR-Mutual, 8 p.m.).

OL BRUCE, GIOVANNI MARCELLI, WALTER HAMPDEN and E HOWARD, at the "Stage Canteen," tomorrow (WABC-CBS, 3:30 p.m.).

LIAM R. YENDELL, president of the Wilcox Canadian Company Ltd., and **R. E. DESVERINE**, on post-war problems, discussing "Canada and the United States in the Post-War World," on "Up, America," Sunday (WJZ-Network, 3:15 p.m.).

RYAN, comedienne of the "Gold Folies," on the Sammy Kaye program, tomorrow (WABC-CBS, 9 p.m.).

F. HENDRICKSON, director of the Food Distribution Administration, discussing "The Fresh Fruit and Vegetable Situation," on the Food Roundup, tomorrow (WABC-CBS, 11 a.m.).

MALONZO F. MYERS, of the Department of Higher Education, chairman of the special committee for the establishment of an international education office; **DOROTHY COPSON**, author and news commentator, and **JAMES WATERMAN**, research director of the Council Against Intolerance in America, on "Must the United Nations Change the Education of the Axis?" on "America's Town Meeting of the Air," tomorrow (WJZ-Blue Network, 8:30 p.m.).

DR. FRANCIS J. CONNELL, Redemptorist Father and assistant professor of moral theology at the Catholic University of America, on "St. Paul's Radio Chapel," Sunday (Mutual, 11:30 a.m.).

NEW PROGRAMS—IDEAS

"Jive Journal"

WEIM, Fitchburg, Mass. makes life interesting for the high school students: Every afternoon for 15 minutes the station's "Jive Journal" music is dedicated to the youngsters, and some 300 of them gather in the school gymnasium for a dance session conducted with the blessings of the school authorities. On Tuesday nights, WEIM presents "High Schools on Parade," featuring news from all the high schools in the station's area, with occasional personal appearances on the air by outstanding students. The night program is all-high school, with students taking all parts and production being handled by Paul McNally, station's "youngest licensed operator."

From USO Centers

Starting today, WAOV Vincennes, Ind. will broadcast interviews from the USO center which is the 'meeting place' for the airmen from nearby George Field. These interviews, strictly informal, will be carried by WAOV on Monday and Friday night at 8:30. Any girl trying to corral a bashful pilot need only push him in front of the mike to learn his name and whether he prefers blondes or brunettes. This raises the weekly total of Army shows being broadcast over WAOV to three.

Direct "Work Calls" Authorized For KYA

(Continued from Page 1)
accordance with a request from the Pacific Coast Maritime Industry Board, and the service will be rendered without charge. The overloading of telephone lines in San Francisco along with veil over coming and goings at the docks, made radio the ideal means of insuring shippers that sufficient longshoremen will be on hand when needed. The men are organized in gangs and calls will be put out for the various gangs, along with word as to where they should report.

Film Shooting Of "Duffy's" Slated To Start On July 1

Production will start July 1 on the movie "Duffy's Tavern," featuring Ed Gardner, star of the radio show, Shirley Booth and several others on the air show. The radio troupe will leave for Hollywood next month. Film will be produced by Jack Moss under sponsorship of Leo Spitz and Jack H. Skirball.

"Green Valley" At New Time

"Green Valley, U. S. A." Monday through Friday drama series portraying effects of the war in the average American community, is heard on Columbia network, beginning this week, at 3:45 p.m., instead of time change previously announced. Himan Brown directs the series. Santos Ortega is narrator.

Salute To A & M

The more than little-bit of fight in every Texan—particularly the 9,000 former students of Texas A & M College now in the armed forces—was saluted by WFAA-WBAP, Dallas and Fort Worth, with a special program titled "The Cavalcade of the Fighting Texas Aggies." In more than 200 Southwestern cities, on the university's recent annual re-union day, "musters" of old and young grads gathered around the loud speakers to hear the program, which dramatized the outstanding events in the school's history and paid tribute to the heroism of its men, 24 of whom were at muster last year on Corregidor. The production was produced and written by Ralph Maddox and Bertrand Mitchell in conjunction with school officials. A transcription was delivered to OWI for overseas broadcast.

Visitor Interviews

A new series of human interest programs built on interviews with visitors to Cincinnati, with special emphasis on representatives of the United Nations who are in the city for a short time, has been inaugurated on WCKY. Jerry Belcher, public events director, will interview the personalities mid-afternoons, five times a week.

Await FCC "Directional" Following Court Decision

(Continued from Page 1)
pronouncement by the FCC will be modified since it is realized that it is not the wish of Fly to suddenly disrupt the American System of broadcasting as the average person knows it, much less the network method of operation.

It is pointed out that Chairman Fly readily agreed some time ago that should all contracts for instance, between the networks and the affiliates fall due at the same time, a hardship would be worked on all concerned. Thus he consented unofficially to let suitable arrangement be worked out. It is generally expected that the new rules and regulations will be set on a 'give and take' basis, which will not suddenly disrupt the affiliate or the network. Official move from Fly is expected within the next day or two.

Air Features Handling Babbitt's New Serial

Air Features, Inc. is the production contractor for the daytime serial making its debut on NBC on Monday, May 31 10-10:15 a.m., EWT. Show titled "Lora Lawton" is sponsored by B. T. Babbitt through the Duane Jones agency. Anne Hummert will author and produce and Helen Walpole has the dialogue writer assignment. Joan Tompkins has been signed for the title role and Jimmy Meighan shares acting honors as Peter Carver.

AGENCIES

QUALITY BAKERS OF AMERICA CO-OPERATIVE, INC., is planning to include radio in a national campaign in support of the government's nutrition program.

ROBERT A. DAVIES, JR., formerly of George P. Hollingbery Co., national radio station representative, has joined Donahue & Coe, Inc. as an account executive.

DUANE JONES COMPANY has been appointed to handle the campaign of Grocery Store Products Company for its Kitchen Bouquet.

PAUL V. BARRETT, advertising manager of the International Correspondence Schools, has been appointed director of the Mail Sales Department. He will also continue to handle the advertising. Barrett has been advertising manager since June, 1923, when he succeeded Lynn Sumner.

FTC vs. Sal Hepatica: Labeling Okay Says Firm

Federal Trade Commission yesterday ordered Bristol-Myers Co. of Hillside, N. J., purveyors of Sal Hepatica, to "cease and desist misrepresentations concerning the therapeutic and curative properties of the laxative." Commenting on the order, Henry Bristol, president of the company, stated that the FTC action, which covers a case that goes back four and a half years, does not in any way interfere with the labeling of Sal Hepatica, nor does it question any basic claim made for the product in recent years.

John Mullen Copy Chief In OWI's Radio Bureau

Washington Bureau, **RADIO DAILY**
Washington—John A. Mullen, Benton & Bowles vice-president, has been named copy chief at the OWI Radio Bureau. Mullen will take his post in the near future, although no definite date has yet been set. He will report directly to Don Stauffer, chief of the Bureau and will edit all copy, especially the spot announcements for local broadcast.

First choice

The preferred spot on Puerto Rico dials . . . this modern station is your preferred selection for Puerto Rican coverage.

WJAC
SAN JUAN · PUERTO RICO

KLZ
DENVER

Practical, intelligent merchandising co-operation

CBS Network
Representative: The Katz Agency, Inc.

Star-Chamber Move In Garey-FCC Probe

(Continued from Page 1)

Dr. Goodwin B. Watson, and Dr. William E. Dodd, Jr., FBIS employes whose discharge was recommended last month by a special House Appropriations Sub-Committee headed by Rep. Kerr of North Carolina. Their discharge had earlier been recommended by Martin Dies' Committee on Un-American Activities.

FCC Refused To Discharge

The FCC, five days after the Kerr committee made its recommendation, voted 4-3 not to discharge Drs. Watson and Dodd. Although the Kerr report declared them "subversive" and "unfit for government employ," the Commission found that the report contained no evidence to justify the charges and contained no information which the Commission did not have when it employed the men. This "challenge to Congress" was sharply attacked on the House floor Monday by Rep. Everett Dirksen of Illinois, who called for the House to vote the men off the government payroll.

When Leigh appeared at Garey's office Monday and was asked to take an oath he asked if he would be permitted to see the transcript of the examination. He was told he would not be allowed to see it; and immediately refused to take the oath and started to pack up his brief case.

Counters With Subpoena

Garey left the room, reappearing a moment later with a subpoena and Rep. E. E. Cox, committee chairman and author of the resolution which called for the investigation. Leigh was thus obliged to submit to questioning, but once again, with Cox in the room, he asked if he would be permitted to see the transcript. He was told he would not.

Cox left after a half-hour or so of the questioning which went on for two and half hours. Leigh explained the operations of the FBIS, and found Garey generally critical. Leigh said he gathered also that Garey felt the Commission should have followed the Kerr committee recommendations and discharged Drs. Watson and Dodd.

"He didn't actually say that," said Leigh, "but the questions implied that. The questions implied also that I was perhaps not as zealous as I should have been in the handling of my public office because I had those men working for me."

Commissioner Case Questioned

Commissioner Norman S. Case, Republican, has also been questioned by the Cox committee staff, as well as several Commission employes. Commissioner C. J. Durr, however, who challenged Garey to subpoena him several weeks ago, has not yet been called.

Durr refused to respond to a questionnaire from Garey last month asking that he furnish full data on all his personal financial transactions since 1937 (he came to the Commission in 1941). He was asked also if he or any member of his family

★ PROMOTION ★

NBC's "Sincerely Yours"

A tribute to advertisers and agencies for their noteworthy contributions to the war effort, prepared originally as an NBC ad in trade publications, is being released as a brochure titled "Sincerely Yours."

Directed to "American industry, to executives, copywriters and artists of American advertising and members of the Advertising Council..." the NBC tribute says in part:

"When the enemy struck at our country, American industrialists and business men, not content with their achievements of converting from peacetime to war production, turned the full power of their advertising—not only radio but publication advertising as well to the gigantic task of bringing the war and its meaning to the American people.

"Closely cooperating with the government, they devoted—with characteristic energy and loyalty—time, and great talent to the task of crystallizing the nation's thinking, to dispelling confusion and to clarifying the wartime duties of the individual.

"Advertising agencies, too, have utilized all their skill and experience in bringing about the fullest understanding of all the problems of war in a manner which has done much to unite the American people.

"To these men, radio pays tribute—history will write 'well done' to their magnificent contributions to the war effort."

WHN's Theater Trailers

A reciprocal promotion campaign originating at WHN has been set by the station and the Loew's Theater chain to start Friday. The promotion, one of the largest single independent station campaigns, will feature an animated movie trailer designed to publicize the station's four-hour

held any stocks or other financial interest in any radio or broadcasting concern.

Garey threatened to force the testimony, but once again Durr refused. Drawing a letter from Garey last week asking bluntly if he would or would not supply the desired information, Durr has replied that he is still unwilling to furnish the information to the committee staff, but is at all times ready to appear before the Commission itself (the Congressmen). He said he would prefer no further demands from the staff of the committee (Garey and other attorneys and investigators.)

Garey has not made good his threat to force Durr's testimony, obviously because he is not anxious to have Durr appear before the Congressmen. As yet, although the investigation has been on for three months, there has been no announcement of public hearings, and the impression persists despite Garey's denials that he intends to try to conclude the investigation without public hearings.

variety show, "Gloom Dodgers," and will be shown in 70 Loew's neighborhood theaters in New York City and the greater metropolitan area. It is estimated that the trailer will be shown to over 1,300,000 people every week.

The trailer, produced by Herb Chason, WHN promotion director, announces "Gloom Dodgers" and advances information of the Loew's Theater-WHN contest. Contest awards 50 guest tickets to Loew's neighborhood theaters daily. It is planned to run one new contest idea each week and repeat those that proved successful. The first contest centers around a "misspelled" word in Loew's Movie Guide appearing daily in the N. Y. newspapers.

Further tie-in with Loew's theaters is the use made of the Loew cartoon characters Willy and Nilly appearing in all Loew ads to introduce "Gloom Dodgers" in the movie trailer. The voices of Willy and Nilly as they are heard on the sound track are the voices of two "Gloom Dodger" regulars, Mort Lawrence and Karole Singer.

In addition to the trailer there will be 22" x 28" display cards in the lobby of the neighborhood theaters promoting "Gloom Dodgers" and the contest plus a daily mention of the radio show at the Loew theaters carrying the promotion.

Mull Several Changes In "Essentiality" List

(Continued from Page 1)

tial indexes would become less important so far as local draft boards are concerned. They would be retained however for USES reference in matters concerning the many stabilization program. He said that any members of the committee decided it would be best to leave matters as they are this has not suggested to the full committee. committee's regular Tuesday evening was not held yesterday. Thursday meeting is still scheduled.

Joint Engineer Meet

Joint meeting of Institute of Electrical Engineers and Communication Engineers of N. Y. Section of A.I.E.E. will be held today at 7:30 p.m., EWT, the Engineering Society Building, West 39th St. The speakers will be Lt. Col. Kenneth D. Johnson, U.S. Army Signal Corps, and Mr. Theodore Simon, New York City Procurement District. They will discuss the need for Signal Corps officers, and educational requirements procedure in applying for commissions.

Stork News

Announcing the birth of a son, Mr. and Mrs. Ogdon Lindquist, proud father is a member of the engineering staff of WBNX.

TODAY-12:30

Luncheon of the

RADIO EXECUTIVES' CLUB

OF NEW YORK

at the Loyale

521 Fifth Ave., New York City

NOMINATION DAY

for 1943-1944 Club Officers

NOMINATION COMMITTEE WILL OFFER CANDIDATES
AND CLUB MEMBERS WILL THEN SUGGEST ALTERNATES

IMPORTANT THAT MEMBERS ATTEND

Come on down. All radio people welcome—every Wednesday at
12:30. Bull Ring Bar. Members \$1.00—Guests \$1.50.



A WAR MESSAGE
to
ALL EMPLOYERS

★ From the United States Treasury Department ★

WINNING THIS WAR is going to take the mightiest effort America has ever made—in men, materials, and money!

An important part of the billions of dollars required to produce the planes, tanks, ships, and guns our Army and Navy need must come from the sale of Defense Bonds. Only by regular pay-day by pay-day investment of the American people can this be done.

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

A PAY-ROLL SAVINGS PLAN

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

each time his allotments accumulate to an amount sufficient to purchase a Bond.

You are under no obligation, other than your own interest in the future of your country, to install the Plan after you and your employees have given it consideration.

WHAT THE PAY-ROLL SAVINGS PLAN DOES

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

Make Every Pay Day • BOND DAY

U. S. Defense BONDS ★ STAMPS



THIS SPACE IS A CONTRIBUTION TO AMERICA'S ALL-OUT WAR EFFORT BY
RADIO DAILY



Coast-to-Coast



THE Minneapolis portion of WCCO's "Quiz of the Twin Cities" was broadcast from the main ballroom of the Nicollet Hotel this week at the annual meeting of the Minnesota State Pharmaceutical Association. The Twin City druggists at the meeting acted as contestants on the quiz program.

Stanley Dixon, formerly with WGRC, Louisville, Ky., has joined the staff of KSO-KRNT, Des Moines. He will continue with his Mutual broadcasts at noon Sundays, CWT. Dixon, Michigan born, educated in New York and London, had a colorful career during World War I with British Intelligence in Europe, Africa and the Near East.

Starting today, Maggie McNellis will have guest stars on her WINS, N. Y., chatter program, with Dorothy Kilgallen as the initial guest. . . . Artie Baker, first saxophonist for Henry Sylvern's station orchestra, has left to join CBS.

Back at a KOA, Denver, Mike this week was Tor Torland, who, during a year's absence from the studio, was a volunteer ambulance driver on the African front. Torland will be employed by the station until he gets notice from his draft board to report for induction.

Stewart Dean of the Army Air Corps Reserve, is back at the old stand announcing at WFAA-WBAP, Dallas and Fort Worth, Tex., after an absence of two months in which he completed his first phase of CAA flight training. Until an opening occurs in one of the air schools for the second phase of flight training, Dean will be on his own and will fend for himself.

Betty McKown is the new commercial manager of KGNO, Dodge City, Kans., replacing Betty Denious, who will soon be Mrs. Howard E. Muncy, wife of Aviation Cadet Muncy of the United States Army Air Forces.

Lorna Farrell, editor of the Woman magazine, discussed "Budgets" on Mary Hamman's "Frankly Feminine" program, WEA, N. Y., on Tuesday. Mrs. Farrell was recently named "Best Dressed Woman in Journalism for 1943" by Fashion Academy.

1943													
BIRTHDAYS													
17	18	19	20	21	22	23	24	25	26	27	28	29	30

May 12

John Barclay "Bus" Chaplin
Benjamin Francis Ford
Maurice Hersholt Jack Jenney
Marie Kelth Scrapy Lambert
Happy Lewis Bubbles Woodbury
"By" Woodbury

Featuring Catharine Littlefield, American choreographer, as guest expert, the "On Your Toes," ballet quiz moves down to the Municipal Building on Thursday for its second studio performance over WNYC, N. Y. Usually heard as an intermission feature of the City Station's "Nights At The Ballet" broadcasts, from the Metropolitan Opera House, the show will originate from studio while the Ballet Theater is out of town on tour.

KIRO, Seattle, has added two new members to the music library: Charlein Conn, who formerly worked in radio dramatics at Vancouver, B. C., and Vivien Bertnober, graduate of Cornish School of Arts in Seattle. Jack Springer has been added to the sales department. For the past nine years he was associated with sales and advertising in Portland and San Francisco.

Elza G. Runkle, Jr., one of the original KCMO, Kansas City, Mo., engineering staff, has returned to assume the post of chief engineer, according to announcement by Jack Stewart, general manager. Runkle, who left KCMO in 1941 to take a position at WOL, Washington, where he handled White House and Capitol broadcasts for the Mutual Network, first came to Kansas City, in 1936, helping to install all the original equipment and serving as transmitter supervisor.

Newcomer to announcing staff at KPO, San Francisco, is Daryle Hutchins, mikeman for the Golden Gate Exposition in 1939-40. Hutchins also worked at KLV, Oakland, and KWG, Stockton. Commentator George Carraker, formerly with OWI's broadcast division, has begun a series of lectures on the war before northern California clubs.

Don Austin has joined the staff of KSAN, San Francisco, in charge of production of musical shows. . . . Back after being rejected by the merchant marine is Ted Lenz, the station's swing music authority, whose "Live at 11:05" program is again heard Sunday forenoons. . . . Also returning to Mike staff is Howard Gordon, after leave of absence.

Aaron L. Jacoby, vice-president of WLIB, Brooklyn, will broadcast tomorrow a summary of the station's activities since taking the air on May 13, 1942. Survey of the past year reveals more than 5,000 announcements, programs, and special feature broadcasts in behalf of various governmental agencies and war relief organizations.

WCOP, Boston, today is broadcasting exclusively the graduation exercises of 1,500 nurses who will enroll in the armed services. Exercises are part of National Hospital Day observance from the Boston Commons. Lou Walker is handling the mike for the broadcast, which was arranged by A. N. Armstrong, assistant general manager, with the co-operation of Mrs. Harris Mann, director of Massachusetts State Hospital Association.

Miss Jeff Donnell, Columbia star-let who played in "My Sister Eileen" and appears in the forthcoming "What's Buzzin', Cousin?" made two guest appearances recently in New York: With Adrienne Ames over WHN, and with Shirley Eder on WINS.

Judith Pope Anderson has joined the commercial department of KGVO, Missoula, Mont. In addition to sales and copy work, she is appearing on the air as "Club Calendar Reporter" . . . In co-operation with Community Music Week Committee, station presented ten special broadcasts in which music groups from schools and colleges participated. . . . Mrs. Hal Moon, formerly of Salt Lake City, Utah, arrived this week to join her husband, who recently re-joined the staff as news editor.

WHIO, Dayton, in spite of the war conditions and shortage of personnel, believes that all employees should get away from war time radio for a short time. All who have been with WHIO for a year or longer get two weeks with pay, while those who have been with the station longer than six months get one week with pay. Others will get two or three days.

WDRC, Hartford, has started a special drive on a new CBS afternoon show, "Your Home-Front Reporter," featuring Fletcher Wiley, Frank Parker, Eleanor Steber and David Broekman's orchestra. A heavy bombardment of spots aimed at the afternoon audience was begun several days ahead of the start of the new program on May 10, and a series of special spots are used to familiarize the audience with the program.

The 17,000 seats in the Boston Garden will be occupied when the Ringling Circus opens there May 17 by the holders of \$5,000,000 worth of War Bonds sold in a co-op drive by Treasury Department, two leading department stores and WBZ-WBZA, Boston. Stations plugged the deal and established ticket booths in the department stores. . . . Six new England commissioners of agriculture will participate in round table on food production in their respective states today over the "New England Farm Hour."

WBNX, N. Y., broadcast on Sunday, Harry Granik's blank verse "Convoy Bridge," dramatic tale of American merchant marines, with a cast headed by James Monks, of the cast of the play "The Eve of St. Mark." Show was one of a series in the station's "Treasury Star Parade" to sell war bonds.

KGKO, Fort Worth and Dallas, Tex., has sold "Today's War Hero," United Press feature to the Mohr Chevrolet Co. on a schedule of Tuesday, Wednesday and Thursday following Coca-Cola's Spotlight Bands. Commercials will feature Mohr's used cars and service, with emphasis on the service department.

KWK's, St. Louis, "First Lady Ozarks," May Kennedy McCord, described in the May issue of the Geographic Magazine as a hillbill (for her column, "Hillbilly Heart" the Springfield Leader) and as a on Ozark legends and ballads. McCord is nationally known thru appearances at Folk Festivals all country. She conducts a daily 1 program of gossip about the ch and customs of the Missouri n regions.

A 30 per cent increase over in the number of hours devoted the war by WTAG, Worcester April has been announced by I Farmer, station war program manager. April figures show that 31 minute announcements and 9 programs for war agencies broadcast, with a total of 60 including national programs, 1 month.

WEVD, N. Y., aired this week York University forum on "The Crisis." The participants were I Kenyon, former Municipal Court I Isidor Lazarus, former assistant a general, and Solomon Portnow, at Same day, station broadcast a t "Have We Liquidated Our Fascist the Rev. Wm. C. Kernan, director tian Institute for American Democro

Nat. Battery "E" Award Sets Program On

The National Battery Com Gould Commercial Division, will ceive the Army-Navy "E" award ceremonies to be broadcast over complete Blue Network from its at Depew, N. Y., Saturday, Ma from 4:30 to 5 p.m., EWT. Set the war effort on two fronts, the sion turns out batteries for the a services and for utilities. Bro West Advertising Company, St. Minn., handles the account.

Dorothy Thompson, noted w and radio commentator, who born "next door" to Depew in Lan ter will be among the speak. "E" flag will be presented to A Daggett, president of the Natl Battery Company and the Gould C mercial Division, by Captain Jos S. Evans of the U. S. Navy, and Lt Sol. Kimball, of the U. S. Army, present the "E" pins for employe Joseph Eicheldinger, head of United Automobile Workers lo Music will be furnished by the Bu Civic Concert Band. The script o be written by Ira Marion, of the B script staff.

Heads Blue Program Div.

Doris Hastings has been appoint head of the program division of Blue Network research departm Priscilla Lombard, formerly on staff of the program business off has been shifted to Miss Hastin former position as secretary to Thom Velotta of the news and special fea ures division.

Editors Hit Web Decision

Overseas Wire Charge Go On 50-50 Basis

Washington Bureau, RADIO DAILY
 Washington—The FCC yesterday announced an order to establish uniform arrangements for the division of costs for foreign and overseas radio communications between licensees in fixed public press services and foreign correspondents. The link portion of these charges hereafter be divided on a 50-50 between American licensees and foreign correspondents.
 Expenses for American firms
(Continued on Page 3)

Makes Fast Time Airing Churchill News

Within thirty seconds of the in-the-White House announced the Columbia network's global pickup, "The World Today," flashed coast-to-coast that Prime Minister Winston Churchill is in Washington. Time was 6:51 and 15 seconds EWT. That split-second news tells a revealing story of expert and minute synchronization enabled Columbia to give up-to-
(Continued on Page 2)

School FM Pickup Prevented By Petrillo

Chicago—Local FM station sponsored by Radio Council of Chicago Schools reported to have run into a snag in attempting to carry the Blue Network's "Farm and Home Story" is that James Petrillo has declined to allow the station to carry the show because union
(Continued on Page 2)

Honor McClintock

Miller McClintock, president of NBC, will be honored by a "For Victory" Salute for the network's participation in the Navy's war effort programs on the Navy School of Music show to be heard over NBC on Wednesday, May 19, from 12:01 p.m. McClintock, recovered from a recent attack of bronchial pneumonia, will speak on the program.

Humane Service

WPAT, Paterson, N. J., was instrumental Tuesday in helping to save the life of a young boy in a Chicago hospital. Child is ill with rare strep infection, and nationwide appeals were made for blood donor who had recovered from the same disease. A gypsy girl was mentioned in particular, but couldn't be located. Within five minutes, a Jersey woman phoned to give the gypsy girl's address.

ET Men-AFM Officials Continue Conferences

Talks between representatives of the electrical transcription companies and the AFM at the musician union's new headquarters on Lexington Avenue were continued yesterday, but no conclusion was reached. Spokesman for the AFM said unofficially that it was too early to make either an optimistic or pessimistic statement. He believed that another meeting or two, one of which is scheduled for today, may help to clear up various angles, currently holding up a possible deal.

Compton Agency Realigns Radio Dept. Personnel

Personnel realignment has been effected at Compton Advertising, Inc., it was announced yesterday. Corlis Wilber, radio department program supervisor, has been placed in charge of all daytime serials for the agency
(Continued on Page 2)

Wartime Nutrition Program Issued By OWI-Ad Council

May 17 Is Fifth Birthday For "Information Please"

"Information Please" celebrates five full years on the air with its next NBC broadcast Monday, May 17. H. J. Heinz Company, sponsors of the quiz show, do not intend to alter the program's established format for the occasion. "Information Please" started as a sustainer May 17, 1938.
(Continued on Page 3)

Washington Dailies Take Lead In Citing Threat To Free Speech In Event Of Authority Abuse By FCC

Fly Remains Silent; NBC's Affiliate Wire

While the FCC continues to maintain its silence, refusing to comment at all on the Supreme Court's decision, it is expected that this silence will be broken very shortly. Meanwhile NBC reveals the text of its communication to all affiliates, following the adverse network decision. Communication from Niles Trammell, president is as follows:
 "The United States Supreme Court
(Continued on Page 2)

Radio Execs Pick Slate In Forthcoming Election

Business session of the Radio Executives Club luncheon yesterday included the nomination of officers, with the following slate being presented: for president, Murray B. Grabhorn.
(Continued on Page 6)

WOKO-WABY Gets Okay To Buy New Transmitter

Albany—Radio Centre's paid advertising column in the Knickerbocker "News," written nightly by Johnny Lee, studio manager of WOKO and WABY, praised WTRY
(Continued on Page 2)

Two Washington newspapers among others throughout the country have carried strong condemnation of the chain broadcasting decision handed down Monday by the Supreme Court, upholding the FCC's claim to jurisdiction over network broadcasting. Both the Washington "Star," through columnist David Lawrence, and Frank Waldrop in the "Times-Herald" have decried the court's decision, and called for Congressional
(Continued on Page 6)

Definite Tele Policy Unsettled Says CBS

No definite television programming policy has been set by CBS, it was stated by Worthington Minor, network tele official. What positive action has been taken by CBS is the use and development of color television which the organization believes will be a definite attraction to the potential television audience. As to any other policy Minor said, "We are leaving our minds wide open." He
(Continued on Page 3)

Northeast Radio Council Opens Meeting Tomorrow

Schenectady—The first meeting of the Northeastern Radio Council will be held tomorrow and Saturday at Union College, here, with several prominent speakers discussing radio's
(Continued on Page 2)

Heavy Guest

Kansas City, Mo.—When Gen. Dwight Eisenhower and Gen. Henri Giraud broadcast from North Africa over the Blue on Saturday a most interested listener in the KCMO studio here was A. B. Eisenhower, brother of the general and vice-president of the Commerce Trust Co. He had been invited by the station to hear the historic speeches over the hook-up.



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

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FINANCIAL

(Wednesday, May 12)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Hazeltine Corp., Nat. Union Radio. Columns include Bid and Asked prices.

OVER THE COUNTER

Table with columns: Farnsworth Tel. & Rad., Stromberg-Carlson, WJR (Detroit). Columns include Bid and Asked prices.

Matchabelli's 4th Concert By "Stradivari Orchestra"

For the fourth time, Prince Matchabelli Perfumery, Inc., sponsors the "Stradivari Orchestra" on Columbia's full U. S. network. Advertising Prince Matchabelli perfumes, the concert is heard Sunday, May 16, from 4-4:15 p.m., EWT, with Paul Lavalle conducting. The orchestra uses genuine, priceless 17th Century instruments made by the Italian master, Antonio Stradivari.

Prince Matchabelli sponsored programs on CBS December 20, April 18 and May 2. The December program was the first time that the client had ever used radio as an advertising media.

Morse International, Inc., handles the account.

Rogers On CBS Tonight

Rep. Will Rogers, of California, speaking under the auspices of World Peaceways, will be heard tonight in a 15-minute program over CBS starting at 10:30 p.m. His subject will be "Is Congress Side-Tracking a Lasting Peace?"

CBS Makes Fast Time Airing Churchill News

(Continued from Page 1)

the-instant news, no matter where it breaks.

Bob Trout, CBS correspondent in London, came on the air in "The World Today" about 6:45 p.m. quoting Nazi rumors that Churchill and Roosevelt were in Cairo. He signed off at 6:51 p.m., and "The World Today" switched immediately to Washington for Eric Sevareid's news analysis.

Bob Wood, CBS director of News and Special Events, had been on an open phone to the White House and, at that instant, he hurried into the studio and whispered to Sevareid, who in turn ad libbed:

"Thirty seconds ago the White House announced that Prime Minister Winston Churchill is in Washington."

Then, four minutes later, Joseph C. Harsch, whose intimate knowledge of capital affairs had led him to suspect that Churchill had arrived, came on the air for his CBS analysis of "news behind the news." He had written a full script on the Churchill visit, feeling sure that his judgment was right. It was a master-stroke, for Columbia listeners heard that analysis, and this had full coverage of a stirring world event within barely ten minutes of the time it transpired.

Fly Remains Silent; NBC's Affiliate Wire

(Continued from Page 1)

in a decision rendered Monday held that the FCC was within its jurisdiction in the promulgation of the long contested network regulations. These regulations cannot go into effect earlier than ten days from the filing of the mandate of the Supreme Court with the three-judge Federal Court which originally heard the case.

"Before the regulations go into effect we will advise you of any necessary contract changes to conform with the regulations. You may rest assured that every effort will be made on the part of your network to keep broadcasting functioning efficiently."

Compton Agency Realigns Radio Dept. Personnel

(Continued from Page 1)

and Joan Bel Geddes, formerly head of the publicity staff, has been made program supervisor in charge of new programs. Lillian Schoen, previously in the radio department will take over publicity.

Film Debut-Ginny Simms Tieup

As part of the Las Vegas, Nev., premiere of "Aerial Gunner," Paramount-produced film, Ginny Simms' "Johnny Presents" program for Philip Morris on NBC next Tuesday will originate at the huge hangar of the Army Gunnery School, where several thousand soldiers will witness the debut of the picture and form the audience for the radio presentation. The broadcast will start at 8 p.m., EWT.

WOKO-WABY Gets Okay To Buy New Transmitter

(Continued from Page 1)

this week for a neighborly offer. With WABY forced off the air the other day by an electrical contact that damaged transmitter equipment beyond repair, Harold E. Smith began placing telephone calls throughout the country, hoping some station would have enough parts to enable the station to resume broadcasting.

WTRY, through William A. Rippe, its manager, offered to carry WABY's programs gratis in the interim. However, Smith secured FCC approval to buy the transmitter from the Sacandaga Broadcasting Company, whose application for a Gloversville, N. Y. license was frozen for the duration. The transmitter had never been uncrated.

Transfer of the transmitter by truck was arranged and after an all-night job, James Corey, chief engineer, and his staff had WABY back on the air again after a 23-hour lapse.

Northeast Radio Council Opens Meeting Tomorrow

(Continued from Page 1)

role in present—and post-war education. Among the speakers will be Dr. James Rowland Angell, NBC public service counselor; Grace Johnson, director of women's and children's programs for the Blue Network; Leon Levine, CBS assistant educational director, and Drs. R. R. Lowdermilk of the U. S. Office of Education and Max Bilderssee of the New York State Department of Education.

Dorothy Lewis of the NAB also will address the meeting, as will Kenneth Bartlett, director of the Syracuse University radio workshop. Carlos P. Romulo, will discuss with three prominent literary critics his book on the fall of the Philippines, and this discussion will be broadcast Friday evening by WGY. Delegates will inspect the television transmission apparatus at WRGB, Schenectady, on Saturday.

Sen. Byrd Plans Review Of OWI, CIAA Expenses

Washington Bureau, RADIO DAILY

Washington—Radio activities of the OWI and the CIAA are in for a thorough going over from the Senate's staunchest advocate of economy in government—Senator Harry Flood Byrd of Virginia. Full data on the budgets of these bureaus, as well as the motion picture bureaus of both agencies, have been compiled by the staff of the joint committee on non-essential spending by government agencies, headed by Senator Byrd.

This material is now in the hands of the Senator and he is expected to devote some time to studying it within the next week. Committee sources seem fairly certain that the information will cause the Senator to take some action toward curbing of the spending by these agencies. Congressional support for anything which will cut down government information activities is a good bet.

COMING and GOING

TOM SLATER, Mutual's director of features and sports, leaves Monday on a trip to Washington, D. C. Plans to return following Wednesday.

COL. B. J. PALMER, president of WH Moines, Ia., and HAROLD FAIR, program tor of the station, here for a few days business.

JAMES KANE, an assistant to the CBS tor of press information, left last night few days in Schenectady.

JOHN W. BOLER, president and general ager of North Central Broadcasting System has returned to his St. Paul headquarters visiting Chicago and the eastern states business.

G. W. "JOHNNY" JOHNSTONE, Blue N. director of news and special features, left night on a short trip to Washington, D.

JANE TIFFANY WAGNER, NBC's director of press information, left last night on a short trip to Washington, D. She will deliver an address at Lincoln, Neb., and will speak tomorrow at Omaha.

T. F. ALLEN, commercial manager of Pawtucket, R. I., is in New York for conference at the offices of the Blue Network. Accompanied by BERTRAM BLAIS and H. BAUMANN, of the New England Bakery, sons of the "Mystery Chef" program.

LT. PETER GRANT, U.S.A., formerly a castor on WLW, Cincinnati, visiting this at Crosley Square. He is on leave from cover Barracks, Wash.

MAJ. EDWARD BOWES and the member his program company are at Lakehurst, N. J. for the broadcasting of tonight's "Am Program" from the Naval Air Station.

CHARLIE BARNET and his orchestra week's engagement today at the Earle The Philadelphia, and leave immediately for a day stand at the State Theater in Hartford.

H. ELMER WESTMORELAND, commercial manager of WEBC, Duluth, Minn., spent few days in Minneapolis on business.

S. S. STIVAK, formerly an executive in the U. S. Army, a visitor yesterday at new headquarters.

DICK HAYMES back to New York following a week at the Adams Theater, Newark. opens next Wednesday at La Martinique.

Chi. School FM Pickup Prevented By Prtrial

(Continued from Page 1)

musicians are involved in "Farm a Home" broadcast. Radio Council FM station is not a commercial operation and is used only for educational purposes.

Albert Stoessel

Albert Stoessel, composer and conductor, died suddenly yesterday afternoon as a result of a heart attack while conducting the string section of the New York Philharmonic Orchestra at the National Institute of Arts and Letters. He collapsed during a performance of "Dunkirk" written by Walter Damrosch, who was present at the time. Stoessel was a leading member of Ascap.

WANTED

Amplifier block of high power transmitter 10 to 20 thousand volts. Will also buy entire transmitter, wave length and wattage unimportant. Write details.

RADIO TELEVISION INSTITUTE 480 Lexington Ave. New York, N. Y.

Nutrition Program Sued By Ad Council

(Continued from Page 1)

Accordion-style folder, printed in all color, lists regulations governing use of the nutrition symbol in advertising, and offers suggestions for part of the program by manufacturers whose products are included in two or more of the seven basic food groups; by food manufacturers whose products are outside the seven groups; by other than food manufacturers. Included in the folder also are reproductions of the new basic nutrition symbol and target; and tie-ins in color and point of sale displays by advertisers of various food products.

Confusion Avoided

Advertisers whose products are in the seven basic food groups use the official symbol and target in printed promotion. The point tie-in material may also be used by such manufacturers. Members of the food group in which the advertiser's product is listed is like-permitted in radio commercials. Advertisers whose products qualify also print and distribute an actual kitchen chart which brings nutrition story directly into the

eliminate confusion on the part of the public, food advertisers whose products are not included in the seven groups are asked not to use the official nutrition symbols. A recommendation was made by the National Research Council. Such advertisers, however, are invited to deal with the Nutrition and Food Conservation Branch regarding methods of publicizing the need for maintenance of high nutritional standards in an "institutional" man-

Outsiders May Reprint

A third group of manufacturers outside the food field—may use the nutrition symbols in publication of other advertising, or on radio, this provided message being included in the copy: "Contributed in interest of the National Wartime Nutrition Program," followed by the advertiser's signature. Such advertisers may also distribute the kitchen chart with the same notation. Non-manufacturers desiring to support the nutrition program are urged to submit advertising copy and lay it prior to publication, to the Nutrition and Food Conservation Branch. In addition to a detailed explanation of these rules, the folder also contains five general suggestions for supporting the nutrition program.

At the request of the Food Distribution Administration, promotional materials of the 1943 nutrition plan were

★ PROMOTION ★

"Home Front Reporter"

"Your Home Front Reporter"—Owens-Illinois Glass Company show which started this week on the full CBS network—across the board—is the title piece of a striking 12-page brochure presented by the company to sound its determination to "keep the lines of communication open to every outpost on the home front." Pages two and three contain inspirational comments and quotes on the importance of the home front in total war. Leading the page is an excerpt from a speech by President Roosevelt. The five other comments, with accompanying photographs, are by William E. Levis, Owens-Illinois board chairman; Paul White, CBS news chief; Clarence Francis, chairman of the executive committee of the Food Industries War Committee; Gardner Cowles Jr., OWI Domestic Operations Director; William S. Paley, CBS president.

Paley concludes his remarks with "The Home Front is right here—"; and since his sentence ends in the mid-air at the very bottom of the page, the reader must of necessity turn over to—

A double-spread map of the U. S. The spread title reads: "Here Is the Home Front: 31,000,000 radio families." The key to the map, which is spotted with red and blue discs informs: Here are the "Fighter Bases" of the Home Front,—blue for stations of CBS; red for Owens-Illinois plants and offices.

Two pages are devoted to photographs and items on the show's principals—Fletcher Wiley, the "Home Front Reporter"; Frank Parker and Eleanor Steber, vocalists; and David Broekman, the leader of the orchestra. One page lists call letters and cities of the CBS stations. Rest of the red, white and blue brochure shows, in black and white, four typical institutional ads company uses to promote program in national magazines.

Overseas Wire Charge To Go On 50-50 Basis

(Continued from Page 1)

handling these messages were amended to make this division mandatory, effective June 30. Competition among these firms has meant that many deals with foreign companies left the greater portion of the tolls with these foreign companies.

developed through the Advertising Council, with Benton & Bowles as volunteer agency. H. W. Roden, Harold H. Clapp, Inc., is the Council's campaign coordinator.

Copies of the guide for advertisers are being distributed to manufacturers, advertising agencies, public utilities and other groups identified with support of the nutrition program. Additional copies may be obtained from the Advertising Council, 60 East 42nd Street, New York City.

Zomar's "Scrap Book"

A promotional kit on "Karl Zomar's Scrap Book," stressing his availability for local sponsorship on the Mutual network, is being distributed to the trade. The kit contains a four-page folder by the Mutual sales department; a photograph of Zomar as he sits before the mike and reads his scrap book; Issue No. 9 of "The Scrap Book," a pocket-sized booklet containing poems, proverbs and homey paragraphs; and a folder containing mimeographed sales talks and a testimonial letter from the wholesale food firm of Malone & Hyde of Memphis, Tenn., whose president acknowledges the effectiveness of "Scrap Book" in promoting company products in the Memphis area over WMC.

WCCO Booklet

As an indication of the service it is rendering to the general public, WCCO, Minneapolis, has just published a booklet featuring educational broadcasts originating from its own studios and via the CBS network. Copies were mailed this week to 5,000 Northwest school principals, county school heads, legislators and presidents of important club groups.

Among the programs described are the Agricultural Service broadcasts, Health Talks and Civilian Defense projects. An insert lists a representative group of CBS educational programs. One page is devoted to a message from Lyman Bryson, CBS director of education; another to a foreword by A. E. Joscelyn, general manager.

WPDQ's Folder

WPDQ, Jacksonville, Fla. is distributing a promotional folder that contains general advertising rate card (without talent); market data breaking down primary and secondary areas; and a map of nearby counties as represented in a Field Strength Survey made by Chief Engineer J. R. Donovan in March.

N. Y. Newswomen's Club To Air Annual Awards

Presentation of the New York Newspaper Women's Club annual awards will be broadcast by NBC tomorrow at 10:30 p.m. Winners' names will not be announced prior to the program. The two awards will be for outstanding news work done by a woman in 1942, and the outstanding work in the field of women's interest.

Tanya Long of the New York Times and Ruth Cowan of the Associated Press, both on foreign services, will speak from overseas.

Stork News

Larry Roller, production manager of WJNO, West Palm Beach, Fla., is a grandfather. His son, Richard, a resident of Cleveland, recently announced the arrival in that city, of a daughter.

Definite Tele Policy Unsettled Says CBS

(Continued from Page 1)

declared that he saw no policy being formulated by the ad agencies regarding television and believed a laymen's excitement the cause of the optimism abroad today. He felt that the war and other factors were causing the temporary hiatus in television development, and couldn't foresee a tremendous advance made by television shortly after the war ends.

Says War Experiments Help

He looks to the work being done in the field of electronics as part of the war effort, as being a vital aid in pushing television ahead. And he sees a large number of skilled engineers and technicians being made available both for television when the war ends, through private enterprise, and the men being trained by the government in connection with the war.

According to Minor, television must adequately develop a unique capacity in presenting something better than what exists today before it can establish the selling point of television to the general public.

Midwest Outlets To Carry Reliance Co. "E" Award

Cincinnati—WLW will broadcast the ceremonies in connection with the awarding of an Army-Navy "E" award to the Reliance Manufacturing Co. of Loogootee, Indiana, on Saturday. In addition to carrying the broadcast, WLW will feed the program to WIRE, Indianapolis; WAOV, Vincennes; WBOW, Terre Haute, and WLS, Chicago.

Among the prominent speakers on the program will be Governor Henry F. Schrickler of Indiana; Captain Charles D. Kirk of the U. S. Navy; and Lt. Colonel Edward Dennis of the Philadelphia Quartermaster Depot; and Herbert Mayer, president of the Reliance Manufacturing Co.

Music will be furnished by the Washington, Indiana High School Band. Handling the broadcast for WLW will be Gordon Gram.

McNutt On Air Tuesday

Paul V. McNutt, chairman of the War Manpower Commission, will be heard over NBC Tuesday, May 25, at 6:45 p.m., EWT, as he addresses the National Conference on Management. His topic will be "Manpower Utilization."

THIS LITTLE BUDGET
WENT TO
WORL
BOSTON
MASS.



Renewals Prove Results

W T B O

Kc. Cumberland, Md.

Los Angeles

By RALPH WILK

OUR Passing Show: Paul Whiteman praising Wilbur Hatch for his chamber ensemble on the "Whistler" show. L. S. Connick, George Moskovich, Paul Snell, Archie Morton, Walter Ruf and Jack O'Mara at the preview of "Our Home-Front Reporter" show.

Mel Blanc remembers every Mother's Day and especially Mother's Day 10 years ago—and that pleasantly. It was the day of his marriage to Estelle Rose, a non-professional.

More passing show: Bob Laning, formerly CBS-KNX writer, now a Yeoman in the Coast Guard and stationed at Long Beach, visiting old friends at KNX; Gloria Blondell saying "hello" to Homer Van Pelt, a chief photographer in the Navy here on a furlough from the South Pacific.

Walton Goldman, music publisher, has returned to Hollywood from San Francisco after arranging radio plugs on "May In Mexico," Walton Goldman, Inc., number.

Ginny Simms will tell you that knighthood is still in flower among Uncle Sam's Army pilots. One of them walked up to her boldly outside the NBC studios the other night asked her for the silk scarf she was wearing around her neck against the Hollywood chill. "I'm not trying to be fresh, but I haven't got a girl and I'd like to wear a lady's scarf over Tokyo, just for luck," he said. Ginny, a good sport, proceeded to take it off. "Now, now, Miss Simms," pleaded the gallant flier, "You can send it to me. I wouldn't want you to catch cold." "Better a cold in the throat than a slit," laughed Ginny, forcing the scarf into his hand. "And a slit in the throat is what the Japs would be giving us if it weren't for guys like you."

NAB 'Membership' Move Draws Some Criticism

Washington Bureau, RADIO DAILY
Washington—Criticism of the NAB resolution, adopted at the Chicago convention, denying the air for membership solicitation except for insurance groups and the Red Cross did not draw an answer from NAB. The general feeling at headquarters here is that the writers were insufficiently acquainted with the facts surrounding the resolution and were drawing unwarranted inferences. They have not questioned any NAB officials, or members of the Code Committee, it was said.

The Code Committee is scheduled to meet later this month, probably coincident with the opening of hearings on the White-Wheeler bill, last set for May 25. Some statement may be forthcoming at that time, but the NAB holds that the Code Committee alone has authority for any statement on the matter.

Both the CIO and the American Civil Liberties Union are believed to have protested the resolution.



Radio Is My Beat. . . !

● ● ● The Blue Network will inaugurate a new series of 'direct to the people' broadcasts, titled "This Is Official" . . . program will be aired every Sunday from 1-1:30 p.m. beginning May 23 and will feature Washington Officials who will answer questions on National Affairs. . . first program will have at the mike OPA Head Prentiss Brown, Paul McNutt, Chairman of the War Manpower Commission and Food Administrator Chester Davis. . . Cottonseed Clark, who was brought to New York from KFDM a year ago to a director's job at the Blue Network by Phil Carlin, will leave within the next two weeks for Hollywood to write and direct a series of Westerns featuring Roy Rogers over the Blue web. . . the radio script will then be made into a picture by Republic. . . Mark Warnow, 'Hit Parade' maestro, has succumbed to the lure of the hills and has just purchased a fifty-acre farm in Ridgefield, Conn. . . he promises to leave 'the corn' in the fields when he entrains for the studio. . . Columbia Pictures is ready to sign papers to feature Jay Lostyn before their Gower street cameras. . . Hal McIntyre and his Band will open at the New York Paramount June 16.



● ● ● Gladys Shelley, Tin Pan Alley's blonde tunester, was given an assignment to write a theme song for a radio show, the song to be called "I Confess" . . . after Gladys wrote the song with plenty of the 'love you-need you-can't do a thing without you' type of wordage, she learned that the song was for the mystery drama "The Falcon" and the words wanted had to deal with 'criminal confessions'. . . At a recent War Bond Dinner, a pretty young thing offered to purchase \$100 War Bond if Sinatra would include a kiss in the deal. . . negotiations were consummated then and there. . . Tyrone Power's wife, Annabelle, will be interviewed today by Paula Stone over WNEW. . . Just a thought: we haven't heard from Bob Ripley lately. . . could it be that he's suffering from a case of 'hardening of the oddities'? . . . Roy Porter, Blue Net's "Watch the World Go By" newscaster is recovering from a case of "mumps" of all things. . . Canadian censors made Alec Templeton revise his "Impressions of A. Schickelgruber" three times before allowing the song to be used last night at Toronto, where that country's Second Victory Loan Drive was inaugurated.



● ● ● Peter Donald may get a featured role in Charles Feldman's forthcoming production "The United Nations" . . . the master dialectician can probably portray every one of the characterizations in the play. . . Seen at Sardi's. . . Gertrude Lawrence and Helen Hayes nibbling on dishes of Orange Sherbet. . . 'Stars On Ice' . . . At a recent "March of Time" rehearsal, secrets of the Norden Bomb Sight were unintentionally read. . . the scripts were destroyed, but toute de suite. . . although the government, feeling that the enemy has by this time discovered some of the Norden secret formulae and has relaxed its vigilance somewhat, Radio still doesn't take any chances, for which hooray. . . Bea Wain who followed Frank Sinatra into the Riobamba will also follow him as guest star on the "Basin Street Chamber Music" Blue Network program. . . Frank will do that show June 13 and Bea's en'chantings' will be heard with Paul LaValle's swingers, June 27. . . Joey Nash's transcribed series "Notes of Love" is now heard in New Zealand, Australia and Hawaii. . . he's been off the networks much too long. . . Phil Lord's "Counterspy" thrillers celebrates its first anniversary on the Blue Network next week. . . Bessie Beatty's WOR series of famous personality interviews on her "Washington Week" program, includes an exclusive and highly educational talk by Madame Ivy Litvinoff, wife of the Soviet Ambassador to U. S. today at 11:15-12:00 noon.



— Remember Pearl Harbor —

Chicago

By FRANK BURKE

HEROIC efforts of Don McEmcee, to cover up loose singing and sound effects production the day for the premiere of "S.O." new half-hour Chicago quiz show on WBBM at 10:45 week. Idea of testing "Ear-G" guests from the studio audience excellent and the show should solid after the agency huddles—the sound effects men. McNeill, rying the heaviest portion of script assignment, did nobly, p the ad lib gags skillfully. The got excellent newspaper and exploitation through the com efforts of the Chicago "Sun" Frank Ferrin of the Leo Bu Agency, who handle the account. sensus of opinion is that "Sound has elements that make for audience and air appeal and will prove greatly with removal of show from the Civic Theater to chummy confines of the WBBM ence studio tonight.

Gene Baker, heard over a segment of the Blue Network in "Songs Dreamer," has planed to Port Ore., where his father is seriously ill. Lawrence Salerno, baritone substituting for Baker.

Ben Pollack, currently of the C Marx Band, passed through town terday en route to Denver for orchestra's opening at Lakeside on Friday.

Mrs. Marshall Field, wife of publisher of the Chicago "Sun" "PM," will be a guest on the Network "Baby Institute" program Friday, May 14 at 9:30 a.m., CWT.

Russ Raycroft, WGN producer, enlisted in the Merchant Marine departed yesterday for New York begin training. Raycroft has been lecturer in radio at Northwestern University for the past six years.

Twenty-four-year-old Genevieve Capstaff, who joined WGN late February as the first woman sound effects technician in the Chicago trade, became a WGN producer week. Miss Capstaff is the second woman producer at WGN. M Afflick has been on the product staff since 1931.

Nancy Martin, singer featured the Blue's "Breakfast Club" a "Club Matinee" shows, who has been ill the past week with flu, is back at the mike in the Chicago studio.

Newcomer in the "Captain Midnight" series is Olga Topper, who plays the role of Comrade Olga, Russian guerrilla.

Available June 1st

GENERAL MANAGER. Good organizer. Can obtain operators, salesmen and announcers if needed. Nine successful years in radio as Salesman-Commercial Manager-General Manager. Have doubled business present location since Feb. 1st. Wide reputation in industry. Good Agency connections. Proven record. Best of references. Gentile. Married. Age 40, draft exempt. Give full details in reply. Box 154, RADIO DAILY, 1501 Broadway, New York City.

GUEST-ING

DONALD MEEK, on the Rudy Allee program, today (WEAF-BC, 9:30 p.m.).

COMM. MILDRED McAFEE, director of the WAVES, on "Background News," today (WOR-Mutual, p.m.).

KAY KYSER, on the Kraft Music "ALL" program, today (WEAF-BC, 9 p.m.).

DR. ROMA GANS, assistant professor of education at Columbia University, discussing "The Neighbor's Child," on "The Baby Institute," today (WJ-Blue Network 10:30 a.m.).

JAMES and LUCILLE GLEASON, on Ranson Sherman's "Grapevine Ancho," today (WABC-CBS 8 a.m.).

LIEUT. GEN. JACOB M. DEVERS, commander of all American forces in Europe, speaking from London; SEN. TOM CONNALLY, of Texas, and MAJ. GEN. GLADSTONE BARNES, on "March of Time," tonight (WEAF-BC, 10:30 p.m.).

CLARENCE ADLER, pianist, on "Saturday Concert," Saturday (WJZ-Blue Network, 4 p.m.).

ROLAND YOUNG, on "Armstrong's Heater of Today," Saturday (WABC-CBS, 12 noon).

MARY I. FARBER, food consultant and Secretary of War Stimson, on Billie Burke's "Fashions in Rations," Saturday (WABC-CBS, 11:30 p.m.).

MARGARET LINDSEY, on Bill Stern's "Colgate Sports Newsreel," Saturday (WEAF-NBC, 10 p.m.).

KATHRYN CRAVENS, news commentator, on the "Ellery Queen" program, Saturday (WJZ-Blue Network, 10:30 p.m.).

DALE EVANS, vocalist, on "Stars Over Hollywood," Saturday (WABC-CBS, 12:30 p.m.).

Met' Maestro Cott Guest

Ted Cott will interview the noted conductor George Szell on his weekly "Sounding Board" today over WEAF at 6:45 p.m. The musical quizmaster will question Szell about his activities as conductor of the Metropolitan Opera orchestra and leading symphonies throughout the country and in Europe.

De Pue Joins Headley-Reed

George De Pue, Jr., has been added to the sales staff of Headley-Reed Company, N. Y. De Pue will officially start with the station reps Monday, May 17. Before joining Headley-Reed, De Pue, for the past three years, was national sales manager of WSAN, Allentown, Pa.

WAR-PROGRAM IDEAS

Hitler's Book-Burning

Union College Memorial Chapel broadcast an hour and 15 minutes, with stations WSNY and WGY re-moting, to mark the 10th anniversary of Hitler's burning books in Nazi Germany.

A strong list of speakers, including Dr. Dixon Ryan Fox, Union College President, Rabbi Ira Sud, a refugee, Author Carl Van Doren and Mayor Mills Ten Eyck blasted Hitler.

It was the second time in history that the Schenectady stations joined in carrying a joint program. Last week WGY and WSNY were joined by W47A and General Electric's short wave stations, WGeo and WGEA in broadcasting a local show.



Auction Game

A new type of auction game, by which the audience of Art Linkletter's "What's Doin', Ladies?" has fun, and money is raised for different organizations helping in the war effort, has been introduced as a daily feature on the KGO show. A different article of comparatively nominal value is put up daily. The audience has 15 seconds in which to bid, after which the woman who bid the highest has a chance to get the article for nothing, if she correctly answers the question Linkletter puts to her.

If she misses the question, she must pay the amount she bid for the article.

Standard Army Radio Called Efficiency Aid

Washington Bureau, RADIO DAILY

Washington—Development of standard specifications for military radio components will vastly augment the efficiency of our armed forces, the War Committee on Radio was told this week when it met here. The committee includes representatives of the armed forces, the IRE, the industry and WPB.

It was emphasized that standardization will speed replacement at the fighting fronts, thereby and in maintenance of equipment at top efficiency. Most of the work of developing standards has been accomplished, but they have only gone into partial production. Standardization, when fully adopted, is expected to raise production greatly.

Major General Roger B. Colton, chief of the Army Signal Corps supply services, said he is anxious to bring the new standards into use as quickly as possible for replacement parts in equipment now handled by troops.

"It goes without saying that the Signal Corps is thoroughly in back of a standardization program," he said; "Not only will we be able to get our equipment more quickly and cheaply in terms of man-hour of labor, but standardization simplifies our supply maintenance in the field.

"When we standardize," said Gen.

WTAG's "Did You Know"

Innovation on "Did You Know," daily 5-minute series on WTAG, Worcester, is the contribution of one program weekly by the sponsor, William Filene's Sons Company, to an organization making an outstanding contribution to the war. Represented will be children's groups and social organizations, civilian defense units including airplane spotters and wardens, divisions of the Red Cross such as nurses aides and ambulance drivers, and industrial plants recognized for a minimum of absenteeism and factory accidents.

Program will consider accomplishments of each group and include an interview with a member. Conducted by WTAG's chief announcer Phil Brook and Eileen McGorty, remainder of the programs will continue to offer household hints.



News In Restaurant

WSAI, Cincinnati began this week to originate two news shows daily from the El Patio Restaurant. Times for the newscasts are 12:00 noon and 12:00 midnight. Newscasts come from a specially built booth in the middle of the dance floor of El Patio. George Gow, who recently joined the WSAI news staff handles the commentary. Broadcasts will follow the WSAI Time-Clocked News pattern.

Mamoulian Film Director Sked On Five N. Y. Shows

The radio appearances of Rouben Mamoulian, stage and screen director whose current offering is the musical-play "Oklahoma!" continue apace. Last week he guested on three air shows. Next week he is scheduled to talk on five more New York shows:

May 16, WHOM, Television Hour; May 19, Nancy Craig, WJZ; May 21, Stella Unger, WJZ, and "Double or Nothing" on WOR; May 26, Martha Deane, WOR.

He will discuss the integration of various art forms with show business.

Colton, "We force some manufacturers, if not all, to modify their production lines and methods and tools to a certain extent. Initially there may be a loss of production rather than a gain, so we can't just haphazardly introduce the standardized article at a particular time. On new development, we can do it. On standardized production, the manufacturers themselves can and should adopt the approved standards as soon as possible." Commander David R. Hull, officer in charge of the radio design branch of the Navy's Bureau of Ships stated that the Army and Navy are both out for the same standards of quality, durability and, and of course, utility.

He added that common standards for the two services are essential.

AGENCIES

JANE TIFFANY WAGNER, NBC's director of war activities for women, has been elected to the board of directors of the Advertising Women of New York, Inc.

J. A. SHAW, manager of CFCF, Canadian Marconi Co. station in Montreal, has been elected a director of the Advertising and Sales Executives Club of Montreal.

S. A. SCHONBRUNN & CO., INC., importers, packers and distributors of Savarin coffee, announce the appointment of Ruthrauff & Ryan, Inc. to handle their advertising.

AVERELL BROUGHTON, expert on public relations, will deliver the principal address today at the luncheon meeting of the Publicity Club, which will be held in the Hotel Belmont-Plaza.

DR. PHILIP M. HAUSER, assistant director of the Bureau of Census, will speak tomorrow at the luncheon meeting of the Market Research Council, which will be held at the Yale Club. His subject will be "The Census As An Aid To Marketing."

"I Am An American Day" On Networks-Stations

Vice-President Henry A. Wallace, accompanied by a cordon of honor of the Latin American Consuls General, will be presented by Mayor LaGuardia to broadcast a nationwide greeting to new American citizens on the third annual "I Am An American Day" from Central Park over CBS network next Sunday, 4:15-4:30 p.m., EWT.

The ceremony, which takes the form of a patriotic rally on Central Park Mall, is in keeping with President Roosevelt's proclamation setting aside the third Sunday of May each year as a day of tribute to new American citizens.

Entertainers Also Scheduled

In addition to the numerous statesmen and civil officials attending the spectacular ceremony, a galaxy of radio and screen stars will lend their talents. Columbia network vocal stars Jan Peerce and Conrad Thibault are scheduled to attend, as are Rise Stevens and Lawrence Tibbett of the Metropolitan Opera, and Captain Raymond Massey, formerly of stage and screen and now a member of the Canadian armed forces.

The service on the Mall, which last year drew a crowd of more than a million and a half, is scheduled to be aired in full over WNYC, the Municipal station, from 3 p.m. to 5 p.m. Chief Justice of the State Court of Appeals, Irving Lehman, brother of the former Governor, will lead the mass pledge of allegiance to The Flag. The city's Fire and Sanitation Department Bands will participate.

With the Colors!

BILL MORROW and **ED BELOIN**, Jack Benny's scripters since 1936, will not be on hand when the NBC comedian signs off the season on May 30. They report for induction May 29.

DOROTHY MILLER, on leave as secretary to Ted Enns, national sales manager of KSO-KRNT-WMT-WNAX, has earned her lieutenantancy commission with the Women's Marines. She has been assigned to recruiting duties.

BILL STROTHMAN, senior announcer on the staff of KGVO, Missoula, Montana, goes into the Army June 1.

HARRY HULTS, JR., former WOKO, Albany, technician, has been promoted to corporal in the Signal Corps, Camp Ritchie, Md. Hults does the camp public address work.

PRIVATE DAVID ALLEN, formerly of WNBC, Hartford, has been awarded the Purple Heart and, at present, is recuperating from wounds received in Tunisia.

Radio Execs Pick Slate In Forthcoming Election

(Continued from Page 1)

manager of Blue Spot Sales, and Linnea Nelson, time buyer for J. Walter Thompson; for vice-president, Beth Black, of Joseph Katz Co.; for treasurer, Maxwell Dane, of the WMCA sales department, and Ninette Josephs Taranto, BBD&O time buyer; for secretary, Louis Moore, of Radio Advertising Corp., and Warren Jennings, New York manager for WLW.

Ballots are being mailed to all members, and the results will be announced at the May 26 meeting, which is the last of the season.

Tom Lynch, president, presented Marvin Kirsch, business manager of RADIO DAILY and member of the REC board since its inception, with a hand-lettered, framed scroll. Plaque was addressed to Kirsch and RADIO DAILY "in appreciation of their many favors, their untiring efforts, their helpful cooperation, their inspirational assistance, and their unswerving loyalty which has done so much toward making this club the success it is today."

Roll Call of Servicemen

The following roll call of thirty-four members now in the armed forces was read at the meeting:

Mort Bassett, Morse International; Nat V. Donato, Wm. Rambeau Co.; Ed Dunning, WINS; Ewart M. Blain, Free & Peters, Inc.; Thomas B. Campbell, The Branham Co.; C. Terence Clyne, Free & Peters, Inc.; Frank S. Fenton, WLW; Lawrence Field, Edward Petry & Co., Inc.; J. C. Lyons, Weed & Co.; John Mitchell, Mutual Broadcasting System; Henry Morgan, Mutual; Alman J. Taranto, Ted Bates Co.; Russell Woodward, Free & Peters, Inc.; Jack Overall, Mutual; Dan Rodgers, Raymond Spector; Lester Blumenthal, Headley-Reed; John Crandall, Arthur Kudner; Ed Devney,

Editors Decry Court Decision Affecting Chain Broadcasting

(Continued from Page 1)

action to safeguard freedom of the air.

"The real issue," said Waldrop, "is much broader than that formally decided. The issue really is whether the government should have its fingers tight around radio's throat every hour of the night and day.

"Radio has proved itself the most powerful political instrument ever made. Naturally, in every country in the world, political manipulators have grabbed to own and control it—the sole exception was the United States."

Broadcasters "Squatters"

The bitterly anti-administration Waldrop continued that "not until the New Deal year of 1934 did our government really begin to tighten its fingers around the most powerful throat in the land.

"The Communications Act of 1934 provided that the FCC could grant radio broadcasting licenses on the basis of 'public interest, necessity and convenience,' and that it could withdraw them on the same ground. But no definition of 'public interest, necessity or convenience' has ever yet been given by the Congress, Courts or Commission.

"After all the legal verbiage has been shaken out, the Communications Act of 1934 provides that radio broadcasters are mere squatters on government territory who have no property rights and can be kicked off on the mere say-so of a government board, the FCC.

Sees Government Dominant

"No broadcasting license really means anything. The government really owns radio here—behind the shadow of the broadcasting companies."

Thus, Waldrop continued, broadcasters are scared of government agents, and radio may be said to have "a loud voice but a weak heart."

"The newspapers have a constitutional guarantee of freedom because they fought for it. Radio, which is far more powerful in politics than the newspapers can ever hope to be, has no such guarantee and doesn't even attempt to get it," and he added,

Howard H. Wilson Co. and Edgar Felix.

H. D. Henshel, WOV; Edward Lasker, Foote, Cone & Belding; John M. Sayre, WINS; William M. Wilson, Wm. G. Rambeau Co.; Dean Baily, Capper Publications; F. U. Daughdrill, Forjoe & Co.; Martin Davidson, Broadcasting Magazine; Seth Dennis, the Blue Network; J. M. Greene, NBC; Russel Walker, Jr., WQXR; Howard Gardner, John H. Perry, Assoc.; Jerry Robinson, Forjoe & Co.; Edward M. Grohs, Mutual; Henry Haas and Dens Nardi, WOV, N. Y.

It was announced that next Wednesday would be "Sesac Day" and that Sesac would provide the entertainment at the meeting.

"The Communications Act of 1934 needs to be rewritten in the interest of free speech. Radio dares not say that now, but every radio operator knows how great the need is, and if Congress will speak up first the radio operators will follow with their testimony."

Far less violent in its reaction, the conservative, soft-spoken—and far more influential—Washington "Star" declared editorially, after reviewing the opinions of Justices Frankfurter and Murphy and the arguments of the government and the networks, that "the Commission has a grave responsibility to see that the broadcasters are enabled to continue to render a satisfactory service to the public." The "Star" is licensee of Washington's Blue outlet, WMAL.

David Lawrence Critical

The Supreme Court decision was seen by columnist David Lawrence as "the first step toward abridging the freedom of the press in America." It puts radio in a government straitjacket and opens the way for "strangulation" of the press, he wrote, on Tuesday. He followed up yesterday with a column devoted to the contention that the decision now makes radio stations a football of politics. "One immediate effect of the reactionary decision," Lawrence wrote, "will be to widen the special investigation of the FCC which was recently authorized by the House of Representatives."

"Wall St. Journal" Disapproves

The "Wall Street Journal" yesterday editorialized disapproval of the decision, stating that it "brings into sharp relief the potentialities of danger lying in the system of 'administrative law' which the late Lord Hewart pointed out in his book of a dozen years ago entitled 'The New Despotism.'"

The majority decision implies, the editorial points out, that commissions created by Congress may do practically what they please under the broad terms of "in the public interest"—a conclusion that in turn invites the conclusion "that to term such a system a system of laws is a grotesque absurdity."

Reilly Joins Garey

Albany—Hugh Reilly, of this city, formerly an assistant attorney general of New York, has been named associate counsel to Eugene L. Garey, chief counsel to the Cox committee investigating the FCC, it was revealed here yesterday.

Virginia Dare Buys On WOR

Virginia Dare Products have purchased participation on the Food and Home Forum, heard Monday through Friday, over WOR at 4:30 p.m., which features Walter H. Eddy, expert on nutrition. The Food and Home Forum now is in its fourth year of daily broadcasting.

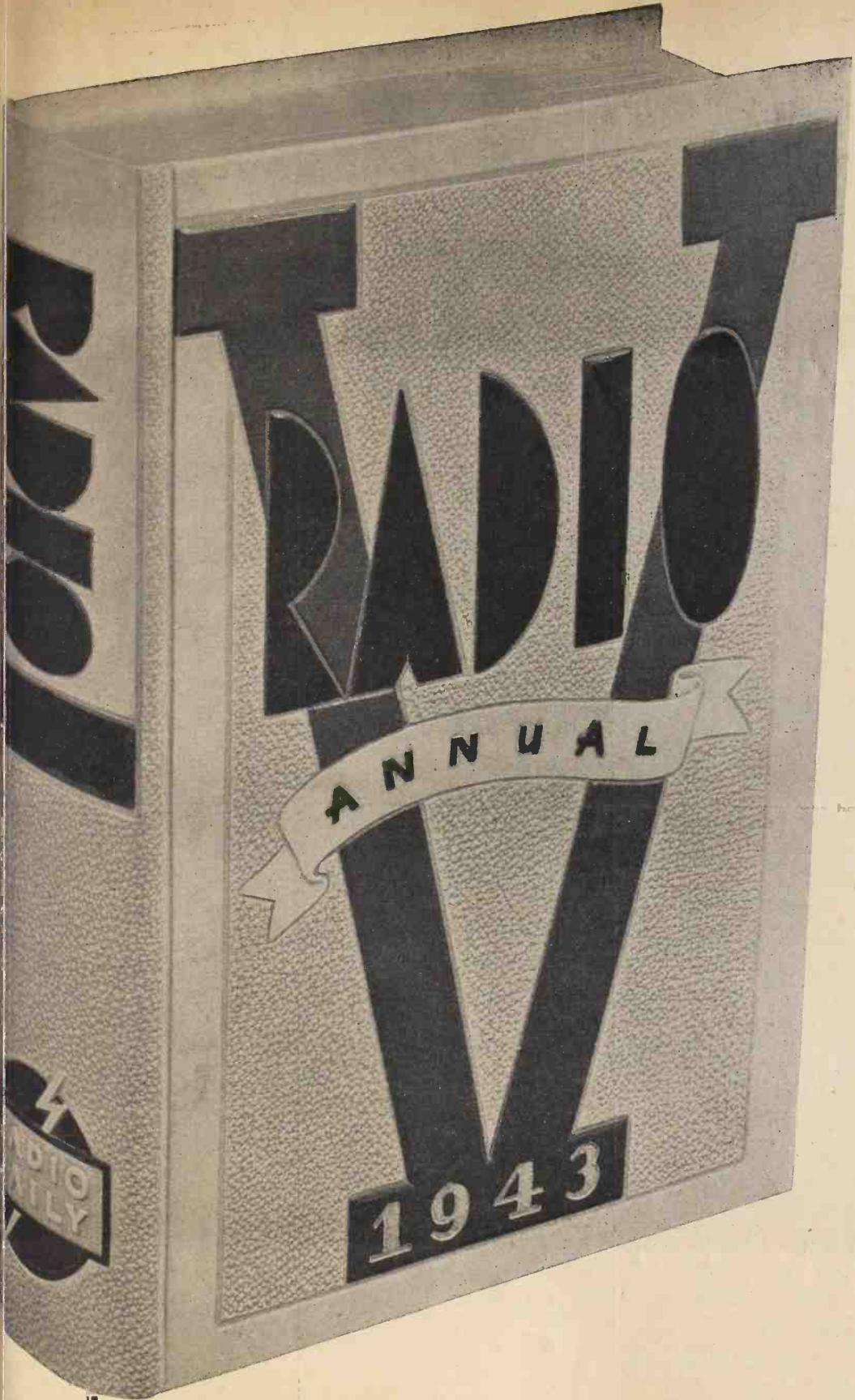
NEW BUSINESS

WABY, Albany: Lehn & Fink Products Corp., through William Esch & Co., 52 half-hour programs, week through April 19, 1944; City Safe Deposit Company through Hevenor Advertising Agency, five weeks, daily announcements; Standard Brand Inc., through Ted Bates, Inc., minute announcements weekly; Wright's Automatic Machinery Co. through Harvey-Massengale Co., 3 minute period; Gillette Safety Razor Company, Friday Night fight through Maxon, Inc.; Petri Wine Company through Erwin, Wasey & C 52 weekly 25-minute periods, Friday through April 21, 1944; Modern Beauty Shop, 10 weekly half-hour period Fridays, Variety Canteen Show Lutheran Laymen's League, through Gotham Advertising Company, 5 weekly half-hour periods, Sunday, through May 1, 1944; Emil J. Nagen, 13 weeks, three daily announcements; Case Clothes, 13 weeks, five minute news periods daily; Southern Cotton Oil Co. through Tracey-Locke Dawson, Inc., 52 weekly 15-minute periods, Sundays and minute announcements Sundays March 5, 1944; Lumberman's Casualty Co., through Leo Burnett & Co., 13 weekly 15 minute periods, Sundays; Case Clothes, 13 weeks, nine announcements daily.

KECA, Los Angeles: Superior Sea Food Co., Ltd., Los Angeles, through Hillman, Shane Breyer, Inc., Los Angeles, 39 15-minute programs, "Mirandy and Her Music Box," used three weekly; Interstate Bakeries Corp., through Dan B. Miner Co., Los Angeles, 40 one-minute and 50-syl. anns. to be used three weekly; Washington Motors, Los Angeles (Autos), through Smith & Bill, Los Angeles, 150 50-syl. anns. to be used four weekly; Federal Life & Casualty Co., through Donald L. Rose Agency, Beverly Hills, 52 15-minute programs, "Highlights in the Week's News," to be used once weekly; Ice-Capades of 1943 (Theatrical), through Allied Advertising Agency, Los Angeles, 26 or more 50-syl. anns.; Podolor Motors, Inc. (Used Cars), through Allied Advertising Agency, 290 15-minute newscasts; Douglas Aircraft Co., Inc., Santa Monica, Cal., through Essig Co., Inc., 13 50-syl. anns. for the purpose of recruiting employees, to be used once weekly; J. V. Baldwin Motor Co. (Automobiles), through Chet Crank Co., 39 15-minute programs, "Musical Clock," to be used thrice weekly.

China "Y" Secretary To Speak

Lyman Hoover, Associate General Secretary of the National Committee of the Young Men's Christian Association of China, who left war-torn China recently for a brief New York furlough, will be heard in a special broadcast on WOR-Mutual tomorrow from 11:15 to 11:30 p.m. His subject will be "China's New Enemy."



1943 RADIO ANNUAL

**CONTAINS A
COMPLETE
LIST OF
ADVERTISING
AGENCIES AND
THEIR
ACCOUNTS
PAGES 151-184**

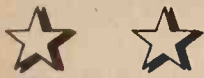


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Coast-to-Coast



ARNOLD C. BOONE has joined the sales staff of **KMOX**, St. Louis. He started in radio with **KWK**, St. Louis, and has been on the sales staff of **WCKY**, Cincinnati. . . . Station aired a half-hour Mother's Day program featuring talent from Army Air Force Radio Communications School at Scott Field. Pvt. Tom O'Connell wrote and directed the show, and arrangements were made by station's war productions manager, Jerry Hoekstra.

WMCA's N. Y. "Labor Arbitration" program on Sunday will have as participants former State Senator Benjamin Antin, and Louis Waldman, prominent labor attorney. Samuel R. Zack, originator of the program, will preside. . . . The "Good Health to You" program on May 22 will feature a talk by Mary D. Burr, executive secretary of the New York City Nursing Council for War Services. Program is presented under joint auspices of Academy of Medicine and the Tuberculosis and Health Association.

Jackie Gibson, former **WCKY**, Cincinnati, western singing star, returned this week on a furlough as Private Jackie Gibson and was a guest on several broadcast programs with the Western Sisters. Attached to Camp Van Dorn, Mississippi, Private Gibson entertains at three camp shows weekly. The shows are broadcast by stations in Baton Rouge, Macomb and Jackson, Miss.

Hal McIntyre, has joined the engineering staff at **KSFO**, San Francisco. He was formerly with **KYA**, same city. . . . Station commentator William Winter, who is also heard in **OWI** shortwave broadcasts, was a lawyer and legal adviser to **WBT**, Charlotte, N. C., before trying his voice at news. . . . Sidney Rogers, news analyst, sold \$10,000 in War Bonds on one recent night.

Harld Taylor is leaving **WFBL**, Syracuse, this week to become advertising manager of Nettleton Shoe Company. . . . Walt Stonger is relieving the manpower shortage by taking over a regular night trick in addition to this day shift. . . . Lou Carpenter has rigged what he calls a "Zilch-O-Phone," made with odds and ends of tubing and materials around the studio. It sounds like a miniature callopie.

WMRN, Marion, Ohio, recently transcribed portions of a programs by Harding High School's band, orchestra, and 60-voice A Cappella Choir at Marion's Palace Theater. All numbers were announced by Lou Marsh, station program director. Bob Morrison, chief engineer, handled the cutting. The transcriptions were aired as a program the same evening.

"Captain Marvel" of the comic strip visited Minneapolis recently to solve the "Minneapolis Mystery," featured in the June issue of "Captain Marvel Adventures." Minneapolis personalities in the story are Mayor Marvin L. Kline and WCCO newscaster Cedric Adams. The WCCO-CBS microphone plays an important part in the story when "Captain Marvel" comes to the WCCO studios to make a special announcement. Local buildings and the artist's conception of Cedric Adams are depicted on 1,500 posters distributed in Minneapolis.

Strange sound effects came over **WHIO**, Dayton, the other day. It seems that Organist Tommy Dunkelberger had lunch with Production Manager Bill Hamilton and some of the boys, but Tommy had to leave early to make a show. He left a \$10 bill with Bill and asked him to pay his lunch check and bring the change to the studio. Bill brought back the change in pennies and doled it out as Tommy played the organ.

The Women's War Activities League formed by the girls of **KSO-KRNT**, Des Moines, held their first general meeting and party recently. Spotted for the evening was Yvonne Kavanagh of the secretarial staff who was attired in a dress made of \$1,500 worth of War Stamps. Virginia Melton, member of the continuity department, is one of the supervisors of the league.

On **WHN's** N. Y. sports program last week Marty Glickman and Bert Lee had as guest Sandy Silverstein, pitcher on the New York University baseball team, who has been approached by major league scouts.

"Let's Learn Spanish" program on **KGKO**, Fort Worth, in the first week of the broadcasts, filled more than 1,000 mailed requests for the Spanish word lists offered. Typical comments were: "As a child, I heard conversational Spanish. Your lessons have recalled many of the expressions, and I follow the series with great interest."

Several young celebrities can trace their early training to "Uncle Tom" Hal Willis who conducts the talent-scouting program "Uncle Tom's Juveniles" on **WTAG**, Worcester. Bobby Hookey, five-year-old sponsored on the network program "Rocking Horse Rhythms," was introduced to radio on an "Uncle Tom" show in New York while Bobby Jordan, original "Dead End Kid," and Marlon Loveridge, the "Betsy Ross Girl of Song," are graduates of talent sleuth's show.

KROW, Oakland, broadcast an interview with Lieut. Frances Rich of the WAVES, daughter of Irene Rich, in a recent recruiting program. . . . As a public service, station aired for one hour a town meeting in Civil Auditorium called to protest Axis cruelties. Speakers were Attorney General Robert W. Kenny, Rabbi Edgar F. Magnin, Dr. Bohus Benes, Czech consul general. . . . Newscaster John K. Chapel, back from a tour of Mexico, discussed defense measures south of the border during an interview by Claude Christy, Chief Warden of Civilian Defense in the Oakland area.

Red Arrow Lines of the Philadelphia and Suburban Transportation Co. will introduce a new Sundays program over **WFL** on May 23, to be known as "Red Arrow Time." Norman Black's orchestra has been augmented to 17 men for the series. Howard Vanderburg, operatic baritone, and Carol Wynne, songstress, complete the cast, with Fred Webber handling the announcing assignment.

WELI, New Haven, broadcast yesterday a special half-hour program from the New Haven Green where the two-man Jap sub, captured at Pearl Harbor, was on display. Appeals for the purchase of War Bonds were made by members of the War Savings Committee and musical selections by the **AAFTTC** Band at Yale rounded out the program.

Captain Fred Dollenberg, flying ace from Bustleton, Pa., credited with several Jap Zeros, will be the guest-hero of the **WIP** "Victory Caravan," Monday, May 17 at the Naval Hospital, in another of the alternate-weekly broadcasts originating from the stage of the recreation hall before an audience of convalescing sailors and marines. He will appear with Edythe Wright, former Tommy Dorsey vocalist; the Four Blues, a quartet of Gentlemen-of-Jive, and the music of Joe Frassetto.

Alan Courtney, nightly disc jockey on **WOV**, N. Y., will take a week's turn at vaudeville on June 3, when he opens in Loew's State. . . . Marcel Martine, chairman of the Mayor's Committee for the Bronx Terminal Market, today will discuss the public's reaction to Mayor LaGuardia's plan to sell potatoes through retail Municipal markets.

After an absence of eight months, Nan Winkler has returned as station manager to **WFVA**, Fredericksburg, Va. During her absence, Nan travelled to various army posts with her husband, until he was sent overseas.

WLIB, Brooklyn, will broadcast the presentation of a three-starred Army-Navy "E" Pennant and a Treasury Dept. Minute Man Flag to the 8,200 employees of the Ford Instrument Co., Long Island City, on Friday evening, with network commentator and announcer Milton Cross on hand to describe the ceremonies and interview Ford workers.

WJPR, Greenville, Mass., has added George Wilson to the transmitter engineer staff. Wilson, who just completed nine months as instructor at the St. College School of Radio, replaces Per Lee Kuhn, who has been called to duty by the Naval Reserve. . . . A. N. Raul has passed his examination for second class license after several months as station "restrictor permit" man. . . . Location board asked station to wa restaurant owners by air that unless the filed menu and ceiling prices direct their places would be closed down. Working went out Saturday. By Monday morning 37 of the tardy restaurant men he responded.

Joseph Freeman, author of "New Call Retreat" was the guest speaker yesterday on "Books Are Bullets" over **WQXR**, N. Y. Freeman, a newspaper man who covered the major European countries after the last war was interviewed on the program by Bennett Cerf, of the Council on Books in Wartime, who returned to the air after a short vacation, during which his place on the program was taken by Lee Barker.

WKNY, Kingston, N. Y., will broadcast a 2 3/4-hour "On the Bondstand" show Friday night. Principal speaker will be Mrs. Lytle Hull, vice-chairman in charge of women's activities for the New York State War Savings Staff. Show will feature top local talent and be emceed by Martin Weldon.

Grady Cole, **WBT's** Charlotte, N. C., veteran farm editor, has been appointed to the Charlotte boxing and wrestling commission by Mayor H. H. Baxter. . . . W. McGregor Parker, sales promotion-publicity director, has been named to the Charlotte Planning Committee, which is composed of business and civic leaders organized to formulate plans for Charlotte's immediate needs, as well as for its growth and welfare in the post-war period.

Goodrich Adds 5 Outlets To Harsch CBS Network

B. F. Goodrich Co. announced yesterday that five CBS stations have been added to the network of "The Meaning of the News," with Joseph C. Harsch, effective May 17. The stations are: **WLBC**, Muncie, Indiana; **WSOY**, Decatur; **WTAX**, Springfield; **WDWS**, Champaign, and **WDAN**, Danville—all of Illinois. The five stations are new CBS affiliates. With the addition of these stations, there is now a total of 122 outlets for the news program.

"The Meaning of the News" is heard Mondays through Fridays from 6:55-7:00 p.m., **EWT**, with rebroadcast Mondays, Wednesdays and Thursdays at 11:55 p.m.; Tuesdays at 12:25 a.m., and Fridays at 12:55 a.m. Institutional copy is used on the program. Batten, Barton, Durstine & Osborn, Inc. handles the B. F. Goodrich advertising account.

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					

May 13

- Sid Asher
- Alice Cornell
- Louis Prima
- Arthur Sullivan
- David Broekman
- Ken Darby
- William Rose
- Maxine Sullivan



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 23, NO. 32

NEW YORK, N. Y., FRIDAY, MAY 14, 1943

TEN CENTS

Fly Talks On Chain Rules

Watson-Dodd Status Before House Today

Washington Bureau, RADIO DAILY
Washington—The House is scheduled to hear today's recommendations of the appropriations committee concerning the FCC in refusing to discharge Drs. Goodwin Watson and William E. Dodd, employees of the Commission's Foreign Broadcast Intelligence Service, after their discharge had been recommended last month by the special Appropriations Sub-Committee headed by Rep. Kerr, R. C. The committee meets this morning to consider the Naval Ap-
(Continued on Page 5)

SEC Reveals Holdings In Tele And Radio Stocks

Washington Bureau, RADIO DAILY
Washington—Chase National Bank topped 40 per cent of its capital holdings in the General Precision Instrument Corp. during March, current SEC reports show. This company, formerly the General Theater Equipment Corp. is expected to be a factor in post-war television. Chase National dropped 60,300 shares of its capital no par value holdings, retain-
(Continued on Page 2)

Ascap Resumes Business In State Of North Dakota

State officials of North Dakota have notified Ascap that the Society's compliance with Chapter 115 of the 1939 Revision Laws has been accepted, and that the documents submitted by the Society have been accepted and filed provided for by said statute.
As a result of this action, the
(Continued on Page 2)

Saving Manpower

Des Moines—A friend of the physically handicapped is Engineer Sidney Pearlman of KSO-IRNT. In Nov. 1941 he trained a man paralyzed from the hips down to become a transmitter operator. Since then, teaching two crippled men at a time, he has trained ten more for the technical positions they now have with stations through the west.

Precedent

"Town Meeting of the Air" set a precedent last night, using a warm-up skit featuring Skippy Homeier of the play "Tomorrow the World," dramatic study related to "Town's" forum topic "Must the United Nations Control the Education of Axis Peoples?" Moderator Denny's speakers were Dorothy Thompson, Rex Stout, James Waterman Wise, Dr. Alonzo F. Myers.

CBC Education Group Opens Annual Meet

Montreal—The second annual CBC Education Conference is being held at the Royal York Hotel, Toronto, yesterday and today under the chairmanship of Dr. James S. Thomson, general manager of the Canadian Broadcasting Corporation. Educationalists and broadcasters from all over Canada discussed yesterday various aspects of school broadcastings, and regional reports were made on work
(Continued on Page 5)

Networks-Stations Sked Churchill's Address

Prime Minister Winston Churchill's address from the White House today will be broadcast in this country and Canada at 3 p.m., EWT over WOR and the Mutual network, with recorded repeats at 11:30 p.m. and 4:05 a.m.

WJZ and the Blue Network will
(Continued on Page 2)

Victor Loses Red Label Suit Brought Against CRC-Decca

Records For Fighting Men Starting Second Campaign

Records for Our Fighting Men, Inc., yesterday announced that its second nationwide house-to-house drive to collect old or unwanted phonograph records will take place July 3 to July 31. The old records collected will be sold to phonograph record
(Continued on Page 7)

Sets June 14 As Approximate Date For Enforcement Of Network Regulation; Webs Setting Plans Accordingly

AFM-ET Negotiations Off Now Indefinitely

Electrical transcription men met again yesterday with the AFM executive board and failed to gain headway toward an agreement which would lift the ban on ET musical recordings. No date was set for another conference which, a union official said, may be anywhere from three to four weeks off at least.

Negotiations were suspended for the time being although a few points
(Continued on Page 2)

Censor Informing Outlets Beware Of Fishing Data

Office of Censorship in Washington has turned its attention to a problem arising out of information releases on fishing conditions being sent to stations by the Conservation Depart-
(Continued on Page 6)

Sees Tele Expansion Post-War Certainty

Rapid expansion of television stations throughout the United States "even to small communities of modest means," and the establishment of
(Continued on Page 6)

Washington Bureau, RADIO DAILY
Washington—FCC Chairman James Lawrence Fly yesterday scotched rumors that the Commission would delay enforcement of the new chain broadcasting rules until fall. Probable date of enforcement is now set for about June 14. In response to questions from the press concerning possible delay in enforcing these rules, upheld Monday by the Supreme Court, Fly declared, "I want to correct any such misapprehension. The enforcement of the chain broadcasting regulations has already, as the
(Continued on Page 7)

Durr Congress Petition Would Disqualify Cox

Washington Bureau, RADIO DAILY
Washington—Climaxing several weeks of increasing irritation with the tactics of the Cox committee investigating the FCC on authority of the House of Representatives, Commissioner Clifford J. Durr yesterday asked Congress to disqualify
(Continued on Page 7)

Col. Palmer Resumes Trip To Lecture On "Reforms"

In the opinion of Col. B. J. Palmer, owner and operator of WOC Davenport and WHO, Des Moines, Iowa, and currently in N. Y., the constant use of long commercials and
(Continued on Page 7)

Quite So

Atlanta—WSB's midnight reader of tender lullaby poems, Hubert Batey, received from a lady listener the other morning a box of homemade fudge and a \$5 bill. With it came a note: "I have to pay for everything I get in life. I pay a tax on my theater tickets, and even on the water I drink. But at least there's no tax on the poems you read each night."

(Continued on Page 6)



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JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL

(Thursday, May 13)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	108	108	108	+
CBS A	22	22	22	0
Crosley Corp.	20 3/4	20 1/8	20 3/4	0
Gen. Electric	37 1/2	37	37	- 1/8
Philco	22 1/4	21 3/4	21 7/8	0
RCA Common	11 3/8	11 1/8	11 1/8	0
RCA First Pfd.	68 3/4	68	68 3/4	+ 3/8
Stewart-Warner	12 1/2	12 1/4	12 1/2	+ 1/4
Westinghouse	94 1/2	94	94 1/2	- 1/8
Zenith Radio	29 1/4	29	29	- 1/8

NEW YORK CURB EXCHANGE

Nat. Union Radio	4 1/4	4 1/4	4 1/4	- 3/8
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OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	9 3/8	9 5/8
WCAO (Baltimore)	19	22
WJR (Detroit)	24	25

AFM-ET Negotiations Off Now Indefinitely

(Continued from Page 1)

had been agreed upon. Mainly however, the AFM found itself unable to agree to the transcription firms' requests.

The only basis on which the union is presently prepared to return to work is with the limitation that the record-made be withheld from broadcast by stations deemed at any time unfair by the AFM. This demand was rejected by the transcription companies because of station and customer relations and of its doubtful legality.

The meeting was concluded with the transcription companies' statement that they would be available to meet at any time the AFM had new proposals to make which did not involve the boycott principle.

RECORDING ENGINEER

Modern Recording Studio can use competent engineer, must be fully acquainted with recording technique. Reply giving qualifications, experience, salary, etc. Box 153, Radio Daily, 1501 Broadway, New York City.

SEC Reveals Holdings In Tele And Radio Stocks

(Continued from Page 1)

ing 92,613 as of the end of March. The SEC report also reveals that the Rexport Corp. hold 50,719 shares in General Precision Equipment, and the American Express Co., 13,600.

Isaac D. Levy of Philadelphia, is shown to hold 39,876 Class A shares of CBS \$2.50 par common. A gift of 500 shares of Class B \$2.50 par common reduced his holdings of that stock to 21,380 shares.

Other dealings in radio stocks reported by the SEC show gifts of 475 and 25 shares of \$3 par common in Philco Corp. by James T. Buckley and Lawrence E. Gubb respectively both of Philadelphia and both directors of the company, Buckley held 40,061 shares of the stock at the end of the month, and Gubb 30,104.

W. R. Cobb of Louisville, Ky., is shown to have bought 525 shares of Class A common in Ken Radio Tube & Lamb of which he is a director, between July, 1939, and last December. He sold 100 shares in March, leaving him with 626 at the end of March.

John A. Driy sold all but 300 of his 2,300 shares of \$4 par common in Emerson Electric, of which he is a director, during March. Another director, Oscar C. Schmitt, also of St. Louis, bought and sold jointly with his wife 3,000 shares of the stock on March 26. Then bought and retained 2,475 shares on the last day of March, at that time they held 3,475 shares.

A third director of Emerson Electric, D. Van Alstyne, Jr., of New York, bought through the Van Alstyne Noel Co., 5,000 shares of the stock, disposing of 3,200 shares in the same month. The company held 1,800 shares at the end of March.

Three directors of Sylvania Electric, M. F. Balcum of Emporium, Penn., Frank J. Healey of Salem, Mass., and H. A. Ward Zimmer of Emporium are revealed to have disposed 600, 1,625 and 300 shares of common in the company during March, retaining 3,034, 1,976 and 4,192 respectively at the end of the month. James P. Hale of Boston, another director, bought 100 shares of common, the only shares he holds. M. Balcum and Zimmer are reported to have held 308 and 150 shares respectively of 4 1/2 per cent preferred at the end of January.

Ascop Resumes Business In State Of North Dakota

(Continued from Page 1)

Society is now doing business in the State of North Dakota. Licenses in this state are handled through the Minnesota office of the Society.

New AP Subscribers

Acquisition of the radio news wire from Press Association, Inc., subsidiary of Associated Press, is announced by Vernon Boylson, general manager WBRW, Welch, W. Va.; and G. E. Zimmerman, general manager KARK, Little Rock, Ark.

BMI Program Managers Holding Sixth Conference

Sixth meeting of program managers of BMI-affiliated stations was held during the week here, the current group being comprised of 20 representatives of outlets mainly in the mid-west and south. M. E. Tompkins vice-president and general manager introduced the speakers which included Sydney Kaye, executive vice-president; Carl Haverlin, station relations; Roy Harlow, program director and Robert Burton, staff counsel.

During the discussions all subjects pertaining to program structure, with particular emphasis on the value of music in war time, were covered. An impromptu and highly interesting speech was made by Clarence Menser, vice-president in charge of programming of the NBC. He discussed the importance of the program manager in the station setup and stressed their responsibility toward their listeners.

Another meeting will be held this month on the 24th and 25th.

Those present were: WDOG, Gene Wilkey; KFPY, Wallace Brazeal; WGAR, David Baylor; WKNE, Robt. M. Peebles; WMC, Mrs. Eleanor Fitzhugh; WDEL, Harvey Smith; WBen, Edwin Reimers; KTAR, Howard Pyle; WRNL, G. Mallory Freeman and KXEL, Deane S. Long.

KGHL, Miss Virginia Braunberger; WNBC, Ralph Kanna; KIEM, Paul Corbin; WNBH, William Pendergast; KFJZ, George Erwin; WPDQ, Burnham Adams; WAAF, Lee Gillette; WLDS, Edgar Parsons; WAPI, Jimmie Willson and WOPI, Fey Rogers.

Intercollegiate Web To Carry Mrs. FDR Talk

Intercollegiate Network completed arrangements for Mrs. Franklin D. Roosevelt to speak over the student web, Thursday, May 20, from 8:00-8:15 p.m., EWT. The broadcast has been arranged with the cooperation of the Muzak station, W47NY, and will originate from the FM studios at 70 Pine Street. Her subject will be the contribution of college students and American colleges in the war.

Mrs. Roosevelt's talk to undergraduates, Army and Navy trainees, and other residents of the campuses will be transcribed, and the transcriptions will be sent to other active member stations of the college system in New England and the East.

Stork News

Maurice Schmitz, master control operator at KHJ-Don Lee, has named his son Maurice William, Jr. The baby was born at Queen of Angels Hospital.

THIS LITTLE BUDGET

WENT TO

WORL BOSTON MASS.



COMING and GOING

LESTER GOTTLIEB, publicity director of Mutual network, returned yesterday from a to Hollywood, during which he conferred with MBS affiliates in the Pacific Coast territory.

EDWARD TOMLINSON, commentator on Blue Network, is visiting at his home in Jess. Ga., and will broadcast his Saturday and Sunday program this week from WJHP, Jacksonville.

JAMES T. MILNE, manager of WELI, Haven, was in town from Connecticut yesterday for conferences at the headquarters of Blue Network.

R. H. SWINTZ, commercial manager of WSColumbia affiliate in South Bend, Ind., is in on station and network business.

GEORGE W. DOWDY, president of WACHarlotte, N. C., a caller yesterday at offices of the Blue Network.

B. STRAWWAY, director of research merchandising for WLW, Cincinnati, to Day this week to address the Dayton Drug Assn. on the subject, "Radio and the War."

Networks-Stations Sked Churchill's Address

(Continued from Page 1)

carry it at 3:15 p.m. Other New York stations which will air the speech are WMCA at 3 p.m., WHN during the evening, and WNEW at a time still to be determined.

While CBS will not broadcast the message, the network wire will carry it from the White House to the New York studio of British Broadcasting Corporation, to be transmitted directly to England by A T & T beam and by two OWI transmitters, WRUL and WRUW. This is one of the most complete turn-over of facilities to ensure good reception of this speech in England which has ever been attempted.

Typical of the fine relations between the broadcasting corporation and the two countries officially is the fact that all these services are free and that the networks in this country and BBC interchange the service mutually without any cost for both eastbound and westbound traffic.

THE DETROIT AREA NOW SOARS TO A NEW HIGH

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

CKLW

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

Youth

Salutes

Youth



America's Youngest Orchestra
of Outstanding Instrumentalists

RAYMOND PAIGE AND THE YOUNG AMERICANS ORCHESTRA



**"SALUTE TO YOUTH"—NBC Coast-to-Coast
TUESDAYS** At 7:30 P.M., EWT, Coast Repeat at 9:30 P.M., PWT

**Sponsored by the GOODYEAR TIRE and RUBBER CO.
Through ARTHUR KUDNER, Inc., 630 Fifth Ave., New York City**

VICTOR RECORDS—(IF AND WHEN)

Management
MUSIC CORP. OF AMERICA

Los Angeles

By RALPH WILK

OPIE CATES, saxophone player in Gordon Jenkins' orchestra, did his turn on this week's Jolson-Woolley broadcast despite a seriously injured hand, punctured by the hook of a coat hanger.

Two syndicated feature services are dickering for Herb Shriner's column, "Gullible's Travels," formerly sent to radio editors as a greeting from the Camel Comedy Caravan funnyman. Shriner will continue the column when he joins the armed forces, giving the whimsy a military slant. Each edition will be illustrated with a cartoon by Joe Twerp.

John Whedon and Sam Moore, "Gildersleeve" sripters, took on added duties this week when they accepted a weekly assignment to write dramatic sketches for OWI radio shows.

Kay Kyser helped lighten up the festivities in the Kraft Music Hall on Thursday, May 13. Still pinch-hitting for brother Bing, Bob Crosby had Trudy Erwin, the Charioteers, Ken Carpenter, and John Scott Trotter's orchestra with him in the airing over NBC.

Bob Burns was a marine in World War I. So when he played the marine air base at El Toro, California, last week, he remembered and took along sex appeal glamor girls Beryl Wallace, Gloria Holden and Gloria Blondell as "extras." They brought down the house!

Harry W. Flannery, CBS commentator and former broadcaster from Berlin, is being sought by 20th Century-Fox to supervise the technical details on the picture, "Last Train From Berlin," soon to go into production. The story is laid in Berlin in the early days of the war; Flannery was airing from Berlin at that time. He also figures in the story.

In the RKO-Radio Studio Club News, Judy Clark, of the studio's barber shop, writes the following of one of the patrons, "John B. Hughes has returned from his New York trip, he looks grand and we should not worry about leading men for pictures as long as he's around, and what a voice!" Hughes headquarters at Mutual-Don Lee which adjoins RKO studio.

Dale Evans, radio singing star who started her career on the "Stars Over Hollywood" show several years ago in Chicago, will appear on the "stars" program broadcast from Hollywood on the 15. It will mark her second appearance on the broadcast from the KNX-CBS studios in Columbia Square. She'll play the lead in "Sing Me a Love Song," an original story by Producer-Writer Paul Pierce.

Radio Executive desires

to lease furnished home for family of five on permanent or temporary basis. Preferably North Shore, Long Island. Indicate transportation, school facilities, rental, etc. I own home in Los Angeles, and can furnish necessary character and banking references. Please reply Box 155, RADIO DAILY, 1501 B'way, N. Y. C.



Reporter At Large . . . !

● ● ● Martin Block will conduct a live "Make Believe Ballroom" on the networks soon... format of the show calls for the Block Orchestra to simulate the music of "Name Bands" by actually playing their respective arrangements, the arrangements to be loaned to Block by the top Maestri... plans call for the featuring too, of the actual Band leaders themselves, if the leader of the band portrayed, happens to be 'in the neighborhood'... Julius Seebach can take a bow for having discovered the WOR-MBS Comedy "Busy Mr. Bingle," a laugh-producer every Thursday at 8:30 p.m.... Blue Network execs will audition a new series of whodunits, tomorrow night, titled "Mystery Doors," directed by George Weist... Jean Sincere, of the "Arsenic and Old Lace" stage chiller will be the feminine discoverer of most of the 'victims'... It happened yesterday in the studio just after Morton Downey had finished his Coca-Cola serenade... the song-writing team of Mickey Stoner and Bert Reisfeld, had been trying to get Mort to sing their new ballad, "Dear Old Church in Erin" for the past several weeks... when the sentimental Irishman learned that the lads are to be inducted in the Armed Forces at 6 a.m. this morning, he immediately rehearsed the song and programmed it for next week.



● ● ● Attention Ad Agencies: President Roosevelt has proclaimed Saturday, May 22, National Maritime Day... in line with this, the United Seamen's Service has available radio scripts dealing with dramatic events in the lives of merchant seamen and wherever possible will supply 'torpedoed seamen' to participate in the programs... scripts will be supplied gratis for the entire week of May 16 to May 22 inclusive... To celebrate his 100th consecutive broadcast for the same sponsor, Stuhmer's Baking Co., Commentator William S. Gailmor's Sunday program over WHN, will run for a half-hour and guest commentators will include George Hamilton Combs, Jr., Lisa Sergio and Waverly Root with Harry Hershfield kibitzing out loud... Vick Knight is en route to Hollywood to produce the new Campbell Soup CBS show which will make its Coast debut June 2... Jack Carson, film comic and radio's newest luminary replaces Milton Berle on the show.



● ● ● Phil Baker will make a stage tour of "Charlie's Aunt" if the "Take It Or Leave It" sponsors give him the nod... Madeleine Carroll will re-create her "39 Steps" film role, next Friday on the CBS Playhouse... Herbert Marshall will portray the Robert Donat part... Author and radio entrepreneur Irving Strouse, is en route to Miami on a business and vacation jaunt... Chalk up a 'bulls eye' prediction for Hans Jacob, WOV news commentator, who a month ago, said, "the Allies will take both Tunis and Bizerte no sooner than May 1st and no later than May 15th"... Anne Hummert's new radio serial, "Lora Lawton," makes its NBC debut May 31 with James Meighan, nephew of the late screen star Thomas Meighan, in the male lead... Before Bing Crosby left Mexico, he sold nine of his racing horses to Mexican sportsmen... if the horses 'cop a few heats for a change' friendly relations with our sister Republic south of the Border will not be ruptured... Elaine Carrington's NBC Cupid "When A Girl Marries" will have concluded four consecutive years on the air late this month... Ginny Simms' plane trip earlier this week to Las Vegas fooled Hollywood columnists who reported La Simms would middle-aisle it with Paul Brinkman there... the trip was to make final arrangements for her "Johnny Presents" program which will emanate from the Las Vegas Army Air Field May 28... If Maestro Bob Allen still seeks a name for his choral group, how about "Vocallens"?... Carl Post, one of the better praise agents, got that little notice from Uncle Sam and will shelve the civvies May 28... Patricia Gavin has joined the Lieber-Davis outfit.

— Remember Pearl Harbor —

Chicago

By FRANK BURKE

KATE SMITH'S Variety Show will originate from Chicago, when the Army Air Forces Technical Training Command will play host to Miss Smith for her broadcast over WBBM, CBS today.

A new feature titled "On Parade," presenting a different march tune each day, will be heard on WGN every Monday through Saturday as a part of the station's "Good Morning" program.

Lt. Ted Lyons, former White Sox pitching star and now stationed with the U. S. Marines at Navy Pier, will do a guest appearance on Don McNeill's "Breakfast Club" on the Blue next Monday.

With Hildegard as emcee and Bob Grant's orchestra furnishing the music, Russel M. Seeds Agency will launch "Beat the Band," musical quiz show, as "Summer Relief" for the Red Skelton show starting Tuesday, June 15, on 126 stations of the NBC network. "Beat the Band" once featured Ted Weems orchestra with Gary Moore as emcee.

James N. Riley, writer, has joined the staff of Russel M. Seeds Agency and will be copy writer on the Grove Vitamin account. He was formerly on staff of Ruthrauff & Ryan.

James L. Stirton, program director of the Blue Network in Chicago, back from a week's conferences in New York.

Don McNeill and the Blue Network "Breakfast Club," chalked up another big office gross on a personal appearance at Fort Wayne, Ind., last Saturday. The show played to 5,500 persons in two performances at the Auditorium there.

Chuck Logan, special events director of WBBM, CBS, back from Superior, Wis., where he handled details of the Dionne Quints Broadcast on CBS in connection with a merchant marine launching.

Jack Baker's thrice-weekly broadcast on a limited Blue Network for Wilson Milk Company goes off the air the coming week-end with Jack's talents considered by two other sponsors.

Mort Hall, new director of continuity at WBBM, takes over the writing assignment on "Missus Goes to a Party," this week-end.

Advertisement for THE Philadelphia Story IN RADIO 5000 WATTS 950 on the Dial Affiliated Station of the Atlantic Coast Network WPEN

Watson-Dodd Status before House Today

(Continued from Page 1)

Communications Bill and the urgent agencies Bill, and it is not entirely likely that it will decide to attach either to one of these bills specially providing payment of the salaries of Watson and Dodd.

Such a report is brought in, a motion the measure is not likely to pass Saturday, and possibly not next week.

Defended in "Record"

The appendix of yesterday's "Congressional Record" contained a lengthy defense of the two Communist employees by Rep. Chet Holifield of California, who protested the House Congress acted in the whole matter. "If we bow to this hysteria and yield to the passions of hate and persecution," said Holifield, we have become "the blind leaders of the blind and we cease to act as guarantors of our Constitutional liberties." Expressing his regard for members of the Kerr committee, Holifield said they with a serious mistake in their procedure and their conduct in the Watson-Dodd matter. "Their conclusions as announced," he said, "have been reached through complete testimony, partial investigation reports, and they have relied on public opinion as sufficient basis for legislative action directed toward denial of civil rights without due process of law."

Asks Fair Trial

Shifting the responsibility of the executive branch of the government to its own employees, Holifield said is not the function of Congress to place riders on appropriation bills in order to reward or punish specific individuals. "While there may be a basis for such riders, I deem it a partial encroachment on the executive branch of the government. Responsibility for the fitness of these arrests with the FCC," he said. Holifield then declared: "If these men who have been, in my opinion, fairly tried and condemned by the Kerr sub-committee be guilty of any turpitude or treasonable guilt, let them be charged with specific crimes or derelictions of duty, let them be charged before the proper federal courts. Give them an opportunity to prepare their defense. Let them their day in court and the privilege of trial by jury of their peers. If they be found guilty by due process of law enforce the penalty prescribed by law against them. If their accusers fail to convince a jury of their crimes, then I say in answer to those constitutional rights, that the mantle of protection covers

☆ ☆ GUEST-ING ☆ ☆

ARLENE JUDGE, on the "Keep Ahead" variety show, today (WOR-Mutual, 7:30 p.m.).

MARY MARTIN, KENNY BAKER and GAIL PATRICK, in an adaptation of "Roberta," on the "Philip Morris Playhouse," today (WABC-CBS, 9 p.m.).

ADELE MOSSLER, director of New York's Summer Play Schools, and DR. JEROME KOHN, associate pediatrician of Mt. Sinai Hospital, on "Highways to Health," tomorrow (WABC-CBS, 1:45 p.m.).

MRS. BONARO OVERSTREET, author of "America Reasons," on "Of Men and Books," tomorrow (WABC-CBS, 3 p.m.).

CONSTANCE BENNETT, on the "Saturday Night Bondwagon," tomorrow (WOR-Mutual, 10:15 p.m.).

EDGAR GUEST, on Phil Spitalny's "Hour of Charm" program, Sunday (WEAF-NBC, 10 p.m.).

COL. OVETA CULP HOBBY, of the WAAC, on the "American Album of Familiar Music," Sunday (WEAF-NBC, 9:30 p.m.).

REP. CLAIRE BOOTHE LUCE, of Conn.; WILLIAM B. ZIFF, publisher of "Flying"; REAR ADMIRAL EMORY S. LAND, chairman of the U. S. Maritime Commission, and J. CARTER FORT, general counsel of the Association of American Railroads, on Theodore Granik's "American Forum of the Air," Sunday (WOR-Mutual, 8 p.m.).

DR. G. R. WENDT of Wesleyan University, Middletown, Conn., discussing "Air Sickness," on "Adventures in Science," tomorrow (WABC-CBS, 1:30 p.m.).

FRANK SINATRA, on Fred Allen's "Frank Sinatra Theater," Sunday (WABC-CBS, 9:30 p.m.).

BURT BOYAR and BRADFORD HUTTON, of the "Junior Miss" cast, on the Red Cross program, "That They May Live," Sunday (WEAF-NBC, 1 p.m.).

HERBERT MARSHALL, on the "Radio Reader's Digest," Sunday (WABC-CBS, 9 p.m.).

and protects every citizen of this Democracy, let us free them from this odium."

The Washington "Post" found the contemplated Congressional action a threat to our entire system of government, warning the Congress in an editorial to "remember that dictatorship is no less dictatorial and no less alien to American traditions when exercised by many men as when exercised by one man alone." Speaking specifically of Watson and Dodd, the "Post" declared, "Neither of these

DR. J. J. MALLON, British settlement warden; MRS. JAMES LYTLE, treasurer of the National Congress of Parents and Teachers; MANDEL SHERMAN, professor of education at the University of Chicago; WALKER BUTLER, State Senator of Illinois, and WILLIAM F. BYRON, professor of sociology at Northwestern University, discussing "Youth Delinquency in Wartime," on the "Reviewing Stand" program, Sunday (WOR-Mutual, 12 p.m.).

VITYA VRONSKY and VICTOR BABIN, duo pianists, and BIDU SAYAO, soprano, on the Coca-Cola program, Sunday (WABC-CBS, 4:30 p.m.).

JAMES LANDIS, director of the OCD, on "We, the People," Sunday (WABC-CBS, 7:30 p.m.).

CARL VAN DOREN, author; and FRANCIS HACKETT, Irish author and editor, on "Invitation to Learning," Sunday (WABC-CBS, 11:30 a.m.).

TONY BAIocco, accordionist, on the Musical Steelmakers," Sunday (WJZ-Blue Network, 5:30 p.m.).

DR. CHEN SHOU-YI, Chinese educator and instructor at Pomona College, Cal.; MAURICE LIU, Chancellor of the Chinese Consulate in Los Angeles; RAYMOND McKELVEY, professor of political science at Occidental College, Los Angeles, and PAUL ANDERSON, who returned recently from a Japanese internment camp, discussing "China and the Post-War World," tomorrow (WABC-CBS, 6:15 p.m.).

CLAUDETTE COLBERT and RAGS RAGLAND, on the Bergen-McCarthy broadcast, Sunday (WEAF-NBC, 8 p.m.).

DR. ROSS C. THOMPSON, of the bureau of plant industry, soils and engineering in the U. S. Department of Agriculture, on the "Garden Gate" program tomorrow (WABC-CBS, 9:30 p.m.).

DR. LEO S. ROWE, director general of the Pan-American Union, discussing "The Freedoms in America," on the "Lands of the Free" program, Sunday (WEAF-NBC 4:30 p.m.).

men has been found guilty of, or has even been charged with, such advocacy or such membership (advocating overthrow of the government or membership in organizations devoted to that aim) they have merely been accused, through the star-chamber proceedings of a Congressional committee, of something vaguely termed subversive activity. The methods pursued by this committee were a travesty on the judicial processes which have enabled Americans to think of themselves as free men."

CBC Education Group Opens Annual Meet

(Continued from Page 1)

done in British Columbia, The Prairies, Ottawa, Montreal, and Nova Scotia.

Evaluation of school broadcasts, based on reports from teachers across the Dominion, were made and international school broadcasts studied.

Those attending the conference are: Kenneth Caple, director of school broadcasts for CBC and the Department of Education in British Columbia; Donald Cameron, CKUA, University of Alberta, Edmonton, and Dr. H. C. Newland, Alberta Department of Education; Dr. Morley Toombs, Saskatchewan Department of Education; Dan Cameron, CBC talks Department, Winnipeg; Dr. H. E. Amoss, Director of Professional Training, Ontario Department of Education; Dr. C. E. Phillips, editor of the school, Toronto; Dr. Cliff Lewis, Toronto, representing the Canadian Teachers Federation; Dr. C. E. Stothers, inspector of auxiliary schools, Ontario, Pickering College, Newmarket, Ont.; F. Radcliffe, Public Relations, Radio Manufacturers Association, Toronto.

Quebec representatives are: Aurele Seguin, director of CBC Radio College, Miss G. Barre also of CBC, and Dr. Percival of the Department of Education, Montreal. Dr. Fletcher Peacock represents the New Brunswick Department of Education, and from Nova Scotia is George Young, CBC regional representative for the Maritimes Region.

There are also several representatives of the CBC national program office at Toronto and Judith Waller, of NBC's public service department, Chicago.

Press Wireless Dispute Goes To Arbitration

Agreeing to arbitrate their grievances through the United States Mediation Service, 135 striking employees of Press Wireless, Inc. are back at work after being out for five days. They struck when mine employees were suspended for absenteeism, as the company charged. The strikers, members of the Independent Communications Guild, said the suspensions violated the contract with the company.



AMERICA AT WAR

A patriotic program series combining a timely dramatization with an inspiring talk by nationally prominent speakers. Cooperatively sponsored and we even sell it for you. Has already made good money for 25 radio stations. Write for details to Don Searle.

SALES FEATURES CO.
1023 NO. 17TH ST. . . OMAHA, NEBRASKA

WANTED

Power block of high power transmitter 20 thousand volts. Will also buy transmitter, wave length and wattage important. Write details.

RADIO TELEVISION INSTITUTE
1000 Lexington Ave. New York, N. Y.

NEW BUSINESS

KFI, Los Angeles: Norwich Pharmaceutical Company (Pepto-Bismol), through Lawrence G. Gumbinner Advertising Agency, N.Y.C., 78 one-minute transcribed anns. to be used thrice weekly; Ball Brothers Co. (Ball Jars), through Applegate Advertising Agency, Muncie, Ind., 54 150-word participations in "Agnes White's California Home," to be used thrice weekly; Talbot Manufacturing Company, Los Angeles, (Ant Powder), through J. Russell Miller Co., Los Angeles, 52 or more participations in "Mirandy's Garden Patch," to be used once weekly; Douglas Aircraft Co., Inc., Santa Monica, Cal. (Employment), through Essig Company, Los Angeles, 13 50-syl. anns. to be used once weekly; Washington State Apple Adv. Commission, through J. Walter Thompson Co., San Francisco, Cal., 16 anns. of varying length to be used as ordered.

Sees Tele Expansion Post-War Certainty

(Continued from Page 1)

hundreds of "television theaters" from coast to coast after the war ends, was forecast last night by Will Baltin, program director of Du Mont television station, W2XWV, New York, in an address before members of the American Television Society at the Hotel Capitol.

Baltin declared that experience gained at the Du Mont transmitter, which radiates a wide variety of programs to viewers in New York, New Jersey and Connecticut every Sunday and Wednesday night, has proved that a television station can be operated very effectively with a small personnel, a modest studio and at an amazingly low cost.

Developments in the field of electronics in the past few years have been enormous, Baltin said, adding that television unquestionably will blossom out as a major industry when the cannonading ceases.

Emphasizes Equipment Mobility

The camera equipment employed at the Du Mont station is so compact and flexible, the program director said, that it "could be wheeled out of the studio, rushed by a small delivery truck to the scene of a big news event and set into operation in about as much time as a newsreel unit."

Economical operation, plus low-cost equipment is bound to entice radio station owners and others to invest in television transmitters and set them into operation as soon as war production is replaced by peacetime manufacture, he said.

"You'll see television stations mushroom across the nation," Baltin predicted, "and radio dealers, who have experienced a business famine since the outbreak of war, will find a tremendous market for the new marvel of the century."

"Regional television stations, which are the first and logical step in the

Victor Loses Red Label Suit Brought Against CRC-Decca

(Continued from Page 1)

their phonograph records and sought an accounting for alleged damages.

Victor's complaint in each instance relied generally upon two alleged causes of action, the first an alleged trade-mark entitling it to the exclusive use of the color red in connection with record labels and the second, alleged unfair competition by the defendants. Judge Woolsey dismissed one complaint on both counts.

The court in ruling that plaintiff did not have any valid trade-marks as claimed in its complaint went on to state:

"... the plaintiff claims the right to put it in its mildest form—to file a caveat against all other makers of disc records on the pain of their creating, what the plaintiff is pleased to call, 'instruments of fraud,' challengeable by appropriate Court proceedings.

"To me, under the circumstances shown in this cause, this seems to be an egregiously exaggerated claim.

"A trademark for a red centre to a record,—secured, as here, *ex parte*, or for the phrase 'Red Seal,' also so secured,—is far too broad a zone of potential exclusion of others, whether it be viewed as a registered trademark, or as a common law trademark, or as a secondary meaning for the words 'Red Seal.'"

"Unfair Competition" Ruled Out

The Court also ruled that plaintiff's contention that defendants were guilty of unfair competition were completely without foundation. In so ruling, he stated:

"I do not find credible proved instances of the creation of such a potentiality or of any passing off, and, in view of the circumstances under which records are sold, no inherent probability of such passing off on any person possessing a full equipment of senses.

"Disc records are commodities

expansion of a new industry, will eventually be linked in a chain or series of chains spreading across the mountains and plains," he prophesied.

Television screens no longer will be limited in size, the speaker pointed out, with various sizes designed for homes and schools placed on the market "at prices comparable to an average modest radio-phonograph combination.

"Theater television, to which millions will flock to see events of national, and, perhaps international importance, is as certain as the dawn of tomorrow," he continued; "New developments in the laboratory indicate that this form of entertainment is going to electrify the amusement world in much the same manner as the talking picture did back in the late 1920's."

Along programming lines, Baltin told of the many variety shows televised at the DuMont station and explained in detail how these programs

which are *sui generis*. They are not bought, for example, as are biscuits or ale, or beer, or medicines. They are, supposedly, instruments of aesthetic delight. At least, that is the purchaser's—and the seller's—approach to them.

"Records are considered purchases. I am satisfied beyond any doubt that before buying a record, between 50 per cent and 60 per cent of retail purchasers of records take them, put them on the turntable of a phonograph in the shop and play them before buying them. The rest of the retail purchasers of records order them by name from catalogues of records with which the modern world at the present time seems to me to be flooded.

Record Sold "By Sound"

"I am almost persuaded that what the plaintiff dislikes is not what it is pleased to call unfair competition, but is any competition whatever.

"Indeed, the more I ponder on these causes, the less meritorious the plaintiff's claim appears to me. I will go so far as to state that I carried away from the trial the distinct impression that on the question of confusion and passing off, some of the witnesses employed by the plaintiff seemed to share my lack of belief in the plaintiff's case. E. G. The evidence of Murray, the present general manager of the Record Division of the plaintiff, called by Columbia. They seemed to be satisfied, as I am, that records are not sold by color but for sound."

Columbia Recording Corp. was represented by Goldmark, Colin & Kay, general counsel and Pennie, Davis, Marvin & Edmonds, Trademark Counsel; Decca Records, Inc. was represented by Milton Diamond, general counsel. The Victor Company was represented by Rogers Hoge & Hill.

are handled by a staff of engineers, cameramen, soundmen and production experts numbering less than a dozen persons.

He analyzed program production and dissected all types of entertainment currently available in radio, on the stage, screen, in educational centers and in the field of sports, to show how television programs may best be devised for mass audience appeal.

Wedding Bells

Claudia Morgan, NBC actress, and Ernest Chappell, announcer, were married May 1, it has been revealed. Miss Morgan is starring in NBC's "The Right to Happiness" and also in the "Adventures of the Thin Man." The bridegroom announces "The Adventures of Ellery Queen" and is emceeding "Are You a Genius?" Claudia Morgan is the daughter of Ralph Morgan and niece of Frank Morgan.

With the Colors

PETER SAVESKI, WABY, Al control engineer, enlisted in the Army, hoping to be a radio operator has landed as a pilot and made first solo flight at Ryan Field, N. Calif., last week.

—VVV—

PERCY LEE KUHN, WJPR, G. ville, Miss., transmitter engine now in the Naval Reserve. J. R. PEPPER, owner of WJPR has promoted to Lieutenant (j.g.), a stationed at the 7th Naval District Headquarters in Miami, Fla.

—VVV—

Three men from the engineering department of WFBL, Syracuse, left for the Army this month, leaving the total of WFBL members in the service to 22. They are 1st Lt. JAMES KELLEY, 2nd Lt. LANGHAM, and Pvt. JOS. LAMPRECHT.

Censor Informing Outlets Beware Of Fishing D

(Continued from Page 1)

ments of several states. The release are a compilation of news on fishing as reported by telegram from different sections of each state, then forwarded on to radio stations by mail for broadcast as soon as received.

The problem results from the fact that in many cases detailed weather information is included in the release, and, if used on the air, would constitute a violation of the Wartime Provisions of the Code of Wartime Provisions for American Broadcasters.

The Office of Censorship is tacting State Conservation Departments as fast as it is discovered a state is furnishing broadcasters such a service is an effort to combat this dangerous information at source. However, the Office pointed out that stations should edit weather information in the release in accordance with the provisions of the code. The fact that it is furnished by a state agency does not constitute appropriate authority for broadcast.

Station management is asked to report any such cases to the Office of Censorship.

Witmark-Mills Suit Off

Discontinuance in their recent copyright infringement action was closed yesterday in papers filed by attorneys for M. Witmark & Sons and Mills Music, Inc.

Witmark has brought the action originally, naming the Mills firm party defendant in the infringement of two tunes: "When Irish Eyes Are Smiling" and "Till the Sands of the Desert Grow Cold." Witmark then won a U. S. Supreme Court decision against Fischer Music Co., Inc., and George Graff, Jr., one of the composers of the former tune.

However, in the case of Mills, it was held that that company is entitled to publish the songs, because of having acquired the rights from the widow of Ernest R. Ball, one of the composers.

Durr Congress Petition Would Disqualify Cox

(Continued from Page 1)
committee's chairman, Rep. E. E. of Georgia. He filed a petition Congress asking "that the Hon. Cox be disqualified by (the) as a member of its select committee appointed pursuant to House resolution 21, 78th Congress, 1st session, to investigate the organization and activities of the Federal Communications Commission."

Two Reasons Advanced

To reasons for the petition advanced by Durr: First, that "Cox's personal interest in the investigation authorized by the resolution." is point Durr reviewed the evidence surrounding the receipt by of a check for \$2,500 from WALB, Ga., which the Commissioner was in payment for legal work for the station by Cox, such work involving representation of the station before a federal agency (FCC) while Cox was a member Congress.

Second reason Durr advanced disqualification is that Cox, prior to appointment to the investigation committee, "had already precluded the Commission, its personnel and activities." Cox has, Durr said, on numerous occasions publicly denounced the Commission, its personnel and activities."

Quotes From WALB Statement

Durr submitted an excerpt from WALB statement signed on March 7, 1942, by C. D. Tounseley, WALB manager, which stated: "Radio station WALB has never at any time and does not now have any Washington representation other than that provided by E. E. Cox."

The petition and statement of Durr attached an open letter to the House and to the members of the Cox committee—Cox, Wigglesworth of Massachusetts, Magnuson of Washington, Hart of New Jersey and Miller of Missouri, referring to the Senate Chamber examination of Dr. Robert Leigh, chief of the FBIS (see RADIO DAILY, May 12). Durr says that:

"In this incident, and particularly the requirement that witnesses testify behind closed doors before Congress—Cox alone, raises an issue even more fundamental than the procedure previously adopted, and intensifies a concern which I have felt some time.

Reiterates Testimony Refusal

"Because of his personal interest and because of the bias indicated, both of which are fully set forth in the petition and memorandum, I do not think that Congressman Cox is an appropriate person to conduct an inquiry into my activities as a member of the Federal Communications Commission or into my personal affairs. Nor, in the light of long-standing precedents of the House of Representatives, do I believe that, having the full information before it, the House of Representatives will deem it appropriate for him to con-

Col. Palmer Resumes Trip To Lecture On "Reforms"

(Continued from Page 1)
useless words that don't sell will eventually strangle the radio industry. Palmer also stated that announcers are not performing their function in selling sponsor's products because of their lack of training in selling technique.

He believes that verbose commercials and the use of mechanical devices in airing commercials produce a listener's contempt and disgust for them with the result that commercial does not sell the sponsor's product. Palmer stated that the program plays its part in holding listener attention but the prime purpose of the show, the commercial, is lost.

In elaborating his theory, Palmer, pointed out that radio should do more than harvest one per cent of the sales. And that it could do so by making the commercial more functional than it is at present.

His plan, which he believes will aid the industry is: 1—Brief the commercial copy; 2—To train announcers to become salesmen and not merely readers of words.

"Not a Reformer"

Palmer said that he was not to be considered in any sense a reformer. His primary interest in his present work was to point out to the industry how it could be more effective as an advertising agent and increase its revenue.

In line with his campaign for a more effective radio, which he started six months ago, Palmer has distributed several thousand copies of his book, "Radio Salesmanship," to 82 advertising agencies, 42 colleges and universities, as well as to 36 miscellaneous groups.

In conjunction with his books, Col. Palmer, also conducts a school which he sets up for a one day lecture. He will conduct the first class today in the North Ballroom of the New Yorker hotel at 9:00 a.m. and next week will conduct the class again in Hollywood, Cal., and the following that, in Chicago, the three main radio centers of the country. He has also made tentative plans for 1944 to lecture in Winnipeg, Montreal and Toronto, Canada.

His books and lectures are given free of charge.

duct an inquiry into the activities of the Federal Communications Commission.

"In view of the above, I am unwilling to testify before the committee—and certainly not before Congressman Cox or Mr. Garey in closed session—or to furnish its staff with any further information unless and until the House of Representatives, with full knowledge of the facts which I have herein outlined, indicates its desire that the committee, as now constituted, should continue with the investigation, or indicates that it does not deem such facts of sufficient importance to warrant its attention. If the House of Representatives so indicates, I will appear before the committee at any time it may request my attendance and answer to the best of my ability

Records For Fighting Men Starting Second Campaign

(Continued from Page 1)
manufacturers as scrap at ceiling prices. With the funds thus obtained, Records For Our Fighting Men, Inc., will continue to purchase hundreds of thousands of newly released recordings at lowest factory prices for distribution to our fighting forces, here and overseas, in cooperation with Army and Navy authorities.

This year's drive, made necessary by the fact that millions more men have been added to our armed forces, will have as its slogan "More Records For Our Fighting Men." The campaign has the authorization of the President's War Relief Control Board.

1942 Drive Successful

Enough scrap records were collected during last year's drive to enable the purchase of more than 300,000 new popular and classical discs, to date, for shipment to Army Camps, Naval and Coast Guard stations, and Marine bases on several continents.

As in the previous drive, the selection of records to be distributed will be made by the Sub-Committee on Music of the Joint Army and Navy Committee on Welfare and Recreation headed by Dr. Harold Spivacks. The distribution of records to the fighting forces will be supervised by the Joint Army and Navy Committee.

Records For Our Fighting Men, Inc., was chartered in the State of New York on June 1, 1942. Its first officers were Kay Kyser, president, and Kate Smith, Gene Autry, Sigmund Spaeth and Fritz Reiner, vice-presidents. New president of the organization is Bob Hope.

Among the increasing number of artists who have pledged their support to the campaign are people such as Arturo Toscanini, Lily Pons, Danny Kaye, Oscar Levant, Benny Goodman, Albert Spalding, Harry James, etc.

Edgar Langdon

Sharon, Pa.—Edgar Langdon, 18-year-old radio announcer, who served stations in Sharon, Pa., Youngstown, O., Trenton, N. J., and Pittsburgh, died at his home here on May 10 after an illness of several months.

any question that the committee may address to me concerning the Commission or my activities as a member of the Commission, including any questions the committee may deem it appropriate to ask with respect to my personal financial affairs, whether or not these questions relate to periods prior to or during my tenure of office as a member of the Commission.

"The attached petition has been filed because I know of no other way of bringing the matter formally to the attention of the House of Representatives."

Cox had no comment yesterday evening, declaring that he had not yet read the material filed by Durr, neither were there comments from members of Congress or of the Commission.

Fly Says Chain Rules To Be Applied In June

(Continued from Page 1)
result of litigation been postponed over year and a half since were promulgated in their present form."

"The effective date of the regulations is now stayed by Supreme Court order until 10 days after its mandate does to the lower court, or, in normal course, until June 14. The Commission has no intention of delaying their effective date further. A full month thus remains for stations and networks to make necessary adjustments of contracts."

The court decision upholding the FCC was scored by Senators Wallace H. White, Maine, Republican, and Burton K. Wheeler, Montana, Democrat, co-authors of a bill to divide the functions of the Commission, grant the courts more authority to review its actions, permit license holders to obtain advance rulings on contemplated actions and alter drastically the regulations regarding political broadcast. Hearings on the bill are scheduled for May 25.

Both Senators remarked that the court decision makes Congressional action on their bill more necessary than ever. Wheeler declared that the decision gives the FCC censorship power over broadcasting, and White termed the Commission rules of procedure "hit or miss," saying they must be stabilized.

The Cox Committee to investigate the FCC is also studying the court decision, and according to columnist David Lawrence will devote a considerable portion of its enquiry to the chain broadcasting rules.

Network officials of both CBS and NBC are taking a philosophical attitude toward the new chain rules and regulations being readied for enforcement. Both nets held meetings yesterday and it is pointed out that both have been prepared in advance for an adverse decision.

Pending and proposed legislation regarding the FCC and the forthcoming Cox Committee to probe the FCC are also being followed by officials who may be called as witnesses.

Stauffer Sets Radio Meet On West Coast May 27

West Coast Bureau, RADIO DAILY
Hollywood—Don Stauffer, chief of radio section of OWI, will address a mass meeting of members of coast radio colony on May 27 at NBC. He will present a report on accomplishments made by radio in connection with the war drive and will discuss plans for the coming year.

Kay Kyser, chairman of radio talent committee will also speak and Nat Wolff, Hollywood deputy chief of radio section of OWI will preside.

On May 25, Stauffer will confer with executive committee of Advertising Council, which works in conjunction with local radio section of OWI. Stauffer will be accompanied to Hollywood by his assistant Philip H. Cohen.



Coast-to-Coast



AL STEVENS, who came to WFIL, Philadelphia, in 1935 and has since been associated with numerous commercials, is celebrating his 20th year in radio this week. He entered broadcasting at WEAR when it was located in Baltimore, Md. Station will join today in celebrating 75th anniversary of Strawbridge & Clothier, department store. Highlights of celebration will be aired for half-hour tonight. Jean W. Graham, supervisor of telephone operators and receptionists, has recovered from la grippe. Tony Wheeler, staffer, is on vacation, and his stints are being handled by Harry Brown, new to station but a veteran in radio.

WNEW, N. Y., will participate in broadcasting the "I Am An American Day" exercises from the Mall in Central Park on Sunday. Station will air half-hour portion of the two-hour celebration, featuring the address by Vice President Henry A. Wallace. C. J. Hambro, head of the Norwegian parliament in exile, will speak on May 17 in a program dedicated to Norwegian Independence Day.

Stanley N. Schultz, with 16 years experience in radio, has become program director at WAKR, Akron, O. Georgeann Guthrie has become the new receptionist, succeeding Lola Jean Albright, now on the stenographic staff at WTAM, Cleveland. Fred Freeland, who came to WJW, Akron, recently as production man, has returned to WOWO, Fort Wayne, Ind.

WJTN, Jamestown broadcast the opening game of the Pony League season between the Jamestown Falcons and the Olean Oilers. Play-by-play was handled by Program Director Al Spokes. Kendall Refining Company sponsored the broadcast. Saturday night home and away games will be aired by station for remainder of the season.

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
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May 14

Murray Arnold	Ivan Black
Sam Blake	Carlton Brickert
Lew Lehr	Marie Nelson
Sally Jo Nelson	Edith Spencer

May 15

Walter Cassel	Ray Green
Wilma Green	Margaret Lipper
Bert Sheffer	James Tisdale
C. T. Williams	

May 16

Lillian Black	Gordon Kinney
Bulk Owens	Norman Ross
Margaret Sullavan	

In cooperation with the Worcester Board of Public Welfare, WTAG is conducting a "share your home with a child" drive. Purpose is to help place underprivileged children and state wards in foster homes. A spray information service for fruit growers is now a regular feature of "Farm Flashes." heard daily.

Another of the broadcasts in the England-to-WLW, Cincinnati, series was heard yesterday when MacDonald Hastings, British war correspondent and radio commentator, discussed rationing in England on Gregor Ziemer's "Background" program. Hastings described how Britishers fare under their system of rationing, which is considerably more drastic than our own.

Shipbuilders Union, CIO Local 802, will sponsor ten 15-minute programs on WIBG, Philadelphia, beginning May 17, to explain the social and economic contributions the organization has made and is making to the welfare of the community and the country. The programs will be under the direction of Shirley Nason, formerly with WNEW, N. Y., and now feature writer for the Public Ledger Syndicate, and conductor of radio programs for women throughout the country.

It takes more than a General talking to keep news editor Sam Leavitt from getting hot news to the listeners of WSBA, York, Pa. Leavitt broke in twice on a transcribed speech by Lt. Gen. Jacob Devers, a native of York, to air the news of the Allied capture of Tunis and Bizerte.

Dorothy Weil Goodman, formerly in the publicity department of WINS, N. Y., and who has been free-lancing for some time, has joined the Harry S. Goodman Radio Production office. In order to avoid a confusion of names, Dorothy is dropping her last name, and will hereafter be known as Dorothy Weil.

Madge Cooper, who conducts the "Shopper's Digest" over WMRN, Marion, Ohio, interviewed a young lady the other day who had just volunteered for the WAVES. Before going on the air with her, Madge accompanied her on a shopping tour, taking notes of the articles the WAVE would need during her basic training at Smith College. Then on the air, Madge told all.

WSAY, Rochester, N. Y., arranged for a corsage to be sent to the mothers of each Rochester sailor who appeared on the Mother's Day program from the Naval Training Station at Sampson, N. Y.; and because the broadcast originated from Sullivan Auditorium—named after the five valiant brothers who went down in the Pacific—a corsage was sent to the mother of the heroes. She received her flowers in Memphis, Tenn. The Sunday shows at the naval sta-

tion are handled by program director Harold Kolb and manager Mort Nussbaum. A \$25 Bond goes to a sailor-participant on each show.

WKNY, Kingston, N. Y., will place its microphones at vantage points on the athletic grounds of Kingston High School today, to pick up the May Day Festivities of the Senior Class. The May Day theme this year will be "The American Girl in Wartime," with Shirley Smith chosen as the youthful Queen of the May. Music will be provided by the High School band. Martin Weldon will describe the event, assisted by Senior Class President Ray Armater, who will serve as student observer.

As the concluding program of a four-month series, WNYC, N. Y., next Monday will broadcast the awards made by the Board of Education to students who have participated in the weekly current events quiz program, "The World in Wartime."

Mildred Gausing has been made auditor of WKRC, Cincinnati. She was formerly secretary to Kenneth W. Church, general manager, and fills the vacancy created when James Cullen, Jr. joined the Navy. After a two-year layoff, H. & S. Pogue Company, department store, has returned to station, sponsoring the transcribed series, "War Correspondent".... Western and Southern Life Insurance Co. will sponsor weekly series of concerts by the Cincinnati Symphony Trio. Series starts May 18, continues through summer.

Newly-installed officers of the Akron Association for Education by Radio are Mrs. Ruth Cable, president; Mrs. Gahnelle Upchurch, vice-president; Miss Leone Horning, secretary; and Miss Helen Fairbanks, treasurer. All are school teachers.

"Yankee Doodle Goes to Town," WAAT, Jersey City, quiz show, has been awarded a Certificate of Merit by the Veterans of Foreign Wars. Presentation was by Howard Bean, State Commander. The show, which is sponsored by Rudolph's, jewelers and opticians, provides for participation by school children and stresses historic and patriotic themes.

Robert Mackall, staff announcer for about two years, has been named program director of WFMJ, Youngstown, O., succeeding Austin Williams, resigned. Mackall was previously with WWSW, Pittsburgh, and is the first of the station's announcers to be promoted to program director.

Shirley Booth, star of "Duffy's Tavern," will be the guest on Alma Dettinger's program "Other People's Business" over station WQXR today. Miss Booth is appearing on behalf of Bundles for America, national war relief organization, which distributes knitted garments and utility kit bags to members of the armed services and furnishes clothing to families of servicemen.

Sports fans are complaining WIBG, Philadelphia, on the long scoreboard installed in the window studio on Walnut St. carries the inning-by-inning score each day's Atlantic baseball cast and backs up the play-by-play broadcast fed to the open foyer. Ray Walton has given up snoring and Bob Knox is cramming on telepathy with the idea of using on the air to increase his sports sales. A fellow-student is Author, who is making a study lives of the great music composers.

Carl Coleman, WBEN, Buffalo, is, totaled up his musical selection found that he has been averaging tunes a week. The programs that "up" his musical library are "Journal," which has ten broadcasts a week plus Sunday's "Hallowed Be Thy Name." Claims he has been late once to a program and then, a friend was responsible. Between programs has written two hymns, is currently posing two popular type numbers, (as a hobby) is practicing magic.

When Dottie Astorino of the West Haven, staff answered a call yesterday, a quizzical woman asked the call-letters' position on dial. Dottie promptly answered, to which the woman said—"You're in New Haven but I live West Haven. What dial number out here?"

WOR, New York, will broadcast ceremonies of "I Am An American Day" on Sunday from the Mall in Central Park from 3:30-4 p.m.

Blade Co. Buys WJZ Spots Using 'News for Men' Show

With the aim of promoting dealer relations, Personna Blade will launch a twice-weekly program "Personna News For Men," on Wednesday, May 19. Featuring K. Farnsworth as "commentator," program will be heard Wednesday and Friday from 10:35-10:45 p.m. EWT. Amos Parrish Company, New York, handles the account.

Strictly a good-will gesture, "Personna News For Men" will represent a new departure in the field of merchandise news programs in that it will be directed at the male, instead of the female, half of the population. Personna will publicize merchandise of interest to men, with the items selected according to their news value from material submitted by men's stores, department stores and other stores which carry such merchandise. In presenting these items, Farnsworth will apply the theory of "gentle wartime selling," in contrast to the pressure methods used in the pre-war era.

The merchandise news will be spiced with human interest items of particular interest to men.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 23, NO. 33

NEW YORK, N. Y., MONDAY, MAY 17, 1943

TEN CENTS

Battery Production Upped

Hoyt Succeeds Cowles in OWI Domestic Bur.

Washington Bureau, RADIO DAILY
Washington—Palmer Hoyt, publisher of the Portland "Oregonian," has been named to succeed Gardner Cowles, Jr., OWI domestic director, was announced on Saturday by Mer Davis, director of the OWI. Hoyt, who has been granted a six-month leave of absence by the "Oregonian," is a Republican, as is Cowles. Hoyt will assume direction of the OWI's domestic radio and motion picture bureaus, as well as other domestic functions of the agency.

Expressing his regret at Cowles' departure, Davis said: "The OWI is pleased to have Mr. Hoyt assume the duties of the OWI's domestic radio and motion picture bureaus, as well as other domestic functions of the agency."

(Continued on Page 2)

Sesac Sets Up Forum For Radio Exec Meet

Next Wednesday's session of the Radio Executives Club here will be devoted to a special forum staged under the auspices of Sesac, the title of the round-table being "Radio Programming and the Radio's Future." Scheduled to take part in round-table discussion are Linnea Nelson, chief buyer of J. Walter Thompson; Clarence L. Menser, vice-president in charge of programs for NBC; Ben

(Continued on Page 2)

S. Mobile Radio Stations Aided Armies In Africa

Washington Bureau, RADIO DAILY
Washington—Two American-made mobile field headquarters radio stations, carried in one truck and one trailer and useful over long distances either voice or code were used in the first exchange of messages

(Continued on Page 7)

Fair Warning

A stranger visiting the studio control room at WOR's broadcast of "The Cisco Kid" palpitated with bewilderment when he saw sound man Jim Goode waving a pistol at the actors and the musicians. Gog-eyed, the stranger asked, "Is he looking for a target?" It was all made clear to him later—they were merely being warned to get set for the noise.

Good Timing

Elizabeth Reller was dramatizing the Hecht-MacArthur poem, "What Is America," at the CBS "Caravan" show put on for the boys at the Manhattan Beach Coast Guard station last week. "No nation has come goose-stepping to our shores—as of tonight," she said. At that moment, "Woo-o-o-o," went the air raid sirens, and away went the servicemen in response to the city-wide alert.

"Uncle Sam" Revised; Sponsoring Is Ended

Washington Bureau, RADIO DAILY
Washington—Local sponsorship of the OWI's transcribed series known as "Uncle Sam" will be terminated as of July 30, according to a letter sent all broadcasters carrying the series last week by Don D. Stauffer, chief of the Domestic Radio Bureau. The program will be cut from five weekly discs to two weekly.

"After three months of presenting the series, the OWI has decided to terminate the program as of July 30, 1943."

(Continued on Page 6)

Bromo's "Ellery Queen" To Run Through Summer

For the first time since the "Ellery Queen" series has been under the sponsorship of Bromo-Seltzer, (Emerson Drug Co.), the show will run through the summer. Previously the "Ellery Queen" program took a vacation for the summer months and re-

(Continued on Page 2)

WPB's Goal Set For 425,000 Monthly As Result Of Radio-Farmer Pleas; Rural Requirements Will Be Met

Daytime Serials Rate High In Local Survey

As a cross section of local daytime listening habits, CBS has released a part of the current "Continuing Measurement of Radio Listening," by C. E. Hooper, Inc., the area covered in this instance being Scranton, Penn. Report reveals 10 CBS sponsored daytime programs as rating above 20. With one exception, that of the "Kate"

(Continued on Page 2)

'Post-War' Program Series Readied For 100 Outlets

More than 100 selected stations throughout the United States will be provided with a world-wide transcribed radio series featuring the leaders in every field related to the post-war world, it was announced

(Continued on Page 7)

Chrysler Amateur Show Adds 55 For Full Network

Chrysler Corporation on Friday announced that it has added 55 CBS stations for the "Major Bowes Amateurs" program, thus placing it on the full U. S. Columbia network. A CBS

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—The War Production Board will announce, probably today, that the farm radio battery production program has been stepped up considerably in recent months, approaching a goal of 425,000 batteries per month. This program has been the bone of contention between the radio and Radar branch and the Consumers Durable Goods section of the WPB for several months, with the former finally threatening to seek control of battery production.

A number of farm state Congressmen have expressed their opposition to the Board's plan to take control of battery production.

(Continued on Page 6)

Northeastern Confab Hears Educator-Talks

Schenectady—The "Old Chapel" of Union College was the meeting place on Friday of the first session of the Northeastern Radio Conference. Conducted on the theme, "Broadening Our Horizons Through Radio," the meeting opened with a performance of the WGY program, "Speaking of Books."

This was followed by a discussion of the program, "Speaking of Books."

5 New Pacts—2 Renewals Set By NBC Disk Division

Five new contracts, two renewals and a re-run of the transcribed series, "The Name You Will Remember," highlight the latest list of sales re-

(Continued on Page 7)

★ THE WEEK IN RADIO ★

... FCC Wins Decision

By HANK WARNER

THREE years and ten days after the Federal Communications Commission issued its "Report on Chain Broadcasting" and formulated the regulations that forced NBC and CBS to go to the Law, the United States Supreme Court decided by a vote of 5 to 2 that the FCC had the right to impose the regulations—but that ultimate responsibility for broadcasting regulations remains in the hands of Congress.

Reaction to the decision, handed

down by Justice Frankfurter, was varied: NBC President Niles Trammell cautioned FCC to exercise wisdom; CBS President William S. Paley, without commenting on the decision, informed affiliates that contracts would be revised to conform with FCC rules; MBS President Miller McClintock, who had remained on the sidelines during the litigation, said that if the FCC regulations are not feasible, a change in regulations

(Continued on Page 5)

Wrong Game

Vincennes, Ind.—"Stop! Look! and Read!" is the new order of the day at WAOV here. It seems Announcer Bob McBride ignored the "no games today" on the major league schedule, blithely reported the results of apparently Monday's games. Half way through he noticed Sunday's dateline. He has begged off sportscasting. Says he can still hear the fans laughing.



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MARVIN KIRSCH : : : : : Business Manager

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FINANCIAL

(May 14)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	151 1/2	150 3/4	151	- 1
CBS A	21 3/4	21 1/2	21 1/2	- 1/2
CBS B	21 1/2	21	21	- 1/8
Crosley Corp.	20 3/4	19 3/4	20 3/4	- 1/4
Gen. Electric	37 3/8	36 5/8	36 7/8	- 1/8
Philco	21 7/8	21	21 1/2	- 3/8
RCA Common	11 1/4	10 1/2	11	- 1/8
RCA First Pfd.	69	68 1/2	68 1/2	- 1/4
Stewart-Warner	12 1/4	11 3/4	11 7/8	- 5/8
Westinghouse	94	92 3/4	93 1/4	- 7/8
Zenith Radio	29 1/2	29	29	- 1/2

NEW YORK CURB EXCHANGE

Nat. Union Radio	4 1/2	4	4	- 1/4
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OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	9 1/8	10 1/8
Stromberg-Carlson	10	11
WCAO (Baltimore)	19	22

Chrysler Amateur Show Adds 55 For Full Network

(Continued from Page 1)

advertiser since 1927, Chrysler has sponsored Major Bowes on Columbia since 1936. At present, the show is heard over 64 stations but, effective May 27, the full network will carry the program. Major Bowes is broadcast Thursday nights from 9-9:30 EWT. Institutional copy is used on the program.

The agency handling the account is Ruthrauff & Ryan, Inc.

Dennis Day Going Abroad

Dennis Day, singer and actor-comedian of Jack Benny's NBC show, will leave on an overseas entertainment tour the middle of June.

BALTIMORE'S BLUE NETWORK OUTLET

W C B M

National Representatives:
SPOT SALES, INC., New York - Chicago - San Francisco

Coming and Going

RAYMOND GRAM SWING, commentator on the Blue Network, arrives from Washington, D. C., today. He will broadcast tonight's program from Rockefeller Center.

BILL MOSHIER, educational director of KIRO, Columbia affiliate in Seattle, was in New York over the week-end after having attended meetings in Chicago and Columbus. His next stop is Washington, D. C., then Hot Springs, Va., which will be followed by the long hop to Los Angeles and thence to the home offices.

HARRY BURWELL, was here last Thursday and Friday. He's the commercial manager of WMBS, Uniontown, Pa.

HARRY H. HOESSLY, sales manager of WHKC, Columbus, Ohio, is expected in town today for conferences with the New York representatives of the station.

H. H. HOLTHOUSE, national sales and promotion manager of WAPI, Birmingham, who was visiting last week at CBS, has returned to Alabama.

JACK DONOHUE, Detroit district manager of the Blue Network, was in New York over the week-end.

PARKS JOHNSON and WARREN HULL are at the Front Royal Quartermaster Depot in Virginia for the broadcasting of tonight's "Vox Pop" program from the Army post which trains dogs for war service.

ROBERT H. MOODY, general manager of WHIO, Dayton, off on a trip that will take him to Washington and New York.

J. CARSON BRANTLEY, head of the Salisbury, N. C., agency bearing his name, in New York, Friday, on transcription business.

RALPH EDWARDS, quizmaster on the NBC program, "Truth or Consequences," broadcast the bond-selling show last night from Portland, Ore. Salt Lake City is the next stop.

JAMES KANE, an assistant to the director of press information at CBS, has returned from Schenectady, where he spent the latter part of last week attending the Union College confab.

HARRY MAIZLISH, general manager of KFWB, Los Angeles, is en route back to the West Coast with a stopover of two days scheduled in Chicago.

CARL POST leaves on another trip, to Philadelphia today, where he will prepare a special program over WCAU for Jimmy Dorsey.

H. BURNHAM ADAMS, program director of WPDQ, Jacksonville, up from Florida to attend conferences here and to visit his home in upstate New York.

PHIL SPITALNY, EVELYN, VIVIEN, MAXINE and the other members of the all-girl orchestra heard over NBC, opened Friday for a week at the Michigan Theater in Detroit. They broadcast yesterday's "Hour of Charm" program from WWJ.

EARL MCGILL, producer and director of the CBS program, "Transatlantic Call: People to People," spent the week-end in San Antonio. Yesterday's program originated at K TSA, Columbia affiliate in the Texas city.

FULTON LEWIS, JR., commentator on the Mutual network who is on a news gathering trip, is spending today and tomorrow in San Francisco.

DORIS CORWITH, lecturer in the public service department of NBC, is in Portland, Me., filling a speaking engagement arranged by WCSH, the network's outlet in that city.

IVOR SHARP, station manager of KSL, Salt Lake City, back at his desk following an extended trip to Chicago.

HAROLD F. OXLEY, manager of Jimmie Lunceford, on a leave of absence to serve in the Coast Guard Auxiliary off Cape Cod, Mass.

W. T. KNIGHT, JR., president of WTOG, to New York on a combined business and vacation trip. Will be here until Wednesday, at least.

DICK GEORGE, manager of Bob Allen's orchestra, expected back today from a business trip to Boston and other New England cities.

Sesac Sets Up Forum For Radio Exec Meet

(Continued from Page 1)

Gross, radio editor of the N. Y. "Daily News"; Jerry Franken, radio editor of "PM" and Herbert L. Petzey, managing director of WHN. Leonard D. Callahan, of Sesac will act as moderator.

Since full criticism if any, of radio programs will be sought, it is expected that the proverbial fur will fly at the Cafe Loyale.

Bromo's "Ellery Queen" To Run Through Summer

(Continued from Page 1)

turned to the airwaves on NBC in the fall. Show is heard Saturday 7:30-8 p.m., EWT. Ruthrauff & Ryan is the agency, which also handled the "Vox Pop" program for the same sponsor, on CBS.

W47R Goes Commercial

WHEC, Rochester, N. Y. has been licensed to operate commercially its FM station W47R, which began operation in Feb. 1940 as W8XAD on an 18-hour daily schedule. Construction permit for commercial operation was granted Dec. 22 of last year.

Daytime Serials Rate High In Local Survey

(Continued from Page 1)

Smith Speaks," noon-time news period, the shows are all serials.

The programs, as heard locally on WGBI, the network's Scranton affiliate, also the ratings, are as follows: "Life Can Be Beautiful," 34.3; "Kate Smith Speaks," 26.3; "Young Dr. Malone," 25.8; "Big Sister," 25.4; "The Goldbergs," 24.9; "Ma Perkins," 23.3; "Aunt Jenny," 22.2; "Vic & Sade," 21.7; "We Love and Learn," 20.8 and "Joyce Jordan M.D.," 20.1.

The programs occupy consecutive time periods on WGBI from 11:45 a.m. to 2:45 p.m., EWT with the exception of a half-hour news broadcast. All of these programs rate at least two or three times as high as the leading daytime national sponsored five-day-a-week programs shown by the Hooper ratings for April, according to CBS.

WANTED

Amplifier block of high power transmitter 10 to 20 thousand volts. Will also buy entire transmitter, wave length and wattage unimportant. Write details.

RADIO TELEVISION INSTITUTE
480 Lexington Ave. New York, N. Y.

Hoyt Succeeds Cowles In OWI Domestic Bu

(Continued from Page 1)

resignation, which he said was enable Cowles to devote more to his publishing and radio interests. (Cowles is owner of the Iowa Broadcasting Company), Davis declared that the OWI is fortunate to have Hoyt as his successor. "He knows particularly well the problems and point of view of the West," said Davis "which should be helpful to all of us here in Washington."

Watson-Dodd Pay Rider On Bill In House Today

Washington Bureau, RADIO DAILY

Washington—A vote is expected today on the Urgent Deficiency Bill reported to the House Friday by the Appropriations Committee. The bill has as a rider a bill of attainder forbidding payment of federal money to Drs. Goodwin B. Watson and William E. Dodd, Jr., FCC employee and Robert Morse Lovette, Governor of the Virgin Islands, an employee of the Department of Interior.

The FCC already has refused to discharge Drs. Watson and Dodd from such discharge was recommended by the Kerr Sub-Committee of the Appropriations Committee on grounds that they were "unfit for government employ." The Commission found that this charge was supported by the committee's report. It is likely that Secretary of Interior Harold L. Ickes will decide upon similar action in the case of Lovette.

The Commission's action was interpreted as an affront to the House, some members, but there is evidence of a strong movement seen today to strike the rider from the Urgent Deficiencies Bill. Aside from the personal reputations of Drs. Watson and Dodd, there is at issue the matter of Congress voting bills aimed to strike at specific individuals.

Lovejoy Replaces Ortega

Frank Lovejoy has replaced Sant Ortega as Lieutenant Weigand on "We Love and Learn," heard over NBC, Wednesdays at 8:00 p.m. Ortega relinquished the role because it conflicted with other assignments.

5000 WATTS 1330 KILOCYCLES

WEVD

NEW YORK STATION OF DISTINCTIVE FEATURES

ENGLISH • JEWISH • ITALIAN

The roster of advertisers using WEVD year after year reads like "Who's Who" in National Advertising. List on request.

HENRY GREENFIELD, MANAGING DIRECTOR
WEVD—117 W. 46th Street, New York, N. Y.

THE FIRST 100 SPONSORS ARE THE HARDEST!



100th Sponsor Signs Up Radio's Most Sponsored Program

Last week Fulton Lewis, Jr., Mutual's Washington Commentator, accepted his 100th current sponsor, making the newscaster-radio's "most sponsored personality."

Lewis' commentaries (Monday through Fridays, 7 P.M. EWT) are cooperatively and locally sponsored in individual cities by different advertisers, ranging from a men's hand laundry to a concrete construction and supply company.

His radical innovation in sponsored broadcasting soared under the impetus of typical Lewis' scoops. Proof of his ability was noted this year when the Alfred I. DuPont Radio Commentator Award for outstanding reporting of the news was awarded to . . .



Wiley Seibel, General Sales Manager, Ethyl Laboratories, signs the contract for him Lewis' 100th current sponsor, William B. Dolph, WOL, and... general manager of Lewis looks on.

FULTON LEWIS, JR.

... sell him at your one time quarter hour rate per week. Wire or write WILLIAM B. DOLPH,

WOL

WASHINGTON, D. C.

Originating from WOL Washington, D. C., affiliated with the MUTUAL BROADCASTING SYSTEM



• Mr Frank Kirchop, president of the American National Bank of Denver and Lewis' oldest continuous sponsor, takes time out to renew his contract. With him are Gene O'Fallon, KFEL, and Mrs. Ethel Keane, Keane Advt. Agency.

Los Angeles

By RALPH WILK

MMARTIN GOSCH is not superstitious, to say the least. His office at 20th Century-Fox, where he is a producer, is in Bungalow No. 13. He is also continuing to produce the "Comedy Caravan" air-show for Camels.

Lloyd (Lefty) Mitchell, six years an engineer at KHJ-Don Lee, left for the East Coast where he will study in preparation for wartime government service.

Bill Lawrence, producer of the CBS "Screen Guild Players" dramatic programs, took over the production reins of Columbia's "Al Jolson-Monty Woolley Show," May 11. He replaced William Bacher who plans to concentrate on motion picture production work.

Ed Buckalew, station relations manager for Columbia Pacific Network, has returned to KNX after an extensive trip throughout the Pacific northwest which took him to Chicago for the National Association of Broadcasters convention there.

Jack Benny's broadcast for Sunday, May 16, originated at the Marine Training Station, Camp Pendleton, near San Diego, instead of the previously announced Gardner Field. Traveling south with the NBC comedian were Mary Livingstone, Dennis Day, Don Wilson, Phil Harris and Rochester. Dennis' song will be the new Frank Loesser tune, "In My Arms."

Ben Alexander, veteran NBC Hollywood writer, announcer, newscaster and actor, was sworn into the U. S. Naval Reserve as a lieutenant (j.g.) and will be attached to the Naval Aviation Corps. He has been heard on such NBC programs as "Eyes Aloft" for the Fourth Fighter Command, "The Great Gildersleeve," "Point Sublime" and has written and narrated many of his own newscasts.

Robert Griffin, in charge of traffic at Universal Microphone Co. and connected with that firm for ten years, now becomes plant engineer.

Marie Nelson

Chicago—Marie Nelson, actress who for many years has played parts on programs originating in this city, died late last week as a result of injuries sustained in a fall.



"When he started advertising on WFDF, Flint, Michigan, all his salesmen were fired with enthusiasm."

MAIN STREET

OL' SCOOPS DAILY

Memos Of An Innocent Bystander. . . !

● ● ● For the past three months Executives at CBS have been listening to female vocalists' recordings. . . Bill Paley is expected to select the lucky gal who will get a coast-to-coast build-up beginning some time in June. . . Young & Rubicam have been adding glamour to their script shows, by casting as many photogenic maidens in its scripts as possible with an idea toward aiding in publicity tie-ups. . . Contrary to a report by a Main Stem Columnist, Lowell Thomas is still in Gotham but plans to make a tour of the Battle Fronts some time next month. . . The Jesters, Guy Bonham, Dwight Latham and Wamp Carlson, whose triotrioling on the R & H Beer program is 'big time', won't leave off Hollywood to appear in a Columbia Picture until some time in July. . . Paramount's recently finished "For Whom The Bell Tolls," is scheduled for a New York World Premiere in July. . . plans call for a radio tie-up, network not yet decided upon. . . The Barry Sisters, currently featured on the WHN variety program "Gloom Dodgers," and last seen on Broadway in Ed Sullivan's "Crazy With The Heat," may harmonize for the cash customers at Clifford Fischer's soon-to-open Revusical "Priorities."

★ ★ ★

● ● ● As a direct result of his sensational success on the air, Jack Carson will rate star billing on future Warner Freres Flickers. . . Roy Porter, Blue Net newscaster, tried to enlist his Spanish wolf-hound in the Army K-9 Corps, but the dog was turned down because he only understood French. . . Wilbur Evans, Network star, may get the male lead opposite Vivian Segal in the Paul and Pauline Gallico adventure with music titled, "Miss Underground" . . . Vehicle will be co-produced by Vinton Freedley and Milton "Doc" Bender with rehearsals to start July 15. . . Eddie Bracken, Paramount comedian arrived in Gotham over the week-end for a look-see at plays and radio guest shots. . . Betty Winkler's Army Lieutenant Husband made a surprise trip to the studio but Director Hi Brown, kept him hidden until "Joyce Jordan" went off the air. . . En route east, Kate Smith couldn't understand why people cheered when the train stopped. . . when she left the train at Chicago, she noticed, written in chalk on her pullman, "Kate Smith Inside".

★ ★ ★

● ● ● Edwin C. Hill, on his Tuesday broadcasts via CBS, will interview prominent Government Officials. . . Shirley Booth will not be "Mrs. Duffy" in the screen version of Ed Gardner's "Duffy's Tavern" . . . Shirley insists she'll be "Miss Duffy" in the film or else. . . Vincent Connelly, announcer for the Mary Margaret McBride program, has authored a play which John Golden may produce in the Fall. . . The NBC serial "Snow Village" boasts a cast that includes James Monks of "Eve of St. Mark," Dorothy Sands of "Tomorrow the World," Joan Tetzel and Seth Arnold of "Harriet," Jack Smart of "Dancing in the Streets," Raynolds Evans of "The Doughgirls," Doro Merande of "Three's A Family," Lea Penman of "The Pirate" and John Thomas of "Counter-attack" . . . a few more Broadway names and the rural title will have to be changed to "Show Village" . . . Bill Young, former Road Manager for Ted Weems, Ted Lewis and Art Jarrett, is now working in that capacity for Carmen Cavallaro. . . Bill doesn't think we remember him as one of the "Happy Chappies" duo in the good old early days of radio. . . Credit this gem to Victor Borge: It's true I like Beethoven's Fifth but right now I'm gaga over Montgomery's Eighth. . . Before bringing his talents to Radio, Tom Slater was a member of the Northwestern University Staff. . . next Wednesday Tom will address the Northwestern U. Alumni at the McAlpin Hotel. . . subject. . . "Radio In War Time."

★ ★ ★

— Remember Pearl Harbor —

Chicago

By FRANK BURKE

RRADIO played an important role in calling Buick plant workers back to their jobs past week-end when the plant employees had to be advised within 10 hours that a proposed strike had been called off. Ninety per cent of the workers were reached through radio announcement and reported for work as usual.

"Sound-O," Chicago "Sun's" new radio quiz show, improved greatly when it moved to the WBBM studios last week. Sound effects, audience pick-up and production of the program was much smoother.

Ed Prentiss, star of numerous dramatic shows originating in Chicago will succeed Karl Weber in the title role of "John Freedom" series starting Wednesday, May 19.

General Mills, Inc., Minneapolis, last week renewed two of its programs currently broadcast over the Blue Network and began sponsorship of a third. The new program now heard under the General Mills banner is the news commentary by John Gunther, news analyst, correspondent and author. Gunther is heard on Fridays and Saturdays from 9-9:15 p.m., CWT., over 59 Blue stations for Wheaties.

General Mills also renewed its "Lone Ranger" and "Jack Armstrong" programs on the Blue for another full year. The "Jack Armstrong" 15-minute serial program will be aired during the summer months for the first time in many years. The broadcasts will be aired commercially twice weekly—Tuesdays and Thursdays—beginning May 31, and will be presented on a sustaining basis on Mondays, Wednesdays and Fridays for 13 weeks. After that, the broadcast will be sponsored five times weekly in the interest of Wheaties. The programs are heard over 95 Blue stations at 5:30 p.m., CWT.

The "Lone Ranger" will be aired for Kix on Wednesday and Fridays for 13 weeks, starting June 2, with the Monday broadcast presented on a sustaining basis. In the fall, General Mills will resume sponsorship of all three programs weekly. The summer order calls for 48 Blue stations from 6:30-7 p.m., CWT.

THE PROOF IS IN THE LISTENING

W P E N

Philadelphia

5000 WATTS • 950 ON THE DIAL

Affiliated Station of the Atlantic Coast Network

PROGRAM REVIEWS

THE WEEK IN RADIO

... FCC Wins Decision

(Continued from Page 1)

AGENCIES

CAFE TELEVISION

Dumont Television, W2XWV—Channel 4) Dumont's newest feature in video entertainment is "Cafe Television," a four solid program of entertainment conducted by Jill Stephens, previously known to the trade as Jill Zatt, WNEW publicity director.

feature of Dumont Tele's Wednesday night show (8:30-10 p.m.) "Cafe Television" as presented by actress-flack, is a fairly good gaining hour, more so than most of the tele programs, from a standpoint of clear photography, name and carefully planned production and pacing of the program.

anchors, "Cafe Television's" writer-producer-emcee and talent anchor, proves to be a highly tele-talented young lady with poise, personality and assurance before the camera, and will bear watching in the future, when television steps its swaddling clothes into a more commercial medium.

group of talent on the simulated program included Jerry Lester, radio personality who proved that laughs and talent can be coupled for comical effectiveness before the tele camera. On the screen, even the belly of the cameramen were highly visible. Carol Dexter, night club singer, Billy Banks, Diamond Horseshoe featured singer and Joan Fields, former member of Ballet Russe de Monte Carlo.

camera angles included many close-ups, side views and long shots of the varied performers who are kept in motion through the paces with Miss Lester in ad lib interviews, followed by individual stunts on the part of each. Program, all things considered, had punch and audience appeal, pulled together by Miss Lester's able handling and timing.

Wells Takes Over Spot Vacated by Elyne Butcher at Lennen & Mitchell as Butcher's Successor

Wells takes over spot vacated by Elyne Butcher at Lennen & Mitchell, Inc. Wells, formerly with Ted and Lord & Thomas, where he anchored the Kay Kyser show and the "Parade" will act as executive assistant to S. James Andrews. He will take charge of "Basin Street" as his first assignment and will also handle all spot time buying.

Butcher will officially join Ward Broadcasting Co., as of June 1. He had been associated with Lennen & Mitchell as a radio executive for the past eight and one half years.

WANTED

Will buy Studio Console... 3 mike positions... 2 phono pickups... 1 remote line... write details

HAROLD D. GLIDDEN

Presque Isle, Maine

would be sought; NAB President Neville Miller said the decision emphasized the importance of the White-Wheeler Bill to reorganize the FCC and called for immediate Congressional review of the entire broadcasting field.

Any hope that enforcement of the FCC regulations would be postponed indefinitely was shattered a few days after the decision by FCC Chairman James Lawrence Fly's statement that June 14 had been set as the approximate date for enforcement. Newspaper editors and columnist generally regarded the decision as unfortunate, and called for Congressional intervention. Washington dailies saw a threat to freedom of speech in a potential abuse of power by the FCC... Dissenting from the decision were Justices Murphy and Roberts; not participating were Justices Black and Rutledge.

Robert Leigh, chief of FCC's Foreign Broadcast Intelligence Service, revealed he had been subjected to a "star chamber" examination by Eugene L. Garey, counsel for the Cox Committee probing FCC, claiming he had twice been refused permission to examine transcript of examination to determine accuracy of his statements... Congress was petitioned by FCC Commissioner Clifford J. Durr to disqualify Cox Committee because Congressman Cox has a personal interest in the probe... The House was expected to act to forbid payment of Federal salaries to Goodwin B. Watson (\$6,500) and William E. Dodd, Jr. (\$3,200) respectively chief analyst and assistant news editor for Foreign Broadcast Intelligence Service, whose discharge for subversive activities had been recommended by the Kerr committee.

American Association of Advertising Agencies revealed its annual convention at Waldorf, May 20 and 21, would discuss manpower, inflation and post-war planning... Washington still buzzed with rumor that War Manpower Commission may yet re-vamp "essential" lists... Federal Judge John J. Woolsey in New York ruled unjustified RCA Victor's suit to restrain Decca and Columbia Recording Corp. from using red colored labels on records and dismissed the complaint. Victor had charged un-

fair exploitation of its Red Seal records... An official guide for industry to tie in with National War-time Nutrition Program was released by the Nutrition and Food Conservation Branch, Food Distribution Administration, in cooperation with OWI and the Advertising Council.

FCC announced establishment of uniform arrangement whereby overseas news wires service charges would be divided 50-50 between American licensees and foreign companies... OPA lauded radio for publicizing ceiling prices... Spots were being prepared for radio's participation in OWI-Ad Council drive to enlist womanpower for nation's essential work... Secretary of State Cordell Hull was scheduled for the first in NBC's new series "For This We Fight" which got under way Saturday night... AFM and transcription representatives talked some more in effort to end recording ban, and at last reports they were still slogging through the gab.

KYA, San Francisco, got permission from FCC to broadcast work calls direct to longshoremen, outlining gang assignments to the men when they tune in on regular periods... Comprehensive study of "Daytime Serials and Iowa Women" concluded that in that State at least there was no social or psychological difference

HANSON W. BALDWIN, war correspondent and military analyst, will be the principal speaker at "New York 'Times' Day" to be celebrated on Wednesday at the regular luncheon of the Advertising Club of New York. The speaker will be introduced by Edwin L. James, managing editor of the paper. A number of other "Times" officials will attend the luncheon.

ADVERTISING WOMEN OF NEW YORK, INC., have elected as president Mabel G. Flanley, member of the executive staff of the Institute of Public Relations, Inc. Other officers named are: Elizabeth Woody, vice-president; Mae Wagner Carlisle, treasurer; Pearl Hagens, corresponding secretary, and Clara Haskell Vorce, recording secretary.

between women who do or do not listen regularly to the soap operas... CBS's Worthington Minor announced network's television programming was quite indefinite... And Will Baltin of Dumont told American Television Society members of the wonders still to come... Canadian Parliament committee urged separating management of CBS from Board of Governors... Second annual CBC Education Conference got underway in Montreal.

WROK ROCKFORD

NOW AFFILIATED WITH THE

BLUE NETWORK

WROK Is Owned And Operated By

ROCKFORD CONSOLIDATED NEWSPAPERS, Inc.

National Representatives—HEADLEY-REED

AMERICA AT WAR. A patriotic program series combining a timely dramatization with an inspiring talk by nationally prominent speakers. Cooperatively sponsored and we even sell it for you. Has already made good money for 25 radio stations. Write for details to Don Searle. SALES FEATURES CO. 1023 NO. 17TH ST. OMAHA, NEBRASKA

WPB Reports Jump In Battery Production

(Continued from Page 1)

men have complained bitterly about the inability of their rural constituents to obtain sufficient radio batteries for home listening, telling the House of the vital importance of radio in the dissemination of wartime information, in the form of news and various crop reports and other items invaluable to the farmers who must provide the food needed to win the war.

The Consumers Durable Goods Section of WPB was apparently unaware of the importance of these batteries until about two months ago, when both the radio and Radar sections and several Congressmen drove it home to them forcibly. It was decided that they approach the zinc section for additional allotments of that metal, and go over the head of the zinc section if no satisfaction was forthcoming.

A production rate of 425,000 batteries per month will not be sufficient to satisfy the requirements of all farm radio owners, since use of the radio by farmers has increased greatly since the start of the war. It will, however, permit listening for vital purposes for nearly all farmers, although it will still be necessary that they try in many ways to conserve the drain on batteries. It has been estimated that if the batteries were available farmers would use more than six million per year, while the rate of 425,000 monthly will provide only 5,100,000.

Stations Urged To Apply For Army-Released Men

Washington Bureau, RADIO DAILY

Washington—The NAB on Friday urged broadcasters to register their manpower needs with state offices of Selective Service and the U. S. Employment Service. In order that men discharged from the Army may be appraised of jobs open for them. Already service casualties are being discharged, says the NAB, and among them many who have specialized in radio and are of potential value to broadcasters. Among them may be found excellent replacements for technicians.

The NAB warned that broadcasters should seriously consider the acceptability of these men as permanent employes, however, both from the standpoint of the Selective Training and Service Act and the public relations problem involved in the possible discharge of a wounded veteran.

Watch Co. Sponsors Hughes

John B. Hughes, West Coast commentator for the Mutual network, will be sponsored on his Sunday night broadcasts, 10-10:15 p.m., EWT, by the Harvel Watch Company, beginning June 6. Hughes also is heard on Tuesdays, Wednesdays, and Saturday nights (10 to 10:15 p.m., EWT), over the network.

WORDS AND MUSIC

By HERMAN PINCUS

"WHEN did Mozart write the Linz Symphony?"—Who wrote the Opera "Dido And Aeneas?"—"What Key Is Brahms' third symphony written in?"—"When did Pinza make his American Debut?"—"What Opera was 'Yes We Have No Bananas' taken from?"... these and hundreds of similar musical questions are tossed daily at Lewis Lane, NBC's head of the music research section of the Script Division. After seventeen years, looking up the answers to every conceivable question involving music of all kinds, Lane either has the answer to queries instantly or, after but a few moments recourse to his files, delivers the desired information. ... oft times, however, questions are asked to which there are no answers. ... for instance a question will involve the song "Du Bist Wie Eine Blume" the Heine poem that was set to music by sixty composers, including Schumann, Rubinstein, Liszt and Rachmaninoff. ... (our solution would be simple. ... we'd suggest using a song like "Ach Du Lieber Augustine" or "Au Clare de La Lune" or even "The Music Goes Around and Round"). ... Lane once received an urgent telephone call from an out-of-town visitor, who asked for the name of the Hotel where Beethoven was stopping. ... he wished to give him an idea for a ballet. ... another time an anxious mother wrote him from a town in Ohio, asking would her son get 'thick lips' if he played the flute. ... We say, every man to his own calling, and as far as we're concerned, Lane's job is safe.

★ ★ ★

Radiology: Don McNeill and his radio "Breakfast Club" gang which includes Jack Baker, Nancy Martin, the Escorts and Betty, have been NCAContracted for a series of personal appearances in Canada, opening May 27 at Windsor, Ont. ... Gracie Barrie and her Orchestra will open an engagement at the Paramount Theater May 26. ... Berry Kroeger, Narrator of the NBClassy "Salute to Youth," will be the featured narrator late this month at the Boston Garden, where "They Shall Never Die" will be presented. ... Jean Hersholt, CBStar of the "Doctor Christian" programs, will arrive in New York next week to assist the judges in selecting the prize winning play out of eight thousand entries. ... he'll broadcast from Gotham in the interim. ... "Lazy Mary (Hamman) will you get up?" ... here's how the lady in question, who has a daily morning at 9:30 WEAF show, insures her appearance at the mike on time. ... each morning the alarm clock wakes her. ... but after shutting the 'darnthingoff' she goes back to sleep. ... then three reliable friends phone her and if by that time, Mary hasn't gotten the Sandman's dust from her eyes, the daily morning phone call from Western Union puts the quietus on further 'shut-eye' desires. ... we have a quicker and more trustworthy way of slipping from the arms of Morpheus. ... our husky young offspring, merely pulls the covers off, rolls us out of bed and whispers, "G'wan to work, Dad, if you don't how'll you raise my weekly allowance?"

★ ★ ★

Left on the keys: The Theme Song of Bob Hawk's "Thanks To The Yanks," bears the same title and was written by the 'Hawk' in collaboration with Bob Sour and Jack Jill. ... How come music publishers don't grab this lilting tune if only for the performance value alone? ... AMP has followed its current "In the Blue of Evening" with three new tunes, "Si Si Lita," rhythmic novelty and two ballads, "I Followed A Star" and "I'm Telling the World". ... Good news for tin pan alley songsters. ... genial Al Jacobs, songwriter and one of the stem's most popular figures, has been named general manager for the New York offices of Walton Goldman, Inc., music publishers. ... Jacobs earned the regard and respect of songwriters when he first arrived in music row from Frisco, as professional manager of Sherman Clay, Inc. which later was sold to Jack Robbins and included in the Miller Music catalogue. ... Maestro George Storney, whose orchestra just closed a three-month engagement at Jack Dempsey's, has composed a danceable tune titled "Lady Can You Conga" which is 'Hit Parade' material and the lucky publisher can thank us for the tip.

—Be A Rational National—

"Uncle Sam" Revises Sponsoring Is Ended

(Continued from Page 1)

"Uncle Sam," we now feel that certain changes should be made in the series," said Stauffer; "many stations have complained that there have been no star performers and that, consequently, interest has lagged. There has also been a feeling on the part of many station operators that while the programs have given vital information, they have not always contained the familiar radio appeal that assure the largest listening audience. We have not been able to secure the services of stars due to the fact that local sponsorship of 'Uncle Sam' has been permitted. In order to secure their cooperation, it will be necessary to ask that sponsorship of 'Uncle Sam' be terminated as of July 30."

Intending to present top stars in the series hereafter, OWI will present two 15-minute discs weekly after August 1. "These will be special 15-minute programs using the top ranking stars of the air in short built around war themes," Stauffer wrote.

Although sorry that local sponsorship for these shows is no longer practicable, Stauffer said he feels that the new series will secure larger listening audiences and provide the widest possible circulation for war messages.

Program On Blue Salutes Opening Of OWI Exhibit

To mark the official opening of the Office of War Information exhibit at the Rockefeller Center, the Blue Network will present a special broadcast entitled "The Nature of the Enemy" today, from 11:31 to 11:59 a.m., EWT, in cooperation with the OWI. Participants in the program, designed to show the atrocities inflicted on the civilian population of occupied countries and the terrorism practiced will be J. B. Powell, former editor of the Tokio "Times," who lost both feet as a result of mistreatment by the Japanese; Gerhardt Segar, former member of the German Reichstag who escaped from a concentration camp; Dr. Henry Smith Leiper, of the Federated Council of Churches; Carl Sandburg, noted American poet, and Mrs. "Daisy" Hariman, former U. S. Minister to Norway. Raymond Gram Swing, Blue Network commentator, will be master of ceremonies.

Foreign Trade Program Set

In observance of New York Foreign Trade Week, which starts today, Dr. Francis B. Sayre, special assistant to the Secretary of State, will be heard during a special broadcast today, from 1:45 to 2:15 p.m., over the Blue Network. Dr. Sayre, who also is deputy director of the Offices of Foreign Relief and Rehabilitation Operations, speaking before a New York Foreign Trade Week Committee luncheon at the Hotel Astor, will discuss "Foreign Trade in the Post-War World."

Post-War' Programs Set For 100 Outlets

(Continued from Page 1)

Monday by Walter S. Lemmon, president of World Wide Broadcasting Foundation, which is sponsoring series in cooperation with and assistance of the Carnegie Endowment for International Peace.

The series will start May 28 and be shortwaved all over the world.

First Four Speakers

Scheduled for the first four broadcasts are: Dr. Nicholas Murray Butler, president of Endowment, and of Columbia University; Dr. James T. Howell, who was a special advisor to President Wilson at the last Peace Conference and is now chairman of the Commission to Study the Organization of Peace; John W. Davis, former Ambassador to Great Britain; and Thomas J. Watson, honorary president of the International Chamber of Commerce.

Announcing the series, Mr. Lemmon said: "We all know that our job is to win this war, and we all know that we are under way to win it. But what are we going to do about that? Are the United Nations going to drift along and allow a defeated enemy again to use the spoils of the peace as an armistice which to scheme for a fresh war? Through building an informed public opinion we can help to win a peace that will be lasting—a peace that will bring safety and happiness to free men and women all over the world on a permanent basis.

Established Eight Years Ago

The World Wide Broadcasting Foundation was established in America some eight years ago to develop the use of radio as a means to further the basis of international understanding, and to arrange for the interchange of constructive radio programs throughout the world. During the eight years we confined the efforts of our Foundation to international programs and we built up shortwave station WRUL as one of the most powerful forces for international understanding, with large and faithful listening audiences on all five continents.

Last November, shortwave station WRUL, along with other American shortwave stations, went to war. All of our radio time is now being utilized by the government as an instrument of psychological warfare. Our Foundation is, however, continuing to develop programs dealing with post-war problems.

Station List Shortly

Feeling that discussions of post-war problems should be given by authorities in their respective fields, we have joined forces with the Carnegie Endowment for International Peace in the development of a group of quarter-hour programs which we feel will be of keen interest and of lasting value to radio listeners.

The selection of the 100 local radio stations in all areas of the United States to carry this new series will be announced shortly," concluded Lemmon.

PROMOTION

WKBN Testimonial

The effectiveness of WKBN, Youngstown, in acquainting the market area with the fact that a leading furniture store had added a line of paint products is the basis of a promotion piece now being distributed by the station.

Titled "Paint Spots Show" the four-pages carry a testimonial letter from the Bolotin-Drabkin Furniture Co. of Youngstown, and a recounting of the fact that a premium offer made over the air had to be withdrawn in a few days because the premium stock was exhausted.

WQXR "One-Dish" Contest

Charlotte Adams on WQXR, N. Y., is challenging her listeners to whip up a real one dish-meal, submit the recipe, and win a copy of her new cook book, "You'll Eat it Up." Contest started May 6, runs for two weeks. Winner's name and recipe will be aired on May 27. Recipes will be rated on originality, balanced food value and taste.

5 New Pacts—2 Renewals Set By NBC Disk Division

(Continued from Page 1)

ported by the Syndicated Sales section of NBC's Radio-Recording Division. Stations and sponsors that have signed for "The Name You Will Remember" include WHDH, Boston (for Homer Jewelry Store, placed through Kasper-Gordon, Inc.); WJPA, Washington, Pa.; WHLB, Virginia, Minn. (Arrowhead Life Insurance Co.); KGU, Honolulu, and WFEA, Manchester, N. H. (Scott Jewelry Co.). Renewals of this series include those received from WTMA, Charleston, S. C. (Co-operative sponsorship) and WMBG, Richmond, Va. (Home Brewing Co.). Station KGGM, Albuquerque, N. M., has ordered a re-run of "The Name You Will Remember" programs for the Montmorillonite Corp., manufacturers of vitamin and mineral pills.

Contracts announced for other recorded series are:

KXYZ, Houston, Texas, and All-Canada Radio Facilities, Ltd., have signed for "Five-Minute Mysteries."

New contracts for "Flying for Freedom" have been signed by WLAC, Nashville, Tenn. (Se-Lings Hosiery Mills now making airplane parts); WFBM, Indianapolis, Ind.; WGL, Fort Wayne, Ind., and WASK, Lafayette, Ind., are taking the same series for the Grain Dealers National Mutual Life Insurance Company.

WMBD, Peoria, Ill., will start "Betty and Bob" for the Block & Kuhl Department Store.

WBBF, Rock Island, Ill., has taken "Let's Take a Look in Your Mirror" for the La Rose Frock Shoppe, Moline, Ill.

"Hollywood Headliners" will go to WCBF, Springfield, Ill., and WSON, Henderson, Ky., will use "Getting the Most Out of Life Today."

V-Mail Plea

In a two-fold effort to urge listeners to step up their correspondence to servicemen in camps and overseas and to use space-saving V-mail when they write, "Singin' Sam" has inaugurated a new feature in his twice-weekly WOR-Mutual programs. On each broadcast "Singin' Sam" will "quote from a note" listeners receive from servicemen on the fighting fronts. For each note quoted, the Barbasol star will send a \$10 money order made out in the name of the uniformed man.

UP's Reprint

The dominant position of United Press as the No. 1 worldwide news service is being called to the attention of the trade by reprints of a full-page two-color ad from RADIO DAILY of April 28. The reprint message briefly states that United Press, founded in 1907, now has 2,014 clients receiving news directly; that UP dispatches reach every country outside the Axis.

U. S. Mobile Radio Stations Aided Armies In Africa

(Continued from Page 1)

between General Montgomery and General Alexander as the British Eighth and First Armies closed in from the east and the west upon Tunisia. General Dawson Olmstead, U.S.A., Chief Signal Corps officer has reported on his return from the African front.

General Olmstead had high praise for the communications job being done by the Army. In describing the work he declared:

"In traveling through the theaters of operation in North Africa, Middle East, and China-Burma-India, the ferry routes of the Air Transport Command in South America, across the South Atlantic, and across the middle of Africa, I was impressed by the tremendous task involved in providing communications on the scale called for by our world-wide operations. Modern wire and radio communication is required in places where there never had been any, in deserts, in jungles. Among the Himalayan Mountains, in spite of the vision we had of these problems from reports arriving regularly in Washington, it was necessary to go out and see the situation to realize how great the problems actually are.

"We went half-way around the world, and at every stop we saw United States Army Communications troops at war constructing, operating and maintaining our global network of communications. Yet, in many cases, we could see that our preparations were still inadequate. Our boys are doing a wonderful job, but a bigger job is still ahead of them. The demands of this war upon military communications are something to stagger the imagination of soldier or civilian."

Northeastern Confab Hears Educator-Talks

(Continued from Page 1)

period during which the speakers were Dr. Dixon Ryan Fox of Union College, and Dr. W. Howard Pillsbury, of Syracuse University.

On Saturday morning Dorothy Lewis, co-ordinator of women's activities for the NAB, and Grace Johnson, director of women's activities for the Blue Network, delivered addresses, Miss Johnson's title being "The Network Serves the Woman Listener."

Other speakers heard on Saturday included Max U. Bilderslee, of the New York State Department of Education; Leon Levine, assistant director of education for the Columbia network, and Kenneth Bartlett, director of the "Radio Workshop" of Syracuse University.

"Radio and Education" was the title of a talk delivered during the Saturday luncheon by Dr. James Rowland Angell, public service counselor of NBC.

There was also read a paper prepared by Arch Oboler, titled "Radio and Education."

Local News Broadcasts Being Expanded On WHN

WHN, after experimenting for several weeks with a five-minute newscast devoted to local news, the station will expand the period to fifteen minutes starting today at 12:45 p.m., and will be aired daily thereafter. Listeners will be kept posted on the international and national events by a one-minute headline summary given prior to the fourteen minutes of the local news.

The news program is written from UP and AP dispatches by George Hamilton Combs, Jr., WHN news editor, and Sid Walton, a member of the news staff.

Stork News

Several new additions have been added to the "second generation" of KYW, Philadelphia. Walt Wilson, veteran KYW engineer, is being congratulated on the birth of a son. And Jim Thunell, also of the engineering department but now Lt. Thunell of the Signal Corps, has just written about a new daughter born recently.

Dan Park, of the KYW sales staff, had a double celebration. His first born, Judith Lee, arrived at nearly the same time Dan was graduated from Officers Candidate School.

Bob Cottingham, KYW news editor now on leave of absence, is the father of a boy, Robert Lester. The bambino was born on the West Coast where Bob is now residing.

It's a boy for the Merwyn McCabes, the latter being a salesman on the staff of KFRC, Mutual outlet in San Francisco.



Coast-to-Coast



HERBERT L. KRUEGER, commercial manager of WTAG, Worcester, has been named chairman of the entertainment committee of the Worcester Ad Club's annual meeting and dinner-dance May 19. To aid the student nurse recruitment drive in Massachusetts, station last week aired a program dedicated to Florence Nightingale.

Denny Brann, Drugs prescription house, has purchased John R. Irwin's news program on KSO, Des Moines, to give the public important health tips and ways to help meet the doctor shortage. Commercial are institutional in the main, building good-will among physicians and integrity-repute for the sponsor.

WBT's Charlotte, N. C., general manager, A. D. Willard, Jr., was guest speaker at the dinner meeting of the Charlotte Credit Men's Club. He told them about the developments in television and FM. Station originated CBS's "Country Journal" on Saturday, with Farm Editor Grady Cole assisting Chuck Worcester at the mike. Ann Dichtenmueller, secretary to Office Manager Ed DeGray, is awfully busy these days, trying to keep up with her work and that of several others.

A spot transcription campaign to educate home-owners on refinancing old-style mortgages to provide for debt-free ownership through amortization was begun yesterday by the Dime Savings Bank of Brooklyn in a new series exclusively on station WMCA, N. Y. Placed through Austin Advertising Agency, the campaign is for a 52-week period.

WELI's New Haven remote facilities went to the foot of West Rock, a 400-foot cliff that figured prominently in early American warfare, and broadcast the Army-Navy "E" Award ceremony to the Geometric Tool Co. of New Haven, on Saturday. Speakers were: Capt. Robert Henderson, U. S. Navy, who presented the pennant to James W. Hook, president of the Company; Major Paul C. Wilkes, U. S. Army, of the Springfield Ordnance District who presented the insignia to employees; Governor Raymond E. Baldwin and Mayor John W. Murphy.

BIRTHDAYS

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

Bill Baar Hal Davis
Franklin Dunham William Lang
Maureen O'Sullivan
Harriett Van Horne
Louisa Vass

Beginning today, **WAAT**, Jersey City, will inaugurate a new series of morning shows with Paul Brenner as emcee. Brenner, for the past three years has been successfully conducting a two-and-one-half-hour afternoon program called "Requestfully Yours," which will continue in its present format. During the opening week of Paul's a.m. show, he will ask listeners to name it, offering a War Bond as a prize to the person whose titled is selected.

Blanca Estrella (Mrs. Rasco), whose daily news broadcasts in Spanish are heard in Florida and Cuba over WIOD, Miami, has started a Spanish class for station employees. With Miami becoming increasingly important as a "Gateway to the Americas" station execs feel the personnel will become better "good neighbors" for a knowledge of the language. Central and South American Consulates will send speakers to the station class as soon as the students understandos las lingo mucho bettero.

For the fifth time this year, speakers on **WHN's**, N. Y. "Congressional Record of the Air" program have had their remarks entered in the Congressional Record, the latest being Representative **Walter C. Ploeser** of Missouri, who spoke on "Why America Is Meat Hungry?"

Mrs. Ella O'Gorman Stanton, recently selected the "Mother of Greater New York of 1943," was guest on Kathryn Craven's "News Thru a Woman's Eyes" program on **WNEW**, N. Y. On Thursday, Miss Craven's guest will be Mrs. Arthur Murray, the woman behind the famous dance instructor. She will talk on the history of the dance and the modern trend.

Every program broadcast by **WBNX**, N. Y. on Sunday, was dedicated to "I Am An American Day" and the sale of War Bonds. As features were presented in English, French, German, Greek, Spanish and Ukrainian, listeners of foreign descent were reminded of the freedoms they enjoy as U. S. citizens. Special commentaries were included in the Irish program, and three Negro church broadcasts.

Patricia Hooley succeeds **William O. Aldridge** as program director of **WPAY**, Portsmouth, Ohio. She came last summer as the station's first girl announcer. Aldridge becomes program manager of **WSAZ**, Huntington, W. Va. today. Staff announcer **Don Webb** replaces Aldridge on **Holsum Bread's** "Do You Know The Answer?" across-the-board show.

WCKY, Cincinnati, had on its "I Am An American Day" programs **Wendel Berge**, assistant U. S. attorney general; **George A. Fitch**, who is in the U. S. on a diplomatic mission for China; and **Colonel Arthur Evans**, member of British Parliament.

Lee Smith of **WBYN**, Brooklyn, has joined **WSRR**, Stamford, Conn. as announcer. James McInerney, graduate of RCA School, has joined engineering staff. Electric Specialty Co. now sponsoring morning newscasts. Stamford Dept. Store has signed for six quarter-hours weekly. **Stamford A Cappella Choir** sang on station's "I Am An American Day" program.

Edward Krug has joined the staff of **St. Louis KWK**, as production manager. His background includes all types of radio writing and production, and he has handled programs for such network advertisers as **Lever Brothers**, **Coca-Cola**, **Philco Radio**, **Hecker Products**, **U. S. Tobacco Company**, **General Motors**, **Schick Shaver** and others. **Dorothy Bennett**, new to radio and a graduate of **Northwestern University**, was recently installed as secretary to **Rush Hughes**, master of ceremonies at **St. Louis KWK**.

WAOV Vincennes, Ind., has made plans to be of service in the event of floods along the **Wabash** by shortwave broadcasting from observation planes to be supplied by **George Field**. Emergency broadcasting units will also be placed at strategic points to assist in evacuation of flooded areas. Station recently re-united **Cecil Moore** and father and half-brother he hadn't seen for 27 years, through request broadcast.

Betty Wason, author of "Miracle in Hellas," recently published by **MacMillan**, will be the guest today of **Alma Dettinger** on **WQXR**, New York, on the regular "Other People's Business" program. Miss Wason was formerly correspondent for the **Columbia Broadcasting System** in Greece and the Balkans.

Mrs. Evelyn Hicks, assistant to the manager of **WGSN**, Birmingham, Ala., is recuperating from an automobile accident in which she, her husband, and their daughter were injured. **Gordon Bishop** has been appointed chief engineer, succeeding **Paul Cram**, who has been extended a leave of absence to enter Radar work. **Charles White McGehee**, formerly with **WSKB** of **McComb**, Miss., has joined the continuity department. **Mrs. Ruth Heller** is now secretary to **Henry P. Johnston**, general manager. She replaces **Miss Mary Goudelock**, who left to take a secretarial position in a Florida army camp.

Neil Brooks, formerly a featured singer with **Isham Jones'** and **Jimmy Greer's** orchestras and more recently in radio sales, has joined the sales staff of **KLZ**, Denver.

The **May Company** department store has signed with **KLZ**, Denver, for a six-a-week series of fifteen-minute musical programs titled "May-time Is Your Time." This is the second of Denver's large department stores to sign within the past few weeks.

Martin B. Avery of **WLNH**, La. N. H., read in the paper that 18-year **Doris Peaselee**, victim of infantile paralysis engaged in campaign fund hospital, dreamed about singing on radio. **Martin** waved his wand—sang thrice.

The nation-wide observance terday of "I Am An American" was saluted over **WLW**, Cincinnati in a special-events broadcast from **Middletown, Ohio**. **General U. S. Grant, III**, descendant of the War general, was featured speaker. Also speaking was **Mrs. Alexa Thomson**, chosen "American Mother of 1943." Patriotic music was furnished by the **Flying Band** at **Patterson Field**, Dayton, Ohio. **J. Cassidy**, special events director, ranged and handled the program.

WHIO's, Dayton, reviews of cases before Municipal Court has been scheduled with more time to provide for additional cases. Defendants, lawyers, and all the court cases will now be trayed in the reviews at 8:30 a.m. again at 10:45 a.m., **CWT**, Monday through Friday.

Since **Stanley E. Hubbard**, president, **KSTP**, Minneapolis, thumped long and hard for his local airport, the pen used by **Cliff Stassen** to sign the airport measure was sent to Hubbard, along with letter of thanks. **Irene** and **Lou**, his joined cast of "Sunset Valley Ball Dance." Recent additions: **Corbin Thompson**, music clearance; **Frank Grinde**, accounting; **Urban F. Brecht** and **William Hielkema**, concert operators.

Femme Radio Training School By U. S. Signal Corps

Prospects of a wider women's interest in post-war radio engineering and communications were indicated today with the announcement that the Army Signal Corps had appealed to the June graduates of **Vassar College** and other women's colleges to enroll in a six-month's course for training as **WAAC** specialists to relieve enlisted men.

The course, which will be given at **Paul Smith's** in the **Adirondacks**, differs from any previously offered to the **WAACS**, in that it provides pre-service training for a specialized field, paying the enrollees \$85 a month, with an opportunity for an increase to \$120 a month after three months. The courses will be open to those 21 to 45 years of age.

Mentholatum On WMAQ

Chicago—Mentholatum Co. has signed a 52-week contract with **WMAQ** for a 15-minute news program to be heard Mondays, Wednesdays and Fridays from 12:30-12:45 p.m. The first program will be heard on August 2. **J. Walter Thompson** handles the **Mentholatum** account.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 23, NO. 34

NEW YORK, N. Y., TUESDAY, MAY 18, 1943

TEN CENTS

High Court Upholds KOA

Tube-Patent Suits Settled In Canada

Montreal—A long-standing patent dispute over rights on radio tubes was dealt with in a judgment of the Supreme Court of Canada yesterday. The case involved the "Langmuir" and "Freeman & Wade" patents on certain features of radio tubes. Pertronics, Ltd., owner of the patents by assignment and some of their licensees in Canada obtained judgment in the Exchequer Court for infringement of patent against Philco Products, Ltd., and Cutten-Foster & Sons, Ltd. The Supreme Court dismissed the
(Continued on Page 2)

Composer Harris To Write Sixth Symphony

Composer Harris, leading American composer and first to write an accredited S. fifth symphony, has been commissioned to compose his sixth symphony by Mark Woods, president of Blue Network. The announcement was made yesterday following a conference between Woods, Harris and Serge Koussevitzky, conductor of Boston Symphony Orchestra.
(Continued on Page 2)

Industry Faces No Web Hardship In Making Adjustment

Washington—Confidence that the broadcasting industry can adjust to the FCC's network rules, scheduled to take effect next month, was expressed editorially yesterday by the "Washington Post," independent re-
(Continued on Page 6)

Pinch-Hitter

On CBS' nightly 10 minutes of news followed by an analysis at 11:10-11:15 p.m. last Sunday, either they couldn't find Major Elliot or forgot Larry Lesueur wasn't in town. Everett Holles, assistant director of news broadcasting filled the spot himself and nobody seemed to know the difference—at least there were no squawks.

Salute To NRP

David Samoff, president of RCA, saluting the 20th anniversary of NBC's "National Radio Pulpit," one of the oldest religious programs in American radio, will be a speaker on the afternoon session, next Sunday, starting at 1:30 p.m. Niles Trammell, president of NBC, will deliver an address on the early Sunday broadcast, at 10 a.m. Program was started by the late Dr. S. Parkes Cadman in 1923.

Paley, Kesten and Fly Confer On Chain Rules

Washington Bureau, RADIO DAILY
Washington—William S. Paley, president of CBS, and Paul Kesten, vice-president of the network, will confer here today with James Lawrence Fly, chairman of the FCC, concerning the effectuating of the chain broadcast rules which will be put in force shortly as a result of last week's Supreme Court decision upholding
(Continued on Page 2)

Churchill Congress Talk Sked On All Networks

Prime Minister Winston Churchill's speech tomorrow before Congress will be broadcast by CBS, NBC, The Blue and Mutual from 12:30 p.m. to 1:00 p.m., EWT. WMCA is among the New York and other independent outlets scheduled to carry the program.

Durr's Petition Criticizing Cox To House Judiciary Committee

Mail Pouch Tob. Renews 'Counterspy' Thru Summer

Mail Pouch Tobacco Company, Wheeling, W. Va., has renewed "Counterspy" on the Blue Network for another 13 weeks, effective June 28. The 13-week period will round out a full year for Mail Pouch as the sponsor of the espionage-adventure series, launched on the Blue as a sus-
(Continued on Page 2)

Affirms Station's Right Of Intervention In FCC Granting Of Clear Channel For Night Operation To WHDH

Radio Education Role Outlined By Thomson

Montreal—The role played by radio in education was outlined Saturday by Dr. James S. Thomson, general manager of CBS in an address at the second annual conference of the CBC national school broadcasts in Toronto. "The grave crisis that has emerged
(Continued on Page 3)

Switzerland Pickups Again Being Set By NBC

First broadcast to an American network from neutral Switzerland, since Pearl Harbor, was heard over NBC Sunday morning. NBC's Paul Archinard broadcast from his office in Berne, breaking a radio silence of more than a year and a half. Formerly stationed in Paris, and
(Continued on Page 2)

Walter, March Scheduled For Philharmonic Opener

Bruno Walter, operatic and symphonic conductor, is to conduct and Fredric March, noted American actor, gives a dramatic reading for the opening broadcast Sunday, May 23, from
(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—The FCC, riding high after its Supreme Court victory of a week ago, was set back yesterday when, by a 4-2 decision with Justices Douglas and Frankfurter dissenting and Murphy, Black and Rutledge not participating, the court upheld a lower court decision that KOA, Denver, had been afforded insufficient opportunity to be heard in its protest against the granting of night operation on the 850 band to WHDH, Boston. This band had been a clear chan-
(Continued on Page 5)

Net Replacements Few As Inactivity Rules

Summer replacements for name shows this year are few and the networks are unable to account for the inactivity during a usual busy season. The following is a list of NBC shows and their summer replacements:
Eddie Cantor off June 30. Replaced by "A Date With Judy"; Bob Burns
(Continued on Page 3)

WOR New Accts-Renewals Includes Coffee Returnee

Two new accounts and two renewal contracts were obtained this week by WOR. In addition, a coffee account, which had dropped out with the advent of rationing, returned with a
(Continued on Page 2)

100th Milestone

Chicago—Richard Williams, 13 years old of the "Quiz Kids" heard on the Blue Network and whose knowledge of arts, science and letters, of Keats and Dryden, Mozart and Pergolesi, Rembrandt and Da Vinci, Aristotle and Freud, has made him practically a fixture on the program, becomes the "kids" No. 1 veteran Sunday when he participates in his 100th program.

Washington Bureau, RADIO DAILY
Washington—FCC Chairman James Lawrence Fly yesterday made it plain that the action of Commissioner C. J. Durr in demanding the disqualification of Rep. E. E. Cox as chairman of the special House committee to investigate the FCC was taken solely on Durr's responsibility. He would not say that Durr was supported in his action by other commissioners, but there is reason to believe that most
(Continued on Page 2)

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FINANCIAL

(Monday, May 17)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	151 1/4	150 1/2	151	+ 1/2
CBS A	22 1/2	21 7/8	22 1/8	+ 1/8
CBS B	21 3/4	21 3/4	21 3/4	0
Crosley Corp.	20 3/4	20 3/8	20 3/4	+ 1/8
Gen. Electric	37	36 5/8	36 3/4	- 1/8
Philco	23 3/4	22	23 1/2	+ 1/2
RCA Common	11 1/2	11	11 1/2	0
RCA First Pfd.	68 1/2	67 1/2	67 1/2	0
Stewart-Warner	12 1/4	12 1/8	12 1/4	0
Westinghouse	93 1/4	93	93	- 1/4
Zenith Radio	28 5/8	28 5/8	28 5/8	+ 1/8
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	31	31	31	+ 1/8
OVER THE COUNTER				
Farnsworth Tel. & Rad.			8 3/4	9
Stromberg-Carlson			9 3/4	10 3/4
WCAO (Baltimore)			19	23
WJR (Detroit)			24	

Paley, Kesten and Fly Confer On Chain Rules

(Continued from Page 1)

The Commission in the imposition of its regulations.

Fly yesterday reiterated his statement of last week that he does not expect any delay beyond June 15 in putting the rules into effect. He declared that, since no technical adjustment seem to be necessary, no further delay is warranted.

House Judiciary Committee Gets Durr Petition Re Cox

(Continued from Page 1)

commissioners, including Fly, are not out of sympathy with Durr's move.

Durr's petition has been referred to the House Judiciary Committee, where it is believed some discussion may take place today.

WANTED

Amplifier block of high power transmitter 10 to 20 thousand volts. Will also buy entire transmitter, wave length and wattage unimportant. Write details.

RADIO TELEVISION INSTITUTE
480 Lexington Ave. New York, N. Y.

Walter, March Scheduled For Philharmonic Opener

(Continued from Page 1)

3:00-4:30 p.m., of the New York Philharmonic - Symphony's 52-week series via the entire WABC-Columbia network, presented under the sponsorship of the United States Rubber Company. For the first concert Dr. Walter has chosen an all-Beethoven program which concludes with the great Fifth Symphony in C minor.

In his appearance during the intermission, Fredric March is to recite Abraham Lincoln's memorable farewell speech to his townsmen in Springfield, Illinois, made as the Great Emancipator left for Washington to assume his duties as President.

March is the first of a list of distinguished actors to take part in this intermission period, to be known as "Our American Scriptures" and to be devoted to great utterances in American history.

Carl Van Doren, American historian, will preside over each of these portions of the broadcast, evoking the scene and atmosphere in which the utterances originally were made.

WOR New Acts-Renewals Includes Coffee Returnee

(Continued from Page 1)

52-week deal. The new contracts include that of General Baking Co. in the interest of Bond bread, for 52 weeks, through BBD&O, participation on Bessie Beatty's program, and a spot campaign by Select Theaters Corporation for its legit production, "Ziegfeld Follies" for 13 weeks through Blaine-Thompson Company, Inc. Renewals were signed by the National Oats Company, for Three Minute Oats, through Irwin Vladimir & Co., Inc., and by the Axton-Fisher Tobacco Co. for Fleetwood Cigarettes, through McCann-Erickson Inc., starting June 13 for 13 weeks.

Savarin Coffee, one of the first accounts to leave WOR with the outbreak of war, will return to the station via the Bessie Beatty program, May 24. Contract, handled through Ruthrauff & Ryan, Inc., calls for a 52-week run.

Greek War Relief Show Sked On WINS For Hour

WINS, N. Y., will broadcast a one-hour portion of the Greek War Relief Show at Madison Square Garden tonight from 11-12 midnight, EWT. Emcees include Milton Berle, Henny Youngman, Jackie Miles, Bert Lytell, George Jessel and Ed Sullivan. And among the hundreds of radio, stage and screen entertainers to be heard are Fred Waring and choral group, Jimmy Dorsey's orch, Ed Gardner, Myrna Loy, Jimmy Durante, Duke Ellington, Frank Sinatra and others.

Duke Daly

Pilot Officer Linwood A. Dingley, husband of Paula Stone, and known before he entered the RAF as band leader Duke Daly, has been reported as missing in action.

Switzerland Pickups Again Being Set By NBC

(Continued from Page 1)

later in Vichy, Archinard moved to Berne in the summer of 1941. At about the time war came to the United States, it became impossible for Archinard to make use of Swiss radio facilities.

However, from his vantage point in the neutral country, Archinard has sent frequent commercial radio messages to NBC's New York news headquarters. Only recently, Archinard reported that German General Erwin Rommel was staying at a resort near Vienna—and that fact was later verified officially by Berlin.

Before his Sunday morning broadcast, Archinard told New York editors on the radio circuit that he was "jittery as a beginner."

"I've been away from the mike so long," he said, "I've got mike fright all over again."

Archinard was particularly interested in events in North Africa, both militarily as well as in the news broadcasting field.

"They get on a couple of times a day, don't they?" he inquired plaintively.

William F. Brooks, director of news and special events, announces that Archinard now will be scheduled regularly on NBC's roundup of news from NBC reporters overseas.

Blue Commissions Harris To Write Sixth Symphony

(Continued from Page 1)

which will present the new work next Spring.

Woods, who was instrumental in signing the Boston Symphony Orchestra to an exclusive long-term contract with the network, said that he was commissioning the new symphony as a result of the splendid response, both here and abroad, to the world premiere of the Harris Fifth Symphony, which was dedicated by the composer to the people of the Soviet Union, and was first played by the Boston Symphony on Feb. 27.

Mail Pouch Tob. Renews 'Counterspy' Thru Summer

(Continued from Page 1)

taining program almost a year ago on May 24, 1942.

In behalf of Mail Pouch tobacco, "Counterspy" is heard Monday from 9 to 9:30 p.m., EWT, on 65 Blue stations. Walker & Downing, Pittsburgh, is the agency.

The series is produced by Phillips H. Lord, Inc.

Tube-Patent Suits Settled In Canada

(Continued from Page 1)

appeal with respect to the "Freeman & Wade" patent but allowed the appeal of Philco Products, Ltd., with respect to the "Langmuir" patent. The Court allowed Thermionics, Ltd., to retain its judgment against Cutten-Foster & Sons, Ltd., with respect to the "Langmuir" patent but without costs.

COMING and GOING

TOM SLATER, Mutual's director of special features and sports, who had planned to leave yesterday for Washington, D. C., has postponed his departure until Thursday. He will return on Saturday.

SYLVIA WEISS, "Radio Daily," staff has returned from two weeks spent on Wilmington Island, off the coast of Georgia.

COL. HARRY C. WILDER, president of WKN Keene, N. H., is in New York for conference at the headquarters of CBS.

J. L. VAN VOLKENBURG, assistant manager of the West Coast office of CBS; **JOHN KAROL**, of the network's market research bureau in New York, and **LEONARD ERIKSON**, of Columbia sales office on New York, in St. Louis for conferences with the executives of Gardner Advertising Company.

BOB HOPE, **FRANCES LANGFORD**, **VERA VAGUE** and other members of the program company are in Milledgeville, Ga., for the broadcasting of tonight's program from the training station for WAVES.

DICK WELLS, announcer on the "Ma Perkins" show heard over NBC, off for a vacation in Mexico.

Cecil H. HACKETT, managing director of WINS, left last night on a business trip to Chicago.

CHUCK LOGAN, special events director of WBBM, Chicago, was in Wichita, Kans., over the week-end. He handled the CBS pickup of "Aviation Day" on Saturday.

A. H. BROLLY, chief engineer of W9XB television station of Balaban & Katz, Chicago, is in New York. On his return to the home offices he will make stops at Washington, D. C., Philadelphia and Schenectady.

DAN, JACK, and KARL LANDT (Trio) is down to Philadelphia on Wednesday to give two performances for the "Four Freedoms War Bond Show." They'll be back Thursday.

S. H. COOK, president of WFBL, Columbia outlet in Syracuse, N. Y., spending a few days in New York on station and network business.

BEN WILLIAMS, local sales manager of WTOG, Savannah, is back at his desk following a combined business and vacation trip of one week in New York.

WILLIAM F. MALO, commercial manager of WDRG, Hartford, visiting here briefly.

JOHN B. HUGHES, West Coast commentator of the Mutual network, is in the East to attend the United Nations Conference on Food and Agriculture at Hot Springs, Va.

C. G. WHITE, commercial manager of WFMD, Frederick, Md., a caller yesterday at the offices of the Columbia network.

SUCCESS STORY

John Mullins and Sons, Buckley Newhall and Masons operate 10 home and personal furnishing stores in Manhattan, Brooklyn and Queens. To test the effectiveness of a new medium (they were principally newspaper and direct mail advertisers hitherto), the stores combined a small advertising appropriation to purchase 5 half-minute spot announcements over WLIB each day for 10 weeks, offering a family size and pocket edition of The Bible for 50c, plus C.O.D. and mailing charges. With two more weeks to go, Mullins, Buckley Newhall and Masons have already sold through the mail and in their ten stores more than 5,000 BIBLES. We think this is substantial further proof that "the popular classics with a blend of the modern and news" DOES SELL merchandise and services.

NEW YORK'S



Radio Education Role Outlined By Thomson

(Continued from Page 1)

current civilization must provoke new seriousness of mind in all who have any sense of responsibility to the future," he said. "We shall not be able to encounter the large and the immediate tasks that now must be undertaken by endless indulgence in good humor and through an attempt to fill our scanty leisure hours with the distractions of laughter.

"Such activities have their own powerful function to preserve some sanity in a wild and irrational world, but if, as should be our hope, the victory is to lie with reason, we must, particularly in countries that are pledged to the democratic way of life, look for some rising level of intelligent action on the part of great masses of people."

Dr. Thomson said radio had a duty of leadership at the present time. Through radio, the CBC is presented with almost a unique opportunity of what might be described as "mass-persuasion."

In current history, he added, radio has conquered nations and often has made the entry of armed forces a matter of capturing a citadel that already had been taken.

School broadcasting in Canada still in an elementary stage, he said and all consideration has not given to the place broadcasting can occupy in educational curriculum. Radio however has several important contributions to offer to the school-room.

House Action Yet On Goodwin-Watson Pay

Washington Bureau, RADIO DAILY

Washington—No vote was reached in the House yesterday on the Urgent Efficiencies Bill, which is expected to carry an amendment forbidding payment of federal salaries to the SC employees, Drs. Goodwin B. Watson and William E. Dodd, Jr. It seems fairly definite that a vote will be reached today.

Five Congressmen: Celler (N. Y.), Rutland (Calif.), Folger (N. C.), Coffee (Wash.) and Sadowski (Mich.),

★ INDUSTRIAL PAYROLL up 53%

For the year 1942 compared with 1941

A MUST Market in MASSACHUSETTS

WTAG WORCESTER

★ PROMOTION ★

KXOK's Tieups

KXOK, St. Louis has completed a three-way tieup with the St. Louis "Star-Times" and the 29 Fanchon & Marco theaters to purchase enough light bombing planes to replace those lost on the Tokio raid. KXOK listeners, "Star-Times" readers, and theater audiences are urged to buy another war bond and send their names to Tokio and Berlin. All bond purchasers have the privilege of signing their name on a huge scroll in the lobby of each F & M theater.

Every time \$175,000 in bonds—the cost of a medium bomber—is sold, the scrolls are taken down and condensed on microfilm. The condensed version of the scrolls containing the names of the people who contributed to the cost of the plane is placed in the fuselage of each bomber purchased. The campaign is receiving considerable publicity on the air, in daily press and in the theaters.

WFIL Ups Promotion

WFIL, Philadelphia, promotion during the past three months has reached an all-time high. Thirty-two mailing pieces (surveys, brochures, sales-letters, special articles, etc.) have been sent to advertisers and to agencies.

In addition, Transit Ad activity has

called upon the House yesterday to refuse to vote such an amendment, but their appeals will probably not be observed. It seems likely that it will be voted—and by a substantial majority.

The statement of Frederick H. Schuman, political analyst for FCC's Foreign Broadcasting Intelligence Service, rather than winning attention of the most vocal champions of civil liberties, seems only to have infuriated them more. Schuman is the man whom Kerr Sub-committee—which recommended discharge of Drs. Watson and Dodd as unfit for government employ—failed to find unfit for the federal service because there was insufficient evidence against him.

Schuman May Lose Pay

Schuman sent members of Congress a statement in support of Drs. Watson and Dodd and ridiculing the Kerr committee last Friday, and the Appropriations Committee, of which the Kerr group is a part, promptly ordered the Kerr group to reconsider on Schuman. This, says the Washington "Post," scarily has the "appearance of objective justice, an impartial consideration of the question at issue, but evidently the committee considers that any criticism of itself, or of its methods and findings, is ipso facto, un-American, and subversive, and therefore, quite sufficient to damn and body."

At any rate, it looks as if Schuman himself may be voted off the government payroll along with Drs. Dood and Watson, unless the Senate, where wiser heads frequently prevail, refuses to go along with the House.

KFEL's "Beverly"

KFEL, Denver, whose call letters are prominently displayed throughout the Columbia movie "Reveille With Beverly"—since the station originated the program by that name—cashed in on the exploitation break by staging a local premiere that was a natural. Gene O'Fallon, owner-manager of the station who sold the title to Columbia last year, rolled up his sleeves and went to work with Columbia and Fox Intermountain Theaters to get an all-out reception for the picture and its star, Ann Miller, who came to Denver for the celebration.

In addition to appearing at the Paramount Theater on the pic's opening night, Miss Miller toured five Army camps in the Denver and Colorado Springs area, appeared on the coast-to-coast "Mutual Goes Calling," was feted by local civic organizations at luncheons and banquets, called on the mayor of Denver and Colorado's Governor John C. Vivian and boosted her own stock and the stock of KFEL throughout the region.

been intensified. A new series, started this week, places the call letters of WFIL on 225 trolleys, crossing and criss-crossing the city of Philadelphia. Each week the placards are changed, effecting a complete coverage of all featured programs.

Net Replacements Few As Inactivity Rules

(Continued from Page 1)

off July 8. Show will be replaced by "That's Life—With Fred Brady"; Jack Benny off June 6. Replaced by "Those We Love"; Bob Hope off June 29, Replaced by Johnny Mercer and Freddie Stack.

The following shows are going off the air with no replacement as yet set: "Aldrich Family" off for approximately 4 weeks; Edgar Bergen off June 6; "Information Please" off July 12 for 8 weeks; Maxwell House off from July 12 to Sept. 12; Red Skelton off June 6; "The Great Gildersleeve" off July 4 to August 22; "Abie's Irish Rose" off; "Truth or Consequences" off June 26.

The following shows will remain for the summer: Garry Moore and Jimmy Durante; "Kraft Music Hall"; Kay Kyser; "Hit Parade"; "Ellery Queen"; "Telephone Hour"; "Cavalcade of America"; "Hour of Charm"; "Voice of Firestone"; Rudy Vallee; "Battle of the Sexes"; Westinghouse; City Service; "What's My Name" and "I Love a Mystery."

Stein Funeral In South Bend

South Bend, Ind.—Funeral services are scheduled here for William Stein, vice-president of the Music Corporation of America, who died Friday in Hollywood.



REACH THE WOMEN OF THE OHIO VALLEY WITH . . .

Olive Kackley
WCKY

50,000 WATTS
CBS

THE L. B. Wilson STATION

Los Angeles

By RALPH WILK

OUR Passing Show: Donald W. Thornburgh, Harry Witt, Lud Gluskin, Mary Astor, Wayne Tiss, Joe Alvin, Thomas Freebairn-Smith, Dave Taylor, Ed Lowry, Manning Ostroff and Neal Reagan among the diners at Brittingham's.

Billee Musil, formerly with Station KFWB, has joined the Arthur Eddy publicity office as an assistant on film and radio accounts.

A real radio romance culminates in the marriage of Eleanor Keenan and Gunner's Mate Joseph Roybal of the Navy on June 12. Miss Keenan is secretary to John H. Weiser, vice-president of Ruthrauff & Ryan, and met the sailor on Feb 26 when he appeared on the Gilmore "Furlough Fun" program. He was still on crutches, having been wounded in a naval engagement off Guadalcanal.

Sam Hayes, the "Sperry Newscaster," is spending his vacation, touring Coast cities in a drive for volunteers for the 4th Fighter Command Filter Centers. He opened the tour May 16 at San Diego and will make appearances in 13 cities, before concluding his trip at Seattle, May 29. He is accompanied by Hal Bock, NBC Coast publicity chief.

Walton Goldman has appointed Harry Hume, for years with Irving Berlin as West Coast representative, as Coast manager of Walton Goldman, Inc., music publishers.

Donald O'Connor, Universal's youthful comedian, has been set for a guest appearance on Lionel Barrymore's "Mayor of the Town" air show for May 19. Spotting of O'Connor is part of U's campaign to exploit his elevation to full stardom with the forthcoming release of "Mister Big." The broadcast moves out over the nation-wide facilities of CBS, covering the East from 9 to 9:30 p.m., EWT.

Lowell Hawley, of Art Baker's staff, this week passed cigars and candy. Reasons: twins, a boy and a girl. Now resident at St. Vincent's Hospital.

The Arkansas Traveler's City Slickers director, Spike Jones, is looking for double trouble for himself. He is dickering with a singing team of beautiful blondes as an added "eyetraction."

"I Love a Mystery" writer-producer Carlton Morse has the finest criminal-mystery-detective library collection in all of Hollywood. Both he and his wife are avid thriller readers.

Virginia Bruce and Jinx Falkenburg added their talents to the Camel Comedy Caravan broadcast Friday evening (14), over station KNX, starring Jack Carson with Freddie Rich and his orchestra and Connie Haines, vocalist.

Two NBC Scripts To Princeton

Scripts of two NBC shows, "Pepper Young's Family" and "When a Girl Marries" both authored by Elaine Stern Carrington, have been requested by Princeton University for inclusion in its Archives of Radio.

MAIN STREET OL' SCOOPS DAILY

A Reporter's Report Card. . .!

● ● ● **BING CROSBY:** When you return to the Craft Music Hallarities, June 10, you will find another maestro in place of Skinnay Ennis, who, beginning May 22, will assume duties as U.S. Army Warrant Officer at the Santa Anita, Cal. Army Base, where he will form and direct a 28-piece orchestra. . . **HERB PETTEY:** For the fifth time since the WHNews series "Congressional Record of the Air" started, the material used on the program, has been included in the National Congressional Record. . . **JO ANN BROOKS:** When you return from overseas where you are at present on an entertainment tour, you will get a CBSensational build-up. . . **JERRY LESTER:** Tonight marks your fifteenth anniversary as a member of the greasepaint fraternity. . . fellow comics including Fred Allen, Jack Haley, George Jessel, Harry Ritz and Milton Berle, will help you celebrate the milestone at the Riobamba tonight.

★ ★ ★

● ● ● **VINCENT LOPEZ:** Your vocalist Sunny Skylar, whose original compositions has cracked the "Hit Parade," is currently writing the book and lyrics for a musical which may tenant a Broadway theater this Fall. . . **FRANK SINATRA:** Now that you're CBSinging, your new producer on that network is a fellow named Herb Polesie. . . the same fellow with whom you used to play in your Hoboken school days. . . the other two lads of the 'schoolday quartette' are Ken Dolan, Hollywood agent and Harry Rauch, of the Blue Network Press staff. . . **MARIA FRAMER:** Tiny Hill and his band, who will open an engagement May 25 at the Green Room of the Edison, will be the aggregation that will be heard, in addition to Mark Warnow's Orchestra on the "Lucky Strike-Carnegie Hall" Friday nights over NBC. . . **PAULA STONE:** Last Saturday, thirty minutes before you went on your WNEW program, you learned that your husband Duke Daly, RAflight leader, was reported "missing" after the air raid on Berlin. . . those of us who heard of the heart-breaking news, marvelled at your self-control. . . **GINNY SIMMS:** Frank Bingman, your announcer on the "Johnny Presents" program leaves next week to join the U.S. Army Signal Corps. . . **BENNY GOODMAN:** Your former vocalist, Dick Haymes, who opens next week at the Club La Martinique will get a Blue Network wire.

★ ★ ★

● ● ● **Phillips H. Lord:** The reason Don MacLaughlin was late to rehearsal Friday is this. . . he appeared on SEVEN different programs that day. . . (who is that guy they call Superman?) . . . Kenneth Spencer, basso-baritone, who was heard in "Cabin in the Sky" will be auditioned tomorrow by NBC. . . but Uncle Sam may get him first. . . **IVAN BLACK:** If it's true that "life begins at forty" then you're just starting to live. . . **GOLDEN GATE QUARTETTE:** Your Columbia platter of "Stalin wasn't Stalin" sold almost 200,000 the first two weeks on the market. . . **JERRY COOPER:** Now that you're back after seven weeks in Hollywood, you resume where you left off on the MBShow, "Keep Ahead". . . **FREDRIC MARCH:** When you take your summer vacation from "Skin of Our Teeth," Conrad Nagel, director of the CBSunday night show "Reader's Digest of the Air," will replace you. . . Miriam Hopkins will ditto at the same time for Talullah Bankhead in the show. . . **MARK WOODS:** Josephine Houston, refused a four-week role in the Boston Road show of "Merry Widow" because she wished to remain with the "Stars From the Blue" program. . . **DEANNA DURBIN:** You will be Jack Benny's guest star on his May 30th program, his last after which he takes his summer vacation.

★ ★ ★

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

BURRIDGE D. BUTLER, president of WLS, returned to Chicago Saturday, after spending the fall and winter months in Phoenix, Arizona supervising activities at KOY, KTU and KSUN.

Shep Chartoc, publicity director for WBBM, back from a week's conferences at CBS in New York. Sherma Marks, producer at WBBM-CBS passing out cigars on the birth of a baby daughter, Diana, six-and-one-half pounds.

Jack Stillwell, WLS producer and announcer, who has handled the announcing job on the "Meet the Navy" show, became a Navy Lieutenant over the week-end. Jerry Campbell, also of the WLS staff, reports for induction into the Army today and will go to Camp Grant, Ill.

Allied Mills, Inc., Fort Wayne, Ind., have contracted for two 15-minute transcribed programs on WLS for 52 weeks. Program is titled "Victory Farmer" and is handled through Louis E. Wade Agency, Fort Wayne, Ind.

Cy Harrice, formerly of WLS, has joined the announcing staff of WGN.

Zvinger Johnson, of the WGN sales department, has been awarded a pin by the Chicago Women's Bowling Association for her high score of 204 in the Tribune Bowling League.

Bill Kress, pianist at the Blue Network studios, and Don McNeill, emcee of the "Breakfast Club," have collaborated on two tunes, "Inspiration Time" and "Freedom Marches On," which have been accepted for publication by Jack Robbins, music publisher, in town this week.

WGN vacationers last week included Henry Barbour, continuity; Milton Heidrich, press, and Lee Bennett, announcer. Ralph Eddy announcer starts his vacation today.

Knox Reeves Advertising, Inc., is the agency on the Gunther and "Jack Armstrong" programs. Blackett-Sample-Hummert handles the "Lone Ranger" renewal.

Shirer Going Overseas

William L. Shirer, CBS commentator, will leave for England within ten days for a month's stay abroad. He will conduct his regular Sunday 5:45 p.m., EWT broadcasts from London. His plans call for interviewing high allied leaders, visiting military posts and talking with American soldiers. Expects to return about July 1.

THIS LITTLE BUDGET
WENT TO



WORL
BOSTON
MASS.

Supreme Court Upholds KOA In Decision Re Clear Channel

(Continued from Page 1)

nel at night for KOA, which is owned by NBC.

The decision rendered by Justice Roberts held first that KOA was entitled to be made a party to the deliberations of the Commission on the WHDH application, because "the Commission found that there would be interference with KOA's broadcast in the Eastern part of the United States if WHDH's application was granted."

Quoting section 312 (B) of the Communications Act which provides that any licensee is entitled to show cause why his license should not be modified, Roberts challenged the Commission's position that this section does not apply in this case. Grant of the WHDH application, says Roberts, "necessarily involved the modification of KOA's outstanding license." To alter the rules regarding clear channel operation "so as to deprive KOA of what had been assigned to it, and to grant an application which would create interference on the channel given it, was in fact and in substance to modify KOA's license," he wrote. Therefore, KOA was entitled to intervention.

Claims Interference Recognized

"The very notices issued by the Commission show that that body knew there would probably be an interference with KOA's signals if the pending application of WHDH were granted; and that the Commission also realized there was a serious question whether the application could be granted under its existing rules. It is not necessary to discuss at any length the sufficiency of the petitions to intervene if, as we have held, the Act itself provided that, in such an instance as the present, KOA was entitled to be brought in as a party. A licensee cannot show cause," he continued, "unless it is afforded opportunity to participate in the hearing, to offer evidence and to exercise the other rights of a party."

Sees Act Permitting Appeal

Justice Roberts raised one other point with these words: "while the Commission did not urge before the court below, and did not advance as a reason for the grant of certiorari, that respondent was not entitled to appeal to the Court of Appeals, this matter was argued here and, as it raises a question of jurisdiction, we shall consider it."

"It would be anomalous if one entitled to be heard before the Commission should be denied the right of appeal from an order made without hearing. We think the act does not preclude such an appeal."

"In FCC vs Sanders Bros, radio stations we dealt with a similar situation. There the question was whether a rival station, which would suffer economic injury by the grant of a license to another station, had standing to appeal under the terms of the Act. We held that it had. We pointed out that while a station license was

not a property right, and while the Commission was not bound to give controlling weight to economic injury to an existing station consequent upon the issuance of a license to another station yet economic injury gave the existing station standing to present questions of public interest and convenience by appeal from the orders of the Commission. KOA was entitled to appeal."

In a lengthy dissent Justice Frankfurter declared that the decision of the majority "imposes a hampering restriction upon the functioning of the administrative process. This the aspect that lends this case importance," he said.

Frankfurter's Opinion

Frankfurter held that the Communications Act did not require the Commission to grant KOA's petition to intervene. Referring to the Pottsville decision, which he wrote, Frankfurter wrote that "we have held that the subordinate questions of procedure in ascertaining the public interest, when the Commission's licensing authority is invoked—the scope of the inquiry, whether applications should be heard contemporaneously or successively, whether parties should be allowed to intervene in one another's proceedings, and similar questions—were explicitly and by implication left to the Commission's own devising so long, of course, as it observes the basic requirements designed for the protection of private as well as public interest."

Asserts No Injury Done

KOA failed, according to Frankfurter, to show that its interests were substantially impaired by grant of the WHDH application. "There was no claim," he wrote, "that KOA's economic position was in any way impaired or that the proposed operation of WHDH would cause substantial interference with KOA, or that such operation would result in a substantial loss of listeners to KOA, or that any areas of substantial size would no longer be able to receive satisfactory service from KOA."

Holding that KOA did not specifically challenge the correctness of the Commission's findings, Frankfurter declared "that the record affords no basis, therefore, for finding that KOA had standing to appeal from the grant of the WHDH application."

The court's opinion, according to Frankfurter, implies "that the modes familiar to courts for the protection of substantial interests are the only permissible modes, regardless of the nature of the subject matter and the tribunals charged with administration of the law. This is to read the discretion given to the FCC to fashion a procedure relevant to the interests for the adjustment of which the Commission was established through the distorting spectacles of what has been found appropriate for courts. We must assume that an agency which Congress has trusted is worthy of the trust,

AGENCIES

A. E. JOHNSTON, director of advertising and display of the Kroger Grocery and Baking Company, has resigned to accept the office of vice-president in charge of creative production for the Ralph H. Jones Company, Cincinnati, it has been announced by Charles H. Robertson, Jr., president of the agency.

McCANN-ERICKSON, INC., has been appointed to handle the advertising of the American Mutual Liability Insurance Company of Boston, effective July 1. Earl C. Donegan will handle the account.

EMERSON DRUG COMPANY, whose Bromo Seltzer advertising is handled by Ruthrauff & Ryan, announces the appointment of Kenneth A. Bronham as executive vice-president.

RADIO is included in the advertising plans of Universal Pictures, which has appropriated the largest advertising budget in its history for the remainder of the '42-'43 release schedule as well as for the productions which will play the theaters of the nation during the early part of the 1943-1944 selling season.

EUGENE S. THOMAS, sales manager of the Bamberger Broadcasting Company, has been named a member of the executive committee of the War Activities Committee of the Advertising Club of New York... The War Activities Council of the club will give a luncheon at the clubhouse on Thursday in honor of Chester LaRoche, chairman of the Advertising Council, Inc.

and especially when sitting in judgment upon procedure devised by the Commission for the fair protection of both public and private interests, we must view what the Commission has done with a generous and not a jealous eye."

Justice Douglas also issued a brief dissent, holding that KOA had not made an affidavit that its interests and the public interest would be adversely affected by the WHDH grant.

The Court's decision is merely challenging the procedure whereby the Commission granted the WHDH application, but does not preclude a reopening of the subject by the Commission with an eventual possible decision to allow WHDH night operation of the 850 band.

FCC Chairman James Lawrence Fly remarked yesterday afternoon that he supposed the whole matter would be reopened, with NBC allowed to intervene. It is probable also that NBC will intervene in the suspended action by the Commission in the case of WJW, Akron. The Commission voted some months ago to allow this station to move to Cleveland and broadcast on the 850 band, with North and South directional antenna, but execution of the order was withheld until the Supreme Court decision on the KOA case came down.

GUEST-ING

HERBERT MARSHALL, at 7 p.m. today (WJZ-Blue Network, 7 p.m.).

RIO BROGGINI, inventor of the Goodyear Tire & Rubber Company, on the "Salute to the Soldier" program, today (WEAF-NBC, 8 p.m.).

NS HANSEN, former world champion ski jumper, on the Heidi's "Treasure Chest" program, today (WEAF-NBC, 8:30 p.m.).

CHARLES LAUGHTON and ELSA LANCHESTER, on the "Suspense" program, today (WABC-CBS, 9:30 p.m.).

RY GRANT and DON BARRETT, on Eddie Cantor's "Time to Get It" program, tomorrow (WEAF-NBC, 9 p.m.).

CKIE COOPER, DONALD CRISP, and DIANA LYNN, on the "Barrymore's" "Mayor of the Town" program, tomorrow (WABC-CBS, 9 p.m.).

ALTER O'KEEFE, on the Sammy Davis Jr. show, tomorrow (WABC-CBS, 9 p.m.).

WELL THOMAS, on the "Take a Chance" show, tomorrow (WOR-TV, 8:30 p.m.).

Ciggy "Test" Charges Denied By Lorillard Co.

Washington Bureau, RADIO DAILY
Washington—A flat denial of the Federal Trade Commission charges of leading and deceptive practices in advertising Old Golds, Beechnuts, Marlons and Friends Smoking Tobacco has been issued by the Lorillard Co. The tobacco firm says that it referred to the famous "Ciggy Test" conducted a year ago by the "Reader's Digest" as "unsolicited, impartial and unbiased," and urged the public to read the article.
The company denies any knowledge of the tests and the publication of the article, that it undertakes to verify the tests, and that it has concealed anything with respect to the tests or the article and the data ascertained by the tests are not accurate. Lorillard challenges the FTC claim that accurate tests of tar and resin content of cigarettes cannot be made and differences in the content of these substances are trivial or insignificant as far as the smoker is concerned.
The Commission's allegation that the testimonials for Old Gold do not reflect actual experiences, knowledge and beliefs of the signers and that they were signed by persons who did not know what they contained, the company replied that all testimonials published were genuine in all respects. Hearings will be held.

NEW PROGRAMS IDEAS

Shows For Defense Plants

News items concerning individuals in a defense plant whose P-A system is linked with the radio station broadcast, make up a portion of a program aired twice daily by WMRO, Aurora, Ill. The broadcasts are tuned in by the plant, the Operadio Manufacturing Company, located ten miles out of Aurora, for the rest periods of the employes at 10 a.m. and 2:25 p.m. The first five minutes are devoted to PA newscasts, the next 2½ minutes to personal items on employes gathered by plant correspondents. The station tries to limit its personal news to items that contain some element of general interest.

"Career Opportunities"

"Career Opportunities for High School Graduates" is the theme of a series of five broadcasts over WSAI, Cincinnati, originating from five local high schools. Rita Hackett, WSAI commentator, incorporates series in her daily "Views on Vogue and Value" program. Members of the senior class are interviewed, and prominent Cincinnati personnel executives participate in the discussions.

NAB Committee To Study White-Wheeler Measure

Washington Bureau, RADIO DAILY

Washington — The NAB legislative committee will meet here tomorrow, with discussion of the White-Wheeler Bill, hearings on which are to get under way next Tuesday, expected to occupy the members particularly. The meeting was not called because of this Bill, NAB stated, but did not deny that discussion of it might be the major item on the agenda.

NAB President Neville Miller is chairman of the committee, which includes Don S. Elias, WWNC, Asheville, N. C.; Clair R. McCullough, WGAL, Lancaster, Penn.; James D. Shouse, WLW, Cincinnati; Frank M. Russell, NBC, Washington, and Joseph H. Ream CBS, New York.

Herrick Address Sked Tomorrow

Dwight B. Herrick, assistant to the manager of NBC's Public Service department, will address the Mamaroneck Women's Club tomorrow on "Radio and the War Effort."

BIRTHDAYS

May 18

Richards Brooks	Perry Coms
Eva May Greenwood	Lew White
Paul F. Harron	Raymond Paige
Donald Peterson	Denny Shane
Meredith Willson	Hal Winter

Coast-to-Coast

ROBERT M. FLEMING, vice-president and radio director of Harry M. Miller, Inc., Cincinnati, will become program and production director of WCKY, Cincinnati, according to L. B. Wilson, owner of the station. Fleming, long associated with agency radio programs, has since 1924 been on the faculty of University of Cincinnati Evening College, teaching radio advertising and associated topics. He is a veteran of the last war and in 1931 was president of the Cincinnati Advertisers Club. Don Ernesto, "song ambassador of good will," has joined the staff. He'll share solo work with Elaine Bauer and the Pan Americanos under direction of Bobby Keys.

Jack Sugges, former transmitter engineer at KFRU, Columbia, Mo., and Ray Richardson have joined the engineering staff at KXOK, St. Louis. Jim Black, studio engineer, has been transferred to the transmitter. John Murray, former staff announcer in Louisville, has joined the announcing staff. Murray will replace Landis Wilkinson who was called to active duty with the Army Air Forces.

Kent Josef, who as "Paul Roberts," has emceed the WOWO, Fort Wayne, Ind., "Skyline Club" nightly for the last three and half years created that dual-name problem for himself. It's all taken care of now—he legally had his name changed to Paul K. Roberts.

WNAX, Sioux City, has added Catherine Raveling as secretary to Harold Storm, promotion manager. She comes from WJAG, Norfolk, Neb. International Milling Company has signed a 52-week contract for four spots daily featuring Robin Hood Flour on the four Cowles stations.

Dave Rolentz, sales manager WTNJ, Trenton, has returned from Minneapolis where he attended the wedding of his son, Lieut. Lou Rolentz, U.S.A., who was formerly engaged in radio sales with his dad. Pvt. George Good, former sports commentator, became a father the same day he received his induction notice. Church of the Open Bible has been signed for a series of 26 remote broadcasts of service from the church on Saturday and Sunday evenings.

Katherine Fox, public service director WLW, Cincinnati, served as hostess at station's cocktail party after day-long conference of OWI officials and station reps from Kentucky, Indiana and Ohio. Station talent will go to Richmond, Indiana, to stage "WLW on Parade" show for several thousand at International Harvester plant. Going will be Dolly Good, Dorothy McVitty, Toby Tuttle, William Brothers, Thrasher Sisters and Wilbur's Swingtette. Aired yesterday was Negro War Bond rally titled "Americans for Victory."

KMYR, Denver, has added Bill Butterfield as musical director and staff announcer. He was formerly with

KPRC, Houston. Herb Twiss, night news editor, is doubling in baritone. Twice last week he guested on station's "Wells of Music" program. Staff organist Clarence Hoglund entertained at the Rotary Convention in Colorado Springs. Address of Eric Johnston, president U. S. Chamber of Commerce, before Denver C. of C. was broadcast, then aired twice in transcription.

H. Russ Holt, commercial manager of WOLS, Florence, S. C., has been elected president of the Florence Junior Chamber of Commerce. Russ was recently awarded the annual distinguished service key for rendering "greatest community service to the City of Florence during 1942."

Win Blake has been made manager of WWSR, St. Albans, Vt., filling vacancy created by departure of Tom Colton to active duty with the Army Air Force. Art Bostwick has been made program director; Bradley Hart is on duty with the engineering department.

WWL's New Orleans, Bill Brengel, announcer for the "Dawn Busters" program got a surprise package in the mail the other day. He had offered a dictionary to listeners mailing in two Planters Peanut bags with 15 cents. In the mail came 15 cents with two burlap potato sacks. These are simple facts.

S. S. Fox, president and general manager of KDYL, Salt Lake City, threw a big staff luncheon the other day for John Swallow, program director of NBC's Western Division. Luncheon featured an "Information Please" quiz designed to pump from Swallow between bites some low-down stuff on network programming.

WAAT, Jersey City, will air on Wednesday night a concert by the 25-member mixed chorus of Prudential Insurance Company employees. The program will be under direction of F. H. Yeomans.

WDRC, Hartford, sent one of its tallest announcers, six-foot-four Harvey "Longfellow" Olson to make a special broadcast from inside the captured Jap two-man sub now touring the East for the Treasury Department. The tower is a tight fit for a normal man, and "Longfellow" didn't get very far, but the 10-minute afternoon broadcast he made with program manager Walter Haase from atop the sub produced big crowds the rest of the day.

Melvin Drake, manager KGGF, Coffeyville, Kans., has been elected to the board of directors of the chamber of commerce. Roger Stone will join the announcing staff on June 1. He comes from Muskogee, Okla. Dick Campbell, program director, assisted the local Navy Mothers Club in their recent Tag Day Drive. New program next week will feature Ozzie Osborn at the piano, Peggy McCoid at the organ and Kenneth Field, with the bass.

NEW BUSINESS

WEAF, New York: S. & W. Foods, Inc., through Samuel C. G. Inc., 52-week participation in Mary Margaret McBride program Mondays through Fridays; Natu Biscuit Company (Shredded Wheat) through Federal Advertising Agency, 75 one-minute transcribed announcements, the "Two-Minute Man" broader Mondays through Fridays; New Telephone Company, through BBD N.Y.C., 65 one-minute live announcements, "Family Time," Mondays through Fridays; Macfadden Publications, (True Story Magazine), through Diamond Spector Co., four five-minute spots on Pat Barnes' "Morning Manhattan" programs.

Sees No Web Hardship In Making Adjustments

(Continued from Page 1)

publican morning newspaper which has become the Capital's most influential journal. "The Post," published by Eugene Meyer, former Chairman of the Board of Governors of the Federal Reserve System, is the first Capital newspaper to support the Supreme Court's decision upholding the legality of the Commission's rules.

"Green Light" for FCC

"What the Supreme Court did last week," according to the "Post," "gives the FCC the green light for enforcement of its policy against monopolistic practices by network broadcasting, but it does restrict large networks in imposing their will upon individual broadcasting stations affiliated with them."

Deprecating predictions that radio broadcasting would suffer from the Court's support for the FCC, "Post" declared that the banning of exclusive contracts will "safeguard the (individual) station's right to choose its programs in the public interest."

"Expansive Powers"

"Justices Murphy and Roberts dissent from the opinion of the court upholding the regulations on the ground that Congress did not give the FCC power to regulate business arrangements between networks and affiliated stations," said the "Post." "Their chief complaint is that the FCC used its unquestioned power to license broadcasters for the purpose of establishing an over-all policy affecting networks. But that seems to be a narrow view of the Communications Act."

"The majority, speaking through Justice Frankfurter, held that the Act gives the FCC 'not rigidly but expansive powers.' So long as the Commission is using power that was specifically given to it to regulate radio communication in the public interest, we do not see how the court could reasonably upset a policy which the Federal Communications Commission believes to be desirable."

RADIO DAILY

WILL PRESENT

THE FOURTH ANNUAL EDITION OF

"SHOWS OF TOMORROW"

MONDAY, JULY 12TH



Devoted to Radio Production



Los Angeles

By RALPH WILK

OUR Passing Show: Donald W. Thornburgh, Harry Witt, Lud Gluskin, Mary Astor, Wayne Tiss, Joe Alvin, Thomas Freebairn-Smith, Dave Taylor, Ed Lowry, Manning Ostroff and Neal Reagan among the diners at Brittingham's.

Billee Musil, formerly with Station KFVB, has joined the Arthur Eddy publicity office as an assistant on film and radio accounts.

A real radio romance culminates in the marriage of Eleanor Keenan and Gunner's Mate Joseph Roybal of the Navy on June 12. Miss Keenan is secretary to John H. Weiser, vice-president of Ruthrauff & Ryan, and met the sailor on Feb 26 when he appeared on the Gilmore "Furlough Fun" program. He was still on crutches, having been wounded in a naval engagement off Guadalcanal.

Sam Hayes, the "Sperry Newscaster," is spending his vacation, touring Coast cities in a drive for volunteers for the 4th Fighter Command Filter Centers. He opened the tour May 16 at San Diego and will make appearances in 13 cities, before concluding his trip at Seattle, May 29. He is accompanied by Hal Bock, NBC Coast publicity chief.

Walton Goldman has appointed Harry Hume, for years with Irving Berlin as West Coast representative, as Coast manager of Walton Goldman, Inc., music publishers.

Donald O'Connor, Universal's youthful comedian, has been set for a guest appearance on Lionel Barrymore's "Mayor of the Town" air show for May 19. Spotting of O'Connor is part of U's campaign to exploit his elevation to full stardom with the forthcoming release of "Mister Big." The broadcast moves out over the nation-wide facilities of CBS, covering the East from 9 to 9:30 p.m., EWT.

Lowell Hawley, of Art Baker's staff, this week passed cigars and candy. Reasons: twins, a boy and a girl. Now resident at St. Vincent's Hospital.

The Arkansas Traveler's City Slickers director, Spike Jones, is looking for double trouble for himself. He is dickering with a singing team of beautiful blondes as an added "eye-attraction."

"I Love a Mystery" writer-producer Carlton Morse has the finest criminal-mystery-detective library collection in all of Hollywood. Both he and his wife are avid thriller readers.

Virginia Bruce and Jinx Falkenburg added their talents to the Camel Comedy Caravan broadcast Friday evening (14), over station KNX, starring Jack Carson with Freddie Rich and his orchestra and Connie Haines, vocalist.

Two NBC Scripts To Princeton

Scripts of two NBC shows, "Pepper Young's Family" and "When a Girl Marries" both authored by Elaine Stern Carrington, have been requested by Princeton University for inclusion in its Archives of Radio.



A Reporter's Report Card. . .!

● ● ● BING CROSBY: When you return to the Craft Music Hallarties, June 10, you will find another maestro in place of Skinnay Ennis, who, beginning May 22, will assume duties as U.S. Army Warrant Officer at the Santa Anita, Cal. Army Base, where he will form and direct a 28-piece orchestra... HERB PETTEY: For the fifth time since the WHNews series "Congressional Record of the Air" started, the material used on the program, has been included in the National Congressional Record... JO ANN BROOKS: When you return from overseas where you are at present on an entertainment tour, you will get a CBSensational build-up... JERRY LESTER: Tonight marks your fifteenth anniversary as a member of the greasepaint fraternity... fellow comics including Fred Allen, Jack Haley, George Jessel, Harry Ritz and Milton Berle, will help you celebrate the milestone at the Riobamba tonight.



● ● ● VINCENT LOPEZ: Your vocalist Sunny Skylar, whose original compositions has cracked the "Hit Parade," is currently writing the book and lyrics for a musical which may tenant a Broadway theater this Fall... FRANK SINATRA: Now that you're CBSinging, your new producer on that network is a fellow named Herb Polesie... the same fellow with whom you used to play in your Hoboken school days... the other two lads of the 'schoolday quartette' are Ken Dolan, Hollywood agent and Harry Rauch, of the Blue Network Press staff... MARIA FRAMER: Tiny Hill and his band, who will open an engagement May 25 at the Green Room of the Edison, will be the aggregation that will be heard, in addition to Mark Warnow's Orchestra on the "Lucky Strike-Carnegie Hall" Friday nights over NBC... PAULA STONE: Last Saturday, thirty minutes before you went on your WNEW program, you learned that your husband Duke Daly, RAFlight leader, was reported "missing" after the air raid on Berlin... those of us who heard of the heart-breaking news, marvelled at your self-control... GINNY SIMMS: Frank Bingman, your announcer on the "Johnny Presents" program leaves next week to join the U.S. Army Signal Corps... BENNY GOODMAN: Your former vocalist, Dick Haymes, who opens next week at the Club La Martinique will get a Blue Network wire.



● ● ● Phillips H. Lord: The reason Don MacLaughlin was late to rehearsal Friday is this... he appeared on SEVEN different programs that day... (who is that guy they call Superman?)... Kenneth Spencer, basso-baritone, who was heard in "Cabin in the Sky" will be auditioned tomorrow by NBC... but Uncle Sam may get him first... IVAN BLACK: If it's true that "life begins at forty" then you're just starting to live... GOLDEN GATE QUARTETTE: Your Columbia platter of "Stalin wasn't Stalin" sold almost 200,000 the first two weeks on the market... JERRY COOPER: Now that you're back after seven weeks in Hollywood, you resume where you left off on the MBSHow, "Keep Ahead"... FREDRIC MARCH: When you take your summer vacation from "Skin of Our Teeth," Conrad Nagel, director of the CBSunday night show "Reader's Digest of the Air," will replace you... Miriam Hopkins will ditto at the same time for Talullah Bankhead in the show... MARK WOODS: Josephine Houston, refused a four-week role in the Boston Road show of "Merry Widow" because she wished to remain with the "Stars From the Blue" program... DEANNA DURBIN: You will be Jack Benny's guest star on his May 30th program, his last after which he takes his summer vacation.



—Remember Pearl Harbor—

Chicago

By FRANK BURKE

BURRIDGE D. BUTLER, president of WLS, returned to Chicago, Saturday, after spending the fall and winter months in Phoenix, Arizona, supervising activities at KOY, KTUC and KSUN.

Saep Chartoc, publicity director for WBBM, back from a week's conferences at CBS in New York. Sherman Marks, producer at WBBM-CBS, passing out cigars on the birth of a baby daughter, Diana, six-and-one-half pounds.

Jack Stillwell, WLS producer and announcer, who has handled the announcing job on the "Meet the Navy" show, became a Navy Lieutenant over the week-end. Jerry Campbell, also of the WLS staff, reports for induction into the Army today and will go to Camp Grant, Ill.

Allied Mills, Inc., Fort Wayne, Ind., have contracted for two 15-minute transcribed programs on WLS for 52 weeks. Program is titled "Victory Farmer" and is handled through Louis E. Wade Agency, Fort Wayne, Ind.

Cy Harrice, formerly of WLS, has joined the announcing staff of WGN.

Zvinger Johnson, of the WGN sales department, has been awarded a pin by the Chicago Women's Bowling Association for her high score of 204 in the Tribune Bowling League.

Bill Kress, pianist at the Blue Network studios, and Don McNeill, emcee of the "Breakfast Club," have collaborated on two tunes, "Inspiration Time" and "Freedom Marches On," which have been accepted for publication by Jack Robbins, music publisher, in town this week.

WGN vacationers last week included Henry Barbour, continuity; Milton Heidrich, press, and Lee Bennett, announcer. Ralph Eddy announcer starts his vacation today.

Knox Reeves Advertising, Inc., is the agency on the Gunther and "Jack Armstrong" programs. Blackett-Sample-Hummert handles the "Lone Ranger" renewal.

Shirer Going Overseas

William L. Shirer, CBS commentator, will leave for England within ten days for a month's stay abroad. He will conduct his regular Sunday 5:45 p.m., EWT broadcasts from London. His plans call for interviewing high allied leaders, visiting military posts and talking with American soldiers. Expects to return about July 1.

THIS LITTLE BUDGET WENT TO



WORL BOSTON MASS.

GUEST-ING

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Supreme Court Upholds KOA In Decision Re Clear Channel

(Continued from Page 1)

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KOA failed, according to Frankfurter, to show that its interests were substantially impaired by grant of the WHDH application. "There was no claim" he wrote, "that KOA's economic position was in any way impaired or that the proposed operation of WHDH would cause substantial interference with KOA, or that such operation would result in a substantial loss of listeners to KOA, or that any areas of substantial size would no longer be able to receive satisfactory service from KOA."

Holding that KOA did not specifically challenge the correctness of the Commission's findings, Frankfurter declared "that the record affords no basis, therefore, for finding that KOA had standing to appeal from the grant of the WHDH application."

The court's opinion, according to Frankfurter, implies "that the modes familiar to courts for the protection of substantial interests are the only permissible modes, regardless of the nature of the subject matter and the tribunals charged with administration of the law. This is to read the discretion given to the FCC to fashion a procedure relevant to the interests for the adjustment of which the Commission was established through the distorting spectacles of what has been found appropriate for courts. We must assume that an agency which Congress has trusted is worthy of the trust,

AGENCIES

A. E. JOHNSTON, director of advertising and display of the Kroger Grocery and Baking Company, has resigned to accept the office of vice-president in charge of creative production for the Ralph H. Jones Company, Cincinnati, it has been announced by Charles H. Robertson, Jr., president of the agency.

McCANN-ERICKSON, INC., has been appointed to handle the advertising of the American Mutual Liability Insurance Company of Boston, effective July 1. Earl C. Donegan will handle the account.

EMERSON DRUG COMPANY, whose Bromo Seltzer advertising is handled by Ruthrauff & Ryan, announces the appointment of Kenneth A. Bronham as executive vice-president.

RADIO is included in the advertising plans of Universal Pictures, which has appropriated the largest advertising budget in its history for the remainder of the '42-'43 release schedule as well as for the productions which will play the theaters of the nation during the early part of the 1943-1944 selling season.

EUGENE S. THOMAS, sales manager of the Bamberger Broadcasting Company, has been named a member of the executive committee of the War Activities Committee of the Advertising Club of New York... The War Activities Council of the club will give a luncheon at the clubhouse on Thursday in honor of Chester LaRoche, chairman of the Advertising Council, Inc.

and especially when sitting in judgment upon procedure devised by the Commission for the fair protection of both public and private interests, we must view what the Commission has done with a generous and not a jealous eye."

Justice Douglas also issued a brief dissent, holding that KOA had not made an affidavit that its interests and the public interest would be adversely affected by the WHDH grant.

The Court's decision is merely challenging the procedure whereby the Commission granted the WHDH application, but does not preclude a reopening of the subject by the Commission with an eventual possible decision to allow WHDH night operation of the 850 band.

FCC Chairman James Lawrence Fly remarked yesterday afternoon that he supposed the whole matter would be reopened, with NBC allowed to intervene. It is probable also that NBC will intervene in the suspended action by the Commission in the case of WJW, Akron. The Commission voted some months ago to allow this station to move to Cleveland and broadcast on the 850 band, with North and South directional antenna, but execution of the order was withheld until the Supreme Court decision on the KOA case came down.

NEW PROGRAMS IDEAS

Shows For Defense Plants

News items concerning individuals in a defense plant whose P-A system is linked with the radio station broadcast, make up a portion of a program aired twice daily by WMRO, Aurora, Ill. The broadcasts are tuned in by the plant, the Operadio Manufacturing Company, located ten miles out of Aurora, for the rest periods of the employes at 10 a.m. and 2:25 p.m. The first five minutes are devoted to PA newscasts, the next 2½ minutes to personal items on employes gathered by plant correspondents. The station tries to limit its personal news to items that contain some element of general interest.

"Career Opportunities"

"Career Opportunities for High School Graduates" is the theme of a series of five broadcasts over WSAI, Cincinnati, originating from five local high schools. Rita Hackett, WSAI commentator, incorporates series in her daily "Views on Vogue and Value" program. Members of the senior class are interviewed, and prominent Cincinnati personnel executives participate in the discussions.

NAB Committee To Study White-Wheeler Measure

Washington Bureau, RADIO DAILY

Washington — The NAB legislative committee will meet here tomorrow, with discussion of the White-Wheeler Bill, hearings on which are to get under way next Tuesday, expected to occupy the members particularly. The meeting was not called because of this Bill, NAB stated, but did not deny that discussion of it might be the major item on the agenda.

NAB President Neville Miller is chairman of the committee, which includes Don S. Elias, WWNC, Asheville, N. C.; Clair R. McCullough, WGAL, Lancaster, Penn.; James D. Shouse, WLW, Cincinnati; Frank M. Russell, NBC, Washington, and Joseph H. Ream CBS, New York.

Herrick Address Sked Tomorrow

Dwight B. Herrick, assistant to the manager of NBC's Public Service department, will address the Mamaroneck Women's Club tomorrow on "Radio and the War Effort."

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

May 18

- | | |
|-------------------|---------------|
| Richards Brooks | Perry Coms |
| Eva May Greenwood | Lew White |
| Paul F. Harron | Raymond Paige |
| Donald Peterson | Denny Shane |
| Meredith Willson | Hal Winter |

Coast-to-Coast

ROBERT M. FLEMING, vice-president and radio director of Harry M. Miller, Inc., Cincinnati, will become program and production director of WCKY, Cincinnati, according to L. B. Wilson, owner of the station. Fleming, long associated with agency radio programs, has since 1924 been on the faculty of University of Cincinnati Evening College, teaching radio advertising and associated topics. He is a veteran of the last war and in 1931 was president of the Cincinnati Advertisers' Club. Don Ernesto, "song ambassador of good will," has joined the staff. He'll share solo work with Elaine Bauer and the Pan Americanos under direction of Bobby Keys.

Jack Sugges, former transmitter engineer at KFRU, Columbia, Mo., and Ray Richardson have joined the engineering staff at KXOK, St. Louis. Jim Black, studio engineer, has been transferred to the transmitter. John Murray, former staff announcer in Louisville, has joined the announcing staff. Murray will replace Landis Wilkinson who was called to active duty with the Army Air Forces.

Kent Josef, who as "Paul Roberts," has emceed the WOWO, Fort Wayne, Ind., "Skyline Club" nightly for the last three and half years created that dual-name problem for himself. It's all taken care of now—he legally had his name changed to Paul K. Roberts.

WNAX, Sioux City, has added Catherine Ravelling as secretary to Harold Storm, promotion manager. She comes from WJAG, Norfolk, Neb. International Milling Company has signed a 52-week contract for four spots daily featuring Robin Hood Flour on the four Cowles stations.

Dave Rolentz, sales manager WTNJ, Trenton, has returned from Minneapolis where he attended the wedding of his son, Lieut. Lou Rolentz, U.S.A., who was formerly engaged in radio sales with his dad. Pvt. George Good, former sports commentator, became a father the same day he received his induction notice. Church of the Open Bible has been signed for a series of 26 remote broadcasts of service from the church on Saturday and Sunday evenings.

Katherine Fox, public service director WLW, Cincinnati, served as hostess at station's cocktail party after day-long conference of OWI officials and station reps from Kentucky, Indiana and Ohio. Station talent will go to Richmond, Indiana, to stage "WLW on Parade" show for several thousand at International Harvester plant. Going will be Dolly Good, Dorothy McVitty, Toby Tuttle, William Brothers, Thrasher Sisters and Wilbur's Swinglette. Aired yesterday was Negro War Bond rally titled "Americans for Victory."

KMYR, Denver, has added Bill Butterfield as musical director and staff announcer. He was formerly with

KPRC, Houston. Herb Twiss, night news editor, is doubling in baritone. Twice last week he guested on station's "Wells of Music" program. Staff organist Clarence Hognlund entertained at the Rotary Convention in Colorado Springs. Address of Eric Johnston, president U. S. Chamber of Commerce, before Denver C. of C. was broadcast, then aired twice in transcription.

H. Russ Holl, commercial manager of WOLS, Florence, S. C., has been elected president of the Florence Junior Chamber of Commerce. Russ was recently awarded the annual distinguished service key for rendering "greatest community service to the City of Florence during 1942."

Win Blake has been made manager of WWSR, St. Albans, Vt., filling vacancy created by departure of Tom Colton to active duty with the Army Air Force. Art Bostwick has been made program director; Bradley Hart is on duty with the engineering department.

WVL's New Orleans, Bill Brengel, announcer for the "Dawn Busters" program got a surprise package in the mail the other day. He had offered a dictionary to listeners mailing in two Planters Peanut bags with 15 cents. In the mail came 15 cents with two burlap potato sacks. These are simple facts.

S. S. Fox, president and general manager of KDYL, Salt Lake City, threw a big staff luncheon the other day for John Swallow, program director of NBC's Western Division. Luncheon featured an "Information Please" quiz designed to pump from Swallow between bites some low-down stuff on network programming.

WAAT, Jersey City, will air on Wednesday night a concert by the 25-member mixed chorus of Prudential Insurance Company employees. The program will be under direction of F. H. Yeomans.

WDRC, Hartford, sent one of its tallest announcers, six-foot-four Harvey "Longfellow" Olson to make a special broadcast from inside the captured Jap two-man sub now touring the East for the Treasury Department. The tower is a tight fit for a normal man, and "Longfellow" didn't get very far, but the 10-minute afternoon broadcast he made with program manager Walter Haase from atop the sub produced big crowds the rest of the day.

Melvin Drake, manager KGGF, Coffeyville, Kans., has been elected to the board of directors of the chamber of commerce. Roger Stone will join the announcing staff on June 1. He comes from Muskogee, Okla. Dick Campbell, program director, assisted the local Navy Mothers Club in their recent Tag Day Drive. New program next week will feature Ozzie Osborn at the piano, Peggy McCoid at the organ and Kenneth Field, with the bass.

NEW BUSINESS

WEAF, New York: S. & W. Foods, Inc., through Samuel C. G. Inc., 52-week participation in Mary Margaret McBride program Mondays through Fridays; Natick Biscuit Company (Shredded Wheat) through Federal Advertising Agency, 75 one-minute transcribed announcements the "Two-Minute Man" broadcast Mondays through Fridays; New Telephone Company, through BBDO, N.Y.C., 65 one-minute live announcements "Family Time," Mondays through Fridays; Macfadden Publications, (True Story Magazine), through F. Mond Spector Co., four five-minute spots on Pat Barnes' "Morning Manhattan" programs.

Sees No Web Hardship In Making Adjustments

(Continued from Page 1)

publican morning newspaper which has become the Capital's most influential journal. "The Post," published by Eugene Meyer, former Chairman of the Board of Governors of the Federal Reserve System, is the first Capital newspaper to support the Supreme Court's decision upholding the legality of the Commission's rules.

"Green Light" for FCC

"What the Supreme Court did last week," according to the "Post," "will give the FCC the green light for enforcement of its policy against monopolistic practices by network broadcasting, but it does restrict the large networks in imposing their will upon individual broadcasting stations affiliated with them."

Deprecating predictions that radio broadcasting would suffer from the Court's support for the FCC, "The Post" declared that the banning of exclusive contracts will "safeguard the (individual) station's right to choose its programs in the public interest."

"Expansive Powers"

"Justices Murphy and Roberts dissented from the opinion of the court upholding the regulations on the ground that Congress did not give the FCC power to regulate business arrangements between networks and affiliated stations," said the "Post." "Their chief complaint is that the FCC used its unquestioned power to license broadcasters for the purpose of establishing an over-all policy affecting networks. But that seems to be a narrow view of the Communication Act."

"The majority, speaking through Justice Frankfurter, held that the Act gives the FCC 'not niggardly but expansive powers'. So long as the Commission is using power that was specifically given to it to regulate radio communication in the public interest, we do not see how the court could reasonably upset a policy which the Federal Communications Commission believes to be desirable."

RADIO DAILY

WILL PRESENT

THE FOURTH ANNUAL EDITION OF

"SHOWS OF TOMORROW"

MONDAY, JULY 12TH

Devoted to Radio Production

Biggest Listening Survey Ever Made in America's 4th Largest Market!*



Impartial Radio Research Paid For Cooperatively Proves WAAT Invariably Delivers North Jersey *The Most Listeners Per Dollar*

AS a smart time buyer you owe it to yourself to see for a detailed report (by ¼ hours periods) of the latest Continuous Listener Survey in America's 4th largest market — conducted by the Pulse of New York — whose monthly surveys are paid for cooperatively by all major stations in this area.

This survey proves conclusively that although WAAT does not deliver the most listeners in North Jersey — it invariably delivers the "Most Per Dollar."

No wonder leading agencies and advertisers are getting "on the beam" — are placing more new national business than ever before on New Jersey's First Station! It will pay you to investigate! Write, wire, or telephone WAAT Executive Offices, Hotel Douglas, Newark, New Jersey.

2nd Largest Audience Between 12 noon and 6 P. M. In America's 4th Largest Market

WABC	18%
WAAT	13%
STATION C	11%
STATION D	10%
STATION E	10%
STATION F	8%
STATION G	5%
STATION H	4%
STATION I	4%
STATION J	3%



BUY BONDS WITH

WHAT YOU SAVE

SMART BUYERS
use

WAAT

"DOLLAR FOR DOLLAR NORTH JERSEY'S BEST RADIO BUY!"

Do you realize this market contains over 3½ million people; more than these 14 cities combined: — Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 23, NO. 35

NEW YORK, N. Y., WEDNESDAY, MAY 19, 1943

TEN CENTS

Ascaph Juke-Box Drive

Grade-Labeling Dies; Compromise Adopted

Washington Bureau, RADIO DAILY
Washington—Formally tossing in the sponge yesterday, the OPA announced abandonment of its plans to require grade-labeling of the 1943 fruit and vegetable crop. As predicted by RADIO DAILY last month, a compromise plan was adopted calling for the markings of grade on the packages received by grocers, with grocers then expected to list their named goods by grade. Complaints

(Continued on Page 6)

Buy More War Bonds and Stamps

San Francisco Welcomes Searle As New KGO Manager

San Francisco—More than 100 business and advertising agency leaders, newspaper and radio execs, welcomed KGO's new manager, Don Searle, at a luncheon in the Bohemian Club presided over by Don Gilman, Blue Network vice-president on the spot. Gilman, just back from a session of Blue web chiefs in Chicago, on a trek to New York, traced the

(Continued on Page 2)

Buy More War Bonds and Stamps

Revive "Beat The Band" As Skelton Replacement

former NBC commercial show, "Beat The Band," returns to the network, Tuesday, June 15, replacing the nation's Red Skelton in the Brown & Williamson sponsored half hour, 10:00-11:00 p.m., EWT. Featured on the show will be Hildegard, with Grant's orchestra supplying the music.

The summer series will give Hildegard

(Continued on Page 2)

Food News

Chicago—WLS scooped the local radio field by sending a recording crew to Washington, D. C., during the past week to make transcriptions of interviews with foreign delegates to the International Food Conference now in session at Hot Springs, from which reporters have been almost completely barred. The transcriptions will now be heard over WLS.

Summed Up!

Carl Van Doren who will be handling sketches on the CBS Philharmonic Symphony program beginning this Sunday, yesterday told of having given a talk in Trenton the other night, at the conclusion of which an inebriated attendee wobbled up and said: "So the U. S. Rubber Co. having no rubber to sell will give away, American History, Well, Well!"

Buy Leon Henderson For O'Sullivan Show

O'Sullivan Rubber Co., Winchester, Va., will present a new program featuring Leon Henderson, former OPA administrator, on the Blue Network beginning August 14. The program will be the first network radio venture for the company, which has used spot radio advertising. Henderson will be heard from Washington, D. C.,

(Continued on Page 3)

Buy More War Bonds and Stamps

"World Today" On CBS Being Bought By G. E.

General Electric Co. is about to sign for the CBS "World Today" news program heard five times weekly 6:45-7 p.m., EWT, the show probably starting May 31, under G. E. sponsorship. This date is considered logical in view of the fact that G. E. sponsorship of Frazier Hunt in the 6-6:15 p.m. period on the network Tuesdays, Thursdays

(Continued on Page 2)

Philharmonic Remains 'Intact' U.S. Rubber Assures Audience

National Maritime Day Gets Program On NBC

National Maritime Day, designated by President Roosevelt for May 22, will be saluted the night before by a program over NBC from 6:45-7 p.m. EWT in a show titled "United Seamen's Service National Maritime Program." Show will have Frank Black's orchestra, Lily Pons, Violinist Nathan

(Continued on Page 2)

Files Test Suits Against Taverns As First Step Toward Licensing Such Users Of Its Music

Paramount Pix Spots Set In 29 Key Cities

Paramount Pictures has set an extensive radio campaign for "Five Graves to Cairo" as part of the selling plan in 29 key cities where the picture will be pre-released late in May and in June, it was announced yesterday by Robert M. Gillham, advertising and publicity director.

The radio campaign, one of the larg-

(Continued on Page 7)

Buy More War Bonds and Stamps

Mott Apple Products Buys 56 MBS Outlets

The Duffy-Mott Co., for Mott Apple Products and Sunsweet Prune Juices, has purchased the ten minute period between 11:50-12 noon, Mondays, Wednesdays and Fridays, starting June 21 on MBS for a 13-week advertising campaign on 56 stations. Program will be one of home economics.

Buy More War Bonds and Stamps

Sharp Exchange In House Between Cox and Rogers

Washington Bureau, RADIO DAILY
Washington—With Congressional tempers heated by both the hot Washington sun and the bitter words

(Continued on Page 7)

Contending that modern juke-box operation in the performance of copyright music without permission of the owner constitutes infringement of copyright, the American Society of Composers, Authors and Publishers yesterday initiated a general campaign to collect royalties for juke-box use of its members' music.

Two suits were filed yesterday in the United State District Court by Ascaph, in behalf of two of its publisher members, Edwin H. Morris & Co., Inc. and M. Witmark & Sons,

(Continued on Page 3)

Buy More War Bonds and Stamps

Congress Vote Halts Watson, Dodd Salary

Washington Bureau, RADIO DAILY
Washington—By a vote of 318-63 the House yesterday decided to eliminate from the federal payroll Drs. William E. Dodd, Jr., and Goodwin B. Watson, both employed by the FCC's Foreign Broadcast Intelligence Service. These two, along with Dr.

(Continued on Page 6)

Buy More War Bonds and Stamps

Oppenheim In WOR Post; Dick Pack Joining Army

Richard (Dick) Pack, publicity director of WOR is leaving the station shortly and reports for induction at Camp Upton, New York on June 1. Pack has been with the station for

(Continued on Page 2)

The "Family"

Sioux City—"Whitey" Larsen, news analyst at WNAX, was voted top honors in the recent listening preference survey conducted by the station. But studio folks are wondering whether co-operation from the control room had anything to do with the results. The one at the control board when "Whitey" broadcasts is "Ty" Larsen, "Whitey's" 16-year-old son.

(Continued on Page 6)



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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, May 18)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

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

National Maritime Day Gets Program On NBC

(Continued from Page 1)

Milstein; and speakers will include Winthrop W. Aldrich, president of the National War Fund, and Captain Edward Macauley, deputy War Shipping Administrator and National Maritime Commissioner.

The day has been set aside in recognition of the heroism of our merchant seamen, and several independent stations are formulating plans to air salutes of their own.

WHAM

"Your Western New York Salesman"

50,000 Watt... Clear Channel... 1180 on Dial... Affiliated with the National Broadcasting Company and The Blue Network, Inc.

ROCHESTER, N. Y.

National Sales Representative George P. Hollingsbury Co.

"The Stromberg-Carlson Station"

Many Radio Artists In OWI Speaker Bureau

Program of education for Security of War Information, designed by the OWI working with the Army and Navy and FBI, will be launched soon by the American Theater Wing Speakers' Bureau which consist of three hundred actor-speakers in radio and the theater. Initial try-out speeches which seek to explain to the public what simple facts constitute war secrets, will be directed at the workers of the Wing's Stage Door Canteens where five thousand servicemen visit nightly, and then at hostesses and workers in the Wing's Club for Merchant Seamen. Talks will then be presented to other organizations, women's clubs, service and neighborhood groups, etc. As the OWI educational program advances, other civilian organizations will be encouraged to provide speakers.

'Frisco Welcomes Searle As New KGO Manager

(Continued from Page 1)

station's great part in western radio since the days in the twenties when he first developed important drama and educational shows at KGO.

Ernest Ingold, Chamber of Commerce president and first Atwater-Kent radio distributor in this area, was another speaker. Up from Hollywood to attend the event was Milton Samuel, Blue Network publicity chief on the coast.

See Brenton Resigning AFM Treasurer Post

H. E. Brenton of Boston, Mass., treasurer of the AFM, was reported resigning his post, effective August. New York office of the union, however, reported no official confirmation to the resignation, nor to the indication that the vacancy will be filled by Tom Gamble, one of the assistants to James C. Petrillo, president of the musicians' union.

Revive "Beat The Band" As Skelton Replacement

(Continued from Page 1)

made her first starring radio role. She will act as mistress of ceremonies in addition to her singing assignment. Bob Grant has long been identified with Hildegarde in her supper club engagements.

"Beat the Band" will originate in Radio City with Parker Gibbs directing production.

Philco Tele Ready

Philco Corporation's Television Station WPTZ, Philadelphia, tonight resumes regular program telecasts on a limited schedule dictated by war time conditions. The station was off the air for some time while a new transmitter was being installed at Wyndmoor, Pa.

Telecasts on the company's station are scheduled for Wednesdays and Fridays at 8:30 p.m., EDT.

Oppenheim In WOR Post; Dick Pack Joining Army

(Continued from Page 1)

three years and was also a member of the WOR Program Planning Board, also the Operating Board. Before coming to the station he was director of continuity and public relations at the Municipal outlet WNYC and joined WOR as assistant to Jerry Danzig, now Lieutenant (s.g.) and chief of radio public relations of the Third Naval District.

Charles J. Oppenheim will take over as WOR's publicity head, moving up from trade news editor and exploitation department. Oppenheim was formerly with Jay Thorpe, Inc. as publicity and advertising director. Was also production assistant to Eddie Dowling and is a graduate of Cornell.

Bob Davis, who has been on the night desk will succeed Oppenheim as trade news editor and in exploitation work.

McClintock To Resume Tour Of Advt. Clubs

Miller McClintock, president of MBS, will resume his speaking tour among Rotary and advertising clubs throughout the country next Wednesday, May 26. Tour was interrupted when McClintock became ill in Chicago where he attended the NAB War Conference. He is expected back at his desk Monday, May 24, and two days later will address the Rotary Club of Philadelphia. Schedule includes, also, an address on June 24 before the Pacific Coast Advertising Association in San Francisco, and on June 27 before the Rotary Club of Los Angeles.

NBC Central Division Adds New Employees

Chicago—Seven new employees were added to staff of the NBC central division during the past week. Hugh Downs, formerly of WWJ, Detroit, and recently honorably discharged from the Army, has been engaged as an announcer. Other staff additions include Noble McCammack, ventilating engineer; Richard K. Hawkinson, guest relations; Rudolph J. Kollman, building maintenance, and Betty J. Hovland, Beda C. Rucker and Jean L. Goodman, mail and messenger department.

WANTED

Four (4) 500 watt, 100-130 volt output, constant current transformers, sola - ratheon, etc. Wire collect quantity available, price, and condition.

HEARST RADIO, INC. 235 E. 45th ST. New York City, N. Y.

COMING and GOING

CLARENCE L. MENSER, vice-president of NBC in charge of programs, is expected back tomorrow from a two-day trip to Chicago.

W. G. McBRIDE, national sales—sales promotion manager of WDBO, Orlando, Fla., is town for conferences at the headquarters CBS.

HARRY WISMER, sportscaster on the Blue Network, is on a trip to Detroit. He expects to return on Monday.

KINGSLEY F. HORTON, station manager WEEI, Columbia's OGO station in Boston, spending a few days here.

CORP. MURRAY ARNOLD, formerly program director of WIP, Philadelphia, visiting in Quaker City this week on furlough. DOROTHY OGDEN, assistant news editor of the station back from New York where yesterday she reported the WAVE induction ceremonies for W.

DALE ROBERTSON, station manager of WARY Blue Network outlet in Scranton, Pa., a call yesterday at Rockefeller Center.

JANE T. WAGNER, NBC director of war activities for women and coordinator of the Red Cross-NBC nurse recruitment program, "They Might Live," back from a speaking tour in Lincoln and Omaha.

MELVIN DRAKE, general manager of KGO Coffeyville, Kans., is here on station business and for talks at the Blue Network.

NED CALMER, CBS newscaster, is spending his vacation in Virginia.

BERNIE ZIEGLER is here from the West Coast on business for Mark Humboldt, commentator.

"World Today" On CBS Being Bought By G. E.

(Continued from Page 1)

and Saturdays on 60 stations (including the repeat) is scheduled to go on May 28.

Maxon, Inc. is the agency for G. E.

in BALTIMORE and the Central Atlantic States



Edward Petry & Co., National Representative

Ascap Opens Drive on Juke-Box Licenses

(Continued from Page 1)

Against two New York taverns which have juke boxes for dancing and entertainment. Both taverns at one time had live musicians and had Ascap licenses. Then their music policy was changed and juke boxes were installed and, according to the society, they cancelled their contracts with Ascap.

It is estimated that there are half a million juke boxes throughout the nation, and that the annual income from these coin-operated machines reaches into many millions. Ascap's contention is that the exemption of coin-operated machines in the 1909 copyright law did not envision the present juke-box situation, particularly in view of the juke box having in many instances supplanted live musicians. It believes that the juke-box competition with other forms of recorded music and with live musicians constitutes an inequity which the courts should remedy.

It was said at Ascap headquarters yesterday that its Board of Directors has instructed its attorneys to bring these and similar suits in many other jurisdictions, and if necessary to bring the entire juke-box operation ultimately before the Supreme Court.

Mayor Defends WNYC Against Budget Group

Defending WNYC against Citizens Budget Commission's demand that it be abolished in the interests of economy, Mayor LaGuardia in his Sunday broadcast over the Municipal station declared that the outlet had just saved the city \$148,500 in the construction of an auxiliary transmitter for the police department and recently saved the fire department a substantial sum by providing a similar transmitter.

The savings effected on the police transmitter, the Mayor said, would pay for operation of WNYC for a year at five months.

Both departmental auxiliary transmitters were constructed under the supervision of Morris Novik, director of WNYC, with extra parts and equipment on hand, and the only outlay for funds for the police auxiliary outfit was 7,500, the Mayor said.

PROMOTION

For War Workers

WJEJ, Hagerstown, Md., has thrown open its auditorium Mondays through Fridays from 1 a.m. to 5 a.m. to the neighboring war production workers who don't know what to do with themselves when they find night clubs and theaters closed after midnight. The shifts that get through work at 1 a.m. are packing the auditorium to enjoy entertainment arranged by the station staffers, who take turns manning the place. Juke boxes and soft drinks are also available.

KLZ Survey

The program promotion department of KLZ, Denver has just completed a survey to determine whether or not the monthly mailing of the KLZ Program Schedule was a worthwhile service to the listeners in this area. Seventy per cent of those who have been getting the schedule responded immediately and the response was almost a unanimous, "Yes, keep them coming."

Remarks written in on the reply cards indicated a widespread desire for more pictures of the stars and more information about them. KLZ's answer is a new format for their Program Schedule designed to give the schedule-users plenty of both.

WJR's "Farm Forum"

The effectiveness of WJR's Detroit, early morning program "Farm Forum," conducted by Duncan Moore, in fields afar is stressed in a folder titled "It's the Early Bird..." now being distributed to the trade. The 5:30 to 6:30 a.m. show is heard far and near by many early risers, the piece points out, citing the fact that

Power, Funds Lacking, WOCB Ends Operation

Washington Bureau, RADIO DAILY

Washington — WOCB, Hyannis, Mass., has informed the FCC that it is off the air indefinitely. In a brief wire to the commission, the station declared that lack of power and shortage of funds forced the discontinuance of service.

Young To Spot Sales, Inc.

Spot Sales Inc. announces an addition to its Sales Staff as Sales Executive of Stanley Young, effective as of June 1. Young has been associated with the spot broadcasting industry for approximately ten years and has been associated with Edward Petry & Co., Joseph Hershey McGillvra and editor of the Spot Broadcaster, and a trade journal, and The Foreman Company as sales executive.

Smith Heading East

Kate Smith, after a six-week tour of Western camps to entertain servicemen, heads east to broadcast her "Variety Hour" from the Coast Guard Station at Manhattan Beach on Friday night.

WOV's "Rabbit-Land"

Listeners to WOV, N. Y., "multiply like rabbits"—that is the contention of a brochure hatched by the station's promotion hatchery. Inspired by the alleged prolificacy of the bunnies, the promotion department listed the facts and figures the station's increase in listeners on a billboard set plunk in the middle of a field filled with rabbits in assorted poses. One side of the pink-tinted promotion piece is devoted to a map of "WOV's Rabbit-Land."

Calmer examination of the territory reveals it as Greater New York, with the station claiming a primary area of 16 counties.

In one five-day period 6,845 requests for a Victory Garden booklet were received from all the states from the Atlantic to as far west as Texas and South Dakota.

The center spread has a map showing just how many responses were received from each of the states. The back page has a map portraying the station's penetration of homes in its primary area, Michigan and portions of Ohio.

Buy Leon Henderson For O'Sullivan Show

(Continued from Page 1)

Saturday from 6:45 to 7 p.m., EWT, with a repeat at 11:30 p.m., EWT, for the Mountain and Pacific Coast areas, on 70 Blue stations. Advertising & Sales Counsel, Inc., Winchester, Va., handles the account of the O'Sullivan Rubber Co.

Columbus Now Returned To Eastern War Time

Moves by several southern and mid-west states to adopt Central War Time and drop the EWT continues to become more involved as time goes by. Latest city where stations revert back to EWT is Columbus, Ohio where it went into effect Sunday. City changed to CWT on Feb. 21, following the state law putting Ohio ahead on the clock.

Various cities in Ohio have remained on EWT, but as in the case of Georgia, each city is acting on its own.

Time changes by the states have been a headache to network sales service managers, as well as agencies and sponsors.

PERFORMANCE

DEPENDS UPON
ACCURATE
WORKMANSHIP



EACH OF OUR DEPARTMENTS IS TRAINED
TO BE ACCURATE

WEED AND COMPANY

RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO • DETROIT
SAN FRANCISCO • HOLLYWOOD

accurate



THE Philadelphia Story IN RADIO 5000 WATTS

950 on the Dial
Affiliated Station
of the Atlantic
Coast Network



MAIN STREET OL' SCOOPS DAILY

Notes From A Ringside Seat. . . !

● ● ● In these hectic days of climatic events, the "play by play" descriptions of "history in the making" by newscasters and commentators, dominate a major part of the Radio Scene. . . . but what about these news chroniclers themselves. . . . what makes them tick? a bit of research reveals that like their fellow artists of the microphone, singers, orchestra leaders, comedians and thespians, the importance and salary scale of the disseminator of news, varies in direct proportion to his fan mail. . . . we have at hand a letter addressed to this pillar from none other than Sydney Moseley, whose newscasts and commentaries are heard daily over MBS, WOR and WMCA. . . . in part, the letter states, "Don't tell me that commentators are not tickled to death to receive correspondence. . . . in fact the secret greeting between them when they meet alone is "hello, how is the mail bag this week?" reading on we learn that one top-notch commentator admits that he receives a limited number of letters but adds that he doesn't worry because he isn't controversial. . . . Moseley feels that controversial or not, he finds in his mail, letters from people of all walks of life, which in the main establish the fact that the American radio listener wants to hear the sober truth without sensationalism. . . . and that a newscaster can express opinion of the news and what may lie behind the news, without incurring the wrath of listeners, so long as he broadcasts his views in a fair and sincere manner. . . . in conclusion, Moseley's letter states that a summation of his Fan mail proves "the unbending belief in the destiny of America, a uniform determination to see the war through and to make any sacrifices in order to achieve complete victory."



● ● ● Auditions to find a successor to Norman Tokar on the "Aldrich Family" have been taking place for the past four weeks and as yet, none has been selected, though the choice has narrowed down to two. . . . Norman is slated for induction within three weeks. . . . Anne Nichols, too, seems to be finding it tough to fill the shoes of Alan Reed (Solomon Levy' role on "Abie's Irish Rose," who leaves within a fortnight for Culver City to play "Nero" in the MGM movie "Quo Vadis". . . . Jean (Gangbusters) Ellyn and Berry (The Falcon) Kroeger, when away from the mikes, forget 'cops and robbers' and are an unrehearsed "Romeo and Juliet" Sgt. Sid Davis, formerly of MPPA is in town on furlough from Camp Callen, California. . . . Looks like the Ink Spots will head for the Universal Lot in mid-June to vocalize in a forthcoming Olsen & Johnson Pix.



● ● ● A "Good Neighbor Policy" broadcast series, has been added to the Blue Network. . . . Titled "Saludos Amigos," the Latin-American variety program starts Friday (7:05-7:30 p.m.) and will feature the voice of Cordova, Andrini Continentales, Paul LaValle's Orchestra and Jose Ferrer, who will emcee. . . . Yesterday afternoon, in Studio 6 B. at Radio City, we watched a remarkable performance in mass hypnotism via radio. . . . the demonstration was made by Dr. Ralph Slater, who, after hypnotizing six subjects, by 'direct control,' proved that he could induce the same effect on the subjects from the control room of the studio, absolutely hidden from the vision of the subjects but in full view of the audience which included, doctors, psychiatrists, newspapermen and photographers. . . . to prove that each was in a hypnotic state, Dr. Slater, held burning matches close to the hands of his subjects and the normal reaction of hastily withdrawing from the flame was absent on the part of each of the subjects, whose 'sleep' was induced by a 'voice over a microphone.'



— Remember Pearl Harbor —

Los Angeles

By RALPH WILK

DINAH SHORE'S heartiest response to the recent war bond drive came in answer to a cry for help from tiny Worcester, Tennessee, where she was born. Lagging behind their quota the city fathers wired Dinah, who dug down again for a whopping subscription that put the town over the top.

Miss Shore left Hollywood by air Saturday for an appearance with Bing Crosby at Chicago's huge "Am An American" rally at Soldier Field, last Sunday, Bing, still vacationing from the "Kraft Music Hall" after his good-neighbor trip to Mexico, met the NBC-Eddie Cantor singing star in the Windy City.

Under additional plans developed by Walton Goldman, music publisher for his expansion program, he will open an office in Havana, Cuba, in June. Goldman will leave Hollywood about May 28 for Mexico City to organize a Mexican firm with headquarters there. Later he will go to Havana to set up his branch and afterwards visit Miami, New York, Chicago and San Francisco. He will return to Hollywood late in June.

Freddie Rich, orchestra leader for the CBS Friday night "Comedy Caravan" program, arranged and conducted the music for Sol Lesser's new picture, "Stage Door Canteen."

Phil Baker had as his guests 300 members of the Los Angeles chapter, Red Cross Nurse's Aid, at Sunday's (16) "Take It Or Leave It" broadcast over station KNX. The program stressed the urgent need of volunteers for this work and Red Cross headquarters in Washington had wired its 3,750 chapters throughout the U. S. to listen in.

Tentative plans are under way for Jack Benny to cooperate with the Treasury Department of the United States in the sale of War Bonds during the summer months. Benny's first appearance under this new "sponsor" is planned for the 4th of July when he and other artists will give a concert from the famed Hollywood Bowl. Benny will have a 17-week respite from the airways before beginning his fall series.

A chin-fest on show business went on for hours when Eddie Cantor and Don Barclay got together for the first script conference for the "Time to Smile" broadcast, May 19, on which Barclay and Cantor were headliners in the Ziegfeld Follies, in years gone by, and they had a merry time comparing notes on their experiences with that renowned revue.


Les Willyard, technician at Universal Microphone Co. is now Technical Engineer in charge of planning and development.

Experienced Script Writer

Over draft age, and specializing in musical programs, would like a connection with New York organization.

Wide musical background; author of five standard books on music; contributor to national magazines; writer of scripts for network programs since 1928. At present employed.

Write Box 156, RADIO DAILY
1501 Broadway N. Y. C.



FOR HIGH SALES USE

WILMINGTON, DELAWARE 1150 KC

W D L

NBC BASIC STATION IN THE "LAND OF PLENTY"

5000 WATTS DAY & NIGHT

Sales Representative
PAUL H. RAYMER

GUEST-ING

FRY MARTIN and VINCENTE REZ, on the "Cresta Blanca Car" today (WABC-CBS, 10:30)

ED ASTAIRE and CONSTANCE BRE, on "Soldiers With Wings," (WOR-Mutual, 6:30 p.m.).

N. EDWARD V. ROBERTSON, discussing "Post War Planning" on "Press Speaks" tonight (WABC-10:30 p.m.).

P. HOWARD W. SMITH, Vir-Democrat; WALTER P. THER, vice-president of the Automobile, Aircraft and Agricultural Workers of America; K STARR, educational director of the International Ladies Garment Workers Union, and WILLIAM LYNN TOM, member of the Board of Directors of the American Bar Association Journal, discussing "Should Connally-Smith Anti-Strike Bill be adopted," on "America's Town Meeting of the Air," tomorrow (WJZ-TV Network, 8:30 p.m.).

DORANCE HALL head of the Women's Land Army of the U. S. Department of Agriculture, on "Washington Reports on Rationing," today (WEAF-NBC, 3 p.m.).

NEW PROGRAMS-IDEAS

"Junior Stars"

A talent quest for "Junior Stars" is being conducted by WAYS, Charlotte, N. C. in cooperation with Sears, Roebuck & Co. Three nights a week, boys and girls of high school age have a chance to appear before the mike in a contest that runs for eight weeks. First prize is a \$25 War Bond and an "opportunity for radio training." Second and third prize winners get inscribed trophies.

Application blanks may be had by writing station or picking them up at the Sears store. Promotional circulars on contest carry a Sears' signature line.

Laboratory Research

A series of programs on current laboratory research in the field of synthetic resins, glues, paints and wood preservatives forms the basis of a live-talent show on KIRO, Seattle. Titled "Look to the Future with Laucks," the show tells each week, for 13 weeks, of some interesting development in the labs of the sponsor, I. F. Laucks, Inc., and the effect of research on the war and on post-war living. Programs are directed and produced by Al Amundsen of KIRO and stress the tremendous strides in the field of research since Pearl Harbor.

Song-Title Contest

Most song-title contests provide the words and music and ask listeners to provide a title—but at KECA, Los Angeles last night there got underway a song-title contest in reverse: The listener submits a title, and the station's composer writes the words and music. For his trouble, the person who submits the winning title gets a \$25 War Bond. The program, still untitled, is emceed by George Lannan and will be broadcast weekly. Composer Jim Crisafulli will write the words and music, and Adelle Roberts will sing the tailor-made product.

The ambitious Crisafulli is the composer of the operetta "Lady in White," which was produced at L'Opera Comique in Paris. He has just completed another operetta under the title of "Sonata."

Non-Stop News

WBYN, Brooklyn, having for the past six months experimented with presenting six hours of continuous non-stop news with relays of announcers, is now interspersing the news with semi-popular and classical music: Four minutes of headlines, three minutes of music, back to news, on to music, etc. The news and music marathon is aired between 12:00 noon and 6:00 p.m.

AGENCIES

MOSS ASSOCIATES has been named to handle a New York advertising and promotion campaign in behalf of Klenzol, a soapless cleaner, to be launched this month, Walter Kaner, advertising manager, Nu-Ox Products Co., Long Island City, N. Y., has announced. In 1942 the firm used WINS, WEVD, and WWRL for a spot campaign. In addition, a half-hour "Klenzol Talent Quest" program was aired on WWRL to promote a 13 week search to find the "Klenzol Poster Girl."

WESTON HILL, formerly of Ruthrauff & Ryan, Inc., has organized his own company under the name of Hill Advertising, Inc.

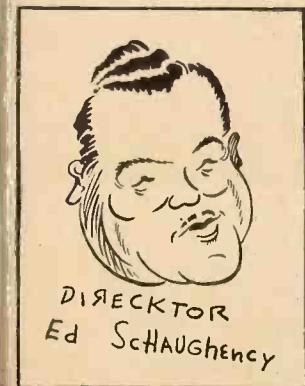
REVLON PRODUCTS CORP., New York City, manufacturers of Revlon Nail Enamel and Revlon Lipsticks has appointed William H. Weintraub & Company, Inc. as Advertising Agency in charge of its radio activities.

ADVERTISING FEDERATION OF AMERICA announced election to membership of Coca-Cola Company, Atlanta; Sterling Advertising Agency, Inc., New York; Helena Rubenstein, Inc., and Southeastern Broadcasting Company, Inc., of Macon, Ga.

40 BELOVED SALESMEN

Now Available in Pittsburgh on a Proved Program

"STARLETS ON PARADE" via KDKA



DIRECTOR Ed Schaughency

From the East Side, West Side, all around the town, come the 40 Starlets . . . sure-fire good-will ambassadors and personal salesmen for the sponsor who buys "Starlets on Parade".

Sure it's a "kid" show . . . a good one . . . capably handled by affable Ed Schaughency (headliner on the KDKA announcing staff) and Directoress Betty Dugan.

The Starlets have been on KDKA for more than a year and there's a waiting list of talent anxious to join the singing groups, the trios and duos. Hear the Starlets any Saturday morning—9:30 to 10:00 on KDKA . . . and investigate. NBC Spot Sales has the story.



DIRECTORESS Betty DUGAN



WESTINGHOUSE RADIO STATIONS INC WOWO • WGL • WBZ • WBZA • KYW • KDKA

REPRESENTED NATIONALLY BY NBC SPOT SALES

Grade-Labeling Dies; Compromise Adopted

(Continued from Page 1)

of high labor cost from the industry as well as charges in Congress that the grade-labeling scheme was designed to kill advertising and attack the freedom of the press finally induced the OPA to give up its plan despite strong popular support among consumer groups.

Essential points of the compromise plan include the following:

(1) Canners must continue to grade their 1943 pack in accordance with the United States Department of Agriculture grades, and canners' maximum price will continue to be set by grade.

(2) Canners and wholesalers must indicate on their invoices the government grade of the product sold.

(3) Retail community-wide dollars-and-cents ceilings, being issued by the OPA in principal shopping centers throughout the country, will list canned goods by grade, showing the housewife at a glance the grade and the maximum price of a particular brand. In addition, packers are forbidden to can under the same label or brand name more than one quality or grade of a single fruit or vegetable. If he desires to do so, his labels must bear notification of the government grade of the particular item.

In OPA listings, the trade term, "Fancy," will be synonymous with "A"; "Choice" or "Extra Standard" with "B," and "Standard," with "C."

NBC Sets Talks On C. S.

"Our Spiritual Heritage" is the title of a Christian Science lecture to be delivered by Mrs. Helen De Stefano over WEAJ Sunday, May 30, at 8:30 a.m. Music for the program will be furnished by the Symphonic Four Quartet, assisted by George Crook, staff organist.

Stork News

Dick Keplinger, KOMO-KJR's news and special events director, announces the birth of a daughter, Mary Lee Keplinger, at Providence Hospital, Seattle. Both Mary Lee and her mother, the former Mary Lee Barnes, are doing well. Prior to her marriage, Mrs. Keplinger was also on the staff of KOMO-KJR in publicity.

Cigars and candy were distributed among members of the KIRO, Seattle, staff April 20th announcing an eight-pound boy for the King Mitchells. Name: Christopher King.

Frances and George Corey have announced the birth of a seven-pound baby girl. Infant was born Sunday, May 2nd and named Mary Frances. Her mother conducts the "Women and the War" program over WQXR.

Norvell Slater, announcer at WFAA-WBAP, Dallas and Fort Worth, is the father of a baby girl. She has been named Linda Lois.

Philharmonic Remains 'Intact' U. S. Rubber Assures Audience

(Continued from Page 1)

would in no way whatever be impaired.

Among those who spoke briefly to the gathering at the Algonquin, were Paul Hollister, CBS vice-president; Carl Van Doren, noted historian-biographer, and Messrs. Blodgett and Young for U. S. Rubber. As an illustration of the type of dramatic work that would be heard during intermission, the first one was partly previewed via transcription, done by Fredric March. This was Lincoln's talk as he passed through Springfield, Illinois, on his way to the Capital.

It was also pointed out that there were restrictions set by both the sponsor and CBS, with the sponsor using less commercial talk than the network originally stood for. Also that the material used by Van Doren would be carefully chosen so as not to offend any race, creed or section of a country, etc.

An angle also developed was the possibility of the hour and a half program catering to two distinct types

of audiences—those who are purely music lovers and those who may want to hear the stage and screen stars in the Van Doren scripts.

Since the dramatic interlude will be heard from a CBS studio anyway, it is planned during the regular Philharmonic season when subscribers are entitled to the seats at Carnegie Hall, to also pipe in part of the concerts from the Hall for those who may want to listen and not miss all of the program. Conclusion was that those who really want to hear the entire musical program will either go to Carnegie Hall or listen at home. Those interested in the dramatics and the personalities taking part, will come to the studio.

It was revealed that over 6,000 requests for free seats have already been received in the mail. Carnegie Hall seats about 2,800 including the galleries. Free tickets will be available during the summer season only, as mentioned in these columns some time ago.

Coast FC&B Offices Set Personnel Changes

Promotions and changes in the Los Angeles and Hollywood offices of Foote, Cone & Belding, announced by Don Belding, chairman of the board, include: Elevation of Charles Porter, production manager since 1940, to art director under Robert Freeman, vice-president and senior art director for the Los Angeles office of FC&B.

Appointment of Ward Ritchie, formerly with the Ward Ritchie Press, as production manager.

Appointment of Sam Mar, talented Chinese artist, as an art director has been announced.

Promotion of Elizabeth Harrison, who has been a member of the agency's radio staff since its establishment, to business manager and time buyer for the Hollywood office, replacing Gene Duckwall. Duckwall will be retained by the organization on a consulting basis.

Porter engaged in free lance art work and was for four years a member of the art department of the Los Angeles "Examiner" prior to joining the agency.

Ritchie, a designer and publisher of fine books and limited editions, is considered one of the foremost men in his field, having over a period of several years repeatedly had his books selected among the "50-books of the year" by the American Institute of Graphic Arts.

Zatt In WNEW Post

Mrs. Lillian Zatt has been appointed acting publicity director for WNEW, replacing Jack Banner, who left this post for duty with the U. S. Maritime Service. Mrs. Zatt has taken on Marion Radcliffe as her assistant. Miss Radcliffe until recently was with Billboard.

"Saludos Amigos" On Blue As Good-Will Program

To promote better understanding between the Spanish and English speaking peoples of the Western Hemisphere, the Blue Network will present "Saludos Amigos" beginning May 21, with the cooperation of the Coordinator of Inter-American Affairs. The program, featuring popular music of the Latin-American countries and the United States, will be heard Friday from 7:05 to 7:30 p.m., EWT.

Victoria Cordova, singer and actress, who has appeared in Broadway legitimate productions and has been heard in the Rainbow Room, will be starred in the new program which will also feature Jose Ferrer, actor and producer as master of ceremonies, and Andriani Continentals. Music will be provided by Paul Lavalle and his orchestra.

Beal Lecture Scheduled

Contributing to the series of lectures on electronics under the auspices of the New York Institute of Finance, Ralph R. Beal, Research Director of RCA Laboratories, will speak on "Research and Electronics," on June 1. The meetings, attended by members of the New York Stock Exchange, are held on Mondays at 3:45 p.m., in the Governors' Room of the Exchange. Since Monday, May 31, is a holiday, the meeting that week is scheduled for Tuesday, June 1, at which time Beal will discuss some of the latest developments in the radio-electronic field.

Harold Farkas Recovering

Harold M. Farkas, staff writer in NBC's Press Department is recovering from an attack of virus pneumonia in Jewish Memorial Hospital, Broadway at 196th Street.

Congress Vote Halls Watson, Dodd Salary

(Continued from Page 1)

Robert Morse Lovett, Governor General of the Virgin Islands, was named as "unfit for government employ" because of alleged subversive thoughts by the Kerr sub-committee of the House Appropriations Committee.

The FCC refused to take cognizance of the Kerr report, as did Interior Secretary Harold L. Ickes, in whose department Lovett is employed. Stung by the decision of the FCC and the Department of the Interior to stand by employes whose work has been excellent and who have proved to be extremely capable, respected workers, Congress yesterday, in which is in effect a bill of attainder, placed the prohibition on payment of the salaries on what was voted as an amendment to the Urgent Deficiency Bill.

Dr. Watson was the center of long struggle last year, with the House deciding his salary should not be paid from federal funds. The provision was finally stricken from the Independent Agencies Bill during the conference between representatives of the Senate and of the House.

The present action must yet be confirmed by the Senate and there is a real chance that it will be. That event only Presidential veto can save these men, and that's unlikely because of the urgency of the bill to which the measure is attached. Moves such as this have been favored Congressional strategy all year.

With the Colors!

TOM PICKERING, transmitter engineer of WHIO, Dayton, O., has joined the Army. He reported to Fort Benjamin Harrison, Indiana.

—vvv—

MICHAEL HINN, former announcer-newscaster for WLW, Cincinnati is now a Lieutenant (j.g.) in the U. S. Navy. He is now stationed in the South.

—vvv—

TOM COLTON, former manager of WWSR, St. Albans, Vt., has been called to active duty with the U. S. Army Air Corps. He has been sent to Keesler Field for his preliminary training.

—vvv—

JOSEPH KIRBY, WCOP, Boston account executive and head of the transcription department, has been accepted for officer training in the U. S. Army and leaves May 21.

—vvv—

CAM MITCHELL, chief announcer of WSRR, Stamford, Conn., is joining the U. S. Air Corps.

—vvv—

HELEN FITCH, former head of the WBBM, Chicago, music library is now at Smith College, Northampton, Mass., for basic training. From there she will go to Marine officer candidate school.

Corp Clash In House Between Cox, Rogers

(Continued from Page 1)
 during debate on the bill of order attached yesterday to the Deficiencies Bill, Congressmen Eugene E. Cox and Will Rogers, found themselves embroiled in a nearly turned into fist fight. It was late in the afternoon when Rogers came over and sat down by Cox on the floor of the House and began abusing the Californian for taking, according to Cox, accused of "taking a bribe." This resulted in the \$2,500 check which Cox had admitted receiving from WALB, Albany, Ga., for legal work. Rogers said he could not recall writing or broadcasting anything to justify Cox's assertion. Cox became abusive, while Rogers held his ground. Cox began to paw Rogers' head, whereupon another member of the Congress restrained the exchange threatened to have immediate repercussions within a short time, when Cox started to roll at Rogers as the two left the floor a few minutes later. Once another Congressman stepped in, Rogers told RADIO DAILY he does not know the full facts in the matter of the \$2,500 check, but if they are understood they cannot see why the Department of Justice failed to take action. Asked whether he thought there was any likelihood of Congress granting FCC Commissioner Clifford J. Brant's request that Cox be disqualified as head of the committee investigating the FCC, Rogers—who has said it plain that he thinks the investigation should never have been conducted in the manner it was (on suggestion by Cox)—said he is extremely doubtful that his colleagues will vote Cox off the committee. "The Congress likes our Gene," he said sarcastically, "and they like Tom Dies; let anyone try to show me up and they'll rush to their defense." The Durr petition rests now with the Judiciary Committee, where no action has yet been definitely scheduled.

Spivak Chosen To Conduct

Charles Spivak has been chosen as request conductor for the "Million Dollar Band" program when the show makes its premiere Saturday, May 29, on NBC, at 10:00 p.m., EWT. The 4-piece band will be batoned by a band leader each week. Spivak, who has been heard over the NBC network several times on the "Fitch wagon," opens Monday, May 24, at the Pennsylvania Hotel in New York and will go to Hollywood in order to appear with Betty Grable in the Twentieth Century-Fox production "Pin-Up Girl."

Report On Canada Radio Sets

Montreal—Survey of radio in the Dominion reported to a sales conference states that 1,900,000 homes out of 2,000,000 in Canada possess a radio.

NEW BUSINESS

WGY, Schenectady, N. Y.: Dif Corp., Garwood, N. J. (Cleaner), through Grey Advertising Agency, N. Y. C., 39 participations in "Market Basket" to be used thrice weekly; Ludens, Reading, Pa. (Cough Drops), through J. M. Mathes, N. Y. C., 56 station breaks, five times weekly; Beechnut Packing Co., N. Y. C. (Chewing Gum), through Newell-Emmett, N. Y. C., 26 station breaks, to be used twice weekly; Lever Brothers, Cambridge, Mass. (Rinso), through Ruthrauff & Ryan, N. Y. C., 30 transcribed anns. on a staggered schedule over five weeks; Benrus Watch Co., through J. D. Tarcher Co., N. Y. C., 65 station breaks to be used five weekly; Paramount Pictures, Inc., through Buchanan & Co., N. Y. C., one station break weekly for 52 weeks; Griffin Mfg. Co., Brooklyn, N. Y. (Shoe Polishes), through Birmingham, Castleman & Pierce, Inc., N. Y. C., six participations weekly in the "Musical Clock," for 52 weeks; P. Lorillard Co. (Friends Tobacco) through Lennen & Mitchell, N. Y. C., three participations weekly in "Market Basket," for 39 weeks; Pillsbury Flour Mills Co., Minneapolis, Minn. (Pancake Flour), through McCann-Erickson, Inc., 96 anns. on a staggered schedule.

New York State Savings Banks

Coast Transcription Co. Sells Several Programs

West Coast Bureau, RADIO DAILY
 Los Angeles—Radio Transcription Co. of America has sold "Story Behind The Song" and "Songs Of Yesterday" to WFBR, Baltimore, where the programs are being sponsored by the Arundel Ice Cream Co. Other recent Radio Transcription company sales include "Mirth Parade" to KMPR, Denver, with Tivoli Brewing Co. as sponsor; "House Of Dreams" to KWK, St. Louis, sponsored by the Mt. Hope Mausoleum; "Jerry Of The Circus" (130 episodes) to WKMO, Kokomo, Indiana, sponsored by Med-O-Bloom Dairy; "Jerry Of The Circus" to WCSC, Charleston, S. C., sponsored by Condon Department Store.

WLIB Signs ACA Pact For Station's Workers

WLIB, Brooklyn, has signed a contract with the American Communications Association covering all of the station's technical and maintenance workers. The closed shop agreement provides WLIB employees with a \$40 minimum, a \$5 increase after six months of employment, and a further increase of \$2.50 for each succeeding half year.

While men going into the armed forces will be taken off the payroll, accumulative time will be credited to them, and their wages, upon returning, will be based upon the time spent with the company prior to their induction into the Army.

WLIB, Brooklyn: Fifth Ave. Gold Buying Service, 42 spot announcements weekly, for a period of 52 weeks, through the Walter C. William Agency; Corsetorium Shops, Brooklyn, 42 spots weekly for an indefinite period through A. W. Lewin Co.; Kenmore Publishing Co. three five-minute periods weekly for an indefinite period through Huber Hoge Co.; Herbert's Home of Blue White Diamonds, 18 spot weekly for a period of 13 weeks effective May 17, direct.

Assn., N. Y. C., through Ruthrauff & Ryan, Inc., N. Y. C., 78 participations, to be used five times weekly; Colgate-Palmolive-Peet Co., Jersey City, N. J. (Palmolive Soap), through Ted Bates, Inc., N. Y. C., 108 transcribed anns. on a scattered schedule; Skinner Mfg. Co., Omaha, Nebr. (Raisin Bran), through Ferry-Hanley Co., Kansas City, Mo., 69 transcribed anns. to be used thrice weekly; United Drug Co., Boston, (Rexall One-Cent Sale), through Street & Finney, Inc., N. Y. C., 14 transcribed anns. on a scattered schedule; E. L. Knowles, Springfield, Mass. (Rubine), through Charles W. Hoyt Co., Inc., N. Y. C., 78 anns. extending over 26 weeks; McKesson & Robbins, Inc., Bridgeport, Conn. (Bexel and Calox), through J. D. Tarcher & Co., N. Y. C., 156 anns. extending over 52 weeks.

Paramount Pix Spots Set In 29 Key Cities

(Continued from Page 1)
 est of its kind ever given to a picture, will pre-sell the picture to the radio audience. Time is being purchased on local stations where available for programs of one minute to 15 minutes duration, and the "station breaks" which Paramount purchases regularly for leading attractions are being augmented for this picture.

Women commentators and newscasters are being used in several cities to deliver the advertising blurbs, which will be in the form of up-to-the-minute newscasts and recorded spot announcements.

To capitalize on the timely aspects of the picture, the special programs will tie in with the news as it occurs from day to day. Prepared up to the deadline, the newscasts will be integrated with messages concerning the story of adventure revolving around the theme of the picture. Sales messages will include the local theater and the playdate.

All programs will be timed to start several days before the local opening of the picture, the first breaking May 21. In New York the radio campaign will start on May 26 and will include daily programs by commentators Adelaide Hawley on WABC and Martha Deane on WOR.

Buchanan & Co., New York, is the agency for Paramount.

TODAY-12:30

Luncheon of the

RADIO EXECUTIVES' CLUB

OF NEW YORK

at the Loyale
521 Fifth Ave., New York City

SESAC DAY

A Forum on Radio Programs and Radio's Future

Members of The Forum will include:

Linnea Nelson, Radio Time Buyer	Jerry Franken, Radio Editor, "PM"
J. Walter Thompson Co.	Ben Gross, Radio Editor N. Y. Daily News
C. L. Menser, Vice-President	Herbert L. Pettey, Director Radio Station WHN
National Broadcasting Co.	
Leonard D. Callahan of SESAC will be Moderator	

Come on down. All radio people welcome—every Wednesday at 12:30. Bull Ring Bar. Members \$1.00—Guests \$1.50.



Coast-to-Coast



BERNIE BARTH, WFIL, Philadelphia announcer is conducting a series of "Ice Breaker" parties at the Central YMCA, believed to be the only co-ed "Y" in the world. He gets the bashful, lonesome boys and girls together, particularly the out-of-town ones. In addition, Bernie, with Charlotte Dennis, his co-emcee on the "Shopper" program, presents sketches at the Armenian Progressive Club.

WDRC, Hartford, Conn., is conducting a special publicity drive for its new commentator, George B. Armstead, former managing editor of the Hartford "Courant." Armstead started three times a week, is now doing five a week, all sponsored. Jack Lennhoff has joined the staff of W65H as a part-time announcer. Although only 17, he has had considerable announcing experience.

WICC, Bridgeport, broadcast a Red Cross dramatization titled "Add, Subtract Midnight" with several graduates of Connecticut Junior College participating. The production was under the direction of Florence Ballou Robinson, program and publicity director.

WSAI, Cincinnati, broadcast a special "Airmail Anniversary" program from Lunken Airport, marking the 25th anniversary with talks by two pilots who flew the mail in the early days. One of them, Charles Bocklett, Cincinnati postmaster, rode on the first airmail flight out of the Queen City.

WOR, N. Y. has added Gordon Shaw to the engineering staff. He will be stationed at the Carteret transmitter. Kenneth Benjamin Tuttle has replaced John Ruddle in the engineering department. Rud is in the Army. Monroe Benton has resigned from the purchasing department to join the news and feature branch of the N. Y. OWI office. He will be prepared for overseas service.

The A Cappella Choir of the Kingston High School, a group of 90 voices, will broadcast over WKNY, Kingston, N. Y., Friday, afternoon. The choir is under the direction of Mr. Leonard Stine of the Kingston High School faculty and the broadcast will take place at high school auditorium.

1943											
45			6			7			8		
17	18	19	20	21	22	23					
24	25	26	27	28	29	30					

BIRTHDAYS

May 19

Paul Brenner	Peggy Byrne
Frank Capra	Rudolf Friml, Jr.
Lillian Gordon	Marinus Koster
Barbara Maurel	Marion Spiro
Mary Young	

WFOY's St. Augustine, Fla., general manager J. Allen Brown, was selected by Florida Naval Academy to present swimming medal to Cadet Jimmy Mahr at graduation exercises. The address was delivered by Col. James H. Reynolds, retired, U.S.A., station news commentator.

KGVO's, Missoula, Mont., announcing staff will have the part-time services of the Rev. George C. Shoemaker, pastor of the First Christian Church, beginning in June when staffers Carl Isaacson and Bill Strothman leave for the armed forces. Station will air graduation exercises at Montana State University on May 28. Some 20 five-minute programs, sponsored by local firms, will be used to mark "I Am An American Week."

Emmett J. Heerd, Jr., for the past five years office manager at WCCO, Minneapolis, has joined CBS radio sales division in New York. He assumes duties May 24. A woman phoned station, asked for address of former announcer Frank Butler, now in Army radio school, stating he was one of her favorite announcers. Answering phone was Polly Butler, who recently joined publicity department. Polly said announcer was her favorite, too. Don't know whether she told caller Frank was her hubby.

Eight staffers of WING, Dayton, Ohio, went down to the Red Cross the other day and donated blood. They represented the traffic, sales, continuity and music departments. At the invitation of Betty Kern of the sales department, station personnel are making appearances at the French table of the downtown Women's Club. The staffers invited must gab in French.

KSTP, Minneapolis, has added Dick Keller, romantic singer, to "Household Forum." Leonard Leigh is at organ. Bee Baxter emcees. Perry Martin, former network singer, has joined cast of "Saturday Smorgasbord." 15-minute newscasts at noon Sundays are being sponsored by Chicago, Milwaukee, St. Paul & Pacific R. R.

WHIO, Dayton, execs are concerned about city commission plan to change from CWT to EWT from June to October. They just went through the revamping necessitated by Ohio Legislative juggling of time, and since Columbus went EWT, Dayton is only large city in state remaining on CWT. The commission is split on the proposal.

WJNO, West Palm Beach, has added Cal Morrow to the announcing staff. He's been out of touch with radio for ten years; broke into the field with WRUF, Gainesville, Fla., while he was a student at the University of Florida. For two years he was production manager at WBIG, Greensboro, N. C. New to commercial department is Donald Greenleaf, formerly with WBLK, Clarksburg, W. Va.

Gilbert Thomas, announcer at WJNO, West Palm Beach, now has his own half-hour spot each morning. It is titled "Just For the Ladies," and doles out cooking advice and recipes. He still continues with his early morning chores on the "Grits and Gravy" show. Gil gives away five pairs of theater tickets for the best suggestions from housewives on war-time living.

On WNEW, N. Y., Kathryn Cravens, news commentator, had as her guest Betty Wason, author of "Miracle in Hellas; The Greeks Fight On." Miss Wason discussed what she saw during her coverage of the German invasion and occupation of Greece.

A psychiatrist who interviewed Hitler three times and evidently found him nuts—since the psycho had to spend several weeks in the Dachau concentration camp—appeared on the Lee television system last night and told Adolf off. Three times, Dr. Kenneth Walker said, he had the opportunity to study Herr Shrekkopf in the privacy of the retreat on Berchtesgaden, (Herr Dok, why didn't you push him off the cliff?)

Norman Twigger, WCAE, Pittsburgh announcer subbed for Walter Compton while the latter was on a government tour of army camps. Compton resumes his broadcasts today. Station aired a special "Goodwill Frolic" from the USO-Variety Club Canteen at the Penn Station. Mutual's "Fighting Steel" program will originate here on May 22.

WRUF, Gainesville, Fla., is praised mightily in a commendation from the officers and men at Alachua County Air Field. Personnel expressed thanks and appreciation to station for never refusing "any request made by either officers or enlisted men... no station in the country could give any military unit more cooperation than this fine organization." Station head is Major Garland Powell, veteran Army pilot of the last war.

WHBQ, Memphis, Tenn., aired the entire address made by Mary Pickford, film and radio star, at the Gailor Hall dinner. The remote was handled by Emmet McMurray. Miss Pickford, who flew to Memphis for the talk, was pleasantly surprised when she was met at the airport by her husband. Charles (Buddy) Rogers, now a Naval lieutenant. Buddy was grounded in Memphis by the weather.

Standard Oil Company (Ohio), through its advertising agency, McCann-Erickson, has appointed Charles Baxter as Sohio Reporter in charge of the account's news programs on WTOL, Toledo. Baxter is the youthful, student announcer, who gained national recognition as emcee on "Navy - Send - Off Breakfast" and "High-School Forum" programs. Baxter replaces Bob Walker, who resigns to establish a plant newspaper for the Owens-Illinois Glass Company.

WCAU, Philadelphia, will originate CBS on Monday night Powers Gouness "95 Minutes from Broadway," featuring Frank Sinatra as guest artists. Station will make Monday "Frank Sinatra Day" and has laid out a very strenuous schedule for the 25-year-old baritone. On his arrival in the Quaker City, Sinatra will be greeted by the Mayor at Hall.

WSGN, Birmingham, Ala., has added Ora Nighswonger to traffic department. Bob Venn, sales promotion manager, has been nominated to board of directors of the Civitan Club. Station is now on the air an hour earlier, at 5:30 a.m., EWT, opening with half-hour religious program by the Rev. Frank Johnson.

S. H. Patterson, president of KSA, San Francisco, has announced the expansion of the station's news coverage through acquisition of the AP Radio News Wire from Press Association, Inc., a subsidiary of The Associated Press.

WLS, Chicago, devoted 393 hours wartime activities during January, February, March and April, according to Glenn Snyder, general manager. Hiram Higsby has taken over the emcee duties for "Smile-A-While" early morning program, effective May 17, replacing Howard Black who joins the group of staff announcers. Higsby also will handle emcee assignments on the "National Barn Dance" beginning May 22.

WIBG, Philadelphia, has added Nelson Bragg to the announcing staff. He was formerly with WGAN, Portland, Me.

Blue Staff Bond Quota Oversubscribed By 400%

The "Buy-A-Tank" committee of the Blue Network has announced the \$119,150 in War Bonds have been purchased in the network's current bond drive. This is in excess of 400 per cent over the original quota set.

The tank subscribed for by the three offices of the network was light tank costing \$25,000. To lay employees were asked to double, during the drive month, their normal monthly bond purchases. The drive, under the leadership of Anthony Hennig, assistant treasurer, and Harold Day, of the sales promotion department, was such a success that the Blue Network will be buying four tanks, with a few jeeps thrown in for good measure.

The score, in value of bonds sold by the three offices, was: New York \$61,050; Chicago, \$52,100, and the West Coast office, with comparatively few employees, \$6,000.

First prize in New York goes to the Blue Network announcers, who led all departments in per cent of quota and achieved a 1,638 per cent score. Second was central typing, mail and duplicating, which met its quota 14 times over and scored 1,450 per cent.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 23. NO. 36

NEW YORK, N. Y., THURSDAY, MAY 20, 1943

TEN CENTS

NAB Fears Govt. Control

No Action This Week On Durr's Petition

Washington Bureau, RADIO DAILY
Washington—There has been no action, and none is expected this week, on the House petition of FCC Commissioner Clifford J. Durr asking the disqualification of Rep. Eugene E. Cox, chairman of the sub-committee investigating the FCC.

It was confirmed here yesterday, however, that Governor Spenser Holland of Florida has decided to refuse extradition in the case of Edward K. Ford, former manager of WALB.
(Continued on Page 2)

Ed Kobak Entertains 140 Employees Of Blue

More than 140 employees of the Blue Network were guests last night at a dinner given by Ed Kobak at another one of his informal dinner gatherings to which the executive vice-president has invited various groups of employees. The dinner was held at the Town Hall Club.

Maile Dody and Sally Bride of the central typing division were selected.
(Continued on Page 2)

Tobacco Network Elects Glenn T. Watson, President

Wilson, N. C.—The Tobacco Network at recent session here elected Glenn T. Watson president. He is former of WGTM, Wilson. Others elected: Vice-President, Paul Moyle, WNC, Fayetteville; Secretary, Margaret Laughinghouse, WGTC, Greenville; Treasurer, Allan Wanamaker, WTMM, Wilson; Commercial Manager, Durham Moore, WRAL, Raleigh.
(Continued on Page 2)

For Instance

John Nesbitt's "story" Sunday went like this: "My broadcast is made possible by 254 radio technicians, two in each NBC station plus 500 telephone company technicians plus the producer and technicians in the glass closet plus the 55 players in the orchestra plus 16 singers in Darby's chorus which makes 833 paid persons. John Charles Thomas makes it 834."

Calling All Stenos

As we all know, the Post Office Department is requesting the cooperation of all patrons in order to simplify and facilitate the delivery of mail. Since all addresses should include the Delivery District Number, in writing to Radio Daily, the last line of the address should read:

NEW YORK 18, N. Y.

AFRA Talent Agencies In 50% License Drop

Number of talent agents licensed by AFRA under its amended regulations, Rule 12-A, is just half of that which had been licensed under the original pact, Rule 12. A few late stragglers may yet apply for the new license, though deadline has already passed. Old rule expires November 1. About 25 per cent of those not licensed
(Continued on Page 2)

Churchill's Address Drew 14,045,000 Listeners

Prime Minister Winston Churchill scored a 27.1 rating yesterday when he addressed Congress. Figure would encompass approximately 14,045,000 listeners, and came close to the audience rating achieved by President Roosevelt when he addressed Congress, January 7, in his annual message. President's rating was 27.7 or 14,290,200 listeners. Ratings were prepared by C. E. Hooper and released by CBS.

How To Live Sans Spot Anns. Dominates REC-Sesac Forum

Pearson Admits Cuts Re Cox-Probe Attack

Washington Bureau, RADIO DAILY
Washington—The reported Blue-pencilling of Drew Pearson's script for last Sunday's broadcast by Mark Woods, president of the Blue Network, was reluctantly confirmed here yesterday by Pearson. Pearson
(Continued on Page 4)

Sees Possibility Of Federal Operation Unless Congress Enacts New Law; Asks White-Wheeler Bill Passage

Sen. Clark Pessimistic On Further AFM Moves

That no peace is anywhere near in sight relative to breach between the AFM, the phonograph recording firms and the transcription men, is the apparent belief now of all concerned. Record men held a meeting again but still came up with no proposal; the ET men have no date set for resumption of talks with the union and the latter is merely sticking to its guns. Senator D. Worth Clark of Idaho
(Continued on Page 2)

WIP Technician School For Women-Draft Exempts

Philadelphia—A class to train women and draft-exempt men as broadcast technicians has been started by WIP. The class, first of a series planned, has five women and two
(Continued on Page 2)

Set Personnel Changes On Yankee Net Outlets

Boston—Several personnel changes at WICC, Bridgeport, Conn., and WEAN, Providence, R. I., were announced this week by John Shepard 3rd, general manager of the Yankee
(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Unless Congress enacts a new radio law, government control of broadcasting in the country is an accomplished fact, the NAB Legislative Committee said yesterday. The committee assembled to study the bill introduced by Senators Wallace H. White, Jr., and Burton K. Wheeler, which said that NAB re-establishes the liberties and limitations of radio and to consider the effect of the Supreme Court decision of May 10 which "places broad and
(Continued on Page 6)

DuMont Tele Profit; Full Radar Production

Allen B. DuMont Laboratories, Inc., of Passaic, N. J., show a net profit of \$130,164.44 for the fiscal year ended January 2, 1943, after \$60,000 was deducted for Federal income and excess profit taxes, according to the annual report of the company issued yesterday by Allen B. DuMont, president.

During the first quarter of 1943,
(Continued on Page 6)

Interwoven Returning; Soap Co. Expands on WABC

Interwoven Stocking Co., after many years absence from radio, returns to the air over WABC, New York outlet. Interwoven campaign, its first on WABC, might incidentally
(Continued on Page 6)

Grave Situation

Greenfield, Mass.—Grave is the mien of WHAT's announcer Ross Miller. Poised, solemn, dignified, he pontificated in the best Milton Cross manner at the broadcast of a Concert of Sacred Music from Northfield Seminary. When it was over, his aplomb went to pieces—he learned that he had announced the concert as coming from the Northfield Cemetery.

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

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FINANCIAL

(Wednesday, May 19)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	152 3/4	151 1/2	152 3/4	+ 1 1/4
CBS A	23 3/8	23	23 3/8	+ 1 1/8
CBS B	23	23	23	+ 3/8
Crosley Corp.	22 1/4	21 7/8	21 7/8	+ 1/2
Gen. Electric	37 3/8	37	37 3/8	+ 1/2
Philco	24 1/4	24 1/4	24 1/4	+ 1/8
RCA Common	11 7/8	11 3/8	11 3/8	+ 1/4
RCA First Pfd.	68 1/4	68	68 1/4	+ 1/4
Stewart-Warner	13 1/2	12 1/2	13 1/2	+ 1 1/8
Westinghouse	95 1/4	94	95 1/4	+ 2
Zenith Radio	29 3/4	29 3/4	29 3/4	+ 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	31 1/8	31	31 1/8	+ 1/8
Nat. Union Radio	4 1/4	4 1/4	4 1/4	+ 1/4

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	8 3/4	9 3/4
Stromberg-Carlson	9 7/8	10 7/8
WJR (Detroit)	24	

AMP Appoints Urban Manager of Music Dept.

Gretl Urban, who has been in charge of the stations' relations and service department of the Associated Music Publishers, Inc., since its inception last September, has been appointed general manager of the entire music department, succeeding the late Ernest R. Voight.

Murrow To Vacation

Edward R. Murrow CBS's London news chief, will return to this country some time next week, for a five to six week vacation. Despite the "vacation," he will continue his Sunday broadcasts 6-6:15 p.m. William L. Shirer will fill in for Murrow in London.

Renewals Prove Results

WTBO

820 Kc. Cumberland, Md.

No Action This Week On Durr's Petition

(Continued from Page 1)

Albany, Ga. Lord was indicted for larceny by a Georgia grand-jury, because of his possession of certain records concerning the business affairs of WALB. Delacey Allen, attorney for the station, charged that Lord possessed these records illegally and threatened to bring larceny charges when Lord testified under subpoena by the FCC as to the contents of these records at a hearing which was held last February.

Hearing in Tallahassee

The extradition hearing was held at Tallahassee about six weeks ago with the representative of the office of the Georgia Attorney General hardly saying a word as Allen held the floor for two and a half hours. At the end of the hearing the examiner for Florida declared that he would recommend against extradition, saying that the case looked to him like an attempt to get personal revenge upon Lord because some of the documents he had connected Rep. Cox with WALB affairs.

Gov. Holland said when denying extradition that Lord possessed the records quite properly and was wise to have them for his own protection. Lord had been advised by his attorney to have these records in order that he not be implicated in any of the financial affairs of the station.

Sen. Clark Pessimistic On Further AFM Moves

(Continued from Page 1)

chairman of the Senate Interstate Commerce Sub-Committee to investigate the Petrillo music ban, said yesterday that he is undecided at this point whether or not to continue his inquiry. Neither side in the controversy seems anxious to have further public hearings on the matter he said.

Clark said that if the matter is brought to the War Labor Board it will likely mean a delay of several months. He did not see how it could be called a strike, since few of the musicians are actually employed regularly by the recording companies. It appeared to him more like a boycott, he said, and thus the province of the Department of Justice's anti-trust division.

Clark however did not refer to the fact that the government had not made any headway in this direction when it filed suits in Chicago. However, it is believed new angles will be developed, if possible.

Tobacco Network Elects Penn T. Watson, President

(Continued from Page 1)

Sales Promotion Manager, Fred Fletcher WRAL; Program Director, Ray Reeve, WRAL.

Network headquarters will be located in the WRAL Building at Raleigh. Weed & Company has been appointed national representatives of the network.

Ed Kobak Entertains 140 Employees Of Blue

(Continued from Page 1)

by Kobak to be his guests of honor and sit on either side of him at the head of the table—Gail because she transcribes the dictaphone cylinders which Kobak dictates and Sally—well, thereby hangs a tale. Kobak came in one morning at eight o'clock to catch up on his mail and after dictating six letters, sent the cylinder into central typing. Yes, and Sally dropped it and broke it into little pieces—the beginning of a beautiful friendship.

Talks On Blue Background

As at the other dinners, Kobak addressed the group on the origin of the Blue and the thinking behind its growth and development.

Employees at the dinner were from the staffs of the following departments: station relations, program, continuity acceptance, engineering, sales service, spot sales, traffic, WJZ management, accounting, office management, central typing, duplicating, mail-messenger, supply and receiving, announcing, production, script and public service.

Kobak has been host at four other dinners attended by staffs of the publicity, sales, promotion and research and program departments.

WIP Technician School For Women-Draft Exempts

(Continued from Page 1)

men who will be taught practical broadcasting technique under actual operation in the WIP studio for eight weeks under the supervision of Clifford C. Harris and James Tisdale.

Applicants must have theoretical knowledge of broadcasting, which may be gained in vocational schools, before being accepted as students in practice.

Set Personnel Changes On Yankee Net Outlets

(Continued from Page 1)

network. Joe Lopez of WICC, will become manager of WEAN, also, taking over the post vacated by Malcolm Parker who has been inducted into the army. Rose Powers has been upped to assistant station manager at WEAN, and Florence Ballou has been named assistant station manager at WICC.

WANTED

Four (4) 500 watt, 100-130 volt output, constant current transformers, sola - ratheon, etc. Wire collect quantity available, price, and condition.

HEARST RADIO, INC.
235 E. 45th ST.
New York City, N. Y.

COMING and GOING

PHILLIPS CARLIN, vice-president of the Blue Network in charge of programs, left yesterday afternoon for Washington, D. C. He plans to return on Friday.

J. W. WOODRUFF, president of WRBL, Columbus, and WGPC, Albany, has arrived from Georgia for conferences at the headquarters of CBS.

JOHN W. BOLER, president and general manager of North Central Broadcasting System, Inc. back to St. Paul following an extended trip to the East.

BEN KAPLAN, writer of "For the Love of Mike" for the Bell Syndicate, accompanied by MRS. KAPLAN, are en route to Ft. Lauderdale, Fla., for the celebration of their Silver Wedding Anniversary. Return around June 8.

W. LEE COULSON, executive manager of WHAS, Columbia outlet in Louisville, Ky., on a business trip to New York.

JOHN WELLINGTON, Blue Network producer in Cincinnati to handle tonight's "Spotlight Bands" show which will be broadcast for the entertainment of the Naval Incentive Personnel.

STELLE SLAVIN and the members of her orchestra are appearing at, and broadcasting from the 20th Century Club in Philadelphia. They have just completed a 3,000-mile tour of Army and Navy posts along the Atlantic seaboard.

KING PARK, sales promotion manager of WBBM, is here from Chicago. Called yesterday at the CBS offices.

BARRY WOOD is back from Kansas City where he played an engagement at the Arena Theater.

MARK ETHRIDGE, editor of the "Courier-Journal" and "Times," Louisville, and WOOD SOANES, drama editor of the "Tribune" of Oakland, Cal., visited this week at the offices of CBS.

AFRA Talent Agencies In 50% License Drop

(Continued from Page 1)

this year are no longer in business. There were a few consolidations among small offices. Major portion of reduction just hasn't applied for licenses.

Conjectured that these offices just aren't doing any radio business. Union said there have been no denials of licenses or rescindings.

Paula Borak Joins Forjoe

Paula Borak formerly with WWL New Orleans, is now associated with Forjoe & Co., station reps, in charge of research. Pat Diamond, of the research department, shifts to sales.

★ INDUSTRIAL PAYROLL up 53%

For the year 1942 compared with 1941

A MUST Market in MASSACHUSETTS

WTAG WORCESTER

SESAC

20 PER RECORD
PER PRESSING

is the Recording Fee
for any of the

100,000

MUSICAL COMPOSITIONS

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140 SESAC PUBLISHERS

Performable on Virtually All

AMERICAN RADIO STATIONS

Without Additional Charge to

**ADVERTISER, RADIO STATION
or TRANSCRIPTION COMPANY**

WRITE—SESAC PROGRAM SERVICE DEPARTMENT

for further details

THE BIG GREEN 1943
SESAC MUSIC GUIDE LISTS
29 AMERICAN PUBLISHERS
OF VOCAL MUSIC



113 WEST 42nd ST.
NEW YORK, N. Y.

Los Angeles

By RALPH WILK

CLAUDETTE COLBERT guested on the Bergen show over KFI last Sunday, while Charlie McCarthy meanwhile brushed up on his French for the occasion.

Kendall Foods, Inc., makers of Kendall Dog Food, joined the ranks of radio advertisers for the first time with the signing of a year's contract for sponsoring of the Tuesday "Andy and Virginia" broadcasts on the Pacific Coast Blue Network, which started yesterday. The "Andy and Virginia" program is heard daily, Mondays through Fridays.

Milton Samuel, manager of the Blue Network's publicity department in Hollywood, is in San Francisco this week conferring with officials at KGO, Blue Network station in the Bay City. He plans also to visit KFBK, the McClatchy station in Sacramento affiliated with the Blue.

Red Skelton is up for reclassification by Uncle Sam's army draft board, so Producer William Lawrence is keeping his fingers crossed. Skelton has volunteered to do his film "Whistling in Dixie" for the Screen Guild Players broadcast.

Joan Davis, Rudy Vallee's funny-voiced comedienne, has been signed for Kay Kyser's new picture at RKO, production starts this month.

The boys are still laughing over the following typographical error that appeared in a local newspaper, "The Chicago Cubs won a right-handed Hitler from their outfielder." This appeared in an item dealing with a trade the Cubs are trying to make on their outfielder Lou Novikoff who is a holdout.

Pearson Admits Cuts Re Cox-Probe Attack

(Continued from Page 1)

had included in his original script a strongly-worded attack on the Cox Committee to investigate the FCC calling upon Congress to "set its own house in order" and disqualify Cox from serving as chairman of the Committee.

Clifford Durr of the FCC petitioned Congress for the same action last week.

Pearson had kept the matter quiet until yesterday, when it finally leaked out, along with reports of the reason given by Woods for the editing. The Pearson statements might be interpreted as an attack by the Blue Network upon the Cox Committee, said Woods, and the FCC would not approve.

New Canteen Opens

American Theater Wing will open its fifth Stage Door Canteen, tonight, in Newark, N. J. Steve Ellis, of WPAT, will emcee the ceremonies. The following other talent is listed for the opening: Morton Downey, Gracie Barrie, Dick Stabile, Fats Waller, Lanny Ross, Lucy Monroe, and Governor Charles Edison of New Jersey.



Radio Is My Beat. . . !

● ● ● Last Friday, Herb Polesie, CBS producer and Bing Crosby sat chatting in Crosby's suite at the Waldorf-Astoria, when the phone rang the caller was Bob Hope, who was somewhere down South preparing for that week's Camp appearance after a while, Bob put one of his stooges on the wire, Barney Dean who said, "Hello Bing, what ho" etc. When Crosby finally got the chance to speak, he said "while I'm in New York is there anything I can do for you Barney?" "You bet," was the reply, "please drop over and see my mother give her a thousand dollars she's a nice old lady" Phil Spitalny, whose "Hour of Charmers" will open a four week engagement at the Capitol Theater next month, hails from a musical family Pere and Grand Pere Spitalny both conducted symphonic orchestras in Odessa, Russia and two of his brothers, Leopold and Maurice are contemporary baton-wielders To rest up from his sensational record-breaking appearance at the Paramount, Harry James spent the week end at the home of Doc Ike Levy in Philadelphia Blanchard McKee, whose transcribed series, "Neighbors" is kilocycled across the board over WJZ, went to Short Ridge High School in Indianapolis with Admiral Raymond Spruance, from whose Aircraft Carrier Hornet, Brig. General Jimmy Doolittle and his "Eagles" launched their surprise visit to Tokyo Julian A. Martin, producer and talent delineator, has opened offices in the Paramount Building the firm is named Tiffany Enterprises and will specialize in Radio programs, Concert Tours and stage and screen productions.



● ● ● Philip W. Lennen, prexy of Lennen-Mitchell, at a surprise party tendered in his honor this week in N. Y. C., was gifted with a silver tray, monogrammed with the signatures of forty execs and department heads of the company, in commemoration of the firm's 19th anniversary Mr. Lennen paid a tribute to the late founder of the firm, J. T. H. Mitchell during the festivities, it was pointed out that Robert Orr, vice-president had been with the firm since its inception and others who had served the org. for many years included, Michael Mader, 16 years, Myles Baker, 15 years, Ray Vir Den, 13 years and Reginald Townsend eight years Dinah Shore would like to go abroad on an entertainment tour but she's committed to a series of appearances as summer replacement for the Charlie McCarthy show so no dice The CBScreen Guild Players will do "The Devil and Miss Jones," Monday, June 7, with Laraine Day, George Murphy and Charles Coburn, featured Frank Monte, Harry James' manager, has donned khaki.



● ● ● Madeline, wife of Bert Schwartz, picture editor of the Blue Network, went for her auto license plates in Connecticut where they live in that State, a driver whose past two years' record is unblemished by accidents, may get a plate bearing just the initials of the car owner that's how come a Blue Networker drives a car with the plate reading MBS In a recent pillar, we ran a line—quote—We haven't heard from Bob Ripley lately—could it be that he's suffering from a case of "hardening of the oddities?"—unquote A letter from our old friend Doug Storer has just come to this desk, reminding us that on the contrary, the "Believe it or not" lad, has been travelling all over the country appearing at Camps, Air Schools and before heads of Education Boards, to help the government promote children's interest in aviation so it's only fair to all concerned for Old Scoops to sign off with "to Ripley, still tops, on or off the air" Billy Gaxton and Victor Moore would prefer a radio show rather than doing a Broadway Musical comedy several agencies including BBD&O and Young & Rubicam seem very much interested Ginger Jones has just graduated as a Nurse's Aid Lyn Murray, CBSongwriter and conductor, has been elected to membership in Ascap.

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

RUDY Chevrolet Company, Chicago, who sponsored WJJD's 12-12-11 p.m. news service for four years and cancelled when new car sales were frozen, returns to the air under a new contract for one year Monday through Saturday inclusive. Order was placed through Auspitz & Lee.

Craig Maudsley, formerly radio director and account executive of the Harry J. Patz Agency, Baltimore, has joined the WIND sales department.

Smilin' Bob Atcher, WJJD hillbilly entertainer, reported for Army duty at the Fort Benjamin Harrison induction center over the week-end. Clifton and Clifford Steele, also of the WJJD artist staff, have joined the Navy at Great Lakes.

NBC visitors last week included Sidney Strotz, vice-president and manager of the NBC western division; Capt. Lee L. Washburn, former engineer now with the U. S. Signal Corps, and Aviation Cadet Paul Anderson, former announcer who is being transferred to the Naval Air Base at Corpus Christi, Texas.

Will Ray, manager of the NBC central division news and special event department, addressed the Medical School of Journalism at Northwestern University last week on "Breaking Into Radio."

Donald A. Brinley, of the WGN continuity department, reports to the Army at Camp Grant, Ill., as a private this week. Al Boyd, WLS production manager, has assigned Hiram Higsby as emcee on the station's "Smile A While" show.

Three hundred ninety-three hours of broadcasting were devoted to war time activities by WLS during January, February, March and April. Glenn Snyder, manager has announced. Pierre Andre, Blue Network announcer on the "Captain Midnight" series, sustained cuts and bruises when his automobile was hit by another car last week.

Woods To Be Interviewed

Mark Woods, president of the Blue Network, will be interviewed on the first anniversary broadcast of "The Nation At War" program, Tuesday, May 25, at 10:30 p.m., EWT. The anniversary broadcast will be dedicated to the work done by the radio industry during the first year of the war, and will also include parts of "Duffy's Tavern" and "Famous Jury trials" rehearsals.

THIS LITTLE BUDGET WENT TO



WORL BOSTON MASS.

How To Live Sans Spot Anns. Dominates REC-Sesac Forum

(Continued from Page 1)

paper reviewers agreed that stations today were overdoing things by accepting too many spots and neglecting programming. The advertising agency representative yielded the point, but added, that the sales success of the spots, especially with recordings, would indicate that there was a certain amount of audience acceptance. Both broadcasters defended the system on an economic basis.

Discussion was presented under the auspices of Sesac. Leonard Callahan, general counsel for Sesac, hosted, and acted as moderator. Panel consisted of Linnea Nelson, time buyer at J. Walter Thompson & Co.; Jerry Franken, radio editor of "PM"; Ben Gross, radio editor of the "Daily News"; Herbert L. Pettey managing director of WHN; C. L. Menser, vice-president in charge of programming at NBC.

Sees Ton of Influence

Gross, who spoke first, keynoted the session. He listed several criticisms of radio—lack of originality in programming; excessive copy-cat tactics among program producers; the "spineless attitude" on the part of radio, when compared to newspapers, in the matter of fighting for the protection of free speech—but said he preferred to dwell on the decline and perhaps fall of local stations as factors in radio. Here he charged managements with promoting spot business "without discretion, taste or sensibilities of the listeners" and neglecting wholly program building. Such a policy, he maintained, would cause the stations to lose influence in their communities and in the American system of communication. Franken agreed, that among New York stations in particular, spot announcement business was being overdone and that station managers needed "a sense of moderation." The "PM" editor held the stations were lax in local services and very ne-

glectful of program experimentation.

In defending spot announcements even to the point of "65 per cent of a station's gross" Menser emphasized the survival of the fittest theory, suggesting however, that the agencies, representing sponsors, start recommending stations or networks by their product—programs. Whole industry would have to be educated on such a policy, he held, but that in the end the evolution would make for greater stability. He jibed at the NAB which "this year, for the first in ten," listed a discussion of program problems on its convention agenda. "NAB suddenly woke up to the fact that there are programs," he said.

Pettey defended the position of the stations which were targets here, citing first, that independent stations are not in a position, financially, to build productions in competition with the networks and the agencies, and reporting, secondly, that anything which succeeds on the indies is usually lifted by the networks before the station can earn dividends from its investment. He stated, too, that so long as advertisers wanted to buy spots, and so long as the station had availabilities, just so long would programming suffer. He listed his station's "Gloom Dodgers" as an experiment in programming, indicating that the four-hour morning show represented a cost of \$4,700 weekly, and that few stations could afford as much.

Low-Watt Outlets Lauded

Callahan paid tribute to the real small watter stations throughout the country, for not only maintaining operations against the great odds of personnel shortage, but for maintaining high sense of community service.

Out-of-town guests attending the forum included H. H. Hoessly, sales manager of WHKC, Columbus, Ohio; J. W. Woodruff, Jr., executive manager, WRBL, Columbus, Ga.; John Parson, manager, WBRK, Pittsfield, Mass.; Kay Fisher, Walker Co., Chicago; Carol Hughes of "Tune-In" magazine; Walter Dennis, director of press relations of the NAB; Major Harold W. Kent, War Department Liaison Officer to the Office of Education; Lt. Don Weiss, formerly of WRUF, Gainesville, Fla.

WTSP Transfer Denied; Other Activity By FCC

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday announced that it has dismissed without prejudice the application of the Pinellas Broadcasting Co., St. Petersburg, Fla., for sale of the control of the corporation, which is licensee of WTSP, from Nelson P. Poynter to the Times Publishing Company. Poynter is now West Coast representative for the OWI motion picture bureau. He formerly was publisher of the St. Petersburg "Times." The application was dismissed at the request of the attorney for the company.

The Fort Industry Company, which has purchased WFLL, Ft. Lauderdale, Fla., asked the Commission yesterday for permission to move the main studio from Ft. Lauderdale to Miami, contingent upon the Commission's granting of the transfer of license to Fort Industry Company.

AGENCIES

RICHARD WHITMORE and FRANK HAAS have been added to the time buying staff of Lake-Spiro-Shurman, Inc. Whitmore was formerly in charge of radio for the Wm. B. Wisdom agency in the mid-west. Haas was a member of the radio department of Ruthrauff & Ryan, New York. Clarke R. Brown is agency's radio director.

SHAPPE-WILKES, INC., has been formed by Louis Shappe, formerly head of his own agency, and Jesse E. Wilkes, previously associated with New York agencies.

COMET RICE MILLS, through Leche & Leche, Dallas, has scheduled radio for use in its coming campaign.

MANHATTAN RADIO PARTS CO. has appointed Irwin Vladimer & Co. to handle the advertising of its radio and sound equipment.

Baptist Convention On CBS

Proceedings of the Northern Baptist Convention in Chicago will be reported via CBS by the Rev. Earl Frederick Adams, D.D., the convention's general director of promotion, in a special broadcast Tuesday, May 25 from 5:15-5:30 p.m., EWT. Because of transportation difficulties, the convention this year is restricted to a small group, with radio projecting the parley's work to those at home.

MacHarrie Joins WJZ

Stuart MacHarrie has been appointed to the sales staff of WJZ, by John McNeil, station manager. MacHarrie was formerly with WSRR, Stamford, Conn., and Radio Transcription Co., Hollywood.

Wedding Bells

Stan Shaw, matinee maestro of WINS, New York, will be married on May 26 to Jean Dodson, Powers model.

GUEST-ING

KIM TAMIROFF, HELEN WICKEN and FATS WALLER, at "Stage Door Canteen," today (ABC-CBS, 9:30 p.m.).

MUM AND ABNER," on the Kraft Music Hall program, today (WEAF-NBC, 9 p.m.).

DE E. BROWN, on the Rudy Vallee program today (WEAF-NBC, 9 p.m.).

MAIL PATRICK, on "Armstrong's Master of Today," Saturday (WABC-NBC, 12 noon).

LAN HALE, on Ransom Sherman's "Grapevine Rancho," today (ABC-CBS, 8 p.m.).

CORP. BERNARD COWGILL, veteran of the South Pacific warfare, "Men of the Land, Sea and Air," tomorrow (WJZ-Blue Network, 3:15 p.m.).

H. YOUNGMAN, of the U. S. Department of Agriculture, on the "Garden Gate" program, Saturday (ABC-CBS, 9:30 a.m.).

DR. RUTH BAKWIN, director of Pediatrics at the New York Infirmity for Women and Children and DR. LEN THOMPSON, assistant psychologist of the Post-Graduate Medical School and Hospital of New York, discussing "Child Discipline in Warfare," on "Highways to Health," Saturday (WABC-CBS, 1:45 p.m.).

RAYMOND WALSH, director of education and research for the CIO, "Invitation to Learning," Sunday (ABC-CBS, 11:30 a.m.).

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

GEORGE JESSEL, on Fred Allen's "exaco Star Theater," Sunday (ABC-CBS, 9:30 p.m.).

REV. OTTO H. THEISS, speaking on the 50th anniversary of the Lutheran Walther League, on Columbia's "Church of the Air," Sunday (WABC-NBC, 10 a.m.).

Fete Latin-Am. Journalists
Twelve journalists from Chile, Cuba and Paraguay, now touring the United States, will be guests of NBC at a cocktail party in Radio City this afternoon. While at NBC, the visitors will participate in special short-wave broadcasts to their home countries.

WJR DETROIT
MICHIGAN'S GREATEST
ADVERTISING MEDIUM

KLZ
DENVER'S STANDOUT STATION
Favorite of local advertisers
—for a very good reason:
RESULTS!
CBS-560 Kc.
Representative: The Katz Agency, Inc.

WENR
Blue Points
WENR recently delivered 700% more returns than the advertiser expected! Here is real pulling power!
WENR is Chicago's Basic Blue Network Station. 50,000 watts on a clear channel, 890 k.c. Represented nationally by Blue Spot Sales.

NAB Warns Industry Against Gov't Control

(Continued from Page 1)

fantastic powers in the hands of the Federal Communications Commission."

"The Supreme Court decision," said the committee, "hands over to the Commission complete control of broadcasting. This government agency now has the power, whenever it wishes, to determine what the American people shall and shall not hear, whether it be news, music, drama, comedy or political broadcasts. The world's last remaining system of free radio has been brought under complete government domination by this decision, a condition which previously has been bitterly deplored by the people and press of the United States."

"This result is astonishing to the radio industry and the public alike. Emerged from a case purportedly concerned only with the power of the Commission to regulate contracts between stations and networks, the decision went far beyond these issues and constituted a hitherto unsuspected interpretation of 'public interest, convenience and necessity' by the majority of the Court, with strong minority dissent. New legislation is the only hope of free radio in America."

The committee, consisting of NAB President Neville Miller, Don S. Elias, WWNC, Asheville, N. C.; Clare R. McCullough, WGAL, Lancaster, Pa.; James D. Shouse, WLW, Cincinnati; Frank M. Russell, NBC, Washington, and Joseph H. Ream, CBS, New York, laid plans for NAB participation in hearings on the White-Wheeler bill, scheduled to begin next Tuesday.

Magazine, 2 Music Firms Incorporate in New York

Albany—Secretary of State's office has issued papers of incorporation to Radio Comics, Inc., Manhattan, to conduct business in this state. Concern has 200 shares of stock, no par value, directors including Harold Gilbert, Jules E. Gilbert and Leonard H. Steibel, all of New York City. Bernard B. Smith, New York, was the filing attorney.

Papers of incorporation also have been issued to two new music publishing houses: Dawson Music Co., Inc., with 200 shares of stock, lists as directors Eli Dawson, Mary Martin and David H. Schwartz, all of New York City, with Louis J. Genat, New York, as filing attorney.

Also Allied Music Corporation, Manhattan, with 100 shares of stock, lists Leonard Zissu, Samuel M. Miller and Norma Martin, New York, as directors. Zissu filed the papers.

NBC Int'l Ups Ruddell

Lawrence Ruddell of NBC's International Traffic Department has been appointed manager of the department, succeeding Earl Harden who has joined the U. S. Army.

NEW PROGRAMS—IDEAS

KBS's Continuity Contest

Continuity contest run by the Keystone Broadcasting System reflects the trend away from current types of local station programming, according to KBS officials. The contest, open to all staff members of KBS affiliates, was won by F. E. Mayhew, of KASA, Elk City, Oklahoma, who received as first prize a \$25 War Bond.

It was originally planned by KBS to award only a first prize but the returns were so heavy and encouraging that five runner-ups were selected. These were awarded war stamps. The runner-ups are: Evelyn Cox, KID, Idaho Falls, Idaho; George Brooks, KOVC, Valley City, North Dakota; Barbara R. Kirkpatrick, WAGM, Presque Island, Maine; Mrs. Ernest Boyes, KGNF, North Platte, Nebraska and Hal Barton, KLUF, Galveston, Texas.

The winning scripts, built around one episode for "Sunrise Salute,"

Interwoven Returning; Soap Co. Expands on WABC

(Continued from Page 1)

be called a case of radio and Arthur Godfrey selling itself. On May 13 Godfrey ad-libbed about an open spot on his program. On May 14 Interwoven contacted WABC and arranged for its first participation in the program only six days after Godfrey's joking reference to the participation availability.

For its Interwoven Socks, the company participates in the 7-7:45 a.m., EWT, portion of the show on Monday through Saturday.

The agency handling the account is United Advertising Corp. of Newark, New Jersey.

Sweetheart Soap has increased its campaign from three to six days a week on WABC. Sweetheart Soap's increased station schedule includes participations in the daily-except-Sunday "Arthur Godfrey" program on Mondays, Wednesdays and Fridays. Effective immediately, the client advertises its soap on the 7:00 to 7:45 a.m., EWT, portion of the Godfrey program.

In addition, the Manhattan Soap Company, Sweetheart Soap manufacturer, continues the sponsorship of WABC's "Early Morning News" with Doug Edwards on Tuesdays, Thursdays and Saturdays. The program is heard from 7:45 to 8:00 a.m., EWT.

Franklin Bruck Advertising Corporation is the agency handling the account.

"Manpower" Letters

Lawrence A. Appley, executive director WMP, will answer official questions mailed by listeners on "Manpower, Ltd." on Monday night over MBS network. Theodore Granik will read the queries. Show is heard from 9:15 to 9:30 p.m., EWT, and re-broadcast over WOL, Washington, from 10:45 to 11:00 p.m.

Local Femmes Run Show

KGVO, Missoula, is giving prominent local women an opportunity to direct their own programs for five minutes three times a week. The program, titled "Program Director," under the sponsorship of the Ten Cent Drug, calls for the woman of the day selecting the music to be heard.

"Home Nursing"

Demonstrations in department store windows on home nursing and hospital care were broadcast last week by WTAG, Worcester, as a tribute to community hospitals on "National Hospital Day." Program also asked listeners to enroll as student nurses in recruiting drive sponsored by Massachusetts Hospital Association.

early morning KBS sustainer, will be heard over the transcription network during the week of June 27.

P.&G. Defends Teel Ads Against FTC Accusation

Washington Bureau, RADIO DAILY

Washington—Answering the FTC complaint that it has disparaged competitive products and "disseminated false advertisements" concerning Teel, a liquid dentifrice, Procter & Gamble denies that its advertising is misleading and asserts that some competing tooth powders and pastes do contain abrasives which might cause cavities in the soft portions of the tooth structure exposed by receding gums.

The FTC declared in its complaint that Teel is actually inferior to many competitive products because it lacks the abrasives used as cleansing agents by manufacturers of other tooth cleansers. P.&G. holds that the claim has never been made, as was charged by the FTC, that Teel cleans teeth "utterly," but says it is satisfactory, adding that while abrasives used occasionally may not produce noticeably harmful results, the FTC's contention that they are desirable and necessary is wrong.

Hearings will be held.

Kate Smith Will Speak At Bond Sale Ball Game

Kate Smith will address the crowd assembled at Griffith Park, Washington, D. C., for the special night game between the Washington Senators and the Norfolk Naval Training nine, to promote War Bond sales on Monday, May 24. The singing star's daily CBS program "Kate Smith Speaks" originates in the nation's capital that day.

Another For Cross

Milton Cross has been booked by NCAC to officiate at presentation of Army-Navy "E" Award to Charles Pfizer & Co., manufacturing chemists, at their plant in Brooklyn on Monday, May 24.

DuMont Tele Profit; Full Radar Production

(Continued from Page 1)

shipments of the company were slightly in excess of one million dollars, as compared with shipments of approximately \$260,000 during first quarter of 1942.

Net sales during the fiscal year ended January 2, 1943, totalled \$2,182,419.

Indicating that the facilities of the company are taken up with the manufacture of Radar equipment for war effort, the annual report issued to stockholders states: "During the corporation continued to devote practically its entire laboratory and manufacturing facilities to fill the requirements of the Army and Navy and its suppliers. In order to take care of the increased demand for products we have enlarged our facilities so that we have approximately three times as much floor space as we had a year ago. The number of employees increased during this period from 185 to 513."

Regular Schedule in New York

Regarding DuMont's television activity, the report states: "We are now operating our New York television transmitter (W2XWV) on a regularly scheduled basis and have gained much experience over the past year which will result in improved equipment and methods which will be available for commercial operation at the conclusion of hostilities. We believe that upon the resumption of television manufacture a considerable improvement will result from the intensive development of this and other companies during the war period."

"There has been a marked improvement recently in the attitude of industry leaders and government officials toward television, and predictions are being made that television will be one of the large industries to take up the slack of the post-war period."

The report discloses that additional patent applications were filed during the year and the corporation now has 41 issued patents which cover the major technical advances made by its laboratory.

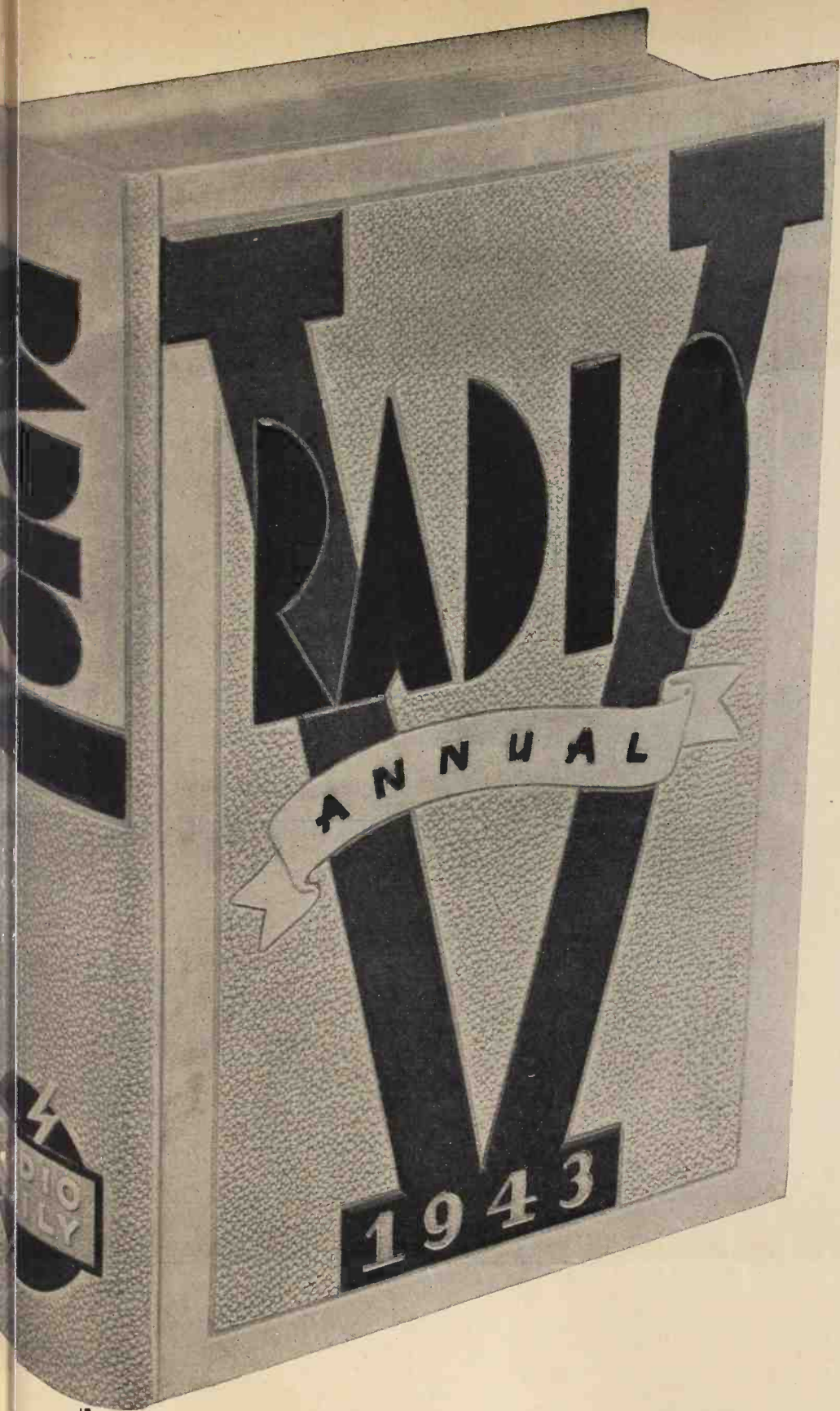
Stork News

Sam Kaufman, director of sales promotion and publicity at WCCO, Minneapolis, is the father of a boy born May 13.

It's a boy—Steven Jeffrey—for Natalie (formerly NBC) and Sam S. Baker, director of radio for the H. M. Kiesewetter Advertising Agency.

Announcing Sharon Gilmore Gettings, seven-pound infant daughter of Matt Gettings, sportscaster on WPDQ, Jacksonville, Fla.

E. J. DeGray, office manager at WBT, Charlotte, is passing out cigars and, to the girls, blue-ribboned packets of cigarettes, celebrating the arrival of Richard Edward DeGray at the Presbyterian Hospital.



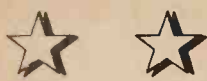
1943 RADIO ANNUAL

**CONTAINS A
COMPLETE
BREAKDOWN
OF EVERY U. S.
RADIO
STATION AND
THEIR
PERSONNEL
PAGES 323- 605**



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

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



Coast-to-Coast



DUDLEY BREWER has joined the sales service department of KWK, St. Louis. New to radio, his varied background includes research and media at the D'Arcy Advertising Co., and personnel work for Shell Oil at the Wood River, Ill., refinery. Earlier in his career he sang at Radio City Music Hall under Roxy, and at the St. Louis Municipal Opera in a "Student Prince" company... May Kennedy McCord, the station's "First Lady of the Ozarks," performed at the recent Folk Festival in Philadelphia.

WNYC, N. Y., moved mikes to Broadway Theater last night—and will do so again tomorrow night—to broadcast a one-hour portion of the ballet-music features of the Ballet Russe De Monte Carlo... During the intermission of the ballet programs ballet stars are interviewed.

Marcia Rice, former vocalist with music director Dol Brissette's orchestra at WTAG, Worcester, has joined a USO Camp Show unit. Group will tour army camps in the U. S. for six weeks and then clipper across. Since leaving station, Miss Rice has sung with Sam Donahue's and Tony Pastor's orchestras.

Two new orchestras will be heard on WHIO, Dayton, nightly: Toasty Paul's at the Van Cleve; Louise Carlyle's at the Billmore.

Harry McNaughton, a member of the zany board of ignoramus on "It Pays To Be Ignorant," WOR's comedy-quiz, will replace Arthur Treacher in the "Ziegfeld Follies," now playing on Broadway, June 1. McNaughton has appeared in two earlier "Follies," under the late Florenz Ziegfeld.

Bernard Penrose has been added to the announcing staff at WIBG, Philadelphia. He was formerly with WBAB, Atlantic City.

When the 10,500 ton Liberty Ship "Matthew Brady," built by the Kaiser Shipbuilding Company in 26 days, slid down the runway at Richmond, California, the proud lady who did the christening was Alice Lewis, wife of WOL-Mutual's commentator on national affairs, Fulton Lewis, Jr.

1943													
BIRTHDAYS													
17	18	19	20	21	22	23	24	25	26	27	28	29	30

May 20

Vet Boswell	Patricia Dunlap
Patricia Ellis	Robert Hansen
Harold Stein	L. B. Wilson
Gail Patricia Gander	
Pvt. Martin R. Koerner	

When Corporal Murray Arnold, former program director of WIP, Philadelphia, dropped into the studio for a visit from Mississippi he was greeted with a poster-size blow-up of a snapshot of himself in full GI issue. A streamer across the pix announced: "Appearing in person ALL THIS WEEK"... A former Philly merchant seaman who went through the hell of Luftwaffe attacks on the Murmansk run to Russia will be heard Saturday on the broadcast from the New Cumberland Reception Center.

The Times Square Mission begins a series of evening broadcasts three times a week over WBNX, N. Y., starting June 8. Pastor of the mission will be heard on each program with guest singers and speakers... Station's "Spanish University of the Air" will recess for summer at end of May, and resume in Fall... Barry Wood and Georgia Gibbs are scheduled for the station's "Treasury Star Parade" next week.

Following a disappointing air-raid blackout drill, WHCU, Ithaca, N. Y., co-operated with local air warden officials in transcribing with sound effects an explanation of the rules and the various signals. For a week the transcription was aired, and when another blackout drill was conducted around Ithaca the results were noticeably better.

Kay Ivers, singing star of "Just For Fun," servicemen's program on WBZ, Boston, will be guest of honor at the Portsmouth, N. H. Navy Yard today. She will put on a special show, which will not be broadcast, before 1,800 in the recreation hall... Dr. Earl G. Harrison, U. S. Commissioner of Immigration, spoke on "I Am An American Day" over WBZ-WBA.

Mrs. Elizabeth Bussing, consumer expert heard Tuesdays and Thursdays in the "Warime Living" program on FM station W75NY, has been appointed Consumer Advisor of the Nutrition Committee of the Brooklyn Chapter of the Red Cross. Today Mrs. Bussing began a new series on the culture and cooking of foreign countries.

Four ace commentators of WCAU, Philadelphia, took part in the Four Freedoms Bond Show yesterday in the auditorium of Strawbridge and Clothiers. The aces, introduced by Betty Hurd, were Powers Gouraud, Katharine Clark, Taylor Grant and Robin Flynn... Today, Songstress Marion Mason and Organist Doris Havens will perform in Snellenburg's Bond Window.

Guest line-up for remainder of the week on WHN's "Meet Frances Scott" includes the following: Mrs. Elizabeth Kaiser, 73 year old president of the Grandma's Club; Ed Flynn, editor of American Cotton and Wool Reporter; Chamberlain Brown, theatrical producer... Maurice Rocco, pianist, has been added to the station's cast of "Gloom Dodgers."

WELL, New Haven, has been broadcasting five-minute talks daily to aid the drive to enroll 6,000 new members in the Catholic Council of Social Agencies for volunteer work among unfortunates. The appeals were made at the request of the Rt. Rev. Maurice McAuliffe, Bishop of Hartford. Representatives of the various parishes in Greater New Haven take turns on the radio assignment.

Glen Page has joined announcing staff of WINS, N. Y. He formerly announced for WAAT, Jersey City; WHCU, Ithaca; WKNY, Kingston, N. Y.... Joel Chesney, who conducts the "Victory Quiz" got a fan letter from LaGrange, Texas. And he can't figure out how come.

WLW-WSAI, Cincinnati, singing stars Bonnie Stuart and the Thrasher Sisters pinch-hit for celebrities at local nite spots this week. Bonnie subbed for Connee Boswell, who was unable to appear; the Thrashers filled in for Sophie Tucker... Arthur Reilly, news commentator, who spent many years in Washington, will introduce Monsignor Fulton Sheen when he comes to Cincinnati next week for his "Catholic Radio Hour."

Jean Colbert has invited Charlotte Adams of WQXR to be her guest on the program "For Women Only" on WCAU, Philadelphia. Miss Adams, who conducts the "Run of the House" program on WQXR, will discuss "Conservation and Home Decoration" with Miss Colbert on Monday morning.

WTOP's, Washington, CBS correspondent, Robert Lewis, gave a talk yesterday before the Soroptimist's Club, professional women's group... Elinor Lee, director of women's programs, addressed the annual meeting of the American Association of University Women on "Radio and the War Effort."

WLJB, Brooklyn, on Thursday nights, has inaugurated a new weekly series for collectors titled "Walter Kaner, The Stamp Man." The program is conducted by Walter Kaner, stamp writer and commentator, who presents the stories pictured on stamps, interviews well known collectors and presents stamp news.

E. B. Rideout, staff meteorologist of WEEI, Boston, is giving Boston's Women's Fliers a non-technical course in weather forecasting. The course includes the study and preparation of weather maps, basic principles of elementary meteorology, including instruction in the character and use of weather instruments. The course covers a 12-week period and will be thoroughly practical in nature, involving no intricate mathematics.

KPO, San Francisco reports: Leo Ramsey, former announcer at KGMB, Honolulu, has joined the staff... Bob Williams, former station announcer has joined the

production staff and is handling Kate" and "Three Cheers for Navy Patty Craig, former radio actress, became NBC's first sound effects on the West Coast... Producer Bill is traveling with "Truth or Consequence" and producing all shows originating West Coast.

Senator Hatch of New Mexico Herbert Agar speak at a "Wir Peace" radio rally over WEVD, N. Y. Sunday from the N. Y. "Times" Fredric March and Florence Dridge will act in a sketch for the occasion by Howard Faul round-table fest will feature E. Ansel Mowrer, Rex Stout, Dr. H. D. Gideonse, Dean Virginia C. Gil sleeve and Dr. William Agar. E. Farrell will sing, as will a Ha YMCA choir.

Dr. Frederick Holcomb, superintendent of the Tuberculosis Hospital, will be the list of notables who will appear the Bondstand" Friday, over WKNY. The program, running from 8:00 to 10:00 p.m., will feature many outstanding entertainers, sell bonds, give away stamps and send out a call on behalf of Mayor's cigarette fund.

Bob Hope and Bing Crosby, participating in the War Bond Golf Match at Llanerch Country Club, will do in for an informal spot on the "Four Freedoms" War Bond Show of WFIL, Philadelphia, tomorrow. She will originate in auditorium of Strawbridge & Clothier store... Anice I. conductor of "Everywoman's Club" accompanied 80 local gals who will off to New York's Hunter College Tuesday for basic WAVE and SP training. She'll tell about the trip the "Women in War" program.

WMCA, N. Y. aired address of Council President Newbold Morris yesterday from annual convention of New York League of Women Voters at N. Times Hall... On Sunday station presented dramatization by the Ave Ma Players of the story of the prophet Samuel, under auspices of Graym monastery... Utah's Senator Elbert Thomas on Tuesday discussed "What Do About the Japs After the War."

"America's Town Meeting" Features Debate Finalists

Finals in a national discussion contest in 169 universities and colleges will be conducted at a special broadcast of "America's Town Meeting in the Air" Saturday, May 22, from 2 p.m., EWT, over the Blue Network. Sponsoring the event are the Office of the Coordinator of Inter-American Affairs and the American Council on Education. George V. Denny, Jr., founder and moderator of "Town Meetings," will preside. Theme to be discussed will be "How the American Republics are Cooperating in Winning the War."



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 23, NO. 37

NEW YORK, N. Y., FRIDAY, MAY 21, 1943

TEN CENTS

Agency Manpower Status

White-Wheeler Bill Will Need 'Support'

Washington Bureau, RADIO DAILY
Washington — Because so many members of the full Senate Interstate Commerce Committee have evidenced interest in radio legislation, a committee official said yesterday, the hearings on the White-Wheeler Bill to rewrite some sections of the Communications Act will be held before the full committee. These hearings will be under way Tuesday morning. The sessions were originally to be held before a special sub-committee, including Senators Wheeler and

Treasury Thanks Toscanini For Concert Bond-Sales

Secretary of the Treasury Henry Morgenthau, Jr., wrote to Arturo Toscanini, conductor of the NBC Symphony Orchestra, expressing his warmest thanks for the Easter Sunday War Bond concert which netted the late Sam's war chest \$10,190,045 in net proceeds and purchases for admissions and an additional \$1,000,000 purchase for Toscanini's manuscript of his own

Hardig Made Time-Buyer Of Ralph H. Jones Co.

Kathryn M. Hardig has been promoted to time buyer at the Ralph H. Jones Co., Cincinnati-New York advertising agency. Associated with the agency for the past five and one-half years, she served as secretary to Charles M. Robertson, Jr., president, and more recently as assistant time buyer.

Far-Sighted
Columbus, Miss.—For birds-eye-view broadcasting after the war, WCBI will have a helicopter, the strange mechanical bird that flies in any direction or hovers over one spot. It has just been ordered, for post-war delivery, by Col. Birney Innes, father of Captain Innes, owner of the station. The machine, an amphibian, will be equipped with 2-way radio by studio technicians.

Pre-Eagle Episode
Radio Advisory Committee of The Advertising Council is displaying an exhibit of achievement at the two-day 1943 Annual Meeting of the American Association of Advertising Agencies, at the Waldorf-Astoria, ending today. Almost dead center of photographs of artists contributing time and talent is that of Fred Allen—at an NBC mike.

Blue-NBC War Effort 225 Hours In April

Blue Network devoted a total of 130 hours and 38 minutes to the war effort in April, according to the monthly report prepared by the program analysis division of the research department. Of the total network time, 90 hours and 27 minutes of sustaining time was contributed by the Blue, and 33 hours and 46 minutes by sponsors on the network, making a total of 124 hours and 13 minutes on the network. The

"Neighborhood Call" Discontinued By OWI

Washington Bureau, RADIO DAILY
Washington—The OWI-OPA show "Neighborhood Call," which has been running weekly on 27 NBC outlets as a live show and via transcriptions on several hundred other stations for about a year, has been discontinued, the OWI announced yesterday. The

Special Exhibit On At AAAA Cites Radio And Advertisers

WLW Appoints Dolan English Correspondent

Cincinnati—Appointment of Leo Dolan, London manager of INS, as war correspondent in England for WLW here, was announced yesterday by James D. Shouse, vice-president in charge of broadcasting for the Crosley Corp. Dolan's appointment gives the station three correspondents in the major theaters of war. James Wellard is in Africa, Hugh Dash in Australia.

AAAA Session Hears Its Industry May Not Be Classed As Essential; Advised To Train Women

Billingsley Elected 4A's Board Chairman

Election of four new executive officers for one year terms, three new members at large for three-year terms, and sectional council representatives was conducted at the opening of the 26th Annual Meeting of the American Association of Advertising Agencies, yesterday, at the Waldorf-Astoria, where approximately 200

Baudino KDKA Manager; Rock Joining Marine Corps

Pittsburgh—Joseph E. Baudino has been named general manager of KDKA to succeed James B. Rock, who has accepted a commission in the United States Marines, it was announced yesterday by Lee B. Wailes,

Kate Smith Daytime Show Adding 6 Florida Outlets

General Foods Corp. will add six stations to the CBS network of "Kate Smith Speaks," bringing the total of Columbia outlets carrying the pro-

By SYLVIA WEISS
RADIO DAILY Staff
Advertising agencies were admonished to institute employee training programs for women immediately, because the industry stood little chance of obtaining classification by the WMC on the essential activities list, and because by the end of this year, every man who meets physical requirements and is within age limit

Agency Wartime Role Praised By Coonley

Importance of role played by advertising agencies in the wartime program of simplification and standardization of products as implements of conservation, and in the post-war program of keeping alive principles for which the war is being fought were stressed by two of the speakers

Leon Decker Leaves PA For Web Editorial Post

Leon Decker, head of the press relations department of Press Association, Inc., resigns his position today to become editorial assistant to G. W.

Caesar Decorated
Chicago—Caesar Petrillo, musical director of WBBM, was decorated last night by Indiana and awarded a citation for "outstanding citizen and patriotic services" rendered to the community, state and nation. Petrillo has consistently devoted time and effort to war bond sales and morale. He is a brother of James C. Petrillo, president of AFM.

Display is divided into three parts, (Continued on Page 7)



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

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FINANCIAL

(Thursday, May 20)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	153	152 3/4	152 3/4	
CBS A	24 1/4	24	24	+ 1/2
CBS B	24 1/4	23 1/2	23 1/2	+ 1/8
Crosley Corp.	22 1/8	21 5/8	21 5/8	+ 1/4
Gen. Electric	38 1/4	37 1/4	37 5/8	
Philco	24 1/2	24	24	- 1/4
RCA Common	12	11 1/2	11 5/8	
RCA First Pfd.	69	68 5/8	68 5/8	+ 3/8
Stewart-Warner	13 7/8	13 1/2	13 1/2	
Westinghouse	96 1/2	95 1/2	95 5/8	+ 1/8
Zenith Radio	30 3/8	30	30	+ 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	32	32	32	+ 1/2
Nat. Union Radio	4 3/8	4 1/4	4 3/8	+ 1/8

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	9 1/8	9 3/8
WCAO (Baltimore)	18	22
WJR (Detroit)	24	

John S. Stone

John S. Stone, past president of the Institute of Radio Engineers and patentee of several early inventions in the field of radio telegraphy, died yesterday at his home in San Diego, Cal. He was 73.

Ecuadorian Journalist To NBC

Dr. Miguel Albornoz has joined the NBC's International public relations department to prepare special publicity material for Latin American newspapers and magazines. Dr. Albornoz attended the University of Quito, Ecuador, where he majored in law, later studying at the University of Chile and the University of Michigan. He is now completing a course at Columbia University.

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

5000 WATTS Directional
OVER METROPOLITAN NEW YORK

Baudino KDKA Manager; Rock Joining Marine Corps

(Continued from Page 1)

general manager of Westinghouse Radio Stations, Inc.

The appointment of KDKA chief engineer Dwight A. Myer to Baudino's post as assistant to Wailes in Philadelphia, and the promotion of Theodore C. Kenney to chief engineer at KDKA, also were announced.

Baudino returns to KDKA, where he was chief engineer from 1936 to 1941, after two years at the Philadelphia headquarters as assistant to the manager of the Westinghouse group. He will assume his new duties at KDKA on Monday, May 24. He has been associated with the Westinghouse Radio Stations since 1927.

Rock's leave of absence to join the armed forces followed two and one-half years as KDKA's manager. He will report for active duty on June 1 in the communications division of the Marines.

Myer has been associated with Westinghouse for 21 years, first coming to KDKA in June 1922. Since then he has served as chief engineer at several of the Westinghouse stations, returning to his post as chief engineer at KDKA in 1941. Kenney joined KDKA in 1926 and was assistant chief engineer at the time of his present promotion to the job relinquished by Myer.

Yesterday's changes in the KDKA personnel follow closely the recent promotion of W. B. McGill, KDKA sales promotion manager, to the post of general advertising manager of all Westinghouse stations with headquarters in Philadelphia, and departure of John S. DeRussy from KDKA as sales manager to the same post at KYW, Philadelphia. Frank V. Webb, formerly assistant general sales manager of Westinghouse in Philadelphia, succeeded DeRussy at Pittsburgh.

"This Nation At War" Marks First Anniversary

First anniversary of The Blue's "This Nation At War" program, staged in cooperation with the National Association of Manufacturers, will be celebrated at the broadcast on Tuesday, May 25, at 10:30 p.m., EWT. Network's President Mark Woods and Walter B. Weisenburger, NAM's executive vice-president, will interview one another. A pickup from Shenandoah, Ia., will spotlight KMA, which will be cited for its long-range program of working with the farmers. From Bill Baldwin, Blue's special events director for the west coast, will broadcast from an observation plane over the Advanced Flying Field at Stockton, Cal., the aerobic maneuvers of seven army ships.

Green On "Labor For Victory"

William Green president of the American Federation of Labor, will report on actions taken this week by the AF of L Executive Council on the "Labor for Victory" program over NBC this Sunday, at 1:15 p.m., EWT. Green will speak from Washington.

Treasury Thanks Toscanini For Concert Bond-Sales

(Continued from Page 1)

arrangement of "The Star Spangled Banner." "You expressed in music," Secretary Morgenthau wrote, "the might and power and fierce resolve deep down within all of us to battle to victory—a resolve that is sometimes hard to express in words."

"Please tell the NBC Symphony Orchestra for me that I wish I were able to thank each of them personally for the performance.

"It is gratifying to know that admissions to the concert resulted in sales of Second War Loan Bonds totalling more than ten millions dollars—money that will fight for the right of man to utter his beliefs and feelings openly and sincerely, whether in music or words."

Kate Smith Daytime Show Adding 6 Florida Outlets

(Continued from Page 1)

gram to 80. Effective June 7, the stations added are: WMBR-Jacksonville; WQAM - Miami; WDBO - Orlando; WFOY-St. Augustine, WDAE-Tampa and WJNO-West Palm Beach.

Kate Smith started her daytime show for General Foods on CBS in 1938 and has been broadcasting regularly on the network since 1939. For Swansdown Cake Flour the program is heard Mondays through Fridays from 12:00 noon-12:15 p.m., EWT.

Young & Rubicam, Inc. handles the account.

Leon Decker Leaves PA For Web Editorial Post

(Continued from Page 1)

Johnstone, director of News and Special Features of the Blue Network. Decker starts at the Blue, next Monday.

A veteran newspaper man, Decker, has been affiliated with PA, radio subsidiary of the Associated Press for the past year and a half. Previous to that he was employed for seven years by AP at Kansas City and Wichita, Kansas. Decker also served on papers in Springfield and Jefferson City, Mo., and at Parsons and Pittsburgh, Kansas. He attended the University of Missouri.

"Neighborhood Call" Discontinued By OWI

(Continued from Page 1)

program served an important function in educating housewives to the working of the rationing program, according to OWI, but is being discontinued now because there are not enough new subjects to merit carrying the weekly program.

Wedding Bells

Johanna Silverstein, secretary to Don Albert music director WHN N. Y., will be married tomorrow to Air Corps Corporal David Lorber, who's heading here from his base at Ontario, Cal.

COMING and GOING

CARL BURKLAND, general manager of WTO Columbia's OGO station in Washington, D. C. was in town yesterday and left last night for the Capital.

PHIL SPITALNY, and the members of his all girl orchestra heard over NBC back in New York for the broadcasting of Sunday's "Hour of Charm" from the Radio City studios.

LEONARD D. CALLAHAN, general counsel of Sesac, left for Washington last night on business trip. Will return the early part next week.

JOHN WELLINGTON, Blue Network producer is at Melville, R. I., to handle tomorrow's "Spotlight Bands" program which will originate at the Fuel and Net Depot of the U. S. Navy.

HOWARD MEIGHAN, eastern sales manager in the Radio Sales division of CBS, returned to New York yesterday.

CY LANGLOIS, of Lang-Worth Transcription left yesterday for Macon, Ga., where he will attend the NAB fifth district meeting which will be held tomorrow.

MILTON H. BLOW, president and treasurer of the agency bearing his name, is on a business trip to the West Coast.

W. L. COULSON, executive manager of WHA-Louisville outlet of CBS, left yesterday for Kentucky following a few days here on station and network business.

DR. AUGUSTIN FRIGON, assistant manager of CBC, visiting yesterday at the NBC offices of William S. Hedges, vice-president in charge of stations.

DON ELIAS, manager of WWNC, Asheville, N. C., is in town. Paid a call yesterday at CBS.

DONALD VOORHEES, conductor of the NBC "Telephone Hour" will spend the week-end in Boston and Lewiston, Me.

JOSEPH C. BURWELL, president and station manager of WMBS, Uniontown, Pa., outlet of CBS, is on a business trip to New York.

JACK BENNY and his program guest, BOB CROSBY, will travel on Sunday to Taft, Cal., where the comedian's show will be aired for the entertainment of the servicemen at Gardner Field.

JUDITH WALLER, public service director for the NBC central division, is in Nashville, Tenn., today, where she is scheduled to address the radio conference of that city.

Sec. Patterson On MBS

Undersecretary of War Robert Patterson will make the second in his series of reports on the war over the Mutual network Tuesday, May 25, from 9:15-9:30 p.m., EWT. This will be a continuation of his last address over Mutual on the topic "A Report To The Public On The War," in which Patterson will summarize our global war efforts.

The program will originate in Station WHK, Cleveland.

W P E N
THE PROOF IS IN THE LISTENING
Philadelphia
5000 WATTS • 950 ON THE DIAL
Affiliated Station of the Atlantic Coast Network



SURPRISE

... AT THE
JACK IN THE BOX
AT

WNOX

Sales Management's 1943 Survey of Buying Power shows that the WNOXVILLE trading area has \$251,179,000 retail sales. Compare that with these other major markets city retail sales:

New Orleans	\$215,000,000
Atlanta	250,000,000
Dallas	230,000,000
Denver	226,000,000
Memphis	206,000,000
Nashville	109,000,000

WNOXVILLE describes the sales-rich WNOX-Knoxville trading area. No wonder it's bigger than New Orleans and other leading Southern and Western cities . . . it's been in the boom time for a long time what with TVA and other industrial highspots.

You're passing by sales when you overlook WNOXVILLE. Look over your next schedule and check to make sure you're covering WNOXVILLE and all that it means.

If you're Tennessee bound, you're right in including WNOX.

(All retail sales figures used herein with permission of SALES MANAGEMENT'S Survey of Buying Power. Retail sales figures for cities other than "Wnoxville" are City, not trade area, estimates.)

WNOX 10,000 WATTS DAY AND NIGHT 990 kc.

OWNED BY SCRIPPS-HOWARD RADIO, INC. • AFFILIATED WITH KNOXVILLE NEWS SENTINEL

COLUMBIA BROADCASTING SYSTEM

THE BRANHAM CO., REPRESENTATIVE

San Francisco

NBC-KPO recently joined with RKO Pictures in the 25-city West Coast premiere of the new film, "This Land is Mine," which opened at the RKO-Golden Gate Theater here simultaneously with showings in the other 24 cities. The launching received extensive build-up over the air, via KPO personality programs, transcribed excerpts from the film, and interviews with the stars, Charles Laughton and Maureen O'Hara. Special KPO programs were steered by Jane Lee, Larry Smith, George Mardikian, David Gilmore, and George Caraker, all regular staff members. The preview was broadcast.

Tieup with local schools has been arranged by the Blue Network station, KGO, to boost 1943 Red Ryder Victory Patrol, which has thousands of local youngsters saving and collecting scrap metals, papers, magazines, rubber, tin and other critical materials. KGO staff members will appear at school sessions to present brief entertainments based on patriotic themes, and urging the children to take part in the campaign and to buy War Bonds and Stamps. Free Red Ryder comic books are obtainable by filling out application cards which are obtained at the corner grocery stores.

New program assignments on KPO include—Floyd Farr, broadcasting news Monday through Saturday for Brown & Williamson's Avalon Cigarettes; Douglas Gourlay, airing news tri-weekly for Capwell's, largest Oakland department store; and Larry Smith, former INS correspondent in Japan and now writer on the Hearst "Call-Bulletin," who is doing a Sunday commentary, sustaining, on the Pacific war.

Citizens Union Group
Rallies To WNYC Defense

The Citizens Union rallied to the defense of the Municipal Station WNYC on Wednesday, protesting the proposal to eliminate from the budget the \$106,915 needed to operate the outlet. In a letter to Councilman Joseph E. Kinsley, chairman of the City Council's finance committee, the Citizens Union declares that the radio station, "maintained at this cost," is potentially one of the city's greatest assets.

The public would resent elimination of the station, the letter warns.

Mme. Litvinoff Scott Guest

Frances Scott will have Madame Ivy Litvinoff, wife of the Russian diplomat, as her guest on WHN's "Meet Frances Scott" program Monday, May 24, at 8:30 a.m.

Wedding Bells

Louise Collins of the editorial staff of "Song Hits Magazine," and James L. Quinn, traffic manager of the Cross Trucking Corp., were married May 8th in New York City.



Reporter At Large. . . !

● ● ● Lester O'Keefe, head of NBC's Production Division, resigned and will join the Production Department of J. Walter Thompson, June 15 N. Ray Kelly, former assistant to O'Keefe, moves up as Lester's replacement. Hi, Low, Jack and the Dame, heard with Fred Allen's CBSunday nighters, have been signed to appear in three Columbia pictures and will leave for the coast as soon as the program goes off for the summer. Joan Brooks will be heard on CBS every Tuesday and Thursday at 10:45 p.m. "The Great Gildersleeve," will leave the NBCycle, June 27 and will resume Aug. 29. no replacement set yet. Bill Gernant will audition a new audience-participation quiz today. show is titled "Race Against Time" with Quizzees pitting the rapidity of their answers against the "fugit of tempus" Next Tuesday, Vera Zorina, will guesstar at "Duffy's Tavern" sotto voce to Ed (Archie) Gardner. if, as is your won't, you must refer to the Ballerina as a "tomato," play safe—pronounce it "tomahito" When the "behind-the-scenes" story about Jack Carson's radio career gets around, eye-brows will be lifted. Stem's newest praise agent is Jessica Russell. she'll "rustle" space exclusively for songwriters and radiolites.

☆ ☆ ☆

● ● ● NCAC is peddling a new show titled "What's on Your Mind?" a new radio twist on mental telepathy featuring Joseph Dunninger, who, during the program will read the minds of studio visitors. For the special entertainment of WAVES and SPARS, training in the metropolitan area, Phillips Lord is re-writing "Counterspy" and "Gang Busters" scripts into one-act plays which will be presented as stage plays. leads in the plays will be enacted by the Lord staff of the thespians including Don MacLaughlin, Jean Ellyn, Alice Reinhardt, Roger deKoven and William Quinn Mary Astor, not Mary Boland, as reported elsewhere, will co-star with Charles Ruggles and Mischa Auer on the summer replacement for the CBS show "Grapevine Rancho" which bows in June 3 Russ Johnston, formerly Hollywood program head for CBS, left that position to become Hollywood Radio Director at McCann-Erickson. He'll produce the "Rancho" replacement. Ralph Edwards' "Truth Or Consequences" will go off the air for the summer after the broadcast of June 26. during the 8-week layoff, Ralph may make another picture for RKO. Parks Johnson will take a four-week vacation starting June 14.

☆ ☆ ☆

● ● ● Eric Hatch, annotator on the "Cresta Blancapades," may do another adaptation of a "Topper" story for M.G.M. he wrote the first one. Jim Boles, formerly on the "O'Neills," "M. of T." and others received a C.D.D. (medical discharge) from the Army Air Force and on his first day around Kilocycle Row, landed a role in the NBCast of "Portia Faces Life" Frank Buck leaves for Hollywood in June to make a feature for Producers Releasing Corp. Allie Wrubel's new tune "May In Mexico" is a tuneful "Fiesta" that lingers and interferences with our "siesta" When the Barry Sisters, make their Broadway Theater debut at Loew's State, next Thursday, they won't have to leave the building to get to the WHN mike for the "Gloom Dodgers" programs. Bob (Thanks To the Yanks) Hawk, will soon start a tour of Theater personal appearances. The warm reception accorded Bob Burns recently by Marines at the Flying Base at El Toro, is responsible for the decision on the part of the "Arkansaw" Traveller to appear at numerous Camps this summer. A low bow to John Charles Thomas, for his appearance in a single day at 10 Frisco Hospitals and two Army camps. Fielden Farrington, CBS staff announcer, has authored a radio play, "I Got One Miracle" which the Columbia Workshop may etherize.

☆ ☆ ☆

— Remember Pearl Harbor —

Chicago

By FRANK BURKE

GOV. DWIGHT E. GREEN of Illinois will be cast in the role of a narrator on Monday, May 24, from 8:45-9 p.m., when he will do the narration on a program "Illinois Remembers." Show will be a special salute to the men of Illinois in the armed forces.

"Escorts and Betty," Blue Network quartet, move to New York for a Manhattan build-up the early part of next month.

The All-Year Club of Southern California has contracted with WBBM for a transcribed broadcast titled "Playground at War" which will be heard Sundays from 6:30-6:45 p.m. Foote, Cone and Belding, Los Angeles, placed the business.

MCA and Bert Gervis, local bank manager, at odds over the Buddy Franklin orchestra currently heard over WGN from the Arongon, Chicago. MCA is reported seeking management contract, with Gervis holding out with a personal management deal.

Bing Crosby furnished a gracious gesture when he turned over his \$1,000 check for last Sunday's "Quiz Kids" broadcast to Mayor Kelly for the benefit of USO.

Morrell Packing Company, through Henri, Hurst & McDonald, Inc., Chicago, have renewed a heavy schedule of station break announcements with WBBM for 52 weeks.

E. R. Borroff, vice-president of the Blue Network central division, is mailing attractive press courtesy cards to trade and local press for year 1943 and bearing signature of Mark Woods, president.

Marvin Mueller is new master of ceremonies on WGN's "Wheel of Fortune" program heard Monday through Saturday 6:15-6:30 p.m. The program is sponsored by Hirsch Clothing Company.

WLS has launched "Food for Humanity, Produce-Save-Share" campaign via the medium of radio and the daily press, taking large display ads in Chicago papers.

Transcribed interviews with international food experts attending the Hot Springs conference will be featured on the WLS "Dinnerbell" program, 12-12:30 p.m., CWT., daily during the conference. These interviews, 18 in all, were obtained by John Strohm and Harry Templeton during their recent trip to Washington.

Jack Von Valkenberg, Mackenzie Ward, Charles Garland and Frank Faulkner of the WBBM-CBS staff, back from a fishing trip at Ishpening, Mich.

Experienced Script Writer

Over draft age, and specializing in musical programs, would like a connection with New York organization.

Wide musical background; author of five standard books on music; contributor to national magazines; writer of scripts for network programs since 1928. At present employed.

Write Box 156, RADIO DAILY
1501 Broadway N. Y. C.

With the Colors!

ALL STROTHMAN and CARL BRACSON, both of the KGVO, Missoula, Mont., announcing staff, will be for the Army in June.

Y SIMS, CBS announcer, left for the Army on May 15.

ONALD A. BRINKLEY, of the WJZ, Chicago, continuity department, reported May 17 to Camp Ford, Ill., for induction as a private.

RL CHRISTOPHER KMOX, St. Louis, announcer, has been inducted. He is the fortieth station employee to be inducted into the armed forces.

EN BRADY, of "And So To Go," leaves shortly for army induction examination. His slogan may be "and so to camp."

ERMAN MAXWELL, WOR announcer, executive leaves for the Navy on May 24.

CHARLES FREED, former WIBG, Philadelphia, announcer is now a sergeant at Fort Jackson, S. C., where he is doing morale work.

White-Wheeler Bill Will Need 'Support'

(Continued from Page 1)

he authors of the bill, and Hill, of Virginia; Austin, Vermont, and Clark, of Ohio. This sub-committee is now effective, dissolved. Aside from Wheeler and White, none of the subcommittee members has appeared publicly interested in the bill, and there is a strong rumor here that the billings will be merely window dressing.

Although no schedule for Tuesday's hearings or subsequent sessions has been announced, invitations have been sent to the networks, to radio lawyers and others to testify before the Senate. Chairman James Lawrence Fly and NAB President Neville Miller will appear, probably.

Members of the Interstate Commerce Committee include the following Senators: Wheeler, chairman; Clegg, N. C.; Wagner, N. Y.; Barkley, of West Virginia; Bone, Wash.; Truman, Mo.; Clegg, Fla.; Johnson, Colo.; Hill, of Tennessee; Clark, Tunnell, Del.; McFarland, Ariz., all Democrats. Republican members include White of Texas; Austin, Shipstead, Minn.; Tobey, of Oregon; Reed, Kansas; Gurney, S. D.; Clegg, Ill.; Hawkes, N. J., and Clegg, Okla.

THIS LITTLE BUDGET WENT TO WORL BOSTON MASS.



☆ ☆ **GUEST-ING** ☆ ☆

WYNN MURRAY, on Jerry Cooper's "Keep Ahead" variety show, today (WOR-Mutual, 7:30 p.m.).

ROUBEN MAMOULIAN, on Stella Unger's "Your Hollywood News Girl," today (WJZ-Blue Network, 2:45 p.m.).

REAR ADMIRAL JOHN DOWNES, Commandant of the Ninth Naval District, on "Meet Your Navy," today (WJZ-Blue Network, 8:30 p.m.).

MADELEINE CARROLL and HERBERT MARSHALL, on the "Philip Morris Playhouse," today (WABC-CBS, 9 p.m.).

LORNA FARELL, editor of the magazine, "The Woman," and selected by the Fashion Academy as the "best dressed woman in journalism," on Alma Kitchell's "Meet Your Neighbor" show, today (WJZ-Blue Network, 12 noon).

DR. O. E. BAKER, professor of geography at the University of Maryland and an expert on population, on "Adventures in Science," tomorrow (WABC-CBS, 1:30 p.m.).

LUCILLE BALL, on Groucho Marx's "Blue Ribbon Town," tomorrow (WABC-CBS, 10:15 p.m.).

CLARENCE P. LONG, WILLIAM R. WOODBURN and THOMAS W. LAMONT, aviation cadets, and MARYON DALE, BERNICE CLARE and CONSUELO FLOWERTON, vocalists, on the Crumit-Sanderson quiz program, tomorrow (WABC-CBS, 8 p.m.).

CAPT. PARREIRAS HORTA, SALGADO FILHO and HILDEGARDE, on "Brazilian Parade," tomorrow (WOR-Mutual, 4:30 p.m.).

CONSTANCE BENNETT, on the "Saturday Night Bond-Wagon," tomorrow (WOR-Mutual, 10:15 p.m.).

MRS. AGNES E. MEYER, newspaper woman, on Columbia's "Country Journal," tomorrow (WABC-CBS, 7 p.m.).

DR. F. W. KRUSS, associate professor of dairy nutrition at the Ohio Agricultural Experiment Station; FRANK BOLLING, vice-chairman of the Feed Industry Council of Chicago, and T. L. JONES of Havana, Ill., discussing "The Feed Supply for the Nation's Livestock," on the "Farm and Home Hour," tomorrow (WJZ-Blue Network, 12:30 p.m.).

Satevepost On WJZ

Curtis Publishing Company, Philadelphia, will launch a campaign on WJZ today. In behalf of the Saturday "Evening Post," Curtis will use one recorded one-minute announcement weekly for 38 weeks. MacFarland Aveyard & Co., Chicago, is the agency.

AGNES MOORHEAD, on "Stars Over Hollywood," tomorrow (WABC-CBS, 12:30 p.m.).

CHARME ALLEN and PEGGY ALLENBY, featured in "David Harum," on "Nellie Revell Presents," tomorrow (WEAF-NBC, 10:30 a.m.).

FRANK "BRING 'EM BACK ALIVE" BUCK, on Bill Stern's "Colgate Sports Newsreel," tomorrow (WEAF-NBC, 10:30 p.m.).

WALTER KERR, foreign correspondent of the New York "Herald-Tribune," and CLARENCE CARMAN, professional cyclist, on "We, the People," Sunday (WABC-CBS, 7:30 p.m.).

JOHN D. BLACK professor of economics at Harvard University; DR. PAUL R. CANNON, professor and chairman of the department of pathology at the University of Chicago, and T. W. SCHULTZ, professor of agricultural economics at Iowa State College, on the "University of Chicago Round Table," Sunday (WEAF-NBC, 2 p.m.).

PAUL V. McNUTT, chief of the War Manpower Commission; PRENTISS BROWN, head of the OPA, and CHESTER DAVIS, federal food administrator, on the premiere program of "This Is Official," Sunday (WJZ-Blue Network, 1 p.m.).

ILONA MASSEY, on "That They Might Live," Sunday (WEAF-NBC, 12:30 p.m.).

WILFRED H. GALLIENNE, British consul-general in Chicago; M. W. FEDOR, author of "Plot and Counter Plot in Central Europe," and FRANKLIN D. SCOTT, professor of history at Northwestern University, discussing "Unity for the United Nations," Sunday (WOR-Mutual, 12 noon).

SALLY BENSON, author of "Junior Miss," and JOHN KIERAN, on the "Answering You" forum, Sunday (BBC-Mutual, 5 p.m.).

REV. FRANCIS X. TALBOT, editor of "America," on Columbia's "Church of the Air," Sunday (WABC-CBS, 10 a.m.).

BORIS SHISHKIN, economist and research director of the AFL, and MERRYLE STANLEY RUKEYSER, author and columnist, on "Wake Up, America," Sunday (WJZ-Blue Network, 3:15 p.m.).

NBC Signs Writer

Morton Wishengrad, has been engaged to write the NBC Inter-American University of the Air's historical series, "Lands of the Free," heard Sundays at 4:30 p.m., EWT. His first script will be "Valley Forge" Sunday, May 23, dramatizing the days of the American Revolution.

NEW BUSINESS

WFIL, Philadelphia: Woodside Park, Philadelphia (Amusement park), varied number of anns. daily for 21 weeks; Philadelphia Certified Milk Producers Assn., Philadelphia (Milk) for 13 weeks, thru The Clements Company, Philadelphia; Keystone Macaroni Co., Philadelphia (macaroni), three participations weekly in Anice Ives' program, for 13 weeks, thru James G. Lamb Co., Philadelphia; Reliable Motors, Philadelphia (used cars), 10 anns. weekly, for 13 weeks, thru Joseph Lowenthal Adv. Agency, Philadelphia; Cooper Brewery, Manayunk, Pa. (beer), 5 five-minute news programs weekly, for 26 weeks, thru Earle Buckley Organization Philadelphia; Freihofer Baking Company, Philadelphia (Freihofer's Perfect Bread), 10 anns. weekly, for four weeks, thru Richard A. Foley Adv. Agency, Philadelphia; George Gorson, Philadelphia (used cars), 10 anns. weekly, for 13 weeks, thru Cox & Tanz, Philadelphia; Philadelphia Record (newspaper), five anns. weekly, for indefinite period; Procter & Gamble Company, Cincinnati, Ohio (Ivory Flakes), six anns. weekly, for four weeks and two days, thru Compton Adv., Inc., N. Y. C.; Allied Mills, Inc., Chicago, Ill. (Wayne Feeds), two anns. weekly, for 7 weeks, thru Louis E. Wade, Inc., Fort Wayne, Indiana; General Foods Corp., N. Y. C. (Post Toasties), 15 transcribed anns. weekly, for 26 weeks, thru Benton & Bowles, Inc., N. Y. C.; Lever Brothers, Cambridge, Mass. (Rinso), 19 transcribed anns. weekly, for five weeks, thru Ruthrauff & Ryan, Inc., N. Y. C.; Evans Eye Lotion, Philadelphia (eye lotion and drops), six anns. weekly.

Blue-NBC War Effort 225 Hours In April

(Continued from Page 1)

total network time in March was 122 hours and 59 minutes.

Station WJZ devoted a total of six hours and 25 minutes local time in April.

Program time devoted to the war effort by NBC during April totalled 94 hours, 35 minutes, the network revealed. This was slightly less than the March figure of 102 hours, 26 minutes.

WANTED

Four (4) 500 watt, 100-130 volt output, constant current transformers, sola - rathoon, etc. Wire collect quantity available, price, and condition. HEARST RADIO, INC. 235 E. 45th ST. New York City, N. Y.

Agency Wartime Role Praised By Coonley

(Continued from Page 1)

yesterday afternoon, at the annual meeting of the American Association of Advertising Agencies held in the Waldorf-Astoria. Speakers included Howard Coonley, director, Conservation Division, War Production Board, and Raymond Moley, Association, National Affairs, "Newsweek Magazine." They shared the agenda with Brig. Gen. William C. Rose of the War Manpower Commission, and De Witt Mackenzie, AP news analyst.

Coonley explained the fundamental policies of the WPB programs for simplification and standardization, holding that rather than set up specific compulsory styles and patterns, WPB sought to achieve more efficient ends by establishing maximum quotas for materials to be used, quality standards and price ranges. Such a policy, he pointed out, would still permit enough individuality to keep incentive alive. He quoted statistics on savings thus far in materials and industries by conservation, and for radio and Radar estimated that there has been a one hundred per cent increase in production as a result of simplification. He predicted that many of the wartime achievements in the simplification program would probably be retained in the post-war era in as much as they represented good business and industrial efficiency, and that radio and Radar would open new fields of transmission and communication in the peace to come. He called on the agencies to help in the national conservation program in a program of civilian preparation for next winter's fuel crisis. Education to substitutes and conservation now by advertising, he said, would keep the home front healthy next winter.

Moley's Address

Moley's post-war planning address brought the agencies into the picture by saying "that advertising's chief job in the future will be supplying no inconsiderable part of the understanding of public and government psychology which industries will have to have in the post-war world. When this war is over we must be prepared for a rivalry of ideologies in this country which will tax all our efforts to preserve the principles that make it possible for individual enterprise to exist."

He spoke too, on the ability of advertising agencies and the whole field of advertising to weather the first threat of the war, saying: "Status and economically indispensable function of advertising has been given more official recognition than ever before in our history. Not only has it convinced the public, but it has had the happy experience of finding government willing to recognize in a quite comprehensive way, the basic utility of advertising."

Carr Shifts In WABC

Fred Carr, formerly of the short-wave department, has joined the program division of WABC.

AAAA Opening Session Hears Manpower Status By Gen. Rose

(Continued from Page 1)

will be drafted by the armed forces. This frank warning was issued yesterday by Brig. Gen. William C. Rose of the War Manpower Commission, in his address at the afternoon session of the 26th Annual Meeting of the American Association of Advertising Agencies being held at the Waldorf-Astoria yesterday and today. Without beating around the bush, the Brig. General made clear that the agencies could expect very little relief from the WMC despite the importance of services being performed by the agencies in persuading the public for the government's purposes.

Other speakers on yesterday's agenda included Howard Coonley, director of the Conservation Division of the WPB, speaking on "Concentration of Industry, Simplification and Standardization"; Raymond Moley, Associate Editor, National Affairs, for Newsweek, handling "Post-War Planning"; DeWitt Mackenzie, Associated Press War news analyst, speaking on "Battle Areas in Europe, Africa and Asia." Raymond Rubicam, former chairman of the Board of the Four A's, presided.

In the morning, at the opening of the meeting, Allen L. Billingsley, president of Fuller & Smith & Ross, Inc., Cleveland, was elected chairman of the Board by about 200 members. (Complete election returns are presented in separate story in this issue.)

How Agencies Are Affected

After explaining the manpower problem in general, stressing mobilization and utilization, and voluntary cooperation on the part of employers and employees in the entire program, Rose brought his address to the pointed issue of how the issue affected advertising agencies. He said in part:

"It would be less than honest for us to leave you with the impression that you can expect much relief from the Manpower Commission. The question has arisen as to the degree of your essentiality. You are making valuable contributions, because in addition to your regular business you are doing free work for several branches of the government. You are also seeing to it that the government messages and themes are getting attention in your copy. Nevertheless, I do not think we would be justified in giving your claim for manpower a top-rating priority by placing you on the essential activities list—not when we are taking men out of munition factories and shipyards and putting them in the Army and Navy.

Admits Replacement Difficulties

"Some of you have been concerned lest you be placed on the non-deferrable list. I will not promise you that you won't be at some future date. However, I believe you could make a very strong case to the

Essential Activities Committee for not being put on.

"You should realistically face the fact that if our present estimates are correct, you will have to give up all your physically fit men of military age by the end of this year. Even if local draft boards grant you occasional deferments, remember that they are temporary. I'm telling you that you must replace these people with others.

"We tell you what we tell war industry—upgrade as many of your workers as you can. If you have women as assistants in radio productions or as cub copywriters, or as junior space-buyers, move them along to greater responsibility. . . I urge you to do it now so that they can be trained while you still have some of the young men with you."

Radio's Essentiality

At the conclusion of his talk, Brig. Gen. Rose discussed the manpower problem via the question and answer pattern, prepared in advance, too. Definitions and replies, he foot-noted, were personal opinions, and often were general in as much as hypothetical questions could not be answered specifically. Individual problems would have to be determined on conditions surrounding them, he said. With these limitations, he offered to answer the question, "When does a civilian industry become essential to the war effort?" Replies which would bear reference to radio and newspapers consisted of the following:—"When it is a means of mass communication, used to entertain people and thus bolster morale; or to inform them about war measures and persuade them to comply; or informs them how to carry on with goods available on the market, where to buy them, how to use them, how to substitute, care for or prolong useful life; 2—when it serves to finance and support the means of mass communications, such as radio, newspapers, and informative magazines, with needed revenue."

Predicts Vast Employee Shift

Speaking generally, Rose told the assembly that 3,000,000 employees would have to be switched from less essential to essential and critical industries this year. He called upon the advertising profession to help the government in several ways. Through "persuasion" in advertising for clients, he asked the agencies to help educate both employer and employee in the necessity to switch despite the temporary character of war work. Copy would have to show how insecure unessential jobs are if the war effort is impaired and victory jeopardized.

As aids to business managements, agencies might stress among employers the need for making it easy for employees to switch to essential occupations, by encouraging them to give such employees same assurance of job security, seniority, bonuses and

Billingsley Elected 4A's Board Chairman

(Continued from Page 1)

agencies were represented. Slates for low—Officers: Allen L. Billingsley, president of Fuller & Smith & Ross, Inc., Cleveland, as chairman of the Board; Emerson Foote, president of Foote, Cone & Belding, New York, vice-president; Robert E. Grove, vice-president of Ketchum, MacLeod & Grove, Inc., Pittsburgh, as secretary; John L. Anderson, secretary and treasurer of McCann-Erickson, Inc., New York, as treasurer. John Benson continues in the office of president, having been elected in 1940 for a four year term. Frederic R. Gamble continues as managing director.

Three elected members-at-large whose term will expire in 1948 are: J. C. Cornelius, executive vice-president Batten, Barton, Durstine & Osborn, Inc., Minneapolis; J. F. Oberwinder, vice-president, D'Arcy Advertising Company, St. Louis; William Reydel, partner, Newell-Emmett Company, New York.

Continuing members-at-large are: Leo Burnett, president, Leo Burnett Company, Inc., Chicago; Atherton W. Hobler, president, Benton & Bowles, Inc., New York and Henry M. Stevens, vice-president, J. Walter Thompson Company, New York (terms expire 1944); Richard Compton, president Compton Advertising, Inc., New York; Chester J. LaRoche, chairman of the Board, Young & Rubicam, Inc., New York, and Guy C. Smith, executive vice-president, Brooke, Smith, French & Dorrance, Inc., Detroit (terms expire 1945).

Members representing Council elected for one year—terms expiring 1944 follow: New York Council—Philip W. Lennen, president, Lenne & Mitchell, Inc., New York; New England Council—Kenneth R. Sutherland, partner Sutherland-Abbott, Boston; Atlantic Council—H. K. Dugdale, executive vice-president, Van Sant Dugdale & Co., Inc., Baltimore; Central Council—W. F. Lochridge, vice-president, J. Walter Thompson Co., Chicago; Pacific Council—Dan E. Miner, president (reelected), Dan E. Miner Co., Los Angeles.

For each of the sectional Councils the meeting elected, in addition to the above representatives who are chairmen of their Councils, vice-chairman, secretary-treasurer and governors. Terms end March 31, 1944. In all there are 61 local officers and governors.

the like as are accorded those entering the army and navy. Rose said that the problem of the loss of employment security was one of the most important in persuading American labor to switch. He urged agencies to get together and work out a trade agreement among themselves to tear down former prejudices against women and other minority groups. He paid tribute to the advertising trade, commenting that it represented but 13,000 persons, but that its influence was much beyond all usual proportions.

NEW PROGRAMS IDEAS

"History of Milwaukee"
The history of the city of Milwaukee, as told in song and story, is the basis of a new series of programs to be broadcast under way last Sunday over WJZ under the sponsorship of Kenyon and Trecker Corp., local industry engaged in war work for the government.

The premiere performance highlighted the city in 1898, the year the founders founded the business, and in the programs Milwaukee's growth interests up through the years to be told, with the final program a series depicting the city as it is today. As an additional feature, each program will be used by the sponsor to salute another local industry engaged in war work. In the premiere, Kenyon and Trecker paid its respects to the makers of the Harley Davidson motorcycles.

The premiere was held before an audience of 400 in Radio City's auditorium studio. A 20-piece orchestra, directed by Maurice Kipen, supplied popular tunes of 1898 while soloists gave out with the old gems.

Woven into the musical portion of the show were the tales of "The Old Timer," who told about the Spanish-American war, ladies' fashions of the time, the launching of a new battleship named for the state of Wisconsin and the government's annexation of the "exotic little group of islands in the Pacific and the plans to construct a Naval base called 'Pearl Harbor'."

"Milwaukee Through the Years" is written and produced by Warren Brown, WTMJ-W55M production manager. Carl Nelson is the announcer.

Special Exhibit At AAAA Cites Radio Advertisers

(Continued from Page 6)

The exhibit "This Is An Army Hitler Fought," "This Is How It Is Fighting," "These Are a Few of the Campaigns It Has Won." The first part is a collection of pictures of artists who are giving much time and effort both on regular programs and on special broadcasts.

The second phase releases OWI reports that 202 coast-to-coast programs by 120 advertisers distributed 115 messages every week on April 27, 1942, covering 56 sub-stations and averaging 300,000,000 listeners a week. Under the national spot program plan, 85 programs sponsored by advertisers carried 38 war messages to 9,000,000 listeners weekly. The announcement plans showed that 891 stations delivered 8,000 messages a day. The special assignment wherein complete shows were broadcast over to war themes were valued at \$13,000,000 for time and cost by the OWI. These together with the feature series plan, taking in "Army Hour," "Commando Hour," "Man Behind the Gun" and other programs, have provided a

PROMOTION

RCA's New Info Book

"RCA—What It Is—What It Does" is the title of a 44-page and cover book being distributed to the trade. Designed to supply the answers to questions most frequently asked about RCA, the book devotes one full page to listing 78 questions frequently asked, with an index that tells you on what page you'll find the answer. The questions are classified under headings: Radio Corporation of America, Research and Engineering, Pioneering, Broadcasting, Television, Manufacturing, Communications, Marine Radio, and Technical Training.

One may learn all one can possibly absorb about RCA from this book, but if still more information is desired, attention is called to sources where additional information may be obtained.

One page is devoted to pictures of the board of directors. Another presents the photos of the officers. Several pages are devoted to an analysis of the corporation's finances and business—past, present and future. The center spread has photographs of NBC President Niles Trammell and The Blue's Mark Woods, with shots taken in studios, auditoriums and work rooms at Radio City.

The pages devoted to supplying the answers to the questions carry photographs showing typical scenes in the departments concerned.

Considering the ramified structure of RCA, even a casual perusal of the book leaves one with the feeling that

McNeil Appoints Burke Personal Representative

Chicago—Don McNeil, star of Blue Network "Breakfast Club," yesterday announced appointment of Frank Burke, former associate of Paul Whiteman and William Morris agency, as his personal representative with all future bookings clearing through the Frank Burke Artist Bureau, Merchandise Mart. Burke's first bookings of McNeill and "Breakfast Club" show include personal appreciates dates in Windsor, London, and Toronto, Canada, May 26, 27 and 28. McNeill was formerly under management of National Concert and Artist Bureau.

Stork News

Word has just been received at WLW that Minabelle Abbott, post-mistress of the WLW Mailbag Club, has welcomed her first child, a girl, name Susan, who weighed 6 pounds and 9 ounces at birth. Minabelle, presents the "Mail Bag" program over WLW each Saturday.

war message every hour for every part of the United States wherever a radio receiver may be.

Third section of the exhibit lists some of the war projects radio and radio advertisers put over, such as recruiting, sale of war bonds, conservation of fuel, salvage, etc.

WHN Slogan Contest

Winning slogan in Kitchen Fats Salvage Contest conducted by Frances Scott over WHN, N. Y. in cooperation with Regional Office of War Information was "To Hasten the Peace, Save Waste Kitchen Grease!" The winner, Mrs. Kathleen Poythress, received a wrist watch, and four runners-up earned "honorable mention."

More than 600 slogans, and as many pounds of fat, were submitted during the two-week contest. Contestants entered the competition by mailing to Frances Scott, a dated, signed receipt from a butcher for one pound of kitchen fat.

"City With a Future"

How the destiny of CFRN is linked with Edmonton, the "City With A Future" is the theme of a promotion piece being distributed by the station. In a full-page reprint of an article from the Toronto Star Weekly, the manifest growth of the city, the jumping off place for the treks along the Alaska Highway, is forecast; and since the city has become a focal point in the continent's land routes to the east and air lanes to the Soviet Union, CFRN will grow with the inevitable expansion of the city, the reprint points out.

despite the inevitable complexity of so huge an organization as RCA there is little mystery about the set-up. It is the kind of a promotion piece that can be understood and followed even by those who run as they read.

WOKO Case Continued; Other Activities By FCC

Washington Bureau, RADIO DAILY

Washington—The FCC announced yesterday that it has granted a continuance until July 1 in the license renewal case of WOKO, Albany, N. Y. The case was scheduled for June 1. The application has been set for hearing because of stock held in the station which was not clearly indicated in the station's financial records.

The FCC also announced receipt of applications from WSLs, Roanoke, Va., and WLVA, Lynchburg, Va., for frequency shifts. The Roanoke station, which broadcasts now on 1490 kilocycles, seeks permission to shift to 1230 kilocycles, while the Lynchburg outlet wants to change from 1230 to 1240 kilocycles.

Extend Sponsorship Of Close

The commentaries of Upton Close, noted writer and authority on Far-Eastern affairs, will be sponsored by Lumbermen's Mutual Casualty Co. over the Mutual network for four additional weeks on Sundays, 6:30-6:45 p.m., EWT, effective May 23. Close is also heard on Saturdays 8:30-8:45 p.m., EWT for the same company. Close spent many years in China and Japan.

AGENCIES

WALTER O'MEARA who has been on leave from J. Walter Thompson Co. to serve on the staff of the Office of Strategic Services has returned to his duties with the agency as director of the creative department.

S. DUANE LYON announces the resignation of George Butterly as vice-president of the agency.

CLIFFORD DILLON has joined the copy staff of J. Walter Thompson. He formerly was associated with Kenyon & Eckhardt, Inc.

ROBERT JOHNSTOWN MANN of Ruthrauff & Ryan, Inc., has been commissioned an ensign in the air corps of the U. S. Navy.

DONALD M. BROWN, of the copy department of Schwab and Beatty, Inc., New York City, has been appointed copy chief of the agency, effective at once.

DR. GERALD WENDT, science editor of "Time" and "Fortune," will deliver an address at the luncheon meeting of the Sales Executives Club which will be held next Tuesday at the Hotel Roosevelt.

PHILLIP W. LENNEN, president of Lennen & Mitchell, Inc., has been presented a silver tray bearing the signatures of the agency executives in honor of the 19th birthday of the organization.

RCAF Equipment Shown To Canada IRE Members

Montreal—Leading Canadian radio engineers saw the equipment they design and manufacture for the RCAF when a visit was paid by 100 members of the Montreal branch of the Institute of Radio Engineers to No. 1 Wireless School. They were welcomed by group Capt. W. G. Webber, commanding officer, and were addressed by Wing Comdr. K. R. Patrick, chief instructor, who outlined the training given wireless mechanics, and men, and women ground wireless operators. He concluded with a practical demonstration on a panel used for teaching theory and maintenance to members of the Empire forces.

L. T. Bird, of the Canadian Marconi Co., chairman of the branch, thanked the officers at the centre, and Air Vice Marshall A. De Niverville, air officer commanding number 3 training command. With Bird were Dr. F. S. Howes, professor of radio engineering at McGill University; J. C. R. Puncture, A. B. Hunt, S. Sillitoe and C. A. Peachey, of Northern Electric; J. A. Ouimet, Canadian Broadcasting Corp.; Allan Oxley, E. A. Laport and J. L. MacMurray, of RCA; and S. F. Finlayson and R. W. Cooke, of the Canadian Marconi Co.



Coast-to-Coast



BOB McRANEY, general manager of WCBI, Columbus, Miss., who came down with pneumonia while attending the NAB convention in Chicago, has fully recovered and is back at his desk. Roger Bryant, sports and news editor of The "Commercial Dispatch," is editing sports and announcing for the station. Chief engineer Maxwell Williams has completed installation of P-A system atop and inside the recreation building and in mess hall at Columbus Army Air Field. System is linked by phone lines to station programs. Pfc. Buck Hinman, former station program director, heads the radio department of the Special Service Office at the base. John Brinn, news commentator, is back after two weeks of preaching at Evangelistic revival. Bill McHan subbed during Brinn's leave.

Stan Shaw, Matinee Maestro on WINS, N. Y., will conduct his four-hour program on Saturday as a salute to "Navy Day," interviewing WAVES, SPARS and lady Marines and Naval heroes and officials. Sidney A. Schectman is the new news editor. Henry Sylvern is conducting an "America Sings" program on Sunday evenings. Managing Director Cecil H. Hackett is back after a brief illness.

KYSM, Mankato, Minn., trained two of its announcers, Bob Irving and Bill Faulkner, to handle the control rooms, and when the engineering department lost Bob Olson to the Air Corps and Paul Kackelmeyer to the Marines, the gabbers stepped right into the control room and handled one another's shows without a hitch. Dave Killbourne, of the University of Minnesota and Beck Radio School has been added to the staff, taking turns at the mike and at the controls.

WKNY, Kingston, took quick advantage of the arrival in town of Mutual's Uncle Don with the Hunt's Circus, and put him on the air twice. Station's symphony music show has been retitled "Summer Evening Symphonies," and will feature lighter classics for the heat season. Series will be heard five times a week instead of three.

Through an arrangement with the public relations department of the Air Service Command, WING, Dayton, provides a resume of up-to-the-minute news which is edited and carried daily over the P.A. system every half-hour from 11 to 2, for the employees of Wright and Patterson Fields, the experimental center and supply depot of the Army Air Corps.

The **Barry Sisters**, singers heard daily on WHN's "Gloom Dodgers" will open at Loew's State Theater on May 27. They have a television date for May 26.

Announcer **Bill Hart** has been appointed "conductor" aboard the "Shopper's Special" on WDRC, Hartford. The program, an hour-and-a-half cooperative period is interspersed with news and comments by the "chief engineer," the master of ceremonies. John Campion, control room operator, has been transferred to the Bloomfield, Conn. transmitter.

Mayor LaGuardia will discuss "Hospitals in the War" over WMCA, N. Y., on May 27. His talk will be the keynote address at the annual convention of the Hospital Association of N. Y. and N. J. Presentation of annual award of Interfaith Movement for outstanding achievement in inter-racial amity, to Judge William T. Collins, was broadcast yesterday.

WBZ-WBZA, Boston-Springfield, started last night a weekly program titled "Yankee Yarns With Blackington." Alton Hall Blackington, lecturer, devotes 15 minutes to spinning Yankee yarns.

CKBI, Prince Albert, Sask., put on a "Clean Up-Paint Up Week" series of programs and featured talks by the Mayor, carpenters, plumbers and tinmiths, all of whom stressed the importance of house maintenance. The merchants cooperated with displays of household cleaning aids.

Orville Lawson, of the sales staff of KSO-KRNT, Des Moines, has been chosen entertainment chairman of the Des Moines Junior Chamber of Commerce, and team captain in the annual May festival of the organization.

WJNO, West Palm Beach, has renewed account of Rhodes Collins Furniture Co., which just completed a 52-week run of the "American Challenge" quiz program three times a week. Cues to the names of three famous Americans are given on each program, and the first two winners are told to select any article displayed on a Gift Table in the store. The first ten winners get movie tickets.

Earl Steele, mikeman at WTAG, Worcester, leaves the station June 7, to become a staff announcer with CBS. Ann D'Elia, singing receptionist, has been assigned one of the leading roles in the Gilbert and Sullivan operetta "Utopia Limited," to be staged by the Worcester County Light Opera Company.

Tomorrow, National Maritime Day: **WMCA**, N. Y. will broadcast ceremonies from the Andrew Furuseth Seamen's Service Club, featuring talks by Mayor LaGuardia, Joseph Curran, head of the National Maritime Union, and others. **WNEW**, N. Y. will observe the day with a salute featuring Madeleine Carroll, director of the United Seamen's Service in New York, and Telfair Knight, of War Shipping Administration. Miss Carroll will read excerpts from books authored by seamen now on active service.

WBT, Charlotte, has added to announcing staff: Howard Turner, formerly of WWNC, Asheville, N. C., and J. B. Clark, Jr., of WDNC, Durham. Violinist George Heffernan has been filling in as announcer to relieve the vacation-created man shortage. General Manager A. D. Willard, Jr. is serving as publicity chairman of the fifth annual Mecklenburg County Boy Scout Parade and Circus. Station aired yesterday a 15-minute program in conjunction with the Food Distribution Administration, relative to milk-for-school children policy.

Travel schedule at **WLW-WSAI**, Cincinnati: Miss B. Strawway, director of merchandising, to Indianapolis to address Indiana State Grocers on "Exit Buying Habits." Katherine Fox, public service director, to Cleveland for confab of Ohio State War Savings Staff. Bob Savage, editor WLW's merchandising magazine, to New York for conference of magazine editors. Roger Baker, public relations, and James Cassidy, special events director, to Gotham on business. Flash: Nancy Christian, 3-year-old daughter of salesman Bill, got a puppy from Lou Sargent, head of Specialty Sales, Inc., and named the puppy WSAI.

WIP, Philadelphia, has joined the many stations through the country airing the "Lest We Forget" programs prepared by the Institute of Oral and Visual Education at Washington. On Sunday afternoon the station will broadcast "Lest We Forget—Eternal Vigilance Is the Price of Liberty," the seventh of the dramatic series.

Wm. L. Sanders, announcer WHIO, Dayton, is on a May tour of the banquet league. On the 19th he dined and gabbed before the Masons at Inland Mfg. Co. Next day he ate and talked some more at Dayton Art Institute before meeting of Montgomery County Bankers. On the 23rd he'll talk at patriotic rally in Memorial Park. On the 30th he'll deliver his annual Memorial Day message. His speaking engagements, his teaching, his news comments keep him busy, very.

Joan Dexter, back from soloist with Xavier Cugat's orchestra personal appearances in theaters along the East coast, resumes WOV, N. Y., on May 28, with a gram titled "Joan Dexter Sings 'You,' three evenings a week. "Date With Mattie" switching to Tuesday and Thursday nites.

Mike Hunnicutt, singing comic on W Philadelphia, just completed a tour nearby convalescent hospitals. A series of weekly programs on health matters will be broadcast under auspices of Hospital Department. The American School has started a series of newsgrams to enroll students in plastics course. Announcer Bernie Barth, who'll wed in June, received from a listener a ribboned rolling pin. George Schibauer will sub for master control nearer Ray Rogers, who leaves for New York vacation.

Officers Train In Oakland Wives Take Jobs At K

Oakland, Cal.—Problem of filling personnel gaps caused by the draft and defense jobs is being partially answered at KLV, operated by "Tribune," because of influx of wives of fliers at an Army base near here. Two of the most recent additions are actually well-versed in radio activities. Wynonah Winslow, new traffic manager, held a similar post at KUTA, Salt Lake City, Virginia Murray, receptionist, did radio work in college.

Several others have expressed desire to remain in Oakland when their husbands are transferred, which is okeh as far as Adriel Fried, station manager, is concerned.

Visiting Latin Americans To Be Dined By C

Group of prominent Chilean, Paraguayan and Cuban newspaper men now visiting the United States at the invitation of the National Press Club will be honored at a cocktail party given by CBS, Tuesday, May 25. The Consuls General of the three republics—Anibal Jara of Chile, William Wallace White of Paraguay and Roberto Hernandez of Cuba, will attend the reception at Columbia executive offices, 485 Madison Avenue, New York.

CBS President William S. Paley, Edmund A. Chester, director of Latin American Relations, act as hosts to the journalists.

Mutual Honoring Gen. McNair

Lt. General Lesley McNair, recently wounded when he led the AEF in the North African campaign, will be honored with a special birthday program as part of the Camp Wheeler broadcast to be heard over the Mutual network, Sunday, May 23, from 4:43 to 5:30 p.m.

BIRTHDAYS

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

Frank Cooper Dennis Day
Horace Heidt Florence Hirsh
Arthur Kemp Lucille Manners
Robert Montgomery
Leonard Stokes

May 22

Maybelle Alberti James Farrell
James L. Fouch Sidney Gerson
Harry Ritz H. Ward Wilson

May 23

Bob Bach Luise Barclay
Jack Eigen Hal R. Makelim
Frank McHugh Freddy Miller
Helen O'Connell Artie Shaw
Carlyle Stevens Maurine Ward



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 23, NO. 38

NEW YORK, N. Y., MONDAY, MAY 24, 1943

TEN CENTS

Stress Womanpower Need

Specific Copy Angle Proposed At 4-A Meet

Specific copy angles and campaign themes which advertisers and agencies can use in radio and newspaper drives were presented by all seven speakers Friday morning, at the third and closing session of the annual meeting of the American Association of Advertising Agencies at the Waldorf-Astoria on Friday. The three major topics under discussion were inflation, womanpower and food. The speakers included the following:
(Continued on Page 6)

Escap To Sponsor Concert For Army Classical Disks

For the benefit of Armed Forces Master Records, Inc., an organization which supplies the armed forces with the finest recorded music by symphony and operatic talent, Escap will sponsor a Rachmaninoff Memorial concert at Carnegie Hall, Tuesday evening, June 1. Under the direction of Dr. Frank Black of NBC and Edward Barlow of CBS, the New York Philharmonic will be heard with Fritz Kreisler as concertmeister with
(Continued on Page 2)

CBS Affiliate Confab In Washington Today

Third meeting of the CBS Affiliates' Advisory Board will be held in Washington, D. C., today, inasmuch as many of the members will be in town for the White-Wheeler Bill hearings. Board consists of the following: Franklin Doolittle, WDRC, Hartford, Conn.; I. R. Lounsberry, WKBW, Buffalo.
(Continued on Page 2)

Major Meservey

Washington—Douglas W. Meservey, former NBC official who for more than a year and a half served as assistant radio chief of the old Office of Facts and Figures and later of the OWI Radio Bureau, has been named a Major in the U. S. Army. Meservey left OWI a month ago and has been vacationing since. Major Meservey left this week-end for the Army's School of Military Government at Charlottesville, Va.

FCC Budget Approval Apparently Assured

Washington Bureau, RADIO DAILY
Washington — Approval by the Senate of the FCC budget of \$7,609,914 seems assured after the Senate Appropriations Committee turned in its favorable report last week. The Senators accepted the House recommendations for agency, as contained in the Independent Offices Appropriation Bill. Of the total \$2,000,000 is for
(Continued on Page 2)

Jack Carson Contract Still Is Controversial

On tap for some days, the Music Corporation of America is in the middle of a two-day controversy between William Esty & Co., and Foote, Cone & Belding over the ownership of the Jack Carson contract. Carson, who is currently appearing on the
(Continued on Page 7)

McNutt Asks Additional 2,000,000 For "Essential" War Work; Radio Will Aid Expansion Campaign

O. K. Sponsor Adv. On CBC Newscasts

Montreal—A change in existing regulations affecting the sponsorship of news broadcasts in Canada has been announced by the station relations division of the Canadian Broadcasting Corporation. Under the newly amended regulations it will be permissible for radio stations to broadcast news periods
(Continued on Page 7)

ACN—"Time" In Tieup For Use Of News Shows

Atlantic Coast Network has just arranged with Time, Inc., to offer its affiliates the "Time" magazine news program, "Time Views The News," with Westbrook Van Voorhis. Show is aired locally, on WQXR, five evenings a week, and will remain on that
(Continued on Page 5)

Chesterfield Renews Waring For Year On NBC

Liggett & Myers Tobacco Co., thru Newell-Emmett Co., has signed a renewal on NBC for its "Pleasure Time" program for 52 weeks over the full network, effective June 14;
(Continued on Page 5)

Washington Bureau, RADIO DAILY
Washington — A minimum of 2,000,000 women must be brought into the essential industries by the end of this year, it was stated here Friday by Paul V. McNutt, chairman of the War Manpower Commission. Of this number, he said, the munitions industries would take almost 1,500,000, with about 400,000 going to other essential activities in the war effort. The radio industry, it is assumed, would draw many replacements from among the 400,000 mentioned as
(Continued on Page 7)

Blue Daytime Study Plus Agency Survey

Though duplicating in many respects surveys which have been presented by the established research organizations, the Blue Network released a survey of daytime radio listening habits at a luncheon, Friday, presided over by Edgar Kobak, executive vice-president. Compilation, by executive admis-
(Continued on Page 7)

Whiteman-Dinah Shore As Bergen Replacement

Paul Whiteman, and his orchestra and Dinah Shore, will co-star in a program to replace the Chase & Sanborn sponsored Charlie McCarthy show for the summer season. The
(Continued on Page 6)

★ THE WEEK IN RADIO ★

... KOA-NBC Decision
By HANK WARNER

U. S. SUPREME COURT handed down a 4 to 2 decision against FCC—upholding a lower court decision that KOA, Denver, had not been afforded sufficient opportunity to present its grievance over the granting of a night operation license on the 850 band to WHDH, Denver, thereby nullifying the clear channel enjoyed by KOA. Justices Frankfurter and Douglas were the dissenters; Justices Murphy, Black and Rutledge did not participate.... FCC Chairman Fly

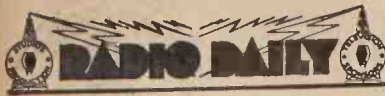
"supposed" that the entire case would be re-opened.... NAB's Legislative Committee warned that unless Congress enacts a new radio law, government control of broadcasting is an accomplished fact. The committee reiterated its demand for the passage of the White-Wheeler Bill to reorganize the FCC.... Hearings on the bill were scheduled to start tomorrow before a full committee instead of a sub-committee, as had been
(Continued on Page 2)

On The Nose

Having traveled 80,000 miles, visited hundred of cities in 47 states and Canada, and not having missed or been late to an appointment or conference in the last three years, Dorothy Lewis, NAB coordinator of listener activity was on time last week as her first grandchild was born in Ithaca, N. Y. Mrs. Lewis arrived a few hours before a son was born to her daughter.

Preview

For the second time in movie-radio history a new motion picture will get a sendoff via a station direct from the projection room of a producing company. Twentieth Century-Fox will screen tonight its new pix "My Friend Flicka" and WINS, New York, will pickup the celebrities and audience reaction etc. at 10:30 p.m. from the private showing.



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JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL

(May 21)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	153 1/8	152 5/8	153	+ 1/4
CBS A	24 1/2	23 1/2	23 1/2	+ 1/4
CBS B	24	23 3/4	23 3/4	+ 1/4
Crosley Corp.	21 7/8	21 1/2	21 7/8	+ 1/4
Gen. Electric	37 3/4	37 1/4	37 3/8	+ 1/4
Philco	24	23 3/4	24	—
RCA Common	11 5/8	11 3/8	11 3/8	+ 1/4
RCA First Pfd.	69	68 1/4	68 1/4	+ 3/8
Stewart-Warner	13 5/8	13 1/4	13 5/8	+ 1/8
Westinghouse	95 5/8	95	95	+ 5/8
Zenith Radio	29 3/4	29 3/4	29 3/4	— 1/4
NEW YORK CURB EXCHANGE				
Nat. Union Radio	4 1/8	4 1/8	4 1/8	— 1/4
OVER THE COUNTER				
Farnsworth Tel. & Rad.			9	9 1/4
Stromberg-Carlson			10	11
WCAO (Baltimore)			18	22
WJR (Detroit)			24	26

3rd CBS Affiliate Meet In Washington Today

(Continued from Page 1)
falo, N. Y.; C. T. Lucy, WRVA, Richmond, Va.; John M. Rivers, WCSC, Charleston, N. C.; Hoyt B. Wooten, WREC, Memphis, Tenn.; Leo Fitzpatrick, WJR, Detroit, Mich.; Clyde Rembert, KRLD, Dallas, Tex.; C. W. Myers, KOIN, Portland, Ore.; Arthur B. Church, KMBC, Kansas City, Mo. William S. Paley, president, Paul W. Kesten, vice-president and general manager, and other CBS executives are expected to be on hand also.

THE WEEK IN RADIO

... KOA-NBC Decision.

(Continued from Page 1)

originally planned. . . . Ascip filed test suits in U. S. District Court against two New York taverns to establish its right to collect royalties for juke-box use of its members' music. . . . War Production Board announced it had ordered production of farm radio batteries stepped up to 425,000 per month in response to pleas from rural communities and as a result of constant appeals from the radio industry itself.

Ad agencies were advised to start training women at once to replace the physically-able men who are sure to be drafted before the end of the year. Warning came from WMC's Brig. Gen. William C. Rose in an address before the opening session of the 26th annual meeting of American Association of Advertising Agencies at the Waldorf-Astoria. He bluntly stated that the advertising field cannot be assured of essential status. . . . AAAA was praised for wartime role of agencies by Howard Coonley, director of WPB's Conservation Division. . . . A cooperative exhibit at the Waldorf presented the accomplishments of broadcasters and agencies in aiding the government's war effort program. . . . Elected chairman of 4A's board of directors was Allen L. Billingsley, president of Fuller & Smith & Ross, Inc., Cleveland.

Into a huddle on chain broadcasting regulations went CBS President William S. Paley, Vice-President Paul Kesten and FCC Chairman Fly. . . . FCC Commissioner Durr's petition urging Congress to disqualify Representative Cox as chairman of the committee probing FCC was instigated solely on Durr's responsibility, Fly announced. . . . Palmer Hoyt, publisher of the Portland "Oregonian" succeeded Gardner Cowles, Jr., as OWI Domestic Director, who resigned to devote more time to his radio and publishing interests. . . . OPA abandoned plans to require grade-labeling of the 1943 fruit and vegetable crop. . . . The House voted 318 to 63 to drop from the Federal payroll Drs. William E. Dodd, Jr. and Goodwin B. Watson, employees of FCC's Foreign Broadcast Intelligence Service who

had been found "unfit" by House Kerr Committee.

The need for moderation and good taste in the use of spots by independent stations was debated by representatives, agencies, stations and networks, and two newspaper radio critics, in a forum sponsored by Sesac and the Radio Executives Club. . . . New AFRA rules resulted in 50 per cent drop in number of licensed talent agents. . . . Idaho's Senator Clark, chairman of committee probing AFM ban on recordings, was pessimistic about any prospect of Petrillo's boys settling the problem with the recording and transcription companies. Neither side seems to want public hearings, the Senator stated. . . . Paramount Pix spotted "Five Graves to Cairo" in 29 key cities. . . . O'Sullivan Rubber sponsoring Blue Network show featuring former OPA chief Leon Henderson, to start August 14.

U. S. Rubber and CBS gave assurance that Philharmonic Symphony would remain "intact" for the air series. . . . Local sponsorship of OWI's transcribed "Uncle Sam" series will be terminated as of July 30, and the program will be cut from five to two discs weekly. . . . Blue-NBC reported 225 hours in April devoted to war effort. . . . Comparatively few summer replacements for network name shows were reported. . . . Canada's Supreme Court upheld judgment obtained by Thermionics, Ltd. on tubepatent infringements against Cutten-Foster & Sons, Ltd., but disallowed costs. Court upheld appeal of Philco Products, Ltd. in similar suit brought by Thermionics. . . . CBS's general manager, Dr. James S. Thomson, outlined radio's role in education at CBC annual conference on school broadcasts. . . . Northeastern Radio Conference held session at Union College in Schenectady, listened to many educators discuss radio and education. . . . Dumont Laboratories, Inc., in full production on Radar, reported net profit of \$130,164.44 for fiscal year ending Jan. 2. . . . Hooper rated high the CBS daytime serials in Scranton area.

Ascap To Sponsor Concert For Army Classical Disks

(Continued from Page 1)
certain compositions. Gladys Swarthout will also be heard and Deems Taylor, president of Ascip. All of the proceeds will go to the fund to supply good music to the armed forces here and abroad, those in isolated places and in submarines. Orchestra seats will be the usual price but first tier boxes seating eight patrons will sell at \$100 and the second tier at \$75. Ascip will also handle tickets when not obtainable at the box office. The Armed Forces Master Records is not connected with any other organization. It buys and sends to the Army and Navy brand new records only.

Dick Powell Returning For Campana In Fall

Dick Powell will return to the airwaves this fall for Campana's Sales Co. Italian Balm. Powell, heard last season for the product, was recently signed by Campana's Sales Co., to do a repeat musical program. As yet no radio time has been bought; no opening date set. Aubrey, Moore & Wallace, Inc., is agency.

COMING and GOING

FRED M. THROWER, JR., vice-president of the Blue Network in charge of sales, is back at Rockefeller Center following three weeks spent at his home in Florida.

DAVID H. HARRIS, program-production manager of WTAG, Worcester, Mass., is expected in New York this week to attend meetings of BMI.

JAMES W. WOODRUFF, president of WRB, Columbus, and WPGC, Albany, has returned to Georgia, having completed a series of talks at the offices of CBS.

HERBERT R. KENDRICK, station and commercial manager of WJLS, Beckley, West Va. in town Friday for conferences with the New York representatives of the station.

LOUISE SCHUNK, on the staff of WAG, Syracuse outlet of the Blue Network, visiting New York for a few days.

JACK LATHAM, assistant sales manager of Mutual, left yesterday for the West Coast where he will spend two weeks on a talent hunt in the film capital and seek some new program ideas. He also will confer with executives of the Don Lee network.

HARRY H. HOESSLY, sales manager of WHK, is back at his Columbus, Ohio, headquarters after having spent a few days here with local reps.

VERNON SMITH is in town from KOWI, Omaha, Neb., for a few days on static business.

JACK H. SKIRBALL is expected today from the Goldwyn Studios, Hollywood. He will confer with Fred Allen on a film in which the comedian will be featured and on which shooting will start in August or September.

EDWARD R. MURROW, commentator on CBS is expected this week from London. WILLIAM L. SHIRER has arrived in the British capital pinch-hit for him during his one-month stay in the States.

JOHN PARSONS, station manager of WBR, Pittsfield, Mass., left for the home offices Friday following conferences with the station representatives in New York.

PARKS JOHNSON and WARREN HULL are in Portsmouth, N. H., for the broadcasting tonight's "Vox Pop" program from the sultry marine base at that point.

JOSEPH C. BURWELL, president and station manager of WMBS, Columbia affiliate in Uniontown, Pa., left for home over the week-end.

RALPH EDWARDS, with the personnel of his "Truth or Consequences" show, in Salt Lake City, from which point they broadcast last night's stanza of their bond-selling program.

FCC Budget Approval Apparently Assured

(Continued from Page 1)
regular operating expenses of the Commission, \$19,600 for printing and binding and \$5,590,314 for the Commission's war activities.

"MAY IN MEXICO"
by Allie Wrubel (a.s.c.a.p.)
The Nation's Next Number 1 Song Hit
Published By
WALTON GOLDMAN, Inc.
1619 Broadway, N. Y. C.
6039 Kenmore Ave. 6425 Hollywood Blvd.
Chicago Hollywood, Calif.

BALTIMORE'S BLUE NETWORK
OUTLET
W C B M
National Representatives:
SPOT SALES, INC., New York, Chicago, San Francisco

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



The Blue Network Commissions
The Sixth Symphony by Roy Harris
For Broadcast Presentation by
THE BOSTON SYMPHONY ORCHESTRA

THREE MEN MEET—Serge Koussevitzky, Conductor of The Boston Symphony; Mark Woods, President of The Blue Network (right); and Roy Harris, America's leading symphonic composer (at the piano).

And as a result of the meeting, the three men have set up another major milestone in American musical history. The Blue Network has commissioned Roy Harris to write his next—his Sixth—Symphony. The new work will be broadcast, coast-to-coast, next Spring, by The Boston Symphony Orchestra, over The Blue Network.

"In offering this commission to Mr. Harris," said President Woods, "I have made no demands. Nor any suggestions, beyond the hope

that Harris, an American of the soil, would dedicate his Sixth to America's fighting forces—and that it would symbolize our nation's struggle for the freedom of mankind."

Of Harris, as man and musician, Dr. Koussevitzky thus expresses himself, "I think that nobody has captured in music the essence of American life—its vitality, its greatness, its strength—so well as Roy Harris. I feel the genius of his art—which is great because it so colorfully portrays the life of our people."

Speaking of his new work, Harris said that he would compose a major choral symphony, dwelling upon the Lincoln era—which being an era of war and high purpose is particularly significant for the America of today.

THE BLUE NETWORK

A SERVICE OF RADIO CORPORATION OF AMERICA

Los Angeles

By RALPH WILK

THE latest member of the radio colony to show real skill on the golf links is Jack Carson, who scored a 74 t'other day. Bob Hope, Bing Crosby and Ken Murray are among the top-flight golfers on the coast.

Dinah Shore has received enough fan mail from U. S. fighting men all over the world to start a stamp collectors' store. Each day brings the NBC-Eddie Cantor singing star letters by the hundreds ranging in contents from love notes to requests for songs on the Cantor show, which the men hear by shortwave, and "Command Performance."

"The Devil and Miss Jones," which starred Jean Arthur and Bob Cummings on the screen, will be broadcast June 7th for Screen Guild Players by Lorraine Day and George Murphy. Charles Coburn will repeat on the air with his film role.

Ralph L. Power, who formerly conducted his own radio advertising agency in Los Angeles, and who became an Army Signal Corps Inspector last year, has been promoted to the grade of Senior Inspector. He is working in a field unit under direction of the San Francisco headquarters.

Harry W. Flannery, CBS commentator and former broadcaster from Berlin, this week was named technical adviser for 20th Century-Fox's picture, "Last Train From Berlin."

Joe E. Brown, recently back from a tour of the Army camps of the South Pacific, has been signed as a guest on the Groucho Marx "Blue Ribbon Town" program on May 29.

Friday, May 21, named by presidential proclamation as National Maritime Day, was saluted on KHJ-Mutual Don Lee with a broadcast at 1:00-1:30 p.m., PWT, presented by the Rotary Club at the Biltmore Ballroom in Los Angeles. Chief Petty Officer Rudy Vallee and his Coast Guard band were heard in the musical portions of the show, and Admiral Bagley, commandant of this Naval District, spoke.

In line with his close coverage of post-war planning in government and in industry, John B. Hughes, Mutual Don Lee West Coast news commentator, was in the press section at the United Nations Food Conference held in Hot Springs, Virginia, last week. Hughes was accompanied by his assistant Rupert W. Pray, and will be gone two or three weeks, depending on the length of the conference. Hughes' reports on the conference will be heard during his regular broadcast periods, from 7:00 to 7:15 p.m., PWT, every Sunday, Tuesday, Wednesday, Friday and Saturday.

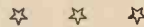
Have You Met the Voices
of
GILBERT MACK
?

LEX. 2-1100



Memos of An Innocent Bystander . . . !

● ● ● Summer replacement for Fred Allen, will be a musical program built around James Melton, Al Goodman's orchestra and a female vocalist as yet unselected. . . . might be Joan Roberts, Christine Carroll or Kitty Carlisle. . . . Allen will return to the mike in the Fall only IF the medico says "Okay, F. A." . . . AFRA "no-likée" new CBS artists' contract. . . . mebbe makum fuss. . . . Audrey Totter, Chicago beauty, who played the femme lead in a recent broadcast of "Cisco Kid" over Mutual rates a screen test. . . . The format of the "Fitch Bandwagon" show will be changed beginning July 5 on thru the following thirteen programs. . . . three bands will be heard on the series, Freddy Martin's orch. from Hollywood, Harry James' band from N. Y. and an as yet unnamed band emanating from Chicago. . . . famous American composers will guestar with Tobe Reed, who's been giving the "pitch for Fitch" the past three year's continuing to enceed. . . . A series of 26 half-hour transcribed chillers, titled "Weird Circle" has been sold. . . . Peggy Mayer wrote the radio adaptation for the "whodunits," produced by Morry Hamilton. . . . Jeri Sullivan, vocalovely, will CBSstart a thrice weekly 15-minute songfest June 1. . . . Elgin Watch, sponsors of the program, will take a 13-week vacation, but the CBSwell show itself, "The Man Behind the Gun," will continue as a sustainer after next week. . . . Lee Jones, formerly of the NBC production staff, now a Second Lieutenant, U. S. Army, visited the "Radio City Slickers."



● ● ● Margaret Speaks, soprano star of the "Voice of Firestone," has two brothers who are Majors in the Army, her husband is a Major and she, herself is a "major leaguer" which sort of makes things unanimous. . . . Dick Stark, baby-faced announcer on the NBCComedy, "Abie's Irish Rose," has been signed by Paramount to take the place of Alan Ladd, who is now in uniform. . . . The Anne Nichols show will go off the air for the summer after the June 26th program to return Aug. 28. . . . the author will spend her vacation in Hollywood. . . . "Great Gildersleeve" will go off the NBCcycles, June 2 for the summer. . . . Diane Barrymore will be the guestellar attraction on the Al Jolson-Monty Woolley CBSshow, tomorrow night. . . . Hal James, formerly with Compton Agency, now with H. W. Kastor & Sons. . . . She's never auditioned for them, yet many radio producers will recognize Carol Tempest the moment they see her. . . . a stamp picture of the red-headed beauty, has been used to seal envelopes of letters sent to them. . . . her manager, Ben Pratt has already turned down two picture offers. . . . Betty Shay has resigned from the NBC Night Program department to become program supervisor for the Phillips H. Lord office. . . . Songstress Sara Ann McCabe, currently featured in the "Show Time" package show at the Capitol, closes there May 31 and opens the next day in the Illona Massey spot in "Ziegfeld Follies."



● ● ● Gracie Fields and Monty Woolley will co-star in a forthcoming 20th Century-Fox pix. . . . After serving a year in the Army at Camp Grant, Bob Shaw, scripiter of the radio program, "Front Page Farrell," sustained an injury to his knee and was honorably discharged. . . . On last Thursday's "Aldrich Family," Clifford Goldsmith presented an amusing "Ration" skit. . . . but when "Henry" was told by "Sam," his dad, to "put back six cans of beans and take a can of sliced pineapple instead," it proved that the author hasn't done the family shopping for at least six months. . . . it's easier to get six cans of gold than it is to beg, borrow or steal stalk fruit. . . . When M-G-M's publicity department requested candid camera shots of Vaughn Monroe to be used in conjunction with the release of the flicker "Meet the People," the maestro sent a few photos of himself pictured with his sixteen-month-old daughter, Candy. . . . result. . . . a screen test for Candy.

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

FIFTH Annual Boys' Club Radio Guild competition conducted by WBBM, Chicago Board of Education and Chicago Boys' Club, Inc., got under way Friday in four sections of the city. The finals of the contest will be produced in "The Little Theater of the Air," on WBBM, May 25. Purpose of the contest is to encourage groups of boys under 15 years of age to compete for recognition in broadcasting. The boys not only act, but are responsible for complete production of the shows, including sound effects.

Of 287 employees in the NBC central division, 88, or more than 30 per cent, have been with the company for a decade or longer, it was disclosed at the first annual meeting of the NBC Ten Year Club. Frank E. Mullen, NBC vice-president and general manager, and Harry Kopf, NBC vice-president in charge of the central division, attended the meeting and presented gold pins and scrolls to the 88 charter members.

New Magnalux lighting fixtures have been installed in elevator corridors of NBC studios on 19th and 20th floors of Merchandise Mart.

Jessamine Wheaton, NBC duplicating operator, has joined a dancing troupe which will entrain shortly for Mexico City.

New business at WMAQ includes a 52-week order from W. F. McLaughlin Company (Manor House Coffee), through Ivan Hill Advertising Agency, for a five-minute program to be heard Mondays through Fridays from 6:40-6:45 p.m., CWT, beginning June 14.

Other new business included 40 transcribed spot announcements and 104 time signal announcements. The spot announcements were placed by Lever Brothers (Lifebuoy Soap), through Ruthrauff & Ryan (New York) and will be heard during the period from May 17 through June 17. Ninety-one of the time signal announcements came from Plough, Inc. (St. Joseph Aspirin), through Lake-Spiro-Shurman, to be broadcast at the rate of seven a week for 13 weeks, beginning today.

"Citizens of Tomorrow," WGN's high school series, saluted Whiting High School of Whiting, Ind., at its 102nd Broadcast aired from 1-1:30 p.m., Sunday, May 23.

THE
Philadelphia Story
IN RADIO
5000 WATTS
950 on the Dial
Affiliated Station
of the Atlantic
Coast Network

GUEST-ING

ANNA DURBIN and JOSEPH ... in an adaptation of "Shadow ... Doubt," on the "Screen Guild ... program, today (WABC- ... 10 p.m.).

RY GRANT, in "Ceiling Un- ... d," today (WABC-CBS, 7:15

WRENCE A. APPLEBY, executive ... of the War Manpower Com- ... on, on Theodore Granik's "Man- ... Ltd.," today (WOR-Mutual, ... p.m.).

ENITA GRANVILLE and KENT ... in an adaptation of "Hitler's ... ren," today (WABC-CBS, 9

HEEL BARRYMORE and DICK ... on "Information Please," ... (WEAF-NBC, 10:30 p.m.).

WARD CORSI, chairman of the ... Alien Hearing Board of the ... Department of Justice, and L. ... DELL FIFIELD, Pastor of the ... outh Church of the Pilgrims, on ... Alexander's "Mediation Board," ... (WOR-Mutual, 9:30 p.m.).

T BRUSILOFF, on "Double or ... ing," today (WOR-Mutual, 8:30

AJ. GEN. DAWSON OLMSTEAD, ... of Signal Officer of the U. S. Army, ... eaker on the "Telephone Hour," ... (WEAF-NBC, 9 p.m.).

RANK SINATRA, on "95 Minutes ... Broadway, today (WABC-CBS, ... p.m.).

GNES MOOREHEAD, on the ... "Spense" program, tomorrow ... (WABC-CBS, 9:30 p.m.).

ERA ZORINA, at "Duffy's," to- ... row (WJZ-Blue Network, 8:30

LYDE McCULLOUGH, catcher ... of the Chicago Cubs, and O. T. LAY, ... of the Chicago office of the U. S. ... ther Bureau, on Horace Heidt's ... "Treasure Chest" program, tomorrow ... (WEAF-NBC, 8:30 p.m.).

WANTED

our (4) 500 watt, 100-130 ... volt output, constant current ... transformers, sola - rathoon, ... etc. Wire collect quantity ... available, price, and condition. HEARST RADIO, INC. 235 E. 45th ST. New York City, N. Y.

With The Colors

JAMES CULLEN, JR., auditor for WKRC, Cincinnati, has joined the Navy.

BRUCE DECK, erstwhile announcer for KGNO, Dodge City, Kansas, is now stationed at Farragut, Idaho, with the United States Navy.

ROBERT JOHNSTON MANN, formerly supervisor of a radio copy group at Ruthrauff & Ryan, Inc., has been commissioned an Ensign in the U. S. Navy Air Corps. Ensign Mann has been detailed for duty as Flight Instructor at Bloomsburg, Pa.

OTIS MORSE, IV, station manager, program director and chief announcer of WSBA, York, Pa., has received his call to service and reports for induction into the armed forces May 29.

LAWRENCE WATSON, staff announcer at WCBI, Columbus, Miss., reports for duty July 1 to the Navy.

MARCELLA BILLUPS, WCBI bookkeeper, has departed for Northampton where she is to enter training for an officer's rating in the WAVES.

WFBL, Syracuse, N. Y., loses four men to the armed services this month. Three of the four are from the engineering staff: 1st LT. JAMES KELLEY, formerly transmitter supervisor, 2nd LT. DONALD LANGHAM of the WFBL control room, and JOSEPH LAMPRECHT, control room operator. JAMES McNEAR, announcer, is the fourth member. He has resigned to await orders from the Navy.

PHIL STEARNS, KQW, San Jose, Calif., news commentator, and program producer HARRY WICKER-SHAM have left for the Army.

FRANK BINGMAN, NBC West Coast announcer, has left "Johnny Presents" for further training with the Special Technical Branch of the Signal Corps. Bingman is in the Enlisted Reserve of the U. S. Army, and leaves all announcing chores for the duration.

RUSSELL NAUGHTON, former WDRC, Hartford, announcer is now stationed with the Air Force at Miami Beach.

ACN-"Time" In Tieup For Use Of Newscasts

(Continued from Page 1) station as point of origination and New York outlet though WQXR is not affiliated with the ACN. Net will offer the program to its Washington affiliate, WWDC, starting today. By Monday, May 31, product will be made available to the balance of the network exclusive of WNEW, New York. Van Voorhis is also the voice of "March of Time" on the air and screen. Program marks the sixth news show ACN offers. The others include Esther Van Wagoner Tufty and Richard Eaton from Washington, Johannes Steele from New York, and BBC news from London through WNEW. Eaton and Steele are through arrangements with WMCA.

Net's negotiations for an early a.m. five-minute news comment with a Washington newspaper representative is still incomplete.

ACN has just announced as available to its affiliates an army show originating from Ft. Belpoir, Virginia, and called "Castles on the Air." The half-hour all-engineer-soldier show will be primarily musical with short dramatic salutes to other branches of the armed forces. It will start May 29, 2-2:30 p.m.

WMRN To Blue June 1

Effective June 1, WMRN, Marion, Ohio, will become affiliated with the Blue Network making a total of 154 Blue affiliates. WMRN will be a bonus station, available at no cost to those advertisers who purchase WCOL, Columbus. WMRN, operating full time with 250 watts power on a frequency of 1,490 kilocycles, is owned by the Marion Broadcasting Company.

Chesterfield Renews Waring For Year On NBC

(Continued from Page 1) the show, featuring Fred Waring and His Pennsylvanians for Chesterfield cigarettes, has been sponsored by Liggett & Myers since June, 1938. Since that time, its broadcasts, Mondays through Fridays, 7 p.m., EWT, have attracted a constantly expanding audience.

During the last two years, Waring has added to the program's general appeal by writing and presenting original songs for a large number of colleges and schools. Recently he has composed melodies for many service camps and military groups. At the present time, the orchestra is devoting each broadcast period to the favorite tunes of the armed forces selected by a poll taken at each camp or post.

During the Liggett & Myers sponsorship, Waring has entertained over 1,300,000 studio guests and has directed personally all but two of the orchestra's 1,045 programs.

EXECUTIVE

In communications field, 46, looking for new position June 1. Varied experience in public relations, research, statistical work. Idea man, interested in chance to develop new plans for quality merchandising. National connections. Competent speaker and writer (Books, Articles, Scripts). Write

RADIO DAILY, Box 157, 1501 Broadway New York City

AGENCIES

COFFEE RATIONING and the careful use of the brew continues to be dominant theme in the advertising, both in publications and on the air, of America's outstanding producers. Among those who plan to place ever increasing stress on the subject in their radio programs are Joseph Martinson & Co. and William S. Scull Co., for its Boscud coffee.

Martinson, through its agency, Al Paul Lefton Co., will emphasize the assertion that its product "makes more cups per pound," while Scull, through Compton Advertising, Inc., will feature plans and methods of economizing in the use of the beverage.

SHAPPE-WILKES, INC., the formation of which was announced in this column last week, has been incorporated with the Secretary of State in Albany to conduct a general advertising agency business. Directors are listed as Ralph H. Miller, Leon Wasserman and Tillie Rosenbaum, of New York. Bernard P. Levy, attorney, filed the papers, which show 100 shares of authorized stock.

Advertisement for Psycho-Entrana featuring a cartoon illustration of a man's head and the text: 'PSYCHO-ENTRANA', 'Copyright 1943, THE W. E. LONG CO., Chicago', 'A New W. E. LONG CO. RADIO FEATURE', 'FULL INFORMATION SUPPLIED JUNE 15, 1943, BY THE W. E. LONG CO.', '155 NORTH CLARK STREET CHICAGO, ILLINOIS'

NEW PROGRAMS IDEAS

Radio House Market

Selling houses over the air is the idea behind the "Radio House Market" program three mornings a week over KSO, Des Moines. The program writer visits a house, a salesman tries to sell it to him, and the sales gab becomes the basis of the commercial copy for the show, which is interspersed with pleasant music. A different house is visited for each program. Idea was worked out by Paul Elliott, account executive, with Joseph Chamberlain. Real estate firm marketing the houses sponsors the show.

Community Salutes

Salutes to communities with meritorious records in salvaging fats are being aired by WFAA-WBAP, Dallas-Fort Worth, with the participation of an ordnance officer from the Eighth Service Command. Salvage committees in all the counties within the stations' areas have been notified, and early reports indicate collections of fats have increased.

Miller To Attend Hearings On White-Wheeler Bill

Washington Bureau, RADIO DAILY

Washington—NAB President Neville Miller announced Friday that he will appear before the Senate Interstate Commerce Sub-Committee to testify concerning the need for revision of radio legislation. Hearings before this committee on the White-Wheeler bill get under way tomorrow morning.

"The hope of free radio in this country rests heavily on this bill," said Miller. "In view of the fact that the Supreme Court decision of May 10 places broadcasting completely under the domination of a government agency, the Federal Communications Commission, new legislation by Congress is the only means of restoring freedom of speech, as represented by radio, to the people."

Miller is chairman of a special legislative committee appointed by the NAB board of directors. The board itself probably will meet a week from tomorrow in Washington, to review the trend of the testimony before the Senate committee. Miller has already notified members of the possible need for a special meeting, even suggesting that they make hotel reservations.

"Funny Money Man" Adds New Stations

Allen A. Funt Radio Productions announces that the following stations have added its "Funny Money Man," syndicated script show: KMYR, Denver; KGBS, Harlingen, Texas; WSM, Nashville; WJDX, Jackson; WGAN, Portland, Me.; WMIN, St. Paul and CKOC, Hamilton, Ontario. The stations are carrying the show fifteen minutes or a half-hour daily, five or six times a week.

Radio-Newspaper Copy Angles Proposed By A A A A Speakers

(Continued from Page 1)

ing: Herman Hettinger, Campaign Manager on Inflation, Office of Program Coordination, OWI, speaking on "How Advertising Can Help Lick Inflation"; A. O. Buckingham, vice-president, Cluett-Peabody & Co., Inc., and Advertising Council Coordinator on the womanpower campaign; Mrs. Mary Brewster White, manager, Women's Campaigns, Division of Information, WMC; William Berchtold, J. Walter Thompson Company, volunteer agency—speaking on "How Advertising Can Help Solve the Womanpower Problem"; Morse Salisbury, director, Office of Information, Department of Agriculture, speaking on "What Advertising Men Need to Know About the All-Over Food Situation"; Albert W. Whitman, Campaign Manager on Nutrition, Office of Program Coordination, Office of War Information, speaking on "How Advertising Can Help on the Nutrition Problem"; Leo Burnett, president of Leo Burnett Company, Inc., Chicago, speaking on "What a Task-Force Agency Has Found Out About the Problem of Black Markets." Thomas D. A. Brophy, Four A's v.-p., presided.

Stresses Fight On Inflation

In addition to mapping out a specific advertising approach to the problems of the war against inflation, Hettinger pointed out to the agency execs, that there was a fertile field of prospective advertisers who

might be solicited to subsidize parts of the campaign, and he listed the following categories: banks, insurance companies, finance companies, capital goods companies, electrical equipment and household goods manufacturers, new war created industries; trade associations, food companies, chambers of commerce, and a host of other national and local bodies.

Extensive Drive Predicted

During talks on the womanpower problems, speakers reported that an all-out drive for enlistment of women in civilian jobs, as well as war industries would be undertaken in September for three weeks, and that radio, local and national, would be called on to help. Since problem lends itself to local application, radio phase will be largely spots and dramatic programs, both live and transcribed. Some of these are already out. Assignments to radio, however, will be completed, soon, by the OWI. Campaign will be aimed at educating the public that the peace time routine of life must be dislocated in an all-out war and that women must serve equally as men, and in jobs which are not glamorous. Cited that two and a half million women will be needed in business and industry before the year is out.

Speakers pleaded with the agencies also to instruct branch offices, where possible, to cooperate with the government's information specialist in their territories.

WNEW Starts Training Of Femme Employees

In keeping with urgings by the War Manpower Commission, WNEW is joining stations and agencies which have instituted employee training programs to replace those going to the armed forces and war industries. Station's educational program, under the title "School for Ladies" will start June 1, average 3 nights weekly for about two hours a session, and include classes in copywriting, commercial sales, publicity, program traffic, and engineering. School is designed for its feminine employees.

Experiment will lead off with an elementary program in engineering under the direction of M. J. Weiner, station's head engineer.

Two Join CBS

George Voss, formerly with Lennen & Mitchell, Inc., has joined the Columbia network as an assistant director. In radio since 1935, Voss has been a supervisor of production and announcing, a program director and, most recently, was assistant to the radio director at Lennen & Mitchell.

Joseph Weeks has joined the Columbia Broadcasting System as an announcer. Prior to coming to CBS, Weeks was on the announcing staff of WHAS, Louisville, and WJR, Detroit.

New Army-Supply Series Starts Saturday On Blue

Washington Bureau, RADIO DAILY

Washington—A new Army program entitled "Enough—and on Time," has been scheduled for the Blue Network on Saturday evenings from 7:30-8 p.m., EWT, the War Department announced Friday. First program will be this Saturday. The series, designed to convey to listeners the urgent importance of an adequate flow of materials to our fighting forces, will demonstrate how closely and effectively America's soldiers and civilian workers are combining their efforts toward the common goal of victory.

Lt. Gen. Brehon Somervell, Commanding General of the Army Service Forces, will speak on the opener. A weekly feature of "Enough—and on Time" will be dramatizations and music, the latter under the direction of Capt. Harry Salter of the Special Service Division, Army Service Forces. Lt. Col. William Slater, formerly of WOR, will be narrator.

Production will be handled jointly by the Technical Information Division of the Army Service Forces and the radio branch of the Bureau of Public Relations, under the direction of J. R. Warwick, radio chief of the Technical Information Division, Army Service Forces.

NEW BUSINESS

KFI, Los Angeles: Swift & Co. (Sweet Margarine), thru J. Wal. Thompson Co., Chicago, 117 150-word participations in "Art Baker's Notebook," to be used thrice weekly; National Biscuit Company (Shreddies), thru Botsford, Constantine Gardner, San Francisco, 36 of minute transcriptions, to be used a week; National Funding Company (Finance), thru Smith & Bull, Los Angeles, 157 15-minute newscasts to be used thrice weekly; Partmar Co. Los Angeles (Theater), thru Sch. Advertising Service, Los Angeles, 52 150-word participations "Art Baker's Notebook," to be used twice weekly.

WOKO, Albany: Roxy Clean daily announcements, five days; Carter Products, through Small Seiffer, Inc., 39-minute announcements; Healy's, five-minute news periods, daily; City & County Savings Bank, through Hevenor Advertising Agency, 13 weeks, two announcements weekdays; Beck Furs, daily announcements four weeks.

Whiteman-Dinah Shore As Bergen Replaceme

(Continued from Page 1)

Whiteman-Shore program opens Sunday, June 6, at 8 p.m., EWT, the week following the departure of Eddie Bergen.

Well known personalities also will highlight the new program as guest stars. Eddie Cantor will be the series first visitor.

Program plans call for an orchestra of 30 or more men for Whiteman-Dinah is slated to do three songs or on each broadcast, and take a leading part in the script.

Bergen will spend his "vacation" on an extensive tour of service camps and bases, returning to the air soon time in September. The Whiteman-Shore program will originate Hollywood for the first four weeks then move to New York. Whiteman recently was appointed Musical Director of the Blue Network and will continue in that post while the summer program is broadcast on NF.

"Stop and Go" Moving To NBC Pacific Network

West Coast Bureau, RADIO DAILY

Los Angeles—"Stop and Go," Quiz Travel show, starring Ken Murray which has been heard over CBS Pacific, moves over to NBC-Pacific starting Sunday, June 13, and its time will be from 9:30-10 p.m., PWT. At present it is aired from 8:30-9 p.m. Sunday, but because of its new time it is believed that Murray, who stars in his "Blackouts of 1943" show, will not continue with the air-show. In fact, it is reported that he will be succeeded by Joe E. Brown. "Stop and Go" is sponsored by Grayson's Inc., with Milton Weinberg Advertising Co., the agency.

Manpower Needs Stressed By McNutt

(Continued from Page 1)

d for transfer to "essential ties." Employment of women reached a peak of 15.2 million in March, McNutt said. "Part of the explanation for the increased employment of women," he added, "lies in the changed attitude of many employers heretofore, have refused to employ women. Faced by a dwindling supply and the increased needs of their establishments, such employment found that the only solution to the problem lay in the employment of womanpower. Once a beginning was made, the way was opened to further female employment."

The campaign (as reported in RADIO DAILY, May 12) to aid the WMC in the expansion of the number of employed women in war industries from 18 million, gets under way this week, when plans for the drive will amount to 70 critical labor shortage areas.

These local campaigns, which will start immediately, will be supported by the national womanpower drive in which radio will participate in September. J. Walter Thompson Company is cooperating with volunteer capacity.

Schumann Quits FBIS Over Watson, Dodd Action

Washington Bureau, RADIO DAILY

Washington—Resignation of Dr. Merick H. Schumann, political analyst for the FCC's Foreign Broadcast Intelligence Service, has been announced here. It will be effective June 12. Reported resignations by William E. Dodd, Jr., and Dr. Edwin B. Watson, FBIS employees whose discharge was demanded by House Appropriations Sub-Committee last month, could not be confirmed, and it is doubtful that they have been received.

The Commission has been re-examining Dr. Dodd's testimony, however, because of several reported discrepancies between what he told the FCC and what he told Congressional committees. These differences were said to be minor, and although the matter is one of secrecy among Commissioners, the general attitude is believed to be that they are attributable to his having been misled."

Dr. Schumann's resignation was expected when, although the Kerr subcommittee found insufficient evidence to recommend his discharge, he taunted Congress with a statement last week in which he commended the Kerr group to Alice in Wonderland. Drs. Watson and Dodd, however,—certainly Dr. Watson—are expected to resign by FCC insiders, who feel that the constitutionality of the House action, if upheld by the Senate, might be vetoed by one of these two in the Courts.

PROMOTION

"Tomorrow Is Here" Booklet

"Tomorrow Is Here," the address delivered before advertising clubs and various other groups throughout the country during the past twelve months by Charles B. Brown, NBC's director of advertising and promotion, is being distributed in booklet form within and without the trade.

The address, as has been noted previously in the trade press, discusses the confused thinking on post-war problems among the workers and farmers, in industry and in government, and among people generally on the home front—and contrasts this confusion on war aims with the clear vision of the men on the battlefields who know they are fighting for the dear ones at home and the right to enjoy the simple things of life in an atmosphere of freedom and security.

In conclusion, the address urges the men in the advertising business to help win and maintain the peace with all the energy they are now devoting to help win the war; to form permanent committees on labor, agri-

KCMO's Reprint

KCMO, Kansas City, is distributing a page reprint from "Radio Annual" calling attention to typical sales success stories from the figures of a large Kansas City retail organization: Use of station upped sales of razor blades 89 per cent, wines 141 per cent, cosmetics 142 per cent, tobacco products 290 per cent.

WLS Brochure

WLS, Chicago, is distributing to advertisers and agencies a seven-page booklet with proof of the station's sales theme, "WLS Gets Results." The brochure presents six specific examples described as "stories typical of WLS advertisers," and is the first in a series of four to be put out during 1943.

culture, government, industry and consumers with a view to exerting the "advertising mind in all post-war planning and in all social and economic developments," and to stand firm with radio and the press in all efforts to preserve freedom of speech.

Jack Carson Contract Still Is Controversial

(Continued from Page 1)

Camel Comedy Caravan for the R. J. Reynolds Tobacco Co., originating from Hollywood over CBS on Friday night from 10:00 to 10:30 p.m., EWT, is the innocent bystander.

The controversy developed after MCA peddled the Carson contract options to more than one agency. The William Esty agency picked up the Carson option for the "Camel Comedy Caravan" after it was originally picked up by Foote, Cone & Belding. FCC&B had taken the option on Carson to replace Milton Berle on the Campbell soup program June 2. The Esty agency's option on Carson calls for him to remain on the air for the Camel show until July.

Hal Hackett, who handles the Carson account for MCA could not be reached for a statement. Reported that he was in the hospital.

American Federation of Radio Artists is watching this case carefully to protect its member, Carson. If the agencies involved do not reach a settlement among themselves, AFRA will see to it that the case goes before an arbitration board to define Carson's employer.

Wedding Bells

Don Logan, ex-KROW producer and former radio editor of the "Post-Enquirer," Oakland, now in defense work, was married recently in Reno to Leoda May Canty, radio actress.

Corp. William Hippee, on leave from the KSO-KRNT, Des Moines, newsroom, returned last week from Camp Claiborne, Louisiana, to be married to Margaret Chambers of Des Moines, Iowa.

O. K. Sponsor Messages On CBC News Programs

(Continued from Page 1)

to which are attached commercial messages from the sponsor. These messages may be two in number, one message—containing advertising matter relating to the sponsor's products or services—may be used preceding the newscast, and the other message—only identifying the sponsor—may be used following the news content. Heretofore sponsorship of news periods on the air in Canada has been confined merely to the identification of the sponsor. It was not permissible to insert an advertising message. The new regulations were announced as taking effect July 1, and will apply to newscasts of 10 minutes or more.

A further amendment is in the abolition of commercial spot announcements in the regularly restricted period between 7:30 p.m. and 11 p.m. Under existing regulations it has been permissible to precede and follow newscasts with spot announcements at any period of the day or night.

MCA Signs Alpert

Mickey Alpert has been signed by Music Corp. of America and will open with a new orchestra next month at an Eastern location, with a radio wire. Alpert is now engaged in selecting his new crew of 12 men.

Femme Signal School Opens

Washington—The first of 12 new Signal Corps Schools for WAAC's opened Friday at State Teachers College, Livingston, Ala., the War Department has announced. A total of 3,000 WAAC's will be trained as radio operators and telephone and teletype switchboard repair specialists.

Blue Daytime Study Plus Agency Survey

(Continued from Page 1)

sion, discloses no new or startling trends or conditions. However, it does contain an element of the qualitative research in addition to the usual quantitative which is more characteristic of the listener surveys up to now. Figures vary by small margins with those of earlier surveys, but the differences are consistent so that the all over picture by radio and percentages is pretty much the same as the trade has been fed right along.

Project covers a field survey, conducted by Foote, Cone & Belding, which agency represents the Blue, by personal interview, under the supervision of Sam Gill, for November 1942, among 5,000 housewives in 77 cities, towns and farms. Ed F. Evans, research manager of the Blue, supervised the tabulations and interpretations. Delay between November when interviews were made, and this late release, was caused by personnel problems, Evans explained. Chart at the end of the survey, lists programs only for NBC, CBS and the Blue. Mutual is omitted.

Blue Policy Supported

Conclusions listed support the program policy which the Blue has been following, namely, that there is still available a vast daytime audience which does not listen to or want to listen to daytime serial dramas, now a virtual monopoly on CBS and NBC, and which would be interested in a different radio diet.

Many of the tabulations simply used source material from CAB reports, but set them up in new form to give another view of the situation. Attempt, which statisticians view as progressive, to achieve some qualitative data in radio listening surveys is evident in the survey's asking the housewives whether or not there were, in their opinions, too many of any particular type of program on the air, and what they think of the quality of serial programs. Report shows, that generally speaking, listeners to daytime serials find the quality of the material satisfactory; that 52 per cent of daytime serial listeners believe that most of them are interesting; that 24 per cent believe that only a few are interesting, and that 22 per cent believe that only about half of them are interesting.

Report substantiates earlier reports of the gain in popularity of news programs and of the decline in audiences for daytime dramas.

Schmidt, Jr. To Mutual

Henry Schmidt, Jr., formerly associated in the sales promotion department of McCann & Erickson, and with Institute of Public Opinion, has joined MBS research and promotion staff.

Joan Brooks On CBS

New feminine vocalist will be featured on CBS, starting tomorrow, when the network presents in a quarter hour sustainer, Joan Brooks, formerly a teacher in Oklahoma. She'll air Tuesdays and Thursdays, 10:45 p.m.

★ ★ Coast-to-Coast ★ ★

WALT WILSON, engineer at KYW, Philadelphia, is quarantined with scarlet fever, and won't be back at the controls for several weeks. . . . **Frank McQuaid**, perpendicular engineer and elevator control technician, is up after being down for a week with the grippe. . . . Vocalist **Jack Hunter** has started a new Sunday night series, with **Arthur Hinett** at the electric organ dishing the background and interludes. . . . **Bing Crosby**, in town for his golf match with **Bob Hope**, was interviewed on the air by Announcer **Peter Roberts**. . . . **Jack O'Reilly**, sportscaster, interviewed **Ed Dudley**, president of Pro Golfers Association.

The thrilling and death-defying experiences of a thrice-torpedoed merchant seaman was related yesterday over **WINS**, N. Y., by the man who survived them when Seaman **Pat Haggerly** appeared as guest of honor on the United Seamen's Service broadcast of "This Is Our Cause," a Skouras Theater War Effort Presentation. . . . **Frank J. Taylor**, president of the American Merchant Marine Institute, was guest speaker.

WBZ-WBZA, Boston, reports selling 13 million dollars worth of War Bonds since December, with seven million dollars worth of it raised through Ringling Circus tie-up recently. . . . The songs of **Kay Ivers**, close harmony by **Hum and Strum**, music by a novelty band and selections by another specialty group, will be heard tomorrow night. The show will be presented for the enlisted personnel at the Weymouth Naval Air Station "With Love From Kay," which is the title for the newest weekly series planned to entertain the men in uniform.

Madame Maxim Litvinoff, wife of the Soviet Ambassador to the United States, was the guest on "Meet Frances Scott" over **WHN**, N. Y., this morning.

Ruth Morehouse, daughter of the columnist and drama editor, **Ward Morehouse**, will be the special guest on **Kathryn Cravens'** radio program, "News Thru a Woman's Eyes" on Wednesday over **WNEW**, N. Y. **Miss Morehouse** is replacing **Joan Newton** in the cast of the popular Broadway success, "Junior Miss" for several weeks.

Lost and Found Dept.: **WTRY**, Troy, at 8 p.m. the other night broadcast a description phoned by police of a four-year-old lad missing since early afternoon. Ten minutes later the police phoned that a listener had identified the boy and reported his location. Later in the evening Announcer **Jim Healey** featured the human-interest item in his newscast.

How German-Americans can participate in the war effort on the home front will be told by **Dr. Henry Cassirer** in "We Also Help," a weekly Civilian Defense Volunteer Organization series, starting tonight on station **WBNX**, N. Y. **Dr. Cassirer**, formerly in the German language service of the British Broadcasting Corporation, is now assistant director of one of the largest shortwave receiving stations in the country, recording foreign broadcasts 24 hours a day.

Carolyn Thompson has joined **WEEL**, Boston, as secretary to **Guy H. Cunningham**, director of sales promotion. She was formerly associated with **Crandall Engineering Co.**, attended **Tufts College** for two years and was graduated from **Katherine Gibbs School**. . . . **John A. Klever** has been added to the general service department. . . . **Stephen James** has been appointed announcer and newscaster. Since 1935 he announced for **WEAN**, Providence.

Ambrose Kramer, chief engineer at **WAOV**, is working on a pack transmitter, which he hopes to have finished and licensed in time for broadcasting threatening floods along the **Wabash**. Nearby **George Field** has promised full cooperation in use of planes for observation. . . . **WAAC Auxiliary Somrak**, pianist-singer who toured Great Britain with **Jack Hilton's** band before joining up, is paired with **Lt. Gladys May** three times a week to air recruiting program. . . . Announcer-writer **Robert McBride** has received word that his dramatic serial on a **WAAC**, "This Is Worth Fighting For," has been sent to headquarters in Washington for national distribution. Show is now heard on 11 Indiana stations.

Elida B. Sterling, who presents "What Are You Reading," weekly book review, over **WEL**, New Haven, observed her seventh year of continuous broadcasting over the station on Thursday, May 20. Cut during the festive broadcast was of a handsomely decorated birthday cake baked by **Pattie Pontillo**, station book-keeper. . . . **Civil Air Patrol's** announcements that free instruction on military drill and courtesy is offered at airport for men classified 1-A in the draft, is aired twice weekly during the station's newscasts.

Press Association's telescripts, "Sports Whirl," "The Sportsmen" and "The Sports Special," have been sold by **WSAV**, Savannah, Ga., to **Berger Beer** to form a 10-minute evening sport shot Monday through Saturday.

Bruce Matthews has been appointed by **WAAT**, Jersey City, to assist **Earl Harper** in broadcasting the **Newark Bears** baseball games of the **International League** as sponsored by **Ruppert Breweries**. **Matthews** is a former sports and general staff announcer who has served with **WLCF**, Orlando, Fla.; **WAPO**, Chatanooga, Tenn.; and **WOV**, N. Y.

WJPR, Greenville, Miss., reports a 38.6 per cent increase in April business over that month in 1942. **Bert Ferguson**, station director, says that rate of increase is only a few points above the gross volume increase for every month in 1943. In short, the report states, the station is not calling for Federal or any other kind of aid.

Joe Nolan, **WABY**, Albany, sports columnist and baseball broadcaster of the Eastern League games along with **Gren Rand**, was polled by "Esquire" to suggest a war sports coordinator for the government. **Nolan's** No. 1 choice was **J. G. Taylor Spink**, publisher of The "Sporting News," with **Ford Frick** and **Elmer Layden** as alternate selections.

George C. Biggar, **WLW**, Cincinnati program director, spoke at the **Cincinnati College of Music** dinner to **Nan Merrin**, winner of the \$1,000 **Federation of Music Clubs** award in New York. . . . **Miss Merman**, just signed with **NBC**, was the last summer over the **Cincy** station, summer opera. . . . **Ronny Mansfield**, popular tenor with station for past three years is leaving on June 5. He's been blipped for **Army service** and awaits call from his **California** draft board. I take family East for visit before returning to **Coast** to take up his duties as member of the armed forces.

Replacement on the continuity at **WTAG**, Worcester, is **Eunice Lund**, formerly associated with **Paul H. Johnson** advertising agency in Worcester. **Miss Bylund** takes post vacated by **Olive Merrill** has become an announcette **WTAG's** FM outlet, **WIXTG**. **Charles B. Driscoll**, author of syndicated column "New York by Day" was guest this week. **Mildred Bailey's** "Afternoon Journal" to help the women's feature ed celebrate the third anniversary of program on the station.

YIPPEE, WE MADE A MOVIE TRAILER FOR 'GLOOM DODGERS'!

Radio's biggest live morning program . . .

"GLOOM DODGERS"

4 hours of song and fun from 9:00 A. M. to 1:00

For listeners — who want to be happy!
For advertisers —
For agencies —

It's informal!
It's gay!
It's impulsive!
It sells!
It brings results!

15 minutes of news. 15 minutes before each hour.

NOW WE ARE TELLING 1,350,000 PEOPLE WEEKLY IN 70 LOEW'S THEATRES ABOUT "GLOOM DODGERS"!

STATION WHN NEW YORK

Sold in 15-minute participating periods across-the-board.
It's a great radio buy!

BUILDER OF PROGRAMS!

1943 BIRTHDAYS

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

Bill Bouchey **Rachel Carlay**
Wilbur Hatch **Dwight Latham**



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 23, NO. 39

NEW YORK, N. Y., TUESDAY, MAY 25, 1943

TEN CENTS

Web Rules No Threat—Fly

Second Drive Radio Time Valued At \$6,262,350

Washington Bureau, RADIO DAILY
Washington—Cash value of radio's contribution of time and talent to the Second War Loan campaign, April 1 to May 11, reached \$6,262,350, the NAB said yesterday.
This figure, compiled by the OWI and NAB, embraces the report in number of announcements and programs made by the Treasury Department for the same period and is approximately \$2,000,000 above the estimated value of newspaper space donated in the drive.

WTIC Sets Up State Net To Lift 'Gas' Confusion

Hartford—As a result of the widespread confusion in Connecticut as to what effect the latest OPA ruling would have on pleasure driving, WTIC set up, late last week, a statewide emergency network for Chester Bowles, State Director of the Office of Price Administration, to advise the public exactly what the new ruling meant.

The following stations cooperated
(Continued on Page 5)

WOR Afternoon Sked In Complete Revamp

A half dozen new shows, comprising primarily music and news, are being added to the program schedule of WOR, to effect a complete revamping of afternoon programming on that station between the hours of 1:00 and 3:30 p.m. Much of the new material will be transcribed.

For Sunday afternoons, two new
(Continued on Page 2)

New Trio

Fitchburg, Mass.—Joan Shirlee is the name of the director of women's programs at WEIM. A listener, expecting a baby, asked Joan for permission to name child after the director. Permission granted, daughter arrived, was named according to plan. Both Joan and mother have become fast friends, what's more the trio will be heard soon in a broadcast.

New CBS Cue

Effective June 1, the new cue will be: "This Is CBS, the Columbia Broadcasting System," on sustaining programs over the network and for middle station breaks on the sustaining shows. The network identification on commercial programs will remain: "This Is the Columbia Broadcasting System."

Settle Carson Status As Going To Campbell

Agency controversy over employment contract covering Jack Carson, comedian on "Camel Comedy Caravan," was settled late yesterday afternoon just as the matter was about to go to arbitration. Foote, Cone & Belding which had picked up the Carson option as a substitute for its Milton Berle production on behalf of Campbell's soup, will get the Carson services as of June 2.

William Esty & Company, agency which also claimed his services, for
(Continued on Page 7)

Roma Wine Show On CBS To Have Hollywood Cast

West Coast Bureau, RADIO DAILY
Los Angeles—A new variety show, teaming Mary Astor, with two of film-dom's comedians, Mischa Auer and Charlie Ruggles, will be heard over CBS starting Thursday, June 3. The new program will be sponsored by the Roma Wine Company of Cali-
(Continued on Page 2)

See News And Music Basic In Improving Local Outlets

Navy Incentive Div. Headed By Lieut. Bailey

Lieut. Wm. J. Bailey, former staffer at NBC publicity department, has been transferred from Navy Office of Public Relations to Incentive Division, in Washington. He will be associated with Lieut. (j.g.) Robert Tappinger, former publicity chief of CBS and Warner Bros., in the coordination
(Continued on Page 2)

FCC Head Hits "Domination" Charges, Sees Stations As "Free, Protected"; White-Wheeler Bill Hearings Off

Expect Watson, Dodd To Contest Removal

Washington Bureau, RADIO DAILY
Washington—It appeared likely yesterday that, should the House move to strike Drs. Goodwin B. Watson and William E. Dodd, Jr., from the FCC payroll be sustained by the Senate and signed by the President, the legality of the move will be questioned by Watson or Dodd with full support of the Commission;
(Continued on Page 7)

Sun Shipbuilding On WIP; Firm's First Use Of Radio

Philadelphia—The Sun Shipbuilding & Drydock Co. of Chester, Pa., has signed with WIP, of this city, for a series of half-hour programs beginning Monday, May 31, from 9:30-10 p.m. The first contract for a radio
(Continued on Page 2)

Rem and Rel Campaigns Set For Next Season

Maryland Pharmaceutical Co., Baltimore, has contracted for a fall campaign which locally has WJZ to promote its two products, "Rem for Coughs," and "Rel for Head Colds." The company will sponsor five five-
(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—"Just a lot of hooey" is the way FCC Chairman James Lawrence Fly described what he termed "the hullabaloo" about the new network rules and their significance. Hitting at the NAB and the networks, although he did not name any particular organization, the chairman remarked that "there has been a tendency on the part of the people that are used to spreading poison and crying havoc to create a whale of a 'big scare' to distort the mean-
(Continued on Page 7)

FCC Criticizes Limits On Programs' Content

The industry has been warned that arbitrary limitations placed on the content of programs can be carried too far. James Lawrence Fly, chairman of the FCC, speaking at a Capital press conference, stated that such limitation might eliminate "the element of discretion of the broadcaster, and it tends many times to keep off
(Continued on Page 6)

Ascap Declaratory Suit Lost By Denton & Haskins

New York Supreme Court Justice J. Sidney Bernstein yesterday dismissed the amended complaint of Denton & Haskins Corp. and Gem Music Corp., music publishers, who sought a declaratory judgment to
(Continued on Page 2)

Soft Pickin's

Boston—Shortage of potatoes doesn't bother the Hum & Strum harmony team at WBZ. Kiddin' around on the air the other day, they said they had autographed, in their 20 years on the air, almost every conceivable object—but wouldn't mind signing some spuds. Next mail brought sack of potatoes, each bearing signature of a Shrewsbury resident.

Simplified programming, utilizing an easy-to-remember schedule of the two basic elements—news and music—has served to improve materially the position of independent stations which do not have the benefit of network affiliation. The trend is becoming more widespread, nationally, as reports of the success of the first few spread. The new format, which includes the disc-jockey pattern first
(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

(Monday, May 24)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	153	152 3/4	152 7/8	+ 1/4
CBS A	23 1/2	23 1/2	23 1/2	+ 1/4
CBS B	23 1/2	23 1/2	23 1/2	+ 1/4
Crosley Corp.	21 7/8	21 3/8	21 3/8	- 5/8
Gen. Electric	37 5/8	37 1/4	37 1/4	- 3/8
Philco	24 1/8	23 3/4	23 7/8	- 1/8
RCA Common	11 5/8	11 1/4	11 1/4	+ 1/4
RCA First Pfd.	69	68 1/2	69	+ 3/4
Stewart-Warner	13 3/4	13 1/4	13 1/4	+ 1/4
Westinghouse	95 3/4	95 1/2	95 3/4	+ 3/4
Zenith Radio	30	29 1/2	29 1/2	- 1/4

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	9 1/8	9 3/8
WCAO (Baltimore)	18	22
WJR (Detroit)	24	26

AFRA Nominations; Acts On All Contracts

Members of the New York local of AFRA will vote by referendum this week for three National Board representatives. At a meeting last Thursday, four nominations were made. They include Lawrence Tibbett, Lucille Ball, Phil Duesy and George Heller.

Meeting also took up matter of employment contracts, and supplementing a letter which was sent to entire membership, performers were told that all contracts would have to be approved by the union until standard forms could be worked out.

AMERICA AT WAR

A patriotic program series combining a timely dramatization with an inspiring talk by nationally prominent speakers. Cooperatively sponsored and we even sell it for you. Has already made good money for 25 radio stations. Write for details to Don Seorie.

SALES FEATURES CO.

1023 NO. 17TH ST. OMAHA, NEBRASKA

WOR Afternoon Sked In Complete Revamps

(Continued from Page 1)

shows will debut May 30. Both are recorded. The first, "The Show Shop" will be emceed, written and produced by Walter Preston for a 2 p.m. airing. "Easy Listening," featuring popular recordings will be set in for the 2:45-4:30 period on Sundays.

Between 2:45 and 4:30 p.m. weekdays, the station will offer six musical programs and three news periods, starting Monday, May 31. Maxine Keith will lead off with "Sophisticated Lady," chatter between platters, to be followed by news and then "The 71 Special," a recorded program against a background of railroad sound effects. The station is adding a network production, "Cheer Up Gang" to fill its 3:45-4 p.m. unit, and providing the listeners with live talent including Bob Smith, Elvira, an orchestra and quartet. A reshuffling of schedules in the early afternoon, affects Sydney Moseley, Pegeen Fitzgerald and "Luncheon With Lopez."

The two new morning programs will start May 31, and take in "Quiz Wizard" in which the emcee yet to be named, quizzes listeners and then plays music before giving the answers. The second addition will feature Loretta Clements as mistress of ceremonies for another record show. She will offer a few piano selections herself occasionally.

Roma Wine Show On CBS To Have Hollywood Cast

(Continued from Page 1)

fornia (KNX-CBS 9:30 to 10 p.m., PWT).

With Miss Astor as mistress-of-ceremonies, Mischa Auer will cavort in unpredictable comedy situations built around himself. Charlie Ruggles will carry a full laugh-load on his own comic spots.

Music for the new Roma show will be directed by Lud Gluskin, musical director for CBS on the West Coast. He will direct a large chorus of mixed voices in addition to his orchestra.

Carlos Ramirez, South American singing star, will be heard in the vocal spotlight.

Contracts for the new series were handled by the McCann-Erickson, Inc., agency of San Francisco. The production will be supervised and directed by Russ Johnston, who leaves CBS as Hollywood program director to assume that same post for McCann-Erickson.

The new Roma show will originate in the KNX-CBS studios in Hollywood. Eastern listeners will hear an earlier broadcast of the program each Thursday between 5-5:30 p.m. PWT. The 9:30 to 10:00 p.m. PWT program will be for western followers. (KNX, KARM, KFBB, KFPY, KGGM, KGVO, KIRO, KOY, KQW, KRDD, KROY, KSL, KTUC, KVOR).

Stork News

Adrian Samish, producing editor of the "March of Time" program, and his wife, the former Peggie Knudsen, are the proud parents of a girl, Peggy, Jr.

Ascap Declaratory Suit Lost By Denton & Haskins

(Continued from Page 1)

determine their rights on their assignment to Ascap after expiration of their contract on Dec. 31, 1950.

The amended complaint alleged that for some years certain authors of musical compositions who were members of Ascap assigned their common law rights to license the non-dramatic publication of their respective compositions for a period expiring Dec. 31, 1950. Some of the authors assigned their works to the plaintiffs with exclusive rights to print and publish the compositions.

The Court ruled that "upon the face of the amended complaint it is evident that there is no justiciable controversy here between the parties. The rights of the defendant in its relations with both composers and publishers are derived from respective assignments."

The Court further ruled that "the execution of such rights beyond Dec. 31, 1950 depends not only upon the execution of new assignments but upon the continuation of both composers and publishers as members of the society after that date. Hence, before any controversy can arise between the parties, two changes in their jurial relations must occur." These changes are:

- (1) The plaintiff must terminate his own membership in the society.
- (2) Composers must extend their respective memberships.

Navy Incentive Div. Headed By Lieut. Bailey

(Continued from Page 1)

and supervision of all radio activities of the Incentive Division.

In recognition of work in obtaining enlistments for the Navy's Seabees, Lieut. Bailey has been honored by the Bureau of Yards and Docks with an Award of Merit, signed by Rear Admiral Ben Morell.

Goldman Appoints Lopez To Head Mex. Music House

West Coast Bureau, RADIO DAILY

Hollywood—Alberto Lopez has been appointed general manager of Walton Goldman, Inc., of Mexico, music publishers, with headquarters in Mexico City, Walton Goldman, president of the new company, announced yesterday. Lopez has resigned as head of the Latin American department of Southern Music Publishing Company to accept the new post.

Goldman also has designated Felipe Valdez Leal as his professional manager for his Mexican firm. Leal has been associated with the music industry in Mexico City for some years.

In a sudden change of plans, Goldman, accompanied by Lopez, left Los Angeles for Mexico City to organize his new company, which will start operations with a catalogue of 150 numbers, all recorded by Victor and Columbia. He will return to town in one week.

COMING and GOING

WALTER KOESSLER, general manager WROK, Rockford, Ill., arrived in town yesterday on station and network business that will keep him here for the major portion of the week. Present plans call for departure on Friday. The station is a recent addition to the roster of the Blue Network.

ALFRED H. MORTON, president of National Concert and Artists Corp., is in Chicago en route from the West Coast to New York. He is scheduled to arrive in town on Thursday.

SAMMY KAYE, now on a two-month tour of the eastern and central states, will broadcast tomorrow's program on CBS from Youngstown, Ohio.

LARRY BAIRD, general manager of WWL New Orleans, will arrive today for conference with the New York representatives of the station.

DOROTHY VANSTON, of General Sound Company, left yesterday on a business trip to Washington. She will return at the end of the week.

JOHN WELLINGTON, Blue Network producer in Daytona Beach, Fla., for the broadcast of tonight's "Spotlight Bands" program from the U. S. Naval Air Station.

JOAN BROOKS, will return today from U.S. service overseas, and will fill an engagement at CBS tomorrow night.

WILLIAM F. MALO, commercial manager WDR, Hartford, is here on business.

PEGGIE KINGSTON, of the NCAC public department, leaving on a three-weeks vacation.

BOB HOPE will broadcast tonight's NBC program from Ft. Benning, Ga.

Sun Shipbuilding On WIP Firm's First Use Of Radio

(Continued from Page 1)

series ever to be used by the Sun organization, it was arranged and signed by John G. Pew, Jr., vice president of Sun, and Benedict Gimbel, Jr., president of WIP, for an initial period of 15 weeks.

The program, titled "Dollars & Donuts," is an audience-participation show and will be staged every Monday night with the men at the Naval Hospital in Philadelphia.

Rem and Rel Campaigns Set For Next Season

(Continued from Page 1)

minute night-time periods weekly for a period of 26 weeks, the campaign marking Maryland's first use of WJZ. Joseph Katz Co., Baltimore, handle the account.

"MAY IN MEXICO"

by Allie Wrubel (a.s.c.a.p.)

The Nation's Next Number 1 Song Hit

Published By

WALTON GOLDMAN, INC.

1619 Broadway, N. Y. C.

6039 Kenmore Ave. 6425 Hollywood Blvd.
Chicago Hollywood, Calif.



keep your eye on **MUTUAL**

IT TAKES EYES as well as ears to keep up with a network that's rising as rapidly as Mutual. From reception room to president's chair — this is the network that's *new*. With better studio-audience facilities in the key cities and better parlor-audience facilities in the rest of the country — this is the network that bears watching. And here are some of the advertisers who have kept an interested eye on the new Mutual, liked

what they've seen, and launched these programs, all in the first four months of 1943:

KELLOGG COMPANY, with "Superman" starting in January . . . LUMBERMENS MUTUAL CASUALTY CO., with Upton Close starting in February . . . SINCLAIR REFINING CO., with "Confidentially Yours" starting in March . . . CONSOLIDATED RAZOR BLADE CO., with "The Better Half" starting in April . . . LEHN & FINK PRODUCTS CORP., with "Take A Card" starting in April . . . PETRI WINE CO., with "Sherlock Holmes" starting in April . . .

★ ★ ★

Lots of important eyes are focussed on Mutual these days — and so are plenty of ears: we regularly serve eight out of every ten ears in America.

T H E M U T U A L B R O A D C A S T I N G S Y S T E M

Los Angeles

By RALPH WILK

GEORGE BURNS and Gracie Allen are slated for a guest appearance on the "Paul Whiteman Presents" program June 13 or 20. The show, a summer replacement for Charlie McCarthy, is to have the Burns and Allen announcer, Bill Goodwin, as master of ceremonies.

Dennis Day, singer-actor of the Jack Benny radio show, will co-star with Judy Canova in the forthcoming Republic motion picture, "Sleepy Lagoon." Dennis is seen currently in the "Powers Girl."

George Riley, comedy star of the "Gilmore Furlough Fun" show over KFI Friday nights, has returned to Hollywood after a two-day tour of army camps in the vicinity of Indio, Calif. His wife, Helene Heller, also made the trip, which brought them many new fans among the service men entertained.

William Walter Wells III captions the new arrival in the family of Bill Wells, war production supervisor at Universal Microphone Co. He weighed in at 8 lbs. and 11 oz.

Louis Lochner, veteran foreign correspondent who is heard four mornings a week over KFI, started a new NBC series over the same station Saturday, at 5:45 p.m. Lochner will present 15 minutes of news and news analysis every Saturday at the same time.

Fibber McGee quotes: "He's a two-bit lawyer that only passed the bar because nobody'd buy him a drink." "Riding High," newest film in which Cass Daley struts her comedy, is scheduled for release in August and early reports indicate it is the best film work the radio comedienne has done to date.

David Broekman, whose orchestra is heard on Fletcher Wiley's CBS "Your Home-Front Reporter" program each week day afternoon, has a distinguished musical background. At 20, he was conductor and coach for the Royal Opera in the Hague; at 24, he was a member of the New York Philharmonic Symphony orchestra under Toscanini.

Betsy O'Crotty of the KNX publicity department left for Santa Barbara to spend a few days with her husband, Peter O'Crotty, formerly of the KNX exploitation department and now associated with the OWI.

The delightful comedy and pianistic interpretations of Victor Borge, famed Danish artist, will continue to come to Blue Network listeners Mondays through Fridays at 6:25 p.m., PWT, through June 25. The nightly program, sponsored by Metro-Goldwyn-Mayer studios, was to have been concluded May 31.



A Reporter's Report Card. . . !

● ● ● **ED (ARCHIE) GARDNER:** Your 'boss', Duffy, told us that after the June 29th broadcast, that jernt where the 'elite meet to eat' will shutter for the summer. . . but while you're out on the MGMovie lot where "Duffy's Tavern" will be filmed, Haven MacQuarrie's "Noah Webster Says," a Red Network sustainer, will be your replacement. . . we wonder, if, during his programs Haven will attempt to resuscitate the 'King's English,' which you've been mutilating. . . **MORTON DOWNEY:** From here it looks as though the executive director and producer of your Coca-Cola program over the Blue Network, 30-year-old Paul Dudley, will soon be commissioned a Captain in the U.S. Army. . . **ELEANOR ROOSEVELT:** Johnny Gart, who composed your radio theme song "My Lady," has just composed a number titled "One Willkie" . . . **GEORGE WASHINGTON HILL:** Your good looking "All Time Hit Parade" vocalist Jerry Wayne will be featured tomorrow night on a television broadcast from the DuMont Station. . . **MAESTRO TOSCANINI:** Vivian della Chiesa, who made two appearances with your symphonic orchestra, this past season, has received offers for concert and operatic roles from many key American cities but may accept a "summer booking" with the Cincinnati Opera Company.

☆ ☆ ☆
● ● ● **KATE SMITH:** Your old friend, Paul Whiteman, has accepted and will serve on your Committee sponsoring the Father Duffy Canteen Ball to be held next Saturday at the Hotel Astor. . . **SKIPPY HOMIER:** The Drama Award which you won for your performance in the stage success, "Tomorrow the World," proves your own personal "Right To Happiness," which is the title of the radio show in which you also appear. . . **HARRY HERSHFIELD:** Peter Donald, the dialectician on "Can You Top This?" will be the guest of honor Friday on the "Double or Nothing" program. . . incidentally he's also writing a new morning radio show called "Coffee Society" . . . **BARRY WOOD:** Jerry Wald will be the guest conductor of your "Million Dollar Band" program, June 3. . . **PHIL SPITALNY:** Orchestra leaders, whose musicians are being called for service in the armed forces, are filling most of the vacancies with gal musicians from the list of talent which you compiled during the past eight years. . . **BILLY BURTON:** Helen O'Connell, who is currently featured on the Blue Network's "Rhythm Road," opens an engagement at the Capitol Theater, June 3. . . what you told us, at the time Helen decided to remain in New York rather than continue on the road with Jimmy Dorsey's Band, predicting a bright future for the thrush, bears the flavor of truth.

☆ ☆ ☆
● ● ● **DEEMS TAYLOR:** Did you know that Alec Templeton, at the age of four, composed his first original piece and that at the age of thirteen, he won the NBC prize for composition? . . . **MORT LAWRENCE:** After the June 3 "Gloom Dodgers" program, vocalist Karole Singer, takes an eight-day leave to make a Canadian Army Camp tour with Vincent Lopez' Orch. with whom she appears regularly at the Taft Hotel. . . **JACK ARTHUR:** After doing announcements and speaking roles in several NBC daytime serials these past few years, you will get a chance to sing again, when you start on the new variety program "Family Time" over WEAf, across the board at 6-6:15. . . back in 1926 when you started in radio, it was as a singer. . . **NELLIE REVELL:** It wouldn't surprise us in the least, if you detect the "Killer," when you guesstar on the "Ellery Queen" NBCLue quiz, June 5. . . People in the know say that you've an answer for everything and invariably the right one. . . **JOAN DAVIS:** June 3, should be your lucky day. . . Rudy has again booked Ransom Sherman to "sell" you all those gadgets you don't need.

☆ ☆ ☆
— Remember Pearl Harbor —

Chicago

By FRANK BURKE

THE Hubinger Company (Quick Elastic Starch) through Ralph Moore, Inc., ordered 13 time signal anns. to run for 13 weeks on WMAQ, starting May 23. Renewal business was topped by an order from Kitchen Art Foods, Inc. (Rice Feast), through Earle Ludgin, Inc., extending the five-minute musical program featuring Happy Jack Turner for 13 weeks, beginning June 7. Simultaneously, it was announced that, beginning June 2, the sponsor will expand Turner's present schedule of programs on Mondays, Wednesdays and Fridays from 5:20 to 5:25 p.m., CWT, to a five-a-week basis, Mondays through Fridays, at that same period.

Thirteen new employees were added to various departments of the NBC central division during the past week. The additions are: Wilbur W. Blaur and Lorne Basley, engineering; Robert Hiben, Leslie Glasser and Clifford Mueller, sound effects; Theodore T. Schreiber, music library; Phyllis B. Lika, continuity; Albert Spooner, ventilating engineer; Eleaor Koski, mail and messenger; Virginia Gilbert, central stenographic; Chester Woods, building maintenance, and Harold Toleman, guest relations.

Leaving NBC during the week were: Robert H. Engen, messenger, who was inducted into the U. S. Army, and Gordon Dupree, duplicating operator, who will join the maritime service.

Interstate Baking Company of Kansas City has renewed "Donald McGibney and the News" on WBBM for another 26 weeks, Mondays, Wednesdays and Fridays from 5-5:15 p.m., CWT.

Visitors at the NBC Chicago studios last week were Clarence L. Menser, NBC vice-president in charge of programs, and Roy C. Witmer, NBC vice-president in charge of sales, both of New York. Also in Chicago on business were J. Leonard Reinsch, manager of WSB, Atlanta, Ga., and F. E. Fitzsimonds, manager of KFYZ, Bismarck, N. D.

John Keys, news editor of the NBC central division press department, and Mrs. Keys are vacationing a week with the latter's father near Toledo, O.

Peggy Maddex, executive office secretary in the NBC central division leaves on vacation Friday.

WANTED

Four (4) 500 watt, 100-130 volt output, constant current transformers, sola - ratheon, etc. Wire collect quantity available, price, and condition.

HEARST RADIO, INC.
235 E. 45th ST.
New York City, N. Y.

WJR DETROIT
★ ★ ★
MICHIGAN'S GREATEST
ADVERTISING MEDIUM

News And Music Basic In Improving Local Outlets

(Continued from Page 1)

ized among New York indie has so improved the listening of out-of-town stations adopt policy, that many have jump relatively low competitive to that of second standing in local markets, being superseded by the network affiliate. ntly completed C. E. Hooper of continuing measurement o listening have borne out the audiences among the stations ag the simplified programming e combines news and music on edules. Confidential reports the station managers confirm improved commercial positions, admitting that the formula has ed more national business than

they enjoyed before. Indie managers observed that the simplified programming was an easy to remember schedule, with audiences memorizing schedules and tuning in more readily. It has therefore, turned out to be a more reliable device for building audiences, and thus far has been the more successful means of bucking competition offered by the networks and their higher priced and promoted productions on their affiliates. Locally produced live shows often costly for the indie, were never quite the equal as drawing cards against the network productions. The logical result of this condition is that the non-affiliates were put at a disadvantage.

TC Sets Up State Net To Lift 'Gas' Confusion

(Continued from Page 1)

emergency broadcast: WBRY, WELI, WNLC, WSRR and WDRC and WNBC carried ogram by transcription later day.

AA Latin Amer. Tour

gather background material for Brazil" a CIAA daily eve-program aired by Mutual, Dr. Barata, head consultant of the ian Section of the CIAA, and Alfredo Pessoa, director of pubn of the department of press information of the Brazilian ment will take a three-week of inspection among war inces in this country. The pair d on the tour over the week- Itinerary covers San Antonio, Los Angeles, San Francisco, nd, Chicago. Gary, Detroit and ngton, D. C. Pessoa just re- arrived from England. After ur he will go back to Brazil.

Edman Handling U. A. Radio

Freedman, for the past 15 years in motion picture and radio ity, has joined the United publicity department, Paul as, Jr., advertising and pub- chief, announced yesterday. ntly Freedman will handle spe- radio assignments in connection the opening of the forthcoming d Artists release, "Stage Door en."

Blue Makes Replacement To Hold 'Children Strip'

Beginning May 31, the Blue Network will present "Archie Andrews" in the 15-minute period starting at 5 p.m., EWT, Monday through Friday. A dramatization of the comic strip, "Archie" has appeal for both adults and children. Recorded repeats will be aired to reach different sections of the country at 6:15 p.m., 7:15 p.m., and 9 p.m., all EWT.

The new show, replacing "Hop Harrigan," will keep intact the Blue's strip of 15-minute children's programs, beginning at 4:45 p.m., EWT, with "The Sea Hound," and continuing with "Archie," "Dick Tracy," sponsored by Sweets Company of America, "Jack Armstrong," sponsored by General Mills, Inc., for Wheaties, and "Captain Midnight," sponsored by Wander Company for Ovaltine, ending at 6 p.m., EWT.

"Archie" was launched in 1939 in magazine "Archie Comics" as an attempt to provide humorous entertainment at a time when the European war was beginning to fill the newspapers with stories of "blood and thunder." The readers of the magazine, sold on 90,000 newsstands, are now estimated at 2,500,000. Howard Merrill will write the scripts in collaboration with John L. Goldwater, managing editor of "Archie Comics."

WHAT THE RADIO TIME BUYER WANTS TO KNOW ABOUT

WTAM



Daytime POPULARITY

● MORE PEOPLE listen to WTAM, Cleveland, in the DAYTIME than to any other station in the whole Northern Ohio area. In the morning WTAM has 39.7% of the audience; in the afternoon 39.5% of the audience . . . a combined average of 39.6% as against 25.5% for the next station. Yet the COST of WTAM is only \$.000073 per family.

* Hooper Index, February-March 1943

WTAM

C L E V E L A N D

NBC Network 50,000 Watts ● Owned and Operated by NBC
REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

THIS LITTLE BUDGET

WENT TO

**WORL
BOSTON
MASS.**



KLZ

NEWS
is a
major service
with KLZ!

D E N V E R

CBS NETWORK-560 Kc.

Represented by The Katz Agency, Inc.

GUEST-ING

DIANA BARRYMORE, on the Al Jolson-Monte Woolley program, today (WABC-CBS, 8:30 p.m.).

ELY CULBERTSON, bridge expert, on the "Take-A-Card" quiz program, tomorrow (WOR-Mutual, 8:30 p.m.).

MARY BOLAND, on Eddie Cantor's "Time to Smile," tomorrow (WEAF-NBC, 9 p.m.).

CAROLE LANDIS and BRIAN AHERNE, on "Soldiers with Wings," tomorrow (WOR-Mutual, 9:30 p.m.).

HENNY YOUNGMAN, on the Sammy Kaye program, tomorrow (WABC-CBS, 8 p.m.).

ELIZABETH BARTON, who instructs Navy aviators in aviation gunnery, on Alma Kitchell's "Meet Your Neighbor" program, tomorrow (WJZ-Blue Network, 12 noon).

CLAIRE TREVOR, on Lionel Barrymore's "Mayor of the Town" show, tomorrow (WABC-CBS, 9 p.m.).

THOMAS L. THOMAS and ETHEL WATERS, on the "Cresta Blanca Carnival," tomorrow (WABC-CBS, 10:30 p.m.).

FIBBER MCGEE and MOLLY, on the "Kraft Music Hall" show, Thursday (WEAF-NBC, 9 p.m.).

PAULETTE GODDARD and CONSTANCE COLLIER, at the "Stage Door Canteen," Thursday (WABC-CBS, 9:30 p.m.).

ALAN MOWBRAY, on Ranson Sherman's Grapevine Rancho," Thursday (WABC-CBS, 8 p.m.).

D. Of J. Takes No Action In Plea Against Rep. Cox

Washington Bureau, RADIO DAILY
Washington—The Department of Justice continues to sit tight on the lid of its case against Rep. E. E. Cox of Georgia, chairman of the House committee to investigate the FCC, although the case has become in recent weeks so rare an example of the strange ways of Washington that even blase newsmen of every political tinge talk critically of the quashing of the matter. The Department of Justice refuses to make any move either to clear or to convict the Georgian.

RADIO DAILY tried for two weeks to get the Department to explain its position in the matter. After that time an assistant to the Attorney General whom RADIO DAILY had tried daily to see or talk to, finally refused flatly to discuss the matter. Several attempts to see the Attorney General himself brought only a message through a secretary that he had "no comment." The information chief

NEW PROGRAMS—IDEAS

Blood Donors

Many broadcasts have been made of the taking of blood from willing donors, but WIOD, Miami, had the unique experience recently of broadcasting a description of such an event in the studios.

The Dade County Defense Council made arrangements to have mobile equipment, doctors and nurses brought to the WIOD studios, and two hundred special guests were invited to witness the event, which was described in detail for the air and studio audiences by WIOD announcers with the cooperation of Jack Cleary, Chester Wright and Mrs. George C. Estill of the Defense Council. Many favorable comments were received from listeners.

"Emmerson Family"

Typical experiences in seeking work in a war plant, and the reaction of such work on a fictitious "Emmerson family" is the theme of the "This Changing World" program which gets under way today over WGAR, Cleveland. The experiences are developed in a series of dramatic episodes affecting the family and friends—"people who could be your

of the Department did "explain" the Department's stand, off the record, but his explanation must be rejected in the light of the facts. It is known that the Assistant Attorney General in charge of the Department's criminal division recommended action a year ago.

So strange has the case become to Washington writers that President Roosevelt was asked at a recent press conference if he knew why the Department of Justice has not yet acted in the matter. His answer was that he did not.

In the meantime, it seems obvious that Committee Counsel Eugene L. Garey has decided against forcing Commissioner Clifford J. Durr to testify regarding his personal financial affairs, since Garey fears that Durr may force the testimony into other and widely divergent lines.

Industry Protests Strongly

Durr has called his bluff, and thus far Garey has been quiet. The recent decision of the Supreme Court upholding the FCC's chain broadcasting rules has brought strong protest from the industry, putting it in the public eye more than ever before. Newsmen here believe that there is real danger that the industry may be considered by the public to be associated with the Cox investigation, which, because of the peculiar circumstances, regarding Cox's position, has already been rather generally discredited in the eyes of most thinking people. Refusal of the Blue Network to allow Drew Pearson to comment upon the Cox affair on a recent Sunday has already been looked upon by many as indicative of a trend which, fortunately, does not exist.

WLW Intime Session

To provide listeners with informal info on the talent and personnel at WLW, Cincinnati, a new Saturday afternoon series titled "Let's Visit" has been started. Script is handled to bring out the behind-the-scene personal items about the radio personality being featured.

After an introductory description of the personality, the program uses questions-and-answers to highlight the human interest items about the character. Douglas Mussinon writes the show, Frazier Thomas announces.

"Jive Junction"

Chicago's "hep cats" and dance-band fans are being invited to participate in one-hour studio-party programs called "Jive Junction," nightly at WAIT. The fans carry on before an open mike in a jam session of the recorded tunes of favorite bands whose leaders have gone off to war. Messages from the absent band leader are read, and the audience is interviewed. A transcription of the show is sent to the band leader.

next door neighbors." Show is aired from 9:15-9:30 p.m. on Tuesdays, Thursdays and Saturdays.

FCC Criticizes Limitation On Programs' Content

(Continued from Page 1)

the air discussions of controversial issues that are of significance to the public."

Questioned concerning the recent adoption of an amendment to the NAB Code forbidding the solicitation of membership over the air—already protested by labor groups and others, Fly refused to comment specifically, saying only that he thinks it unfortunate to have too many arbitrary limitations on the general types of programs that can be sent out over the air.

Cites Broadcaster Responsibility

Asked if "a private organization like the NAB" has the right to limit radio time, or has, in effect, control over "what does and what does not go on the air," Fly said, "I suppose that the only control that exists is that by the broadcasters, and then the broadcaster is one who is responsible for the control which he exercises. There is no way for the government or the Commission to insist upon the carrying or or dropping of a particular program, and the responsibility is initially and finally on the licensee, the broadcaster.

"There is some consideration over the long run as to the manner in which he has exercised his responsibility. The Commission may determine whether the operation as a whole has been in the public interest, but that does not enable the Commission to move in and say that a particular program is good or bad."

Although the regulation providing equal time for opposite sides is effective only in straight political mat-

AGENCIES

THE FOUR STARS of the program "It Pays to Be Ignorant," Tom Howard, George Shelton, Lulu McConnaughy and Harry McNaughton, as well as Roger Bower, supervisor, will entertain at the regular Wednesday luncheon of the Advertising Club, New York to be held tomorrow at the club house.

EUGENE F. COLE, formerly of Marschalk & Pratt Company, has joined the art department of Rick & Co.

CHESTER J. LaROCHE, chairman of the Advertising Council in New York City, has named as campaign manager on his staff Ralph D. Allen, who will participate in the weekly meetings of the executive committee and will assist in the implementation of the national activities of the organization.

YOUNG & RUBICAM, INC., this week is celebrating the 20th anniversary of its founding. The agency now has branch offices in Chicago, Detroit, Hollywood, San Francisco, Toronto and Montreal.

PETER L. SCHAUBLE, vice-president of the Bell Telephone Company of Pennsylvania in charge of public relations, has been re-elected president of the Poor Richard Club, Philadelphia.

JOHN HERTZ, JR., executive vice-president of Buchanan & Co., has been named chairman of the Great Publishing Committee of the Great War Relief Assn. The committee is preparing an "Atlas of World War proceeds from the sale of which will be devoted to the relief of Great War refugees.

ters involving candidacy for public office, Fly remarked that he thought there has been a definite tendency on the part of broadcasters to give equal access to their facilities for discussions of both sides of controversial issues.

With the Colors!

HAL MOORE, emcee of WNEW, N. Y., "Start The Day Right" program, has reported to Camp Uptown.

EARL HARDER, traffic department head of NBC's International Division, has joined the Navy.

ED DUNNING, formerly with sales staff of WINS, New York, now an Ensign in the U. S. Naval Reserve.

MARIO SILVEIRA, for the past three years active in Spanish language broadcasts to Latin-American on NBC's international stations, was inducted into the U. S. Army last week.

pect Watson, Dodd To Contest Removal

(Continued from Page 1)
man James Lawrence Fly said today that he has talked recently with Dr. Watson and hopes he will with the FCC as long as pos-

ither Drs. Watson nor Dodd has ned, he said, confirming reports Dr. Frederick H. Schumann, ed of subversive thoughts along Drs. Watson and Dodd by the committee but not by the Kerr nittee, as were the other two, esigned effective next month.

ere is no charge against Schu- 1," said Fly, "He has long since ed to go back to Williams (col- As a matter of fact, I had mpresion that he did not want ke any move about going back ng as there was any doubt about charges against him, but now ommittee has cleared him." y said the Commission is sorry se Dr. Schumann.

Validity Questioned

Discussing the validity of the House, Fly said that he thinks there is a serious question as to the validity of the move. "It would be helpful to everybody if there were some way found to get authoritative tests on the adjudication of the issue."

In an investigation by the Commission on the testimony given by Dr. Dodd before the FCC has been ordered by the Commission because of some discrepancies pointed out last week on the House floor by Rep. Anderson. "I want to make it clear," said Fly, "that that investigation does not in- volve the question as to whether it belonged to an association or to a particular speech, or anything of the sort. It does not go into the question of his political ideas or anything of that sort. It is purely a question as to the reliability of the reports made by him."

CC Withholds Comment on Censoring Of Pearson

Washington Bureau, RADIO DAILY
Washington—FCC Chairman James Lawrence Fly refused to comment yesterday on the action of Blue Island Mark Woods in censoring a portion of the Drew Pearson script on May 16, in which Pearson had called for an attack on Congress for allowing Rep. E. E. Cox, himself under suspicion, to head the Committee investigating the FCC. Woods was reported to have told Pearson that the script might be misconstrued as an attack on the Cox committee by the Blue Island Network, then added that "The Commission wouldn't like that."

With a twinkle in his eye, the FCC Chairman remarked that "that's just a hypothetical. The FCC did not know anything about it until after the fact, and for that matter I haven't seen the specific wording of the proposed broadcast." He implied that he expects to see the censored script in the near future.

★ PROMOTION ★

WEEL's "Food Fair"

WEEL's Boston, "Food Fair" in action, showing the work of Peggy Kiley at the booths she sets up three times a week in the area's supermarkets, is featured in a folder being distributed to the trade. The center spread is devoted to text and photos telling how the advertiser gets "Triple Service"—by the "Food Fair Program," the "Food Fair Booth" and the "Food Fair Magazine" mailed to listeners; and how the audience gets "Triple Service"—with advice on "What To Buy" and "How To Cook It" and "How To Serve It."

The back page presents the cost of one-minute participating announcements in the WEEL Food Fair, transcribed or alive, as of June 1 next.

Oklahoma City Ratings

Revolving around the Hooper ratings in Oklahoma City, WKY, is distributing to the trade a handy little pocket brochure on the percentage of Oklahoma City listeners found tuned to 15 stations and CBS network shows. The piece, titled "As Hooper Sees It in Oklahoma City," flips open like the sections of an accordion, and on each page is a scene of the program personnel in action, with the respective Hooper rating, and a descriptive paragraph.

Top rating listed is 87.9 for Fibber McGee and Molly, with 82.3 for Charlie McCarthy, and 78.0 for "Portia Faces Life." Other ratings range upward from 49.1 of the local Musical Clock. The ratings cover the five months from October 1942 through February 1943.

Mutual's "Message"

The increasing influence of radio in making nations neighborly—and Mutual's public service policy in this direction—is stressed in a reprint of a trade publication ad being distributed by the network within a cover titled "Now That Nations Are Neighbors . . ." The message, signed by MBS President Miller McClintock, is printed beneath a globular relief map of continents embraced by ever-widening circles radiating from a transmitter tower in central U. S.

Long-Lines Toll Reduction Seen Aiding Small Outlets

Washington Bureau, RADIO DAILY
Washington—Extension of network service to small broadcasters in remote locations has been going on in recent months, FCC Chairman James Lawrence Fly said yesterday. Although he does not have details, he said, there have been a number of extensions of network service since the recent Commission move to cut Long Line tolls for broadcasters. At the time of that move, Fly predicted that such extension might be looked for, and indicated that it would, if effected, be one of the most important results of the toll cuts.

WROK Goes Blue Net

Heralding the affiliation of WROK, Rockford, Ill., with the Blue Network recently, the Rockford "Morning Star" carried five full standard-size pages of promotional news, photos, art work and ads in observance of the event. The first page, which led an eight-page section of the paper, was in black and blue ink, showing Radio City in New York set on a broad blue arrow with a legend—"The Blue Comes To"—pointing to the call letters "WROK—1,440 On Your Dial."

Page three was filled with a co-op ads from Rockford's Business and Civic Leaders, congratulating WROK and welcoming The Blue. The other three pages were just chock-full of publicity stories on Blue shows, with photos of radio stars, and congratulatory ads from leading firms in the area.

KMYR's Booklet

KMYR, Denver, is distributing to its accounts, ad agencies, and groups within and without the trade, a booklet-reprint of the speech delivered recently by Eric A. Johnston, president, the United States Chamber of Commerce, before the annual meeting of the Denver C. of C. and broadcast over the station. The cover of the booklet carries Johnston's photo, the title of the speech, "Forward to a Dynamic America," and a note calling attention to the fact that KMYR broadcast the speech.

Mark Schreiber, of KMYR, in a letter accompanying the booklet, states that 10,000 copies have been mailed, and that a reprint order has been given. The talk was twice re-broadcast by popular demand, Schreiber states.

UP War Maps

WTOC, Savannah, has been distributing thousands of United Press War Maps with the station's daily news schedules on the reverse side.

The Derst Baking Co., one of the station's largest local advertisers, sponsors of "Let's Go Victory Gardening" program, has completed an offer of free ration book holders to all listeners writing in for them.

Settle Carson Status As Going To Campbell

(Continued from Page 1)
the Camel production, would not reveal its production plans yesterday. Reported, though, that MCA, which had peddled the contract to both agencies, and so inadvertently created the muddle when both picked up the deals, offered the William Esty agency any one or all of five leading comedy shows, to obtain a release from the Carson contract, probably on a guest basis. In a good will gesture toward the Esty office, FC&B will allow Carson to remain on the Camel show through the May 28 performance though technically, Carson would be-

Web Rules No Threat To Industry, Says Fly

(Continued from Page 1)
ing of the Supreme Court decision and see in it the establishment of the FCC as the supreme radio power.

Fly's statement was coincident with the announcement by Senator Burton K. Wheeler, chairman of the Senate Interstate Commerce Committee, that hearings on the White-Wheeler bill, scheduled for today, have been indefinitely postponed. Wheeler postponed the hearings in order that he might study the recent Supreme Court decision, and told reporters that he is "not sure now that the (White-Wheeler) bill does not go too far" in setting down the exact duties and limitation of the Commission. He made it plain, however, that he is not withdrawing his sponsorship of the bill.

Executives of CBS and NBC, the former at the Carleton, the latter at the Mayflower, held separate conferences here yesterday in which the entire network regulation picture was discussed. It was felt in some quarters that they had come prepared to participate in the hearings on the White-Wheeler bill, not realizing that those sessions had been postponed. No report was made by either group, but it is expected that statements will be made today.

"The whole hullabaloo about the Supreme Court decision sustaining the (network) rules is just another effort on the part of the big dominant interests to avoid reasonable regulation, and the suggestion that that sort of regulation which restores a common range of freedom to the individual stations is a step toward government ownership, control or domination is just a lot of hooey," Fly said, and added, "I can't think that that sort of an argument would be put out by people who are really aware of all the circumstances. The stations certainly have nothing to be afraid of. They have a greater degree of freedom than they have ever had before, and they have a greater degree of protection of their own interests and of their own rights to control their own business than they have ever had before."

long to Campbell's soup by that date.

Attorneys and representatives of MCA, the two agencies and AFRA met Saturday in attempt to straighten out the controversy. AFRA participated to protect the interest of its member, so that he would not be caught in a jam over execution of his contract. Union advised the agencies that unless they settled the matter soon, the controversy would be submitted to arbitration. And when Saturday brought no settlement, the parties set an arbitration date for yesterday 10 a.m. They resumed meetings, however, and postponed arbitration for the afternoon, and just as the case was about to go before the American Arbitration Association, the agencies announced a settlement.

NEW BUSINESS

WEEL, Boston: Lever Brothers Company, Cambridge, Mass. (Lifebuoy), through Ruthrauff & Ryan, N. Y. C., one five-minute program weekly for six weeks and 11 one-minute ET's weekly for six weeks; Paramount Pictures, N. Y. C., through Radio Sales, one 25-word ann. weekly for 52 weeks; Hubinger Company, (Elastic Starch), Keokuk, Ia., through Ralph Moore, Inc., St. Louis, eight 25-word anns. weekly for 13 weeks; Boston Five-Cent Savings Bank, through Doremus & Co., Boston, three five-minute "Herald-Traveler" newscasts weekly for 13 weeks; Jordan Marsh Company, Boston, (Department Store), through Badger & Browning, Inc., Boston, "The New You," 15-minute live program to be broadcast once weekly for 22 weeks; Worth of Boston (Women's Apparel), two one-minute participations weekly in "Good Morning Ladies," for 52 weeks; Skinner Mfg. Co., Omaha, Neb., ("Raisin Airt"), through Ferry-Hanly Co., Kansas City, Mo., three five-minute ET's weekly for 52 weeks; Penn Tobacco, Wilkes Barre, Pa., through H. M. Kiesewetter Advertising Agency, N. Y. C., three 15-minute live programs per week—"Farmer's Almanac of the Air, 2nd Edition," for 52 weeks; Sweetheart Soap, N. Y. C., through Franklin Bruck Advertising Corp. N. Y. C., three one-minute participations weekly in the "Food Fair" program; Workingmen's Co-Op Bank, Boston, through Doremus & Co., Boston, three 13-minute "Herald-Traveler" newscasts weekly for 13 weeks.

WCBI, Columbus, Miss.: Old Fashioned Revival Hour, through R. H. Alber Company, renewal of one hour weekly, for 52 weeks; Gardner Nursery, through Northwest Advertising Agency, 13 five-minute programs; Clabber Girl Baking Powder, through Pollyea Advertising Agency, 365 or more one-minute spots; R. J. Reynolds Tobacco Company, through J. Carson Brantley, one-minute spots daily; Rev. C. T. Douglas, one and one-half hours weekly, direct; Ruth's Store, renewal and increase of 15-minute programs, thrice weekly, direct; General Foods, Inc., three-minute spots daily for 26 weeks, placed by Keystone Broadcasting System; American Burial Association, one 15-minute program weekly for 26 weeks, direct.

BIRTHDAYS

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

Doris Kerr	Kay McKewen
William Miller	Bill Robertson
Virginia Simms	Pha Terrell
Jo Tong	Hazel Westerlund

Coast-to-Coast

CLAYTON BRACE, KLZ, Denver, sound engineer was called to Caspar, Wyoming recently to help produce the "Sergeant Gene Autry" show which originated from the Casper Bomber Base for CBS. For eighth year running, name bands are being broadcast from El Patio Ballroom at Lakeside Park. Harvey Wehrman, chief engineer, is vacationing through the middle west.

Maxine Keith will emcee a new record-chatter show on WOR, N. Y., starting Monday, May 31, 2:45-3:00 p.m. Product will be tabbed "The Sophisticated Lady."

Educational Director Sterling V. Couch of WDRC, Hartford, has been named by Hartford Mayor Thomas J. Spellacy as a member of a special committee to obtain typewriters for the Army and Navy. The first meeting of the committee was held Friday, May 21.

Actress Ann Shepherd plays the lead in "Washington. We Are Here!" a narration-dramatization program to be presented over WLIB, Brooklyn, tomorrow night. Broadcast, under auspices of CIO Community Councils, will tell of the discussion 200 CIO members recently had with President Roosevelt in Washington on prices and wages.

Herbert L. Krueger, commercial manager of WTAG, Worcester, was elected second vice-president at the Worcester Ad Club's annual meeting and dinner-dance last week. Music was furnished by Dol Brissette, orchestra leader and music director at the station, with Bob Dixon, special events chief, serving as emcee.

A new series of discussion programs will be inaugurated on station WMCA, N. Y., in cooperation with Freedom House in an effort to probe public opinion on current issues of war and peace. The series will be heard Thursday nights from 9:45-10:00 p.m. beginning May 27 and will replace the "Voice of Freedom" broadcasts featured for the last year. Entitled "What Do You Think," the discussions will be based on controversies submitted by listeners to the radio planning board of Freedom House and the station. Each program will have a group of guests.

Leigh White, CBS Washington correspondent, returned to WTOP news room last week after his leave of absence and was immediately sent to cover the Food Conference at Hot Springs. Arthur Godfrey, station's morning rouser, sailed his boat Lightning to victory in Potomac race; and Harry Crow, director of accounting, took the Class A singles in the Masonic league at the annual Washington City Men's Duckpin Assn. tourney.

J. Frank Johns has joined the sales department at WCCO, Minneapolis, as assistant to Harvey Struthers. With a background of newspaper and magazine

experience, Johns has been engaged in radio work for the past ten years in the midwest. He was connected with Free & Peters for a number of years, then with Howard Wilson, and more recently with Wythe-Walker.

Mrs. Mary Lucille Carter has joined the staff of WIOD, Miami, as chief of the continuity department. Her radio experience began in 1932 at WMBC, Detroit, as director of women's activities, writer and producer. In 1938 she became associated with WSPD, Toledo, in the same capacities, and in 1940 she was transferred to WAGA, Atlanta, where, in addition to her duties as director of women's activities, she wrote, produced and broadcast her own commercial programs and became the first woman announcer on the station.

FM music is being piped to several industrial plants by WHAM, Rochester, as the result of a conference called by William Fay, general manager of Stromberg-Carlson's W51R, and the efforts of George Driscoll, FM engineer. Programs are heard over plant P-A systems twice daily for half-hour periods. No vocals or loud brass is heard, most of the balm being waltzes and soft rhythm.

New to WICC, Bridgeport, is Frances Jones, in program department. She is a grad of N. Y. School of Radio and of Larson Secretarial School. She replaces Josephine Keller, who resigned recently, and will be taking part in dramatic skits. Shirley Flynn is conducting a new series with Frederic Roth, head of the local OPA.

Found among the ballots in Denver's Mayorality election were five write-in votes each for Ben Bezell, radio editor of KMYR, and Molly Mayfield, advice-to-lovelorn columnist. Mrs. Mayfield held the votes a "trend toward good government"; Bezell made no comment.

Maureen O'Hara will be guest of WCAU, Philadelphia tonight in radio version of "This Land Is Mine," film which opens at Stanley Theater tomorrow and in fifty other Pennsylvania houses. O'Hara show will be staged by Joe Gottlieb, and Johnny Warrington will arrange the original score and musical background.

WORL, Boston, has named Jack Stevens as news editor. Stevens, former Boston sports commentator, will continue to use his "Sports Digest of the Air," a show similar to the one he aired over Mutual. In addition to his sports gab, Stevens will editorialize on general news, a chore he did for three years over the Atlantic Coast network from N. Y.

Among those who'll "Meet Francis Scott" over WHN, N. Y., this week are Elso M. Rod, former editor of Norwegian women's magazine, tomorrow; Abraham Polonsky, author of "The Enemy Sea," Wednesday; Constantin Joffe, author of "We Were Free," on Thursday.

PROGRAM REVIEWS

"The Man Behind the Gun"

It isn't difficult to single out the radio shows which stand head and shoulders above their remotely lated counterparts. Too often pseudo-dramatic show is presented with all the panoply and fanfare associated with exhibiting a saw cow, and the results are just as bad. But because "The Man Behind the Gun" does stand out so boldly in a generally arid field, it can be looked upon as a classic example of what radio can do and should do.

The show is a literate, down-to-earth presentation of what is going on at the fighting fronts. It does not presume to draw political conclusions, it leaves that to the historians of the future; and above all it is a deliberate attempt to fan the flames of a chauvinistic nationalism.

It is a hard bitten piece of writing that could stand on its own feet as any literary company.

Too much can't be said for the quality of the scripts. Ranald M. Dougall, by these scripts, demonstrates that radio can produce writing of stature. And it is fortunate that producer-director, William F. son, is able to take a good script and present it without losing any of its dramatic qualities. Too often a script is mangled in the hands of inept directors.

As usual Sunday night's show is a tingling account of action on the war front. And very few newspaper correspondents got the action, thoughts and feeling of the men in the final tank battle that finally insured victory in the battle of 609 and eventually Tunisia.

By the very nature of the script one can't single out any one actor and say that he did a better job than his colleague. "The Man Behind the Gun" before it can succeed in doing its job must present actors that are doing more than meet their adequate. All of the actors give a performance. From Jack Beck, the narrator, to the actor who only a few sides, a class performance is given. To prevent the blame of anonymity from enveloping them they are: Frank Lovejoy, La Haines, John Gibson, Cameron Andrews, Alfred Schirley, Robert Aden, Art Carney and Paul Luther.

"The Man Behind the Gun," during the 13-week "summer vacation" of its sponsor, the Elgin Watch Company, will return to a CBS sponsoring status. It is now heard 10:30 p.m., EWT, Sunday nights.

KTMS Sells Baukhage

Santa Barbara—Lob Cabin Round Meal Bread has signed for Fred Waltmer's "News Headlines" at 6 p.m., five days a week over KTT Santa Barbara. Account was placed through Dan B. Miner Company, Los Angeles. The Jack Rose Shops Santa Barbara & Ventura has taken over sponsorship of "Baukhage Talking," at 10:15 a.m. Monday through Friday, over KTMS.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 23, NO. 40

NEW YORK, N. Y., WEDNESDAY, MAY 26, 1943

TEN CENTS

NAB Decries FCC Power

Sees Pressure Of War Putting ET's On Webs

Two major changes—decentralization of production points and complete acceptance of network transcriptions on networks—will overtake American broadcasting in the near future as a result of war pressure. Prediction was ventured yesterday by Ernest Davies, in charge of North American Intelligence of the Research Division of BBC, who has just returned from a 7,000 mile tour of this country conferring with station executives and the man on the street. Tour was undertaken a

(Continued on Page 3)

Buy More War Bonds and Stamps

Nesbitt As Replacement For Fibber McGee Program

John Nesbitt, story teller, will bring "The Passing Parade" to the NBC network Tuesday, June 29, to replace Fibber McGee and Molly, while the top ranking comedians, sponsored by S. C. Johnson & Son Co., take a 13-weeks vacation. Musical settings for "The Passing Parade" will be the orchestral arrangements of Carmen Dragon, former chief arranger for Meredith Willson. At present Dragon

(Continued on Page 2)

Buy More War Bonds and Stamps

CBS Assigns Crew Of 3 For "Transatlantic Call"

Douglas Coulter, CBS Director of Broadcasts, has assigned Alan Lomax, Stanford Mirkin and John Becker to the United States-originated actuality programs of the BBC-CBS international exchange series "Transatlantic Call: People to People." Lomax,

(Continued on Page 2)

Pulling-Power

Portsmouth, N. H.—An old timer toddled out of the hills and into the Family Clothing Store, sponsor of the Gene Autry program over WHEB, and asked for a suit—like was advertised over the radio. The old timer got fixed up, shuffled proudly down to the door, paused and turned, and confessed: "This is the first suit I've bought in twenty years."

Air-Raid Drill

CBS headquarters yesterday afternoon held its first practice evacuation, the drill coming as a surprise to all but the network's air-raid wardens on the various floors. Test was declared 100 per cent okay as some 1,200 employees went to the assigned shelters, leaving none but key men or skeleton departments in order not to interrupt broadcasting.

Leading Radio Figures Sked At Midwest Meet

Chicago—Six leading figures of the radio industry will be among those to address the second annual NBC Northwestern University Summer Radio Institute June 21 through July 31. The announcement was made by Harry C. Kopf, NBC vice-president and manager of the network's Central Division.

The speakers will lecture at seminars to be held Tuesday nights on the

(Continued on Page 2)

Buy More War Bonds and Stamps

Gen. Mills Renews 4 Shows Expands To Full NBC Nets

Chicago—General Mills has renewed its contract with NBC for continuation of "Light of the World," "Lonely Women," "The Guiding Light," and "Hymns of All Churches" for 52 weeks and expansion to the full 125 stations of the NBC network. The serials are 15-minute programs

(Continued on Page 3)

Agency Talent-Pact Riders Prepare For New Chain Rules

Cooper Leaving General; May Open Own Offices

Frank Cooper, for the past six years head of the radio division of General Amusement Corp. has resigned effective June 15. At that time he will announce either the opening of his own office or a partnership in a talent agency already established;

(Continued on Page 2)

Lashes Out Strongly Against Decision Placing No Limitation On Bureau, After Confab With Web Officials

Networks Concerned Re Post-War Problems

Post-war problems will be receiving more and more attention from network programs in the near future. Two networks, yesterday, called attention to their plans to highlight the topic in their public service efforts from now on. The others have been mulling the subject,

(Continued on Page 3)

Buy More War Bonds and Stamps

Dissect Daytime Serials In Satevepost Article

The anatomy of Soap Operas—what makes them click and why—is dissected by Maurice Zolotow in "Washboard Weepers," feature article in the current Saturday "Evening Post." With respect, but little reverence, the Broadway author, discusses the in-

(Continued on Page 5)

Buy More War Bonds and Stamps

Blue Web Considers Special BBC Tie-Up

Blue Network is giving consideration to the possibility of a tie-up with BBC for the airing of a half-hour Saturday afternoon series built on a magazine style. Net's program staff conferred on the matter yes-

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington — Challenging FCC Chairman James Lawrence Fly's statement that talk of the recent Supreme Court decision upholding the Commission's network rules being a long step toward government control is "Just a Lot of Hoovey," NAB yesterday, after conferences with industry leaders, issued a lengthy bulletin declaring that the decision gives the FCC "complete control of radio broadcasting in the United States."

The statement was authored by NAB, but was written in session with

(Continued on Page 6)

Buy More War Bonds and Stamps

Durr Petition On Cox Still Awaiting Action

Washington Bureau, RADIO DAILY
Washington—There is still no indication of early action by the House Judiciary Committee on the petition of Commissioner C. J. Durr of the FCC for disqualification of Rep. E. E. Cox as head of the House committee

(Continued on Page 3)

Buy More War Bonds and Stamps

Eversharp Inc. Re-Signs; Fourth Season On CBS

Eversharp Inc. yesterday announced that it has renewed "Take It Or Leave It" for its fourth season on CBS, effective June 20. The renewal continues the program on the full U. S.

(Continued on Page 2)

Able Bodied Men

Miami—WIOD's Merriemen, staff orch, will long remember the first three days on the air: Few hours before the premiere, Announcer Al Collins got word of the birth of a son; next day Accordionist Allen Kneubuehler fell off a motor scooter and played swathed in bandages; third day, bass slapper Perry Dring fell off his roof, hobbled to his place in the band.

(Continued on Page 6)



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FINANCIAL

(Tuesday, May 25)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	154	152 3/8	154	+ 1 1/8
CBS A	23 3/8	23 1/2	23 1/2	+ 1/8
CBS B	23 1/2	23	23	- 1/2
Crosley Corp.	20 7/8	20 3/4	20 7/8	+ 1/4
Gen. Electric	37 1/2	37	37 1/2	+ 1/4
Gilco	24	23 3/4	23 3/4	- 1/8
RCA First Pfd.	68 5/8	68 3/8	68 5/8	+ 3/8
Westinghouse	95	94	95	+ 3/4

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	4 1/8	4 1/8
OVER THE COUNTER		
Farnsworth Tel. & Rad.	9	9 1/4
Stromberg-Carlson	10	11
WCAO (Baltimore)	18	21
WJR (Detroit)	24	..

Eversharp Inc. Re-Signs; Fourth Season On CBS

(Continued from Page 1)
Columbia network over which it has been heard since September 20, 1942. The client made its debut as a CBS advertiser in 1929 and its "Take It Or Leave It" was the twelfth Columbia show to expand its network to the full CBS network.

The Eversharp quiz show, which headlines Phil Baker, is heard Sunday nights from 10:00 to 10:30 EWT. The program is for Eversharp Pens and Pencils.

Agency handling the account is Biow Co.

"MAY IN MEXICO"

by Allie Wrubel (s.c.o.p.)

The Nation's Next Number 1 Song Hit

Published By

WALTON GOLDMAN, Inc.

1619 Broadway, N. Y. C.

6039 Kenmore Ave. 6425 Hollywood Blvd.
Chicago Hollywood, Calif.

Leading Radio Figures Sked At Midwest Meet

(Continued from Page 1)
campus of the college and the talks will be designed to give the students a general picture of the industry.

Clarence L. Menser, NBC vice-president in charge of programs, will be the first seminar speaker June 22. He will discuss "Network Programming."

Philip H. Cohen, of the OWI, is scheduled to be the speaker June 29. His topic will be "The Relationship of Government and Radio in War-time."

John J. Louis, vice-president of Needham, Louis and Brorby, Inc., will talk July 6 on "The Place of the Advertising Agency in Radio."

Herbert Hollister, owner of Station KANS, Wichita, Kan., an NBC affiliate, will lecture on "Local Station Operation" July 13. Production problems will be discussed at the seminar July 20 when Wynn Wright, production director of the NBC Eastern Division, will be the speaker.

The final seminar will be held July 27, when Clifton Utley, widely known Midwest news commentator, talks on "Radio on the News Front."

Blue Web Considers Special BBC Tie-Up

(Continued from Page 1)
terday, and, according to G. W. Johnstone, director of news and special features, decision will be made sometime today or tomorrow. Sample of the program pattern and contents was presented by BBC, yesterday, during another of its weekly play-back-luncheon sessions at which time lay guests and trade experts offered opinions on the production. Blue's George Hicks handled part of the continuity in the program which contained, among other things a description and sound-effects portrayal of May in London; operation of a commando unit; a humorous account of a cricket match; tribute to the home guard; a British gossip column and an interview with fighter pilots returning from a raid.

Nesbitt As Replacement For Fibber McGee Program

(Continued from Page 1)
designs the "deft clef-ing" for "Maxwell House Coffee Time." Harlow Wilcox will announce the show for the makers of Johnson's Wax.

John Nesbitt's dramatic stories also are heard Sunday on "The Westinghouse Program" with John Charles Thomas.

Before radio called Nesbitt in 1930, he had been an actor, newspaper man and lecturer. He started as a junior announcer in San Francisco where his "Passing Parade" feature was first presented.

Doctorate For Voorhees

Donald Voorhees, musical conductor of "Cavalcade of America" and the "Telephone Hour" heard on NBC, Mondays, 8:00 and 9:00 p.m., EWT, respectively, has been awarded an honorary degree of Doctor of Music by Bates College, Lewiston, Maine.

CBS Assigns Crew Of 3 For "Transatlantic Call"

(Continued from Page 1)
most recently in the OWI's Bureau of Special Audiences, will write and edit the material used on the Transatlantic Call broadcasts. A well-known authority on American folk music, Lomax is the founder of the Archive of American Folk Music in the Library of Congress. He has been associated with CBS since 1934. Since then he has been connected with many Columbia productions and for two years was supervisor of "The School of the Air of the Americas."

Becker joined CBS a year and a half ago after several years experience of writing and directing radio programs in New England. At present an assistant director of the network, Becker will be appointed a director effective June 1.

The third member of the "Transatlantic Call" crew, Stanford Mirkin will do research for the actuality programs. As advance man of the threesome, Mirkin will travel to the cities from where the program will originate and gather local color stories to be woven into the script. As a researcher for CBS' Department of Program Writing, Mirkin has worked on such programs as "Twenty-second Letter," "They Live Forever." Currently he is doing research for "The Man Behind the Gun."

In discussing "Transatlantic Call: People to People," Coulter said that because of the great interest evinced by the program's listeners the series may be continued beyond the original last broadcast date which was the end of June.

Cooper Leaving General; May Open Own Offices

(Continued from Page 1)
while with GAC Cooper built and sold programs and is given credit for having developed such names as Dinah Shore and Frank Sinatra in comparatively short time. Each is regarded as the foremost singer in their respective fields.

Dugan Renews WOR

Dugan Bros. of New Jersey, Inc., has renewed its contract with WOR, participating on Alfred McCann's "Pure Food Program," effective June 14 for 13 weeks through Charles D. Reach Co.

COMING and GOING

ERNEST DAVIES, in charge of North American Intelligence for the research division of BBC, London, is back in town following a 7,000-mile trip through the United States. He will return to England shortly. TONY RENDALL, assistant controller of the Overseas Services of BBC arrived in New York yesterday. He will contact BBC offices in this country, Bermuda and Jamaica.

DONALD W. THORNBURGH, CBS vice-president on the Pacific Coast, and ARTHUR J. KEMP, sales manager of the Pacific Coast Network, completing a swing through the Coast area for talks with agency executives.

RICHARD W. DAVIS, general manager of WNBC, Hartford, is spending a few days here for conferences with the New York representatives of the station.

E. J. "MIKE" ROWELL, chief of the Radio and Market News Section of the FDA, leaves Washington today for Chicago, where he will discuss formation of a new meat board aimed at stamping out the black market in that product.

JOHN E. SURRECK, sales manager of WFIL, Philadelphia, is here on station and network business and is talking with the local reps.

AARON S. BLOOM, treasurer and director of the commercial department of Kasper-Gordon Studios, Inc., has arrived from Boston for a few days in New York.

BEA ANGEL, field supervisor for C. E. Hooper, Inc., was in Missoula, Mont., this week, conferring with A. J. Mosby, general manager of KGVO.

DAVID H. HARRIS, program and production manager of WTAG, Worcester, Mass., to New York this week for conferences at BMI and CBS.

BERT GEORGES, general manager of WHEB, Portsmouth, N. H., a visitor to New York this week on business.

JACK THOMPSON, overseas news reporter for the Mutual network who was present when the American Army entered Tunis, has returned to the States on furlough. He will go back to the fighting front following a visit to the headquarters of the Chicago "Tribune."

CARL POST, Davis-Lieber associate, off to Philadelphia yesterday on promotion business for Jimmy Dorsey, Phillips H. Lord and Barry Wood.

LOUISE COLLINS, member of the editorial staff of "Song Hits Magazine," back at her desk after honeymooning in the Poconos with her husband, JAMES L. QUINN.

DON McNEILL, JACK BAKER, NANCY MARTIN and other members of the Blue Network's "Breakfast Club" program originating in Chicago, are leaving on a short tour of Ontario cities. They will appear tomorrow in Windsor, on Friday in London and on Saturday at Massey Hall in Toronto.

★ Worcester TOP CITY

\$396 per family food expenditures '42

A MUST Market in MASSACHUSETTS

WTAG WORCESTER

WHAM
"Your Western New York Salesman"
50,000 Watt... Clear Channel... 1180 on Dial
... Affiliated with the National Broadcasting Company and The Blue Network, Inc.
ROCHESTER, N. Y.
National Sales Representative: George P. Hollingbery Co.
"The Stromberg-Carlson Station"

Networks Concerned By Post-War Problems

(Continued from Page 1)

were not ready for preliminary announcements on this score yet. Elaborate was the announcement from CBS. Net has appointed Robert Lewis Shayon, producer-director, to set up a series of post-war programs based on the research assembled by CBS's Post-War Division in the past months. Shayon told RADIO DAILY, although plans were still nebulous, the aim was definite. Programs would be designed to give the public a clearer understanding of post-war conditions or what to expect in the post-war. Presentations would be realistic and constructive, and would not be designed for entertainment purposes. There would be speculating gadgets, he explained.

Nothing definite concerning the start of the series, its format, time of day or number of programs has been established. Shayon has to wind up a few of his present commitments before tackling this new assignment. The project should be ready for airing in the near future, he speculated. Margaret Cuthbert, director of Women's & Children's programs, and Gerling Fisher, assistant to Public Service Counsellor James Rowland Agell, at NBC, told RADIO DAILY that the network has been conferring with a group of 13 national youth organizations with the intent to present a half-hour series dealing with the problems which youth is having to meet now and post-war, and educating them to their place in the reconstruction program. Miss Cuthbert explained that the organizations were in the process of preparing scripts, and that they will be submitted to the network. If the scripts are all right, the series will be inaugurated pronto, with the network contributing the money. The youth agencies, among themselves, will arrange to pay for the scripts. NBC's post-war series of programs, "For This We Fight" (RADIO DAILY, May 10), will get under way June 5. In addition, the post-war training subject will be woven into her programs, Fisher said, as the department could manage. Upon instructions from Niles Trammell, programming on the basis of post-war plans, is to be NBC's number one public service project for 1943.

Sees Pressure Of War Factor In Placing ET's On Networks

(Continued from Page 1)

few weeks ago, shortly after Davies arrived in this country, to study first hand means of better coordinating Anglo-American radio efforts on behalf of the war. The Britisher is preparing an elaborate confidential report of his conversations and observations for BBC, and will supplement the text with verbal additions when he returns to England in the near future.

"Actualty Broadcasts" Popular
"I found a definite demand for actualty broadcasts," noted Davies. "I think that the time will come when the American networks will have to remove their ban on transcriptions to enable these things to be used. Necessity will change the policy during this war in order that actualty of the battle fronts be brought to the public." Actualty or documentary broadcasts have been considered by propaganda experts, essential to stimulating national war efforts. Russia has made extensive use of the medium. BBC has also been doing an extensive job on this score, but has been unable to achieve any widespread acceptance here on the networks, with exception of Mutual, because of the E.T. ban.

Praises America's War Work
In his observations of American broadcasting, Davies found enterprise and ingenuity among operators of the stations spread over the country.

"American radio is doing a good war job. That is particularly true on the local stations. I found that there is great potential radio ability in local stations in the United States, but it is not being fully used today. The American networks should make more use of local talent than they do." Utilizing the local product, he explained, would keep American broadcasting fresh, original and closer to the man on the street. He felt that there was no need for the networks to depend so completely upon New York, Hollywood and Chicago as points of production origin.

"Answering You" Wanted
In checking on American attitude toward BBC programs, he found

Durr Petition On Cox Still Awaiting Action

(Continued from Page 1)

investigating the FCC. No time has been set for the consideration of the petition.

The committee members were put on the spot by the Washington "Post" when that paper, aware of the dislike of Congressmen to take any action against their colleagues, ran an editorial putting the matter squarely up to this committee. The paper declared:

"Speaker Rayburn manifested both tact and good judgment in referring FCC Commissioner Durr's petition in the Cox case to the House Judiciary Committee. No group in the House has a higher reputation for fairness, integrity and a sense of public responsibility than the Judiciary Committee under the chairmanship of Hattton W. Sumners. The speaker's selection of the Judiciary Committee to look into Mr. Durr's charges is equivalent to acknowledgment that a serious issue involving the confidence of the public in the House has been raised."

The editorial closed by demanding public hearings in which both Durr and Cox would be asked to testify.

W **P** **E** **N**

THE PROOF IS IN THE LISTENING

Philadelphia

5000 WATTS • 950 ON THE DIAL

Affiliated Station of the Atlantic Coast Network

Gen. Mills Renews 4 Shows Expanding To Full Nets

(Continued from Page 1)

heard each Monday in the order listed above, from 1:00-2:00 p.m., CWT. Blackett-Sample-Hummert placed the business.

Grinalds To Blue Web Station Relations Dept.

Archie S. Grinalds has been appointed a station contact representative of the Blue Network by John H. Norton, Jr., station relations manager. Grinalds was formerly with the New York sales office of WLW, Cincinnati, and was previously manager of WSAI, Cincinnati.

PERFORMANCE

DEPENDS UPON ACCURATE WORKMANSHIP

EACH OF OUR DEPARTMENTS IS TRAINED TO BE ACCURATE

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT
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accurate

Los Angeles

By RALPH WILK

JUNE 5th program of Groucho Marx's "Blue Ribbon Town" is booked for San Diego's Marine Base, and Groucho will take down one of moviedom's top glamour queens, Carole Landis, to help him entertain the devildogs.

Groucho Marx is offering a reward for any information leading to the whereabouts of his scarecrow, which has mysteriously disappeared from the KNX Victory Garden at Columbia Square. The effigy, greatly resembling Groucho himself, was dressed in formal attire and busily engaged in warding off prospective vegetable-snafflers when last seen in action.

Bob Burns will take his annual summer vacation starting July 2 and while he is tending his crops, the Arkansas Traveler program will be succeeded beginning July 8 by a comedy show, "That's Life," headed by Fred Brady and written by Howard Harris and Sid Zelinka.

Our Passing Show:—James Saphier, Bill Goodwin, Harry Maizlish, Milt Samuel, Noel Corbett, Crane Wilbur, Margaret Ettinger, Harry Blair, Rubey Cowan, Jack Kelly and Oscar Homolka among the diners at the Brown Derby.

Paul Pierce, who has written and produced "Stars Over Hollywood" on CBS since its inception and who recently resigned as staff producer for the network to free lance, has signed a contract to write and produce the show on a free lance basis.

Booking of the Merry Macs has been pushed ahead from June 17 to May 27 at the Roxy Theater in New York, and the Macs train there directly from Chicago, where they closed at the Oriental. Following three weeks at the Roxy, they will play Baltimore and Washington, returning to the coast early in July for picture and radio work.

Sara Berner in addition to being one of our top actresses, must be a lucky charm. Every show that she has been given a running part in for the audition record, has been sold, the last two being the Jack Carson and the Charlotte Greenwood shows.

Wrote an Eastern music critic about Maestro Felix Mills: If (Felix) Mills did such a good job of composition on Gracie Allen's "Concerto for Index Finger" anything by him for ten fingers would rival Brahms' best works!

Gertrude Hoffman To Blue As Assistant To Kemble

Gertrude Hoffman has been appointed assistant to Dorothy Kemble, continuity acceptance editor of the Blue Network, effective June 1. Miss Hoffman replaces Warren Ambrose, who resigned. Miss Kemble's new assistant comes to the Blue from the Biow Company, New York. She was previously associated with NBC and CBS in Hollywood for a total of seven years, and has also been with N. W. Ayer & Son, Inc., Hollywood.



Notes From A Ringside Seat. . . !

● ● ● That little teller who goes around shooting darts into the hearts of young men and women sure found himself a happy hunting ground in the haunts of Blue Networkers. . . . six of the gals there will be June "Obey"-bies. . . . Grayce Bonsall, Kay Tansey, Connie Williams, Clementine Hall, Marjorie Ashmead and Grace Hellerson. . . . While Brother Tommy honeymoons, Jimmy Dorsey and his lads will substitute on two Raleigh NBCigaret programs, June 2nd and June 9th. . . . Al Jolson may make an overseas entertainment tour this summer. . . . Amanda Randolph, maid on the "Abie's Irish Rose" program and Lillian Randolph, who plays a similar role on the "Great Gildersleeve" show, are sisters. . . . Lillian has just signed for a part in a forthcoming Republicinema. . . . 8:30 a.m. is kind of early to render an aria but that is just what Marjorie Hess, operatic soprano, will deliver when she guestars June 2nd on Nancy Craig's "Woman of Tomorrow" program. . . . On the 12th floor of the Guaranty Building in Hollywood where Dick Mack, Pabst Blue Ribbonaire, has his offices, can be found Dr. Peek, an X-Ray Specialist, Dr. Burnside, a surgeon and Dr. Hurt, a dentist. . . . Are you reading, Bob Ripley? . . . "Fanny Fogarty" who heckles Tom Howard on the WOR "It Pays To Be Ignorant" by calling him "pop" is really Tom's daughter, Ruth. . . . Lowell Thomas, Blue Network commentator, will make a three-day tour of Army, Navy and Air Bases, next week, winding up at Maxwell Field, where his 19-year-old son, Lowell, Jr., is an Air Cadet.



● ● ● The Dinning Sisters, NBChicago trio, start an every Friday at 5:45 series, this week. . . . We like the name Lucille Manners has adopted for the Black Marketeers of stockings. . . . "Silk Worms". . . . Mary Jane Walsh, Broadway star of "Let's Face It" and "Too Many Girls" will guestar on the Cresta Blancapades CBSshow, June 9. . . . When Abe Lyman and his orch. starts his annual summer tour in June, Bonita Granville, screennotable, will accompany the outfit. . . . she'll do a skit with ventriloquist Bob Evans. . . . Mildred Bailey will make an appearance with Raymond Scott's "Jazz Laboratory" June 1 on the new CBSwing series which will feature a different Jazz or Swing artist each week. . . . Young Terry, Marine son of Actor Bill Terry of the WBZ Boston Players, left about a year ago on the eve of the preview of a film in which his dad appears. . . . a few weeks ago, during a lull in the business of sending Japs to their ancestors, the Marines were shown a movie. . . . and sure enough "there was pop" on the screen. . . . Eddie Pola, songwriter, and for the past two years on the NBC directorial staff, is now directing "Hobby Lobby" for Ted Bates. . . . The Hoosier Hot Shots, heard on NBChicago-emanated "National Barn Dance," head for Hollywood Sunday for their second Republic picture. . . . they'll remain on the program, wired in from the Coast.



● ● ● Phil Baker, not only gave Gypsy Markoff lessons on the accordion, but gave her the accordion as well. . . . we can't help but pun, the tunes she plays no doubt must be "Ever Sharp." . . . Thomas Chalmers, who plays "Mr. Young" in "Pepper Young's Family," is out of the script for a few weeks, recovering from an appendectomy. . . . This Sunday will be Jack Benny's last show until the first Sunday in October. . . . Pretty little Mitzi Gould, "Nancy" on the Blue Net's "Parker Family" is sporting a nifty little pom-pom hat given her by a French Sailor, in appreciation for her having shown him the town. . . . Edwin Morse, who for the past seven years, directed the "Jack Armstrong" series, will retire to his farm in Alabama on advice of his medico. . . . Ted MacMurray, his assistant, will take over. . . . Irving J. Crump, author of numerous boys' books, is the new "Armstrong" scripiter.



Remember Pearl Harbor

Chicago

By FRANK BURKE

WALTER PRESTON, program director of WBBM, presented a specially bound script of "This Is the Underground" to President Edouard Benes of Czechoslovakia Tuesday at a luncheon given in the diplomat's honor and attended by newspapermen and radio commentators, the script is an adaptation of heroic deeds of Jan Smutek, Czech patriot and undergraduate of Prague University. Dramatization was written by Alan Sural and Sullivan J. Powl.

Jimmy Joy and his orchestra return to the WGN "Bondwagon" show Friday. There will be no "Bondwagon" program Monday. Instead, the station will carry a special Memorial Day, broadcast.

"Town Meeting" Marks Ninth Anniversary

"America's Town Meeting" will celebrate its ninth anniversary on the air, tomorrow evening. The Blue series has contained 259 broadcasts in that time, and during all but eight of them, George V. Denny Jr. acted as moderator.

The 1942-43 season represents the largest radio season for the series in that it will be heard 52 weeks, or the year round. Project started out, originally, with 29 broadcasts, and during the years varied between 24 and 29 until the current policy was instituted. Originally only 18 Blue stations carried the show, now it is on 120. During half of the year, the "Town Meeting" tour the country, originating from those points. During May, the program had a Spring tour. It will start its Summer tour, with the following schedule: June 3, Akron; June 10, Des Moines; June 17, Kansas City, Mo.; June 24, Salt Lake City; July 1, Portland, Ore.; July 8, Palo Alto, Calif.; July 15, Los Angeles; "Meeting" will return East in August.

Tabulations of fan mail for the series totals over a million and a half, or an average of 3,000 letters a week, currently. Much of the mail consists of requests for transcripts of the programs.

Anniversary program will handle a discussion of the reciprocal trade agreement Act now pending before Congress.

WANTED

Four (4) 500 watt, 100-130 volt output, constant current transformers, sola - ratheon, etc. Wire collect quantity available, price, and condition.

HEARST RADIO, INC.
235 E. 45th ST.
New York City, N. Y.

esday, May 26, 1943

RADIO DAILY

QUEST-ING

STEVENS, film actress and sister of Sam Wood, producer, on "Lattin at Midnight," today Blue Network, 8:30 p.m.).

LAHR, on the Rudy Vallee show, tomorrow (WEAF-NBC, 8 p.m.).

BROOKS PICKEN, author-home sewing, on Alma Kit—"Meet Your Neighbor," tomorrow (WJZ-Blue Network, 12 noon).

ALBERT GORE, Democrat of Massachusetts, and SEN. ROBERT A. REPUBLICAN of Ohio, discussing the Reciprocal Trade Agreement Act Be Renewed in Its Present Form on "America's Town Meeting in the Air," tomorrow (WJZ-Blue Network, 8:30 p.m.).

FRANK CUGAT, on Bill Stern's "Sports Newsreel," Friday (WJZ-NBC, 10:30 p.m.).

FRANK CARTER, Metropolitan Opera, before joining the armed forces, "Meet Your Navy," Friday (WJZ-Blue Network, 8:30 p.m.).

DR. J. WHITE, of the bureau of entomology and plant quarantine, U. S. Department of Agriculture, on the "Open Gate" program, Saturday (WJZ-CBS, 9:30 p.m.).

CHARINE RAHT, JACKIE AND MAURICE MINNICK, on "Strong's Theater of Today," Saturday (WABC-CBS, 12 noon).

ELLACE L. KADDERLY, of the U. S. Department of Agriculture, on "Billie Burke's Lions in Rations," Saturday (WJZ-CBS, 11:30 p.m.).

ALEXANDER KIPNIS, basso of the Metropolitan Opera, on the "Saturday Night," Saturday (WJZ-Blue Network, 4 p.m.).

WENR

Blue Points

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

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

NEW PROGRAMS—IDEAS

Early Birds

It is early morning. The phone disturbs the peace of your sleeping household. You grab the phone. A question pops at you from the studio of WDRC, Hartford, and you, still blinking with sleep, are asked to answer the question. If you can answer it correctly you get a \$5 bill. This is the stunt being conducted daily by Chief Announcer Harvey Olson, whose remarks to the dazed listener are heard over the air.

Aside from mechanical difficulties involved, it seems advisable to restrict the conversation to the gab from the announcer. The title of the 15-minute program is "Do You Know the Answer?"

"Woman of the Week"

Recognition of local women whose outstanding contributions to the war effort go unnoticed, is the basis of a new series of programs on KGVO, Missoula, Mont. Listeners recommend the woman to be recognized, and the lady and her work are described in the "Woman of the Week" portion

Dissect Daytime Serials In Satevepost Article

(Continued from Page 1)

tense disapproval of the soap operas as expressed in the reports of Dr. Louis A. Berg, and other sociologists, and dwells on the tragedies that make the pedants foam at the mouth.

The tone and theme of the article is well summed-up in the summary-caption: "Damned by highbrow critics and psychiatrists, radio's daytime serials please no one—except the 20,000,000 housewives for whom they are produced."

Entertaining, illustrated with studio shots dripping with mock tragedy, rehearsals, and the sympathy of a typical fan as she pauses in her dishwashing to soak in the tragic situation floating down to the kitchen sink from a radio on the shelf, the article does not pretend to analyze the merits of the shows—it simply tells you why they are produced: Because they are money makers for the sponsor and the networks; and entertainment acceptable to the listeners.

Facts and figures to the "Post" readers are: That Gertrude Berg makes \$2,000 a week writing, acting and directing "The Goldbergs"; that Irna Philips, Chicago school teacher, turns out heart-throbbers that gross her about \$250,000 a year; that Frank and Anne Hummert, vice-presidents of the Blakett-Sample-Hummert Agency turn out eleven soap operas by employing a "literary belt line" with 20 writers.

Summing up the sociological vs. the housewife attitudes, the article concludes that despite all the warnings and exhortations of the long-hairs—that the serials, born of the depression, have outgrown their usefulness and are now detrimental—the millions of housewives still want the soap

"Zip Your Lip"

In cooperation with the Army's "Zip Your Lip—Save a Ship" campaign, the New England Westinghouse radio stations are sponsoring an essay contest. WBZ-WBZA listeners are invited to write in 50 words or less their understanding of the phrase "Zip Your Lip—Save a Ship." Each day one of the entries will be selected and the winner invited to visit the Hotel Bradford studio to record the statement for delayed broadcast. The disc is then aired at 7:15 a.m. the following day.

The best statement of the week brings its writer five dollars in War Savings stamps and the best article for the month wins a \$25 War Bond. In addition to the morning show, WBZ-WBZA are using frequent announcements throughout the day to spread the gospel of silence in wartime.

of the "Calling All Women" show. A local florist sends flowers to each woman thus honored. The "Woman of the Week" is selected by tabulation of "votes" of recommendations from listeners.

Wagg NBC War Reporter; Africa Newsmen Shifting

Alfred Wagg, veteran journalist and author, has joined NBC's staff of war reporters covering the Mediterranean area.

Meanwhile three NBC correspondents in North Africa are returning to other posts now that the Battle for North Africa is a fait accompli.

Grant Parr, who left Cairo with the British Eighth Army and accompanied it across Africa as it rolled up the Nazi lines and effected junction with American troops, is returning to Cairo. John MacVane who left London with the original invasion forces and went on to scoop the world with his eye-witness account of the fall of Tunis, is returning to London for a rest. Ralph Howard, recently moved to the North African scene from Washington will stand by to cover developments in that area. He will work with Merrill Mueller, Newsweek Magazine and NBC correspondent.

Kate Smith Statistics; Covered 52,000 Miles

Kate Smith's broadcast from Camp Endicott, the Seabee base in Rhode Island, next Friday, May 28, 8 p.m., EWT (CBS) will mark completion of 52,000 miles of travel with her entire radio company this year.

During this time, Miss Smith has aired her program from 21 service camps, and has expended upward of \$112,000 of her own income for line charges and traveling expenses for the entire cast.

operas as they are preferring to daily crack knuckles and groan in sympathy and shed tears for the tragic characters who file into the kitchen in endless procession.

AGENCIES

SHIRLEY F. WOODSELL, public relations manager of WEAF, key station of NBC, will join the McCann-Erickson agency June 1 as account executive in the firm's foreign department, George H. Smith, manager of McCann-Erickson's foreign department, has announced. Woodell will assist Smith in the conduct of Latin American advertising campaigns for several major American advertisers. Woodell joined the NBC in 1940 and a short time later was appointed Sales Manager of the International Division. Since January 1943, he has been Public Relations Manager of WEAF.

WORCESTER SALT COMPANY, New York, recently purchased by Morton Salt Company, Chicago, has appointed J. Walter Thompson Co. to handle its advertising. The Chicago office of the agency, which also places the Morton business, will service the Worcester account. Radio has been used by both companies, by Morton more extensively than by Worcester.

JOHNSON & JOHNSON, New Brunswick, N. J., has named George A. Kellogg advertising and promotion manager of the sutures division.

ADVERTISING FEDERATION OF AMERICA announces election to membership of Manufacturers Trust Company and Conover Mast Corp. The federation also states that its membership today is the greatest in its history, the total now standing at 589.

in **BALTIMORE**
and the Central Atlantic States



Edward Petry & Co., National Representative

NAB Sees FCC's Unlimited Power As Menace To Conduct Of Industry

(Continued from Page 1)

NBC and CBS leaders who had gathered here for conferences on the network decision. The meetings here were set in conjunction with the scheduled opening of hearings on the White-Wheeler Bill to reorganize the FCC. These hearings, announced for yesterday, have been postponed indefinitely. Senator White is ill, and Senator Wheeler said yesterday he wants more time to study the court's decision. He is not certain, he said, that the proposed bill does not go "too far" in prescribing the exact duties and limitations of the Commission.

Sees Freedom Lost

Rather than confining itself to the issue of the Commission's right to enforce the eight disputed rules governing contracts between stations and networks the Supreme Court, said NAB, "went far beyond that issue and conferred upon this government agency (FCC) powers over radio broadcasting as complete as those existing in many foreign countries."

Other portions of the statement follow: "Thus overnight American radio, under the law as interpreted by the court, has lost all the characteristics of freedom so vital to our two-party political system and so essential to American democracy.

Quotes Former Radio Laws

"Under the Radio Act of 1927, and under the Amended Act of 1934, the Federal Communications Commission was given regulatory power over the technical aspects and physical allocations or radio frequencies. For ten years the Commission did not seek to stretch its powers into the field of program content or business operations of the broadcasters. Five years ago the Commission began a gradual effort to encroach upon these other fields. The fight against this encroachment culminated in the surprising decision of the court, which, in one sweep, granted the Commission not only the specific powers it sought, but unlimited power over every aspect of this great medium of mass communication.

"No Limit To FCC's Power"

"Lawyers for the radio industry, reading and re-reading the decision, can find no limits placed on the Commission's power to control programs and business operations of the broadcasters. The concept of absolute government—dictatorship over broadcasting—is plainly set forth in the Frankfurter decision in such terms as these: '... we are asked to regard the Commission as a kind of traffic officer, policing the wave lengths to prevent stations from interfering with each other. But the act does not restrict the Commission merely to supervision of the traffic. It puts upon the Commission the burden of determining the composition of that traffic.'

"These provisions, individually and in the aggregate, preclude the notion that the Commission is empowered to deal only with technical and engi-

neering impediments to the 'larger and more effective use of radio in the public interest.' We cannot find in the act any such restriction of the Commission's authority. In the context of the developing problems to which it was directed, the act gave the Commission not niggardly but expansive powers.

Charges Shift of Control

"The control of what the American people hear on the air, under the language of this decision, passed from the American public whose wishes have determined the programs broadcast daily by over 900 radio stations—into the hands of a single all-powerful Commission whose edicts are final and conclusive.

"A searching analysis of the decision indicates that indirectly or directly: the FCC can tell broadcasters what must be broadcast whether it be news, public discussion, political speeches, music, drama or other entertainment.

"The Commission can likewise enforce its edicts of what may not be broadcast in any of these fields.

"The Commission can regulate the business arrangements by which broadcasters operate and direct the management of each individual radio station. It can issue or deny licenses based upon business affiliations."

Re Minority Opinion

The minority opinion of the Court vigorously attacked the majority decision. Written by Justice Murphy, it pointed out:

"By means of these regulations and the enforcement program, the Commission would not only extend its authority over business activities which represent interests and investments of a very substantial character, which have not been put under its jurisdiction by the Act, but would greatly enlarge its control over an institution that has now become a rival of the press and pulpit as a purveyor of news and entertainment and a medium of public discussion. To assume a function and responsibility of such wide reach and importance in the life of the nation, as a mere incident of its duty to pass on individual applications for permission to operate a radio station and use a specific wave length, is an assumption of authority to which I am not willing to lend my assent.

Warns of Potentialities

"We exceed our competence when we gratuitously bestow upon an agency power which the Congress has not granted. Since that is what the court in substance does today, I dissent.

"Because of its vast potentialities as a medium of communication, discussion and propaganda, the character and extent of control that should be exercised over it, by the government is a matter of deep and vital concern. Events in Europe show that radio may readily be a weapon of authority and misrepresentation in-

stead of a means of entertainment and enlightenment. It may even be an instrument of oppression. In pointing out these possibilities I do not mean to intimate in the slightest that they are imminent or probable in this country, but they do suggest that the construction of the instant statute should be approached with more than ordinary restraint and caution."

Favorable Editorials

The NAB then quotes from half a dozen newspaper editorials disapproving the decision. The final paragraph of the statement calls upon Congress to "remedy" the situation.

"This is not the kind of radio that the country wants and needs," said NAB. "The remedy is squarely upon the Congress. Mr. Justice Frankfurter said in his opinion that 'the responsibility belongs to the Congress for the grant of valid legislative authority.' The question of the authority of the FCC is now before Congress in both the Senate and the House through a bill introduced in the Senate by Senator Wallace H. White, Jr., of Maine and Senator Burton K. Wheeler of Montana, and in the House of Representatives by P. G. Holmes of Massachusetts."

Network Executives Present

On hand for the CBS executives' meeting were President William S. Paley, Vice-Presidents Paul Kesten, Frank Stanton, Joseph Ream, Herbert V. Akerberg, Earle H. Gammons and the following members of the CBS Affiliates Advisory Board, meeting for the third time this year: Leo Fitzpatrick, WJR, Detroit; Arthur B. Church, KMBC, Kansas City, Mo.; Hoyt Wooten, WREC, Memphis; Franklin Doolittle, WDRC, Hartford; Ike Lounsbury, WKBW, Buffalo, N. Y.; Clyde Rembert, KRLL, Dallas; John Rivers, WCSC, Charleston, S. C. Two members of the board, C. W. Meyers of KOIN, Portland, Ore., and C. T. Lucy of WRVA, Richmond, were not on hand.

Six NBC officials were quartered at the Mayflower, including President Niles Trammell, Frank E. Mullen, vice-president and general manager; A. L. Ashby, vice-president and general counsel; Vice-President William S. Hedges, Attorney Henry Ladner and Sheldon B. Hickox, Jr., station relations manager.

David Lawrence Critical

Expressing his lack of confidence in the Supreme Court to pass upon matters allegedly involving freedom of the press, David Lawrence, columnist, who is also publisher of the United States News, called yesterday for a new amendment to the Bill of Rights. Here is his suggestion:

"The grant, sale or lease of any facilities by the United States to the press, to radio broadcasting, to television or to any other medium of public expression shall not vest in the Congress or in any executive agency or in the several states the power to limit, restrict or regulate

Agency Talent-Pacts Adding FCC Clause

(Continued from Page 1)

using war clauses to protect themselves should the government step and take over radio per se. The newer clause, which specifically refers to the FCC and then takes in "other governmental" bodies, is not in widespread use yet. Most of the talent execs queried said that they had found need to resort to the insert yet, but that something may have been done in negotiating new contracts for Summer or Fall production. Legality of the clause, in relation to the AFRA code and contracts, was one phase few would comment on.

As prepared by one agency, the clause follows: "If, in our opinion, a substantial part of that network over which this program is broadcast becomes unavailable as a result of any action of the Federal Communications Commission or other governmental body, we may terminate agreement with you, provided such program is suspended. If we have received least five weeks written notice of a termination and that the network will be unavailable, we will give you four weeks written notice of such termination, otherwise we will give you written notice of one week after we receive notice that such part of network will be unavailable."

If the clause is attached to the regular AFRA 13-week contracts, it might be interpreted as a violation of the commercial code inasmuch as the code calls for 13 weeks' continuous non-cancellable agreements. Rider establishes a basis for cancellation. Agency representatives were inclined to feel that when used with old minimum contracts, the clause would be valid for new contracts.

Matter will undoubtedly receive immediate consideration by AFRA which is much concerned presently with the subject of employment contracts for its members. Union has jurisdiction that members must submit employment contracts for approval.

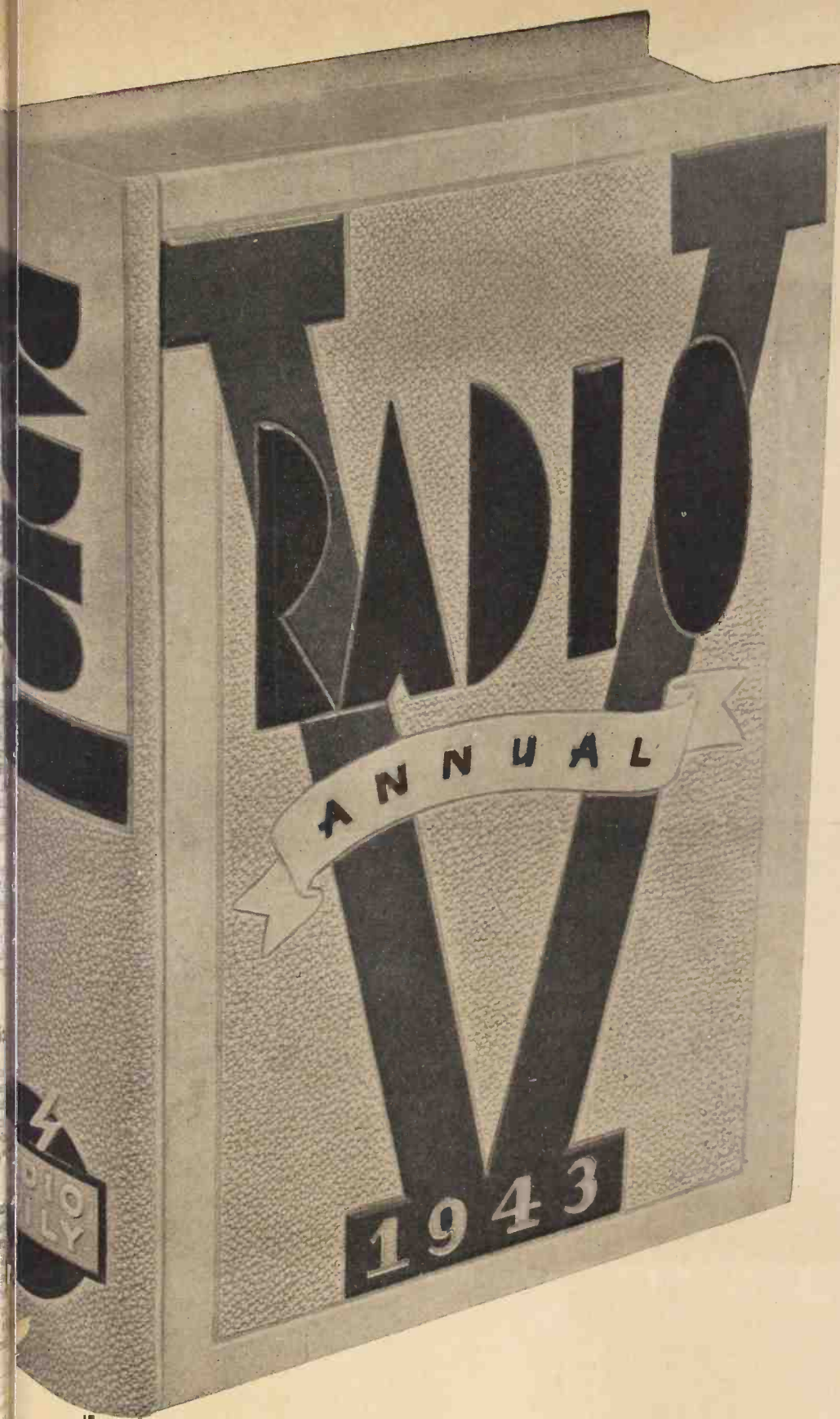
NBC Transfers Murphy To Station Relations

John Murphy, NBC supervisor commercial traffic, is being transferred to station relations, replacing Burt M. Adams who resigns to accept a design's commission in the Navy. Murphy's post in traffic will be taken over by Steere Mathew.

To Report On Church Confab

Dr. Walter W. Van Kirk, secretary of the Federal Council of the Church of Christ in America and widely known NBC commentator on religious news, will report on the General Assembly of the Presbyterian Church over NBC Saturday, May 29 at 4:15 p.m., EWT. The General Assembly is being held in Detroit.

the contents of any printed publication, radio program or creative work emanating from any medium of public expression except as any of these media may offend against the common law governing fraud, obscenity or libel or as they may disclose military information in time of war in contravention of the laws passed by Congress."



1943 RADIO ANNUAL

**CONTAINS A
COMPLETE
BREAKDOWN
OF EVERY
CANADIAN
RADIO
STATION AND
THEIR
PERSONNEL
PAGES 611-633**



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

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



Coast-to-Coast



WTOP, Washington, reports receiving 4,563 calls concerning the various items on the "Home Service Daily" program, written and produced by Elinor Lee, director of women's programs. The appliance exchange service maintained by Potomac Electric Power Co. in connection with the program received 69 requests for appliances in one week. . . . Announcers Lee Vickers and Gunnar Back have just been handed new CBS commercial assignments: Vickers for the Joyce Jordan cut-ins to the Dixie Network; Back for the B. F. Goodrich commercials originating in Washington with Joseph C. Harsch, who reports "The Meaning of the News."

Joe Gentile and Ralph Binge of CKLW's, Windsor, Ont. "Early Morning Frolic" have been asked to duplicate their zany morning show for the edification of those attending the Adcraft Spring Frolic at the Players Club, June 8. They will be appearing with topnotch talent from every field of entertainment and their antics seem likely to be one of the hits of the show.

WBYN, N. Y., reports it now has a total of 29 religious periods a week, of which nine are heard on Sundays. William Norins, general manager, believes that the station devotes more broadcasts of devotional services than any other commercial station, as far as he knows.

The new WCAE, Pittsburgh staff orchestra, headed by "Babe" Rhodes, former singer with "Elliott Stardust Melodies," made its debut in a half-hour show last night. Under the banner of "Words and Music by Babe Rhodes and Orchestra," it features Bill Pickel at the piano and a trio consisting of Freddy Herrick, Leni Martin and Rhodes. It was aired over Mutual on Monday. . . . Engineer Roland "Hodie" Gray had a pair of squeaky shoes, and no peace had the announcers until they permitted Gray to air the squeaks.

Samuel H. Cuff, WNEW, N. Y., news analyst and commentator, will be guest speaker at the annual Fellowship Luncheon of the Advertising Club of Newark on May 27. He will use large maps to explain the latest war developments.

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	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50
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May 26

Jules Alberti Charlotte Buchwald
 Al Durkin Margaret Fuller
 William Kephart Donna Lee
 Frederic Mackaye Howard Parker
 Edward MacHugh Roy Wilson

Chick Mauthe, Cincinnati radio musical director and orchestra leader, has been named musical director of WCKY, Cincinnati. He succeeds Bobby B. Baker, who was with the L. B. Wilson station for the past four years. Baker left last week to enter the Army.

Young people in schools, offices, farms, and factories are being contacted by WTAG, Worcester, through air and newspaper publicity to learn of any unusual contributions they have made to the war or of significant work they are doing for the post-war world. Drive is in conjunction with a program to be aired by CBS dealing with war activities of the younger generation.

"True or False." Blue Network feature, will originate from Woolsey Hall, New Haven over WELI on May 31. Aviation Cadets at AAFTTC, Yale University, will match wits with New Haven debutantes. Purchasers of \$50 War Bonds or more will be admitted and the venture will be sponsored by the New Haven Junior Chamber of Commerce.

CBS was well represented when a party of nine, including A. E. Joscelyn, general manager of WCCO, Minneapolis, journeyed north to Minnesota's Gull Lake for the opening day of the fishing season. Other members of the party included Arthur Kemp of San Francisco, sales manager for CBS Pacific Coast network; J. Kelly Smith and Roger Huston of Chicago Radio Sales, and Rollie Johnson, sportscaster.

KROW, Oakland, carried a broadcast direct from the U. S. Navy Recruiting "cruiser" stationed in front of the H. C. Capwell Company department store (sponsor of the program). Barbara Lee and Hal Parkes of the staff conducted interviews with the recruiting officer on duty: WAVES and SPARS already in the service; and new enlistees.

WHAI, Greenfield, Mass., celebrated its fifth anniversary on May 15 with appropriate music and five-chime station breaks from sign-on to sign-off. At each break listeners were informed that the station would continue to serve them 16 hours a day. Several of the programs saluted the station with special sponsors, and the "Red River Rangers" studio jamboree saluted the occasion with a birthday party for the sponsor and the station. Announcer Ross Miller sang "Happy Birthday To You."

KSAL, Salina, Kans., has added Ed King to the announcing staff. King, formerly of Los Angeles, received a medical discharge from the Navy after serving four years. . . . Survey of listening habits in station area, compiled by Robert S. Conlan Associates has just been completed and is being released by outlet. Survey shows Salina's population has trebled and that gasoline restrictions, keeping folks at home, is big factor in increased listening audience.

WSGN, Birmingham, Ala., is airing a 15-minute show three times a week by Don Mitchell, former staffer stationed at Turner Field. The program is titled "Turner Column of the Air." Don, formerly with the band at the field, has been transferred to public relations office, doing broadcasting and newspaper work. . . . McClellan Van de Veer, news editor and commentator, has been promoted from associate editor of The Birmingham "Age Herald" to chief editorial writer.

Ray Howe, staff announcer, WKNY, Kingston, N. Y., not only has a pleasing voice for commercials but also a very fine baritone singing voice, which he demonstrated by sheer chance on being called upon to represent his station at Red Cross rally last week. His singing made such a hit with the audience that Roger Baer's orchestra immediately hired him as their soloist.

WNYC, N. Y., will broadcast the complete instructions and explanations of the new War Manpower Commission's "Area Manpower Stabilization Plan for Greater New York" during its "Want Ad Column Of the Air" program on four days this week. United States Employment Service is devoting its nightly programs for these four days to the explanation of this new WMC plan.

Murray Minster, former announcer, WJAS, Pittsburgh, now a soldier at Meade attached to the Special Service unit, won the slogan contest at the and earned a trip to New York. He the holiday with headquarters in Ritz-Carlton Hotel, was presented cigars and theater tickets, etc. The petition is under the auspices of the broadcasting station FGGM. There be one more contest, the fourth, for best poster message to inspire the front war effort and the morale of troops.

When the hearty baritone voice of John Henry of the commercial department at WSAZ, Huntington, Va., is not being used to sell, being utilized to entertain and side: Last week he was song leader and supervisor of all music at Rotary Convention in Charleston, Va.; and when he got through that chore, he emceed the anniversary dinner of the Huntington Chamber of Commerce.

Smith College graduation exercises aired last week over Mutual, originated from WHYN, Holyoke, Mass., and transcribed for later broadcast to Engover WRUL, Boston. Among the speakers were Mrs. Dwight Morrow, Comm. Underwood of the WAVES, and Dr. D. president of Smith College.

TODAY-12:30

Luncheon of the

RADIO EXECUTIVES' CLUB

OF NEW YORK

at the Loyale

521 Fifth Ave., New York City

FINAL MEETING

1942-43 SEASON

ELECTION RESULTS AND INSTALLATION OF NEW CLUB OFFICERS

Your Attendance Is Respectfully Requested

Come on down. All radio people welcome—every Wednesday at 12:30. Bull Ring Bar. Members \$1.00—Guests \$1.50.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL 23, NO. 41

NEW YORK, N. Y., THURSDAY, MAY 27, 1943

TEN CENTS

Radio-Training Figures

Hearing Late In June On White-Wheeler Bill

Washington Bureau, RADIO DAILY
Washington — Hearings on the White-Wheeler Bill, scheduled for last Friday but postponed indefinitely, have not yet been given a definite date. Late June is considered to be a possibility. Senator Burton K. Wheeler, chairman of the Senate Interstate Commerce Committee, which will consider the bill, said he hoped to announce the date before June 15. A special meeting of the National Board of directors, tentatively announced last week for next Thursday.

Babe Ruth 'Baseball Clinic' Starts June 5 On WEAF

Boys in the Metropolitan area are to have a new baseball coach. He is to be the best in the business and the idol of every sandlot kid in the country. His name is George Herman (Babe) Ruth.
The Babe will open his baseball clinic on WEAF Saturday, June 5, at 10:45 a.m., and will continue on a weekly basis throughout the baseball season. The man who played a large part in the Babe's career.

Textile Industry Salute On Two Network Shows

The war role of the textile industry will be saluted in two network broadcasts originating from Spartanburg, S. C., with the Blue's "Weekly War Journal" via WSPA on May 30; and CBS's airing of a talk by James F. Byrnes, Director of Economic Stabilization, over WORD on May 31.

Corregidor Vet

Lieut. Barron Chandler, U. S. Navy, former NBC guide staff member, is a prisoner of the Japanese. In a letter to Niles Trammell, NBC president, the officer's mother revealed that last week, after a year without word from her son, the Red Cross informed her that he was taken captive following the fall of Corregidor, Manila Bay fortress.

News Policy

Washington — Not propaganda, but news is to be policy of Radio France, in Algiers, Robert Mangin, new manager of the station, told France in a broadcast yesterday picked up by the FBIS. The station, controlled by the government of Gen. Henri Giraud, will provide "accurate news for the 40 million prisoners in France," said Mangin.

REC Elects Grabhorn; Adjourns Until Fall

The election of Murray B. Grabhorn, manager of Blue Spot Sales, to the presidency of the Radio Executives Club was announced yesterday at the organization's final business meeting and luncheon of the season. Other successful candidates in the election conducted through the mail during the past two weeks were: Vice-president, Beth Black, of Joseph Katz Co.; treasurer, Ninette Josephs Taranto, BBD&O time buyer; secretary, Warren Jenkins, New York.

G. E. Finds FM Audience Averages 3 Hours Daily

Schenectady — The average frequency-modulation radio set owner in this area tunes nearly 3 hours per day and prefers classical music, according to a study announced recently by R. S. Peare, manager of General Electric.

Official Citations To Radio Advocated By Mutual Prexy

Premium Advt. Association To Be Addressed By Brown

Charles B. Brown, NBC Director of Advertising and Promotion, will be the speaker at the regular luncheon meeting of the Premium Advertising Association at noon today, at the Cafe Loyale. Brown will discuss "What Post-War Planning Means for the Advertiser."

McNutt Reveals Over 80,000 Persons Took Such Courses Since Oct. 1940; Many Currently Enrolled

Huge CDVO Campaign On All N. Y. Outlets

All New York stations are planning to cooperate with the Mayor's recruiting campaign for 500,000 civilian defense volunteers during the June 2-12 period. CDVO has supplied the stations with materials for spots and interviews as well as programs, and while some have been plugging the subject already, the all out drive will be set in action May 31, at 6 p.m., by the Mayor.

WKNY-IBEW Pact Set; Union Certified At WWJ

Final negotiations between the Kingston Broadcasting Corp., operating WKNY, Kingston, N. Y., and IBEW Local No. 1212 for an agreement covering the technical staff of the station was announced by the union.

WJZ's Five-Months Gross Shows 50 Per Cent Gain

WJZ has for the 15th successive month shown a gain over the same month of the previous year in its local and national spot sales, according to the station.

Washington Bureau, RADIO DAILY
Washington — Radio engineering training has been given more than 80,000 persons in the engineering, science and management war training courses offered since October, 1940, according to WMC Chairman Paul V. McNutt. An additional 18,000 students have been enrolled in electronics courses.

Dr. W. W. Charters, Chief of the WMC Bureau of Training, reported that the students taking these courses in more than 220 colleges and universities in over a thousand communities had made it plain by their election of officers.

Walson-Dodd In Again Via Senate Committee

Washington Bureau, RADIO DAILY
Washington — The Senate Appropriations Committee yesterday decided to eliminate from the Urgent Deficiencies Bill an amendment voted by the House to forbid payment of Federal Salaries to two FCC employees and the Governor-General of the Philippines.

Bannerman Resigns Post As Toronto Ad Club Head

Montreal — At the annual meeting of Toronto Advertising and Sales Club Glen R. Bannerman, president of the Canadian Association of Broadcasters resigned the presidency and was succeeded by...

Sponsor's Time

Los Angeles — The marriage ceremony of a legless couple was broadcast over KFWB on the "Let's Face Facts" program by Announcer Hal Styles, who six months ago interviewed his wife an hour before he married her. The sponsor figured the legless bride and groom met on his time so they might as well get married on his time.

(Continued on Page 7)



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

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FINANCIAL

(Wednesday, May 26)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	154 1/4	153 1/2	154 1/4	+ 1/4
CBS A	23 1/2	23 1/2	23 1/2	0
CBS B	23 3/4	23 1/2	23 3/4	+ 3/8
Crosley Corp.	21 3/4	21 1/4	21 3/4	+ 1/2
Gen. Electric	38 1/2	37 1/2	38	+ 1/2
Philco	24 1/2	24	24	+ 1/4
RCA Common	11 5/8	11 3/8	11 5/8	+ 3/8
RCA First Pfd.	68 7/8	68 1/4	68 7/8	+ 1/4
Stewart-Warner	13 5/8	13 1/2	13 5/8	+ 1/8
Westinghouse	95 1/2	95 1/2	95 1/2	+ 1 1/2
Zenith Radio	30	30	30	+ 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	32 1/2	32 1/2	32 1/2	+ 1/2
Nat. Union Radio	4 1/4	4 1/4	4 1/4	+ 1/8

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	9 1/8	9 3/8
Stromberg-Carlson	10	11
WCAO (Baltimore)	18 1/2	21 1/2
WJR (Detroit)	24	26

Premium Advt. Association To Be Addressed By Brown

(Continued from Page 1)

to Your Business." Members of the Premium Advertising Association include representatives of many firms that are making extensive use of radio.

In his talk, Brown will outline a realistic plan for the conduct of business in the years immediately following the war, and in his concluding remarks will comment on the effective use of premiums in the post-war selling and merchandising period.

Henry W. Marks, Advertising Director of Printers' Ink, will act as chairman of today's meeting.

WJR DETROIT
MICHIGAN'S GREATEST ADVERTISING MEDIUM

G. E. Finds FM Audience Averages 3 Hours Daily

(Continued from Page 1)

Electric's broadcasting. The objectives of the study were to obtain information on the listening habits of FM set owners, the opinion of the listeners concerning FM broadcasting, and their preferences for various types of programs.

The study revealed that 76 per cent of the FM set owners tune in on W85A, Schenectady, during the 7-10 p.m. period; 37 per cent during the 6-7 p.m. period, and 15 per cent during the 3-6 p.m. period.

Classical music was the program preference of 96 per cent of the audience. Next in popularity were news and news commentaries, enjoyed by 89 per cent; opera, 72 per cent; and popular music, 65 per cent. Variety shows, dramatic sketches, and quiz shows were next in popularity in that order.

In answer to the question "What programs would you like to hear more of on W85A?" orchestral music took first place with 27 per cent of the respondents asking for more. Other programs in order of their desirability were: popular music, 14 per cent; opera, 13 per cent; news and commentaries, 12 per cent.

Two basic reasons dominated among those given for preferring FM to standard radio stations. These were better reception and better programming. It was felt by 93 per cent of those responding that FM offered better tone quality (higher fidelity). Better programs were referred to by 30 per cent. The FM feature of higher fidelity reception is also reflected in the previous question as to types of program preferred, since the better tone quality of FM broadcasting is particularly noticeable in opera and orchestral music.

The average FM set owner has had his receiver a year and a half. Three-fifths of the respondents own combination FM and standard radio sets, and the others have separate translators for FM reception with standard receivers.

Hearing Late In June On White-Wheeler Bill

(Continued from Page 1)

day and Friday, has been definitely scheduled for those days. It will be held at the Hotel Statler, in Washington, with the discussion to center around the provisions of the White-Wheeler Bill, proposed amendments to the bill and the effect of the recent Supreme Court decision upholding the FCC's network rules.

Command Performance

Milwaukee—A resolution passed by the Common Council here, requests WTMJ to re-broadcast on May 29 a recent program which dramatized episodes in the life of the city's Mayor-on-leave, Lieut. Carl F. Zeidler, U.S.N., reported missing at sea since October 11, 1942. The original program was one of a series produced by the Marquette University Radio Workshop.

WKNY-IBEW Pact Set; Union Certified At WWJ

(Continued from Page 1)

International Brotherhood of Electrical Workers.

The agreement signed by the station and the union is the standard IBEW broadcasting contract and provides for union membership, seniority, leave of absence for military service and paid vacation and sick leave.

Freeman L. Hurd, IBEW representative, handled the negotiations for the union and Norman Furman served in a similar capacity for WKNY.

Local No. 1218, IBEW, was certified by the regional director of the NLRB, 7th Region, to be the representative of the technical staffs at WWJ and W45D, Detroit. Both stations are owned and operated by the "Evening News" Association of Detroit.

Negotiations for a contract to cover the working conditions and rates of pay for the technicians were reported to be in progress this week by W. H. Walker, secretary of the local union.

WJZ's Five-Months Gross Shows 50 Per Cent Gain

(Continued from Page 1)

ing to figures released yesterday by John McNeil, manager of the station.

Consistent upswing in business signed by the Blue Network's local station began with the setting up of an independent management in February, 1942. With McNeil's appointment as manager, WJZ acquired its own local organization for the first time since it joined NBC in 1927. The aim of the new management has been to build up WJZ as a paramount factor in the local radio picture, and not merely as the key outlet of the Blue Network, McNeil stated.

The month of May, when WJZ showed a gain of 42 per cent over the same month in 1942, was the second highest month in the history of the station. The highest month was April, with a 62 per cent gain over April, 1942.

For the first five months of 1943, WJZ has shown an increase of 50 per cent over the same period last year.

Bannerman Resigns Post As Toronto Ad Club Head

(Continued from Page 1)

ceeded by Lee Trenholm, Director of Public Relations of Underwood Elliott Fisher, Ltd. G. Alex Pharo, radio director of R. C. Smith & Sons, Ltd., was re-elected treasurer.

THIS LITTLE BUDGET WENT TO WORL BOSTON MASS.

COMING and GOING

EDGAR KOBAK, executive vice-president of the Blue Network; PHILLIPS CARLIN, vice president in charge of programs; CHARLES BARRY, eastern program manager; FRED M. THROWER, JR., vice-president in charge of sales; ROBERT SAUDEK, assistant to the eastern sales manager, and DEE ENGLEBACH, producer-director of the Boston Pops Orchestra broadcasts, are in Boston to attend tonight's "pop" concert of the Boston Symphony.

A. L. CHILTON, president of KLRA, Little Rock, and S. C. VINSONHALER, general manager of the station, have arrived from Arkansas for conferences at the headquarters of CBS.

FULTON LEWIS, JR., commentator on the Mutual network, now on a coast-to-coast trip is spending today and tomorrow in Los Angeles. He will broadcast his programs from the studios of KHJ, Hollywood.

HAROLD H. THOMS, station manager of WAYS, Blue Network outlet in Charlotte, N. C. is here on station business.

KING PARK, sales promotion manager of WBBM, Columbia's OGO station in Chicago, left for the Windy City yesterday after having been in New York about a week.

JOHN WELLINGTON, Blue Network producer, is in St. Louis, Mo., to handle tonight's stanza of the "Spotlight Bands" series.

CLAIRE and MERNA BARRY, of the "Glow Dodgers" program on WHN, are back in town after entertaining at an American Legion rally in Yonkers. They open a week's engagements today at Loew's State.

W. G. McBRIDE, sales promotion manager of WDBO, up from Orlando, Fla., on station on network business. Paid a call yesterday at the offices of CBS.

LUCILLE MANNERS, soprano of the City Service program on NBC, was in Gary, Ind. this week, to appear as soloist with Carnegie Illinois Chorus in a concert given for the benefit of the Red Cross.

Name WLIB Official Chief Clerk Of Court

Aaron L. Jacoby, vice-president of WLIB, Brooklyn, was named on Monday as chief clerk of the Surrogate Court of Kings County (Brooklyn). The job pays \$12,000 a year. Jacoby, active in Democratic politics for the past 20 years, served one term as Sheriff and another as Register, both elective offices.

Okay WDLF Power Boost

Washington—WDLF, Panama City Broadcasting Co., Panama City, Fla. this week was permitted by the FCC to increase its night power from 10 to 250 watts.

"MAY IN MEXICO" by Allie Wrubel (a.s.c.a.p.)
The Nation's Next Number 1 Song Hit
Published By
WALTON GOLDMAN, inc.
1619 Broadway, N. Y. C.
6039 Kenmore Ave. 6425 Hollywood Blvd. Chicago Hollywood, Calif.

★ PROMOTION ★

Sewing Contest

VCCO, Minneapolis, has just concluded a sewing contest sponsored by the National Needlecraft Bureau of New York. Entries were restricted to articles of wearing apparel submitted by non-professionals, and \$500 War Bonds and Stamps was distributed as prizes for the winning entries in several classifications including original design, defense and conservation groups.

All winning entries were sent to New York where they will be judged in a national contest. Winners in the national contest will receive additional prize money and an all-expense-paid trip to New York.

WEEI's "Youth on Parade"

The story behind the growth of "This Is Youth on Parade" over WEEI and CBS, with emphasis on the program's dynamic 14-year-old emcee, Milton Grubbs, is the theme of a promotion folder being distributed by the Boston station. Titled "There's a lot of Barnum in Milton . . ." the piece carries a full page picture of the effervescent, bright-eyed, smiling emcee, and traces the show from its exciting debut about two years ago on WEEI to its present availability for sponsorship on the network. One of every four listeners in WEEI's vast service area are tuned to the program, the folder states.

Babe Ruth 'Baseball Clinic' Starts June 5 On WEF

(Continued from Page 1)

Work in restoring the prestige of baseball after the "Black Sox" scandal of 1919, will bring to the program a sporting tradition dating back to the days when he was a left-handed pitcher in a Baltimore orphanage. Even in retirement Ruth is baseball's first Who's Who to the youth of the nation. His broad face, twinkling walk and "hi'ya keed!" are as familiar today to followers of the great American pastime as were the leading headline, "Babe hits another . . ."

WEAF plans to invite all boys in the New York area to be guests of the Babe Ruth when the program gets under way. Because of limited studio space, invitations will be apportioned one week to week.

The Babe's role in the program will be many-sided. He will answer questions which have puzzled youngsters from the time they shouldered their first baseball bat. He will recall numerous colorful incidents that have marked his career. He will reveal the pitcher who gave him the most trouble in the major leagues; which was his "cousin"; and why he could never hit Hub Pruet, of the St. Louis Browns, who struck him out times in one season.

And to top it all, there will be a quiz session in which boys, picked from a panel of 20, will shoot questions at the Babe in an attempt to stump the greatest home-run king of all time.

Arrangements for Ruth's participation in the series were made by Bill Stern, well known sportscaster and director of NBC's sports department. Ben Grauer will announce the programs.

Wounded Vets On "M. Of T."

The "March of Time" program which will be heard at 10:30 p.m. today over the NBC network, will feature as guests a group of American veterans who were wounded in the battle of Tunisia. They will describe their experiences in talks that will originate at the Fort Devens Hospital.

WABC's All-Night Staff Adds Dawkins And Lee

Colin Dawkins and Robert E. Lee have joined the production staff for WABC's All-Night programs. Prior to joining Columbia, Dawkins was practicing teaching at State Teacher's College in Trenton, New Jersey. He has been assigned to the production on the all-night shows, alternating with Robert Bell. Dawkins replaces Bill Barrett who resigned from the network.

Robert E. Lee, most recently in CBS's Engineer Maintenance Department, has been given the engineering post on the all-night shows. He replaces Syd Samuels who after eight months as engineer on the programs, has been transferred to the day shift.

Announcers on the WABC All-Night programs are Jack Rourke and Gregory Abbott.

WQXR Sets Big Program For Refugee Committee

Dorothy Parker, the Golden Gate Quartet, Ella Logan and Richard Dyer-Bennett will "talk and sing for their supper" over WQXR, N. Y., Tuesday, June 1, at 10 p.m., EWT. The performers are entertaining at a "Dinner of the Air," a substitute for a cancelled dinner which was to have been held to raise funds for 1,000 Spanish Republicans now en route to Mexico. The program is under the auspices of the Joint Anti-Fascist Refugee Committee.

Cooke's New Book

Alistair Cooke, correspondent in the U. S. for BBC and the London "Times," has placed his impressions of the country, gathered in a 20,000-mile auto trip, in a book to be published this summer by Duell, Sloan & Pearce under the title "The Face of the Nation: Portrait of the American People at War."

Bacon Nominated

Milton Bacon, narrator on the CBS program "God's Own Country" has been nominated for membership in the International Lyceum Association.

ONE ANNOUNCEMENT

made over WOR on April 25th
pulled 79,065 requests
from WOR listeners!



The incident recited above is not being run on this page because it happens to be a WOR rarity. We mention it rather because WOR, in many months, has not been taking time out to mention this sort of thing.

It shows, we think, these things:

Time bought at *any* time on WOR gets the kind of results that please agencies; leave sponsors happily bewildered; and, incidentally, amazed at the genius of their advertising agents!



We have just issued an interesting memorandum called "It's a fact . . ."

It describes the amazingly simple but shrewd strategy that created the bombburst reported above. A copy can be had pronto by addressing . . .



WOR

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

Los Angeles

By RALPH WILK

THE Samuels, Mr. and Mrs. Milt—expect the stork early in June. Milt is the Pacific Blue's publicity chief.

Turning down a program offer this week, Comedienne Cass Daley said she'd rather cast her future lot with Bing Crosby, upon whose program she made her first radio appearance.

The Sportsmen Quartet has most things in common—except sports. Bill Days is an aviator, John Rarig goes in for motorcycling, Gurney Bell is a fisherman and Max Smith hikes in the mountains whenever he can maneuver a day off.

Bernie Milligan representing the Radio Advisory Committee on the Hollywood Victory Committee and will serve until such time as a permanent member is named by that group.

Jack Benny plans to be in San Francisco during the second week in July to participate in a War Bond rally for the Treasury Department.

Recent Groucho Marx script which dealt humorously with the difficulty of getting ice cream (without sherbet) these days made such a hit with ice cream manufacturers, who have been trying to get over the same idea, that the National Association of Ice Cream Manufacturers wrote the "Blue Ribbon Town" comedian asking permission to reprint the routine.

Our selection of the week of the most photogenic non-professional—Mary Rose Watts, CBS-KNX mail department.

John B. Hughes of Mutual-Don Lee isn't sure but he thinks his commercial writers are giving him a subtle ribbing. The commentator, who is now covering the Food Conferences at Hot Springs, Virginia, and who will visit New York before returning to Hollywood, noticed that the introduction to his 7 p.m. (PWT) news comments has been changed from Mr. Hughes, well known observer and commentator, to Mr. Hughes, well known traveler and commentator.

Felix Mills auditioned a program of his own for possible Summer replacement for Tommy Riggs and Betty Lou. Mills is orchestra leader on the Riggs show.

Ransom Sherman, who was one of the most popular guests ever to visit Rudy Vallee's program until he left to head his own show, returns for another set-to with Joan Davis, Shirley Ann and Blossom Blimp on June 3.

Helga Moray, Clarence Muse and Thomas Freebairn-Smith headed the all-star cast assembled for "The World We're Fighting For," over KFI, May 21. The series is sponsored by Bullock's department store and Dana Jones is the agency.



Radio Is My Beat. . .!

● ● ● This happened down in Washington, at the baseball game between the Wash. Senators and the Navy All stars. Kate Smith opened festivities with a rendition of the "Star Spangled Banner," then turned to General Wavell, who was viewing our national pastime for the first time, and asked him for his autograph. . . . We wouldn't be at all surprised if the Treasury Department awards a special citation to Ralph Edwards, whose current "Truth Or Consequences" tour has almost reached the \$200,000,000 mark in War Bond sales. . . . Tim Whelan of RKO has caught Don McNeill's "Breakfast Club" Blue Network program twice within the past month. . . . wouldn't that indicate a possible motion picture contract? . . . and incidentally we hear M-G-M also seems interested. . . . Jimmy Blair, whose baritones are heard on the "Basin Street" Blue Network, Sundays, may get the w.k. signal from Uncle Sam soon. . . . Dr. Margaret Mead, curator at the Museum of Natural History and author of the book "And Keep Your Powder Dry" will be interviewed by Martha Deane tomorrow on WOR. . . . Alec Templeton, while on a recent Canadian tour, was interviewed by reporters. . . . he told them that he could often tell the city he was in by smelling the air. . . . the next day one publication headed an article, "Templeton Smells" . . . Conrad Thibault claims that every time the OWI tells a story—there's a morale to it.



● ● ● Harriet Voloshun, of the "Bright Horizon" cast, recently brought her son Daniel to a rehearsal, celebrating the tot's first tooth. . . . it happened that Joy Terry, who usually supplies gurgles, coos and other baby sound effects, took ill and "one-tooth Daniel," not only supplied the necessary sounds at rehearsal, but also stole the show at the actual broadcast. . . . Frank Sinatra will be profiled in the forthcoming issue of Click Magazine. . . . Florence Eldridge and Fredric March celebrate the 16th anniversary of their wedding, Sunday.



● ● ● A talk by Mrs. F.D.R. to the Women's Military Services Club, Monday at 5:15 p.m., will be broadcast by two local stations, WOR and WQXR. . . . A "Ripley" touch will be part of the ceremonies, for the chairman of the Club who will introduce the President's wife, is Mrs. Norman deR. Whitehouse. . . . Linda Keene, Blue's singer at the Famous Door, may be heard soon over the Blue Network. . . . Ginny Simms, after a recent broadcast, was stopped by an Army pilot who asked for her scarf, which he wished to wear "while flying over Tokyo" . . . the radiotele handed the scarf to the "eagle" and said, "if you have any luck bombing those monkeys, let me know and I'll send you a hundred more scarfs" . . . During the past year, this reporter has attended all but two of the regular weekly Radio Exec luncheons. . . . and for sound reasons. . . . We met many interesting men and women of Radio's "behind the scenes" . . . picked up quite a few bits of choice column material, and learned what made the club click so that out-of-town Radio Execs, after a single visit to one of its meetings, went back home bent on forming similar clubs, where local radio problems might be discussed and solved in much the same manner. . . . a goodly share of the credit for the fine weekly attendance must go to Art Tolchin, chairman of the entertainment committee, which consisted of Frankie Basch, Murray Grabhorn and Marvin Kirsch, who consistently provided a wide array of talent, including "top" names among comedians, authors, commentators, vocalists, government officials, and heroic men of the Armed Forces. . . . So thanks is due the outgoing officers, Tom Lynch, Peggy Stone, Linnea Nelson and Bevo Middleton for the pleasant Wednesday luncheons and also devote a few agate lines to wish the new officers, Prexy Murray Grabhorn, vice-president Beth Black, treasurer Ninette Joseph Taramo and secretary Warren Jennings a successful regime.



Remember Pearl Harbor

Chicago

By FRANK BURKE

AT THE request of Governor Dwight Green, WLS sent two men with Don Kelley to Beardstown, Ill., yesterday to cover the flood situation there and broadcast first-hand news of the conditions on the WLS "Dinnerbell" program, 12-12:30 p.m., with Governor Green, civic leaders and refugees being heard on the program. WLS was the only Chicago station covering at Beardstown.

Thrasher Hall is the newest member of the WBBM engineering staff. Hall has been teaching at the Radio School of the Signal Corps.

Jack Thompson, WGN-Mutual overseas reporter who has just returned from the African war front, will make the first of a series of four radio addresses on his war experiences today over WGN. Thompson is the world's first paratroop reporter.

When Sammy Kaye's program emanates from WBBM on June 2 he will have as guest star Franklin P. Adams, noted columnist.

Joseph Paikiewicz, WGN newsroom employe until he joined the Army a few months ago, is writing, producing and announcing a new program, "The Army Air Force on Parade," each Tuesday over WJHL, Johnson City, Tenn.

New business reported by WIND this week includes Dave Minor Piano and Guitar Course, half-hour daily Monday through Saturday till forbid; Sterling Insurance Company, 15-minute participation in "Supper-time Frolic," Sunday through Saturday, till forbid; Wm. H. Wise & Co., books, six quarter-hour broadcasts a week, till forbid; Rogers Auto Sales, Inc., six 15-minute programs a week for 13 weeks, and Leaf Gum Co., 12 announcements a week for 13 weeks.

Commissioner Michael J. Corigan, for more than 50 years a member of Chicago Fire Department, was cited "for distinctive service" yesterday on the program of the same over WGN. Emcee Davidson Cunningham quizzed the Commissioner on how Americans can contribute distinctive service.

Joins CBS Announcer Staff

Richard Dunham has joined the CBS announcing staff. For the last three and a half years he has been with stations in the East and South as an announcer.

WANTED

Four (4) 500 watt, 100-130 volt output, constant current transformers, sola - ratheon, etc. Wire collect quantity available, price, and condition.

HEARST RADIO, INC.
235 E. 45th ST.
New York City, N. Y.

Have You Met the Voices
of
GILBERT MACK
?

LEX. 2-1100

Watson-Dodd In Again Via Senate Committee

(Continued from Page 1)

the Virgin Islands. A move to restore this amendment on the floor of the Senate is unlikely.

Thus, as last year, the matter will go to conference. An amendment barring the payment of Federal salary to Dr. Goodwin B. Watson, chief analyst for the FCC's foreign broadcast intelligence service, was killed in conference on the independent offices bill after the House had earlier adopted the bill with that proviso. Watson is one of the three involved this year, along with Dr. William E. Dodd, Jr., also of the FBIS, and Dr. Robert Morse Lovett, Governor of the Virgin Islands.

There is a fair chance that the House conferees will agree once again to deletion of the proviso, now that they have already put themselves on record as upholding the Kerr subcommittee of the House Appropriations Committee, which recommended discharge of Watson, Dodd and Lovett on the grounds that they had engaged in subversive activities.

Congress was warned Tuesday night by Attorney General Francis Biddle that the disputed amendment was unconstitutional. Any action against the men must come from the administrative branch, said Biddle. "The men were never tried, their efficiency was never doubted. The Congressional action was entirely out of its jurisdiction and not within its procedure."

Action against the men by the agencies employing them is not expected, although the FCC is studying some discrepancies between the testimony of Dodd before the FBI and before the FCC.

With the Colors!

WOODROW EBERHARDT, director of engineering at WSBA, York, Pa., has been accepted in the "Radar" corps of the Marines as a second lieutenant.

—VVV—

PVT. TOM MCGOWAN, former WICC, Bridgeport, Conn., producer, is now stationed at Camp Crowder, Mo. PVT. LOUIS LA HAYE is now at Ft. Myers, Florida.

—VVV—

WALTER BOWRY, JR., assistant manager and director of sales, WMBG, Richmond, Va., has left the station to report for duty with the U. S. Naval Reserve as an ensign.

—VVV—

MARTIN HANSEN, of the radio media department, Compton Advertising, Inc., leaves on Friday for service in the Army.

—VVV—

JERRY CAMPBELL, emcee on the "Bunkhouse Jamboree," WLS, Chicago, is now a private. JACK STILWILL, spieler at WLS for six years, has been commissioned a lieutenant (j.g.) in the Navy and will be called for duty shortly.

WORDS AND MUSIC

By HERMAN PINCUS

IT WAS just a quarter century ago, the exact date being May 24, 1918, which ushered in a new type of music called Jazz. . . . On that night a new band, called the Dixieland Jazz Band, from way down yonder in New Orleans, opened at Reisenweber's on 8th Ave. and 57th Street and for the first thirty minutes of music, patrons, baffled by the new tempo, didn't even attempt to dance. Finally Eddie Edwards, trombonist, addressed the diners with "Ladies and gentlemen, what we're playing is called jazz music and it's really supposed to be danced to." The raucous cacophony was later refined and symphonized by Paul Whiteman who subsequently was be-titled "The King of Jazz." As new ideas in the interpretation of this type of music were promulgated by the Benny Goodmans, Dorseys, Kemps, Millers, and James', the word for it became "swing" Edward Cooper, who 25 years ago, was the manager of "Reisenweber's," will celebrate the event by hosting at a party for "name band leaders" at Martin's on W. 57th Street around the corner from the original Jazz stomping grounds.

★ ★ ★

At a dress rehearsal of "The Aldrich Family" one afternoon this week, sat a middle-aged couple, viewing for the first time the program in which their name and their store are frequently mentioned The couple was Mr. and Mrs. Henry DeHaven, owners of the drug store in West Chester, Pa., shopping center near Clifford Goldsmith's home. . . . "The Aldrich Family's" author often has written prototypes of many of his neighbors into his scripts about "Centerville" but only one real name, that of "DeHaven's Drug Store" is used that is the emporium where Homer and Henry buy their ice cream sodas and were they consistently use the phone booth to transact their ever-complicated business.

★ ★ ★

Radiology: In tribute to Stephen Foster, America's immortal bard of song, the "American Album of Familiar Music" program on Sunday, will feature five of Foster's melodies. . . . Mildred Natwick, one of the stars in Noel Coward's Broadway hit, "Blithe Spirit" has been added to the NBCast of "Snow Village," the tenth Broadway personality to appear in that "rural" manac. . . . Little Joel Kupperman, 7-year-old mathematician of Joe Kelly's "Quiz Kids" is recovering from the measles. . . . At a recent rehearsal of the Stage Door Canteen, Giovanni Martinelli, Met. star, gave out with an impromptu jive version of "Dinah" Bill Stern, NBC Champ sportscaster, may make a moom pitcher this summer. . . . Lum 'N' Abner's next appearance before the cameras is slated to take place end of June. . . . Since making its bow on the Blue Network last September, the "Victory Parade of Spotlight Bands," has appeared in 46 of the 48 states and has featured about 100 bands. . . . While playing a theater date last week at Indianapolis, Sammy Kaye's "So You Want to Lead a Band" program, had the distinction of having Winston Churchill, wave the baton. . . . the Churchill in this instance, being a local high school lad. . . . Phillips H. Lord, "Counterspy" and "Gang Busters" producer, was ordered "to rest" by the "medicine man" too much work. . . . Joe E. Brown and Joan Davis have been signed to co-star in "The Return of Casanova" for Republic pictures.

★ ★ ★

Left Hand on the Keys: On the Memorial day broadcast of the Westinghouse program, John Charles Thomas will introduce a new composition titled, "Marching Song of Freedom," written by Carroll Hollister, who has been the baritone's accompanist for the past ten years. . . . Yip Harburg and Sammy Fain are the composers of the new tune, "Hey Schickelgruber," featured in the M-G-Movie "Meet The People" Spike Jones' City Slickers, who successfully made a "clown" of the Nazi sign painter with "Der Fuehrer's Face," will introduce it. . . . Did you know that Charles Dawes, Vice-President of the U. S. during the Coolidge Administration, is the composer of "Melody" which Tommy Dorsey recorded for Victor some years ago and which will be re-issued under the Red Seal label?

—Be A Rational National—

REC Elects Grabhorn, Adjourns Until Fa

(Continued from Page 1)

manager of WLW, Cincinnati. Of four candidates, only Beth Black been unopposed.

Grabhorn, who succeeds Lynch as president, has been in radio since 1929 when he started with Don Lee sales department, where he left while sales manager to take the same post with the New York office of John Blair. He left Blair to organize for Hearst the International Radio Sales, of which he is general manager. Prior to joining The Blue last February, he was count executive with Trans-American Broadcasting & Television Corp., has been a member of the REC since its inception, and his present position is the first he has held in the group.

Outgoing President Lynch was presented with a silver loving cup engraved: "Presented by his fellow members in recognition of splendid leadership." Topping the cup a sylph-like figure bearing in raised, clasped hands a torch, significance of which was not explained, and remains a secret between the members of the committee ordered it. However, it is a lovely figure.

During the brief business session that preceded the presentation of new officers, Lynch thanked everybody, called for a report from outgoing treasurer Peggy Stone, whose financial figures were greeted with applause. Lynch read a report by Arthur M. Tolchin, sales manager, WHN, and chairman of the club entertainment committee. The report reminded the members that the 1943 season just ended was marked an impressive procession of famous guest speakers, whose names were duly read.

Out-of-town guests at the luncheon were Harold Meyer of WSRR, Stamford, Conn., and Hal Seville, Washington, Md.

Meetings will be resumed in October.

Belmont Stakes On NBC

The Belmont Stakes, featuring Count Fleet, winner of the Kentucky Derby, will be broadcast by NBC Saturday, June 5, beginning at 7 p.m. Clem McCarthy will call the race and Bill Stern will do the commentary.

NEW BUSINESS

WHN, New York: Jack Dempsey Punch Bowl, Inc., through Roland Feldman of New York, three 10-minute periods weekly for 52 weeks; Greiner (Used Cars), through J. Kupsick Advertising, 13 weeks of 30 seconds, Monday through Friday; Republic Company, Inc. (Venida Liquidisiery), through E. T. Howard Co., one week of spot anns.; Coronet Magazine, through Schwimmer & Schone, one week, of spot anns.

PROGRAM REVIEWS

Official Citations To Radio Advocated By Mutual Prexy

NEW PROGRAMS IDEAS

amous Jury Trials"

patized case histories, unless are handled with care, and ation become nothing more ase histories despite any disf histrionics. Tuesday night's "The Case of William Harper," ined a pedestrian pace through- d never rose above the arti- atmosphere injected by the

uming that the original premise ous Jury Trials" is to en- an audience, the most recent amance certainly fell short of its ed mark. There was absolutely nse or excitement attached ript.

n the time the story starts to e audience is a good league ahead of the play. By enabling idience to anticipate future e- nents, the purpose of the dra- tion is wasted.

story of William Harper is a downtrodden man unjustly ed of murder. And it is obvious e start that Harper is about ility of the crime as Mickey e. Consequently all that follows i-climax. In building up to the climax, which is an extravagant of time, talent, and energy, the er saw fit to drag in by the moth-eaten cliches that date to the mauve decade: Such as brewd lawyer trapping the real er on the witness stand. Hal- h! All it lacked was someone ing that the mortgage on the me had to be paid off.

amous Jury Trials" huffs and and produces a puff. actors do as well as can be ed of them. No one is asking to do the impossible. Appear- n the Tuesday night broadcast Luther Beck, Roger De Koven, Eastman, Paul Luther, Frank r, John Thomas, Norma Mar- w, Bill Adams, Trueman Gaige, rt Carney. Jerry McGill wrote directed the script, heard on J Blue Network, Tuesday 9-9:30 EWT. Sponsor is Williamson y Co.

AGENCIES

DIONICS, INC., also was in- rated to conduct a radio enter- ment business, with 100 shares ommon stock, no par value. ctors are Jack Rathner, Mary beth Rathner, and May Baski, f New York. Filing attorney Arthur S. Bruckman, also New

SECRETARY OF STATE, Albany. issued papers of incorporation requency Broadcasting Corp., s, to conduct a general adver- agency and business, with 2,000 es of stock, no par value. Direc-

(Continued from Page 1)

their factories are doing equally im- portant jobs for the country in ad- vertising in radio, newspapers and magazines, and no official tribute is paid them for these efforts.

McClintock's proposed advertising citations would be comparable to the "E" awards for production achieve- ments, and that "they will be an in- centive and a guiding star for the entire advertising profession." He completed his proposal with means of determining advertisers who deserve the advertising recognition for their work in the nation's war effort.

Suggests Two Tests

"I most earnestly suggest that the Office of War Information take official cognizance of their (advertisers) achievements by awarding Citations of Merit for the Dissemination of War Information through Advertising," he said, adding, "I believe the most ob- jective standard would be one based on both quantitative and qualitative measurements. The first considera- tion, therefore, would be the amount of radio time devoted by the advertis- ers to war messages, and the amount of space used by him in media other than radio. The second consideration would be the quality of the war mes- sages, as determined by Monitor Re- ports for all media similar to those now used for checking broadcast messages alone."

The network president lauded the effort of the Advertising Council, and explained the function of the Alloca- tion Plan, and the general processes of cooperation between advertisers

and the OWI to further the war effort. "Since the war began, both advertis- ers and the advertising agencies have gone far beyond the normal line of duty... Just as industry has con- verted its production into war-time channels, it has also converted its ad- vertising. It has given generously of its radio time, it has lent willingly the talents of its most famous per- formers. Yes, the war effort has laid an even heavier responsibility on the shoulders of both radio sponsors and advertising agencies... Wholeheart- edly they have responded. Without all this, there is no doubt that the medium of American radio could never have done a front line job for the war effort."

Urges Continued Co-Operation

In summary, McClintock urged his audience to participate in the war effort through advertising. "It is the advertisers' contributions in space, in time, and in spirit—it is the total effort of all advertisers—that will build the straightest, shortest road toward the final goal.

"You hold a most effective tool— one that has been fashioned out of Democracy, and one that we must now use to preserve Democracy. Through your advertising, it is within your power to tell the men, women and children of this country what they need to know in their minds, to feel in their hearts, to do with their hands. Don't let this war end without doing your share in guiding the minds, hearts and hands of America to hasten the day of universal peace."

Scandinavian Disks Plenty Here Says Jarl

Despite the war and AFM ban on recordings, the Scandinavian Music House, of Brooklyn, continues to do a brisk business in the sale of Scan- dinavian recordings, according to Eddie Jarl, president of the firm. The house received its last shipment of master records from Norway, Sweden and Denmark about a year and a half ago, via freighter, and since then has been pressing one or two new numbers monthly. On the average, the records reach a sale of about 5,000 on release, followed by a steady demand. The only difficulty encountered in production, Jarl states, is the lack of material to press great quantities of records.

In addition to being president of the firm, Jarl conducts a "North Cape Serenade" of Scandinavian re- cordings daily over WBYN, Brooklyn.

tors are Joseph P. Nolan, Francis T. McGuigan, both of Brooklyn, and Thomas C. Murphy, Springfield Gardens, L. I. Joseph A. McNamara, of New York, filed the papers.

ALDRIDGE AND PRESTON AD- VERTISING SERVICE has been formed here by William F. Aldridge and Harold P. Preston.

Coast Music Publisher In World-Wide Expansion

West Coast Bureau, RADIO DAILY

Los Angeles—In a new expansion move, Walton Goldman, music pub- lisher, will form a subsidiary in Brazil with headquarters in Rio de Janeiro. Goldman will leave Hollywood in a few weeks for Rio to set up the organization, which will acquire a big catalogue of Argentine music. Before making his South American trip, Goldman will go to Mexico City to further develop Walton Goldman In- ternational de Mexico S. A. Return- ing, he will stop off at Havana to form another subsidiary.

Goldman is also establishing offices in London and Toronto.

Lan FMBI Director

Chicago—George Lan, chief en- gineer of WGN, has been named to board of directors of FM Broadcas- ters, Inc., to fill the unexpired term of Carl J. Meyers, now Lieutenant- Commander in the U. S. Navy.

Wedding Bells

Louise Steffens, in charge of music clearance at KWK, St. Louis, has been married to Ensign Julian Cole Thomas Warram of the United States Coast Guard.

"Housewives Jackpot"

WINS, New York, has introduced a new program feature called "House- wives' Jackpot" which is geared to appeal to the housewife and which involves studio calls to radio homes, cash prizes that become pretty siz- able and worthwhile "jackpots," and a featured product of each broadcast which the listener must remember.

"Housewives' Jackpot" is heard for one-half hour every week-day morn- ing between 10:30-11 a. m. with Joe Tobin as master of ceremonies. At the beginning of the program, Tobin introduces the "product of the day" and its slogan; also mentions all products advertised during the show.

Between recorded musical num- bers, Tobin removes a name and telephone number (picked at random from the telephone book) from a sealed envelope. He telephones that number direct from the studio and before the microphone. If the per- son who answers is listening to the program and can name the "product of the day" of the "Housewives' Jackpot," she will receive all of the cash in the jackpot which amounts to five dollars and upwards; depend- ing upon the number of persons pre- ceding her who failed to qualify for the award. If the person called is not listening to the program, she re- ceives a consolation prize of one dollar.

"Jackpot" has already accumulated \$125.00! Six advertisers currently sponsoring.

Kent Doing "Women of America"

Mona Kent has been assigned to script "Woman of America," for the P & G Ivory Snow strip serial. Pro- gram is aired over NBC from 10:45 to 11:00 a. m., EWT. She is also scripter for "Portia Faces Life," for Post's Bran Flakes. Both accounts are handled by Benton & Bowles.

Book Awards On NBC

Newbery and Caldecott Awards to the authors of the best children's books will be heard over NBC, June 14, from 6-6:15 p. m.

Joan Edwards On Eder Show

Joan Edwards will fill a guest spot tomorrow on Shirley Eder's program heard at 11:30 a. m. on WINS.

Stork News

Noel Schram and Mrs. Schram are the proud parents of a 7½ pound boy, Eric Michael. Schram is a pro- ducer on KOMO-KJR, Seattle, and his wife, the former Cornelia Van de Kant is a well known Northwest radio actress.

Harry G. Bright, general manager of WGBR, Goldsboro, N. C. is passing out the cigars. It's a girl, born at the Goldsboro Hospital and named Harriet Lee. It's the second girl for the Brights.



Coast-to-Coast



ALICE PENTLARGE of the WPB Division of Information will be interviewed as guest expert on salvage and conservation over the following New York stations: May 29, WATN, Watertown; May 31, WSYR, Syracuse; June 1, WHCU, Ithaca; WENY, Elmira; June 2, WNEB, Binghampton. On June 5 she'll talk on WAAT, Jersey City.

Ex-Lax, through the Joseph Katz Co., has begun the sponsorship of a Sunday five-minute newscast over WLIB, Brooklyn, for a period of 13 weeks. Harmon Watch Co., through Moss Associates, has placed a renewal contract for the continued sponsorship of seven five-minute periods weekly in addition to the hour-long "Candlelight and Silver" Sunday music series.

KCMO, Kansas City, Mo. staff is getting used to rubbing shoulders with distinguished guests who drop in to hear special broadcasts. Recently it was A. B. Eisenhower, brother of General Dwight Eisenhower, who dropped in two weeks ago to hear the general speak from North Africa over the Blue; and twice recently Peter Price, British Consul in Kansas City, brought his staff to hear Winston Churchill.

Henry Morton Robinson, famous poet and historian, senior editor of "Reader's Digest," and author of the new "Fantastic Interim," will be interviewed on WKNY, Kingston, N. Y., by Martin Weldon, Friday night. Mr. Robinson has a home in nearby Woodstock.

The efforts of WFOY, St. Augustine, Fla., and station manager J. Allen Brown, in publicizing need for 6,000 volunteers to gather the potato crops in surrounding counties, have earned the congratulations of the area's farmers and agricultural agents. Station appeals were aired, without reference to weather, in effort to have the crops in before they were ruined by torrential rains.

Hal Moons, news editor KGVO, Missoula, Mont., has joined the Junior Chamber of Commerce, and will serve on the publicity committee. Aline Mosby, daughter of General Manager A. J. Mosby, has been invited to serve as one of the 20 guest editors for the "College Issue" of the magazine "Mademoiselle." She

serves the station as campus correspondent at Montana State University, and edited the MSU year book.

Allan W. Kerr, formerly with Free & Peters and International Radio Sales, has joined the sales department of WOY.

From Toungoo, Burma, Mrs. Mary Eaton has joined the production and news analysis departments of WHEB, Portsmouth, N. H. Newest recruit to the announcing staff is Francis Bovin formerly of WFEA, Manchester, N. H.

New to WDEV, Waterbury, Vt., is 17-year-old John Woods, high school student whose part-time assignment will widen to full time during summer vacation. His "550 Session" program, inaugurated at the suggestion of Program Director John Williams, is piped through the Waterbury High School. Show features interviews with former students now in the armed forces, the school bands and clubs, and scholastic chit-chat.

Lester Velie, business editor of the N. Y. "Journal of Commerce," interpreted the food conference at Hot Springs, over WLW, Cincinnati, in a transcribed program on Sunday. Velie spoke recently over the Cincinnati station on the "World Front Guest Observer" program. Arthur Reilly, station commentator, addressed the Cincinnati Gyro Club last week.

Jeannie Conklin, formerly featured pianist on the "Myers Musical Clock," on WOKO, Albany, arrived at the Variety Club Canteen last week in time for the broadcast over WABY, Albany. Now a WAVE, Miss Conklin described her "boot training." Paul Meisler, former staffer, and now an Army air corps private, visited WOKO this week.

Ray C. Jenkins, sales manager KSTP, St. Paul, is dynamoing a USO show for the public, with the co-op of the American Legion. Admissions from the 5,000 expected to turn out will go to the USO Canteens at nearby bases. Station President Stanley Hubbard has ordered a "Hometown News" program for local servicemen in the Pacific area. Party scheduled for Olive Spinner, staffer who resigned to work in Alaska construction outfit, was held—despite travel orders that forced her to leave town two days before the party. K. M. Hance, vice-president, is serving on the policy-setting panel of the local ration board.

Dave Murphy has joined the staff of WHN, N. Y. Dave, former WGY, Schenectady newsmen, conducted "Vicks Dinner Dance," emceed D&H Anthracite hour, and reported "The News Tonight" for Grove Labs.

Johannie Olson, host of WTMJ's, Milwaukee, "Rumpus Room," moved the program to the stage of the Wauwatosa High School auditorium, had students sell seats for Bonds and Stamps in the assembly

and over the phone, and netted \$104,000, bringing total sales credited to him well over \$350,000. Marijane Pabst has joined the messenger staff.

KOMO-KJR, Seattle, has added Mary Hughes to the continuity department. She attended University of Washington and Seattle College, and was active in drama and radio writing. Several local stations used her student efforts. Richard Hopkins has joined the announcing staff. He is a graduate of the University of Colorado, where he majored in English and Drama. He was recently associated with the Tacoma Little Theater.

WNYC, N. Y., yesterday began a series of broadcasts featuring the Fortune Gallo's San Carlo Opera Company, from Center Theater in Radio City. In May the broadcasts will be aired from 8:30 to 9:30 p.m. In June the broadcasts will be on from 8:30 to 10:00 p.m., the June sign-off time.

WJZ's, N. Y. "Victory Troop" entertainers will participate in a Memorial Bond Rally in front of Lamson's, Jackson Heights, on Sunday. Rally is sponsored by the local AWVS, with Julia Gwinn handling the promotion and publicity. Many prominent speakers have been invited to address the gathering.

WHA1, Greenfield, Mass., broadcast portion of the annual Spring dance the Greenfield Tap & Die Corp., recently at the State Armory. G. Lewis announced the show, which featured Mitchell Ayres and his "Fare in Music." Station handled the pub for the dance, which was attended 1500 war workers.

WTAG, Worcester, broadcast Sunday incidents and describing a mock invasion of Massachusetts a test air raid. Broadcast up from the ARP Report Center, special events chief Bob Dixon, mike describing the scene as reports received messages from war and relayed them to service. Program then continued with up from observation post at Armory. Air Warden officials on the broadcast.

Opportunities in radio communication and repair, offered through War Production Training classes, were discussed KROW, Oakland, during the "Do Know" program. Radio instructor Simpson of the Central Trade School appeared in an interview with E. Hewlitt, supervisor of War Training Women, to tell of the countless opportunities for trained personnel in the field radio operating, broadcast operating, home repair.

In the interests of further developing Latin-American music in the United States

WALTON GOLDMAN

announces

Walton Goldman International de Mexico S.A.*

Personnel

ALBERTO LOPEZ—general manager
MARIO ALVEREZ—professional manager
FELIPE LEAL—In charge of recording division
ROBERTO ROBERT—director of publicity
WALTON GOLDMAN—president
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BIRTHDAYS

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

Cedric Adams Kay Conlin
Don Mario Evelyn Morin
Florence Sperl



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VL. 23, NO. 42

NEW YORK, N. Y., FRIDAY, MAY 28, 1943

TEN CENTS

BMI's New-Song Preview

Radio Workers Union Gets WLB Pay Raise

Washington Bureau, RADIO DAILY
Washington—The War Labor Board announced its first decision regarding a wage increase to correct "standards of Living" under the terms of the President's "Hold-the-line" order of last month. Raises averaging ten cents per hour were awarded 68 members of the United Electrical, Radio & Machine Workers' Union, employees of the Everbest Engineering Co., New York. The company manufactures incandescent bulbs.

The WLB study of seven other (Continued on Page 3)

Buy More War Bonds and Stamps

Appoint Hazel Howard to Head WSAI Promotion

Cincinnati—Hazel B. Howard, associated with radio in Memphis for 10 years, has been named promotion director of WSAI. As director of the Workshop Department of the Memphis Little Theater, she produced radio programs on all of the city's stations. She has had a varied experience in promotion with theatricals, social and welfare organizations, and was at one time associated with the Merrill Kremer Advertising Agency in Memphis.

Buy More War Bonds and Stamps

"He Does Not Fly Alone" Gratis To Classrooms

Having obtained a recording ban order from the AFM, the Mutual Broadcasting System has this week sent letters to school superintendents throughout the country, offering gratis for classroom use, recordings (Continued on Page 2)

Orchid

Mickey Hart, secretary to Pete Jaeger, commercial program head of the Blue Network is sporting an orchid from Tom Breneman, emcee of "Breakfast at Sardi's," program which sends an orchid daily to an outstanding femme. Report, via the Blue's publicity department grapevine, is that Mickey captivated Ray Morgan, producer of the show, when he was in New York recently.

No Paper Monday

Next Monday May 31, being designated as Memorial Day and a legal holiday in most of the states, Radio Daily will not be published.

500 Outlets Tomorrow Salute Belgium Via ET

Some 500 stations throughout the country will broadcast tomorrow the third anniversary of the surrender of the Belgian army to the Nazis—a transcribed program dramatizing highlights in the resistance of Belgians in Europe and the Congo during the three years under the invader's yoke. The disc, titled "Three Years, Ten Facts" was distributed by the Belgian Information Center. The show will be heard in New York (Continued on Page 3)

Buy More War Bonds and Stamps

Collingwood Receives "Headliners" Citation

Charles Collingwood, CBS war correspondent, has been cited by the National Headliners Club, in session at Atlantic City to receive its 1943 radio news reporting award.

Collingwood, who broadcast daily transoceanic reports over the Columbia network of the Tunisian campaign, wins the only award in radio. He will shortly broadcast for CBS from London.

A total of 18 winners in 16 dif- (Continued on Page 2)

Venezuela Radio Seeks News From U.S. Press Associations

Boscul Coffee Planning Future Spot Campaign

William S. Scull Co., has completed plans for resuming a concentrated radio and newspaper campaign for Boscul Coffee. Advertising for the product had been suspended until such time as the coffee rationing problem became clear. The campaign in- (Continued on Page 2)

'Audition Board' Of Program Managers Participate In Novel Presentation Of Newly-Published Selections

Treasury Dept. Merges Two Important Staffs

The Treasury Department's organization of volunteer war bond salesmen is being streamlined and amplified, Secretary Morgenthau stated yesterday. The Secretary announced that the War Savings Staffs and Victory Fund Committees of the Treasury Department will be merged into a single organization to take charge of war loan drives and the continuing cam- (Continued on Page 2)

Buy More War Bonds and Stamps

Knox, Patterson Letters Laud Blue Net War Show

The Blue Network show, "This Nation At War," presented in cooperation with the National Association of Manufacturers, was termed "a steady source of encouragement" and "a real contribution to victory" by Secretary of the Navy Knox and Under-Secretary (Continued on Page 2)

Buy More War Bonds and Stamps

FCC Calls Off Hearings On KFMB Transfer Plea

Washington Bureau, RADIO DAILY
Washington—The FCC has discontinued hearings on the application of the Worcester Broadcasting Co. (Continued on Page 3)

Representing a new departure in the presentation of songs for the approval of the program managers of radio stations, BMI this week conducted an audition of tunes in publication by it and its affiliated publishers as the outstanding feature of the seventh meeting of program heads of stations licensed by BMI.

The audition, conducted by Milton Rettenberg, presented Diane Courtney, Marion Ross, Bernie Wayne, composer of "You Walked By"; Lanny Gray, Carl Kent and Ervin Drake.

BMI's creation of an ex-officio audi- (Continued on Page 4)

Buy More War Bonds and Stamps

WOR 5-Month Sales Reveal Boost Of 20%

New business sales at WOR for the first five months of this year are 20 per cent ahead of the first five months of 1942, according to a compilation completed yesterday by Eugene Thomas, sales manager. Report shows that 120 new accounts were obtained thus far, whereas in the comparable period last year, there were 100 new (Continued on Page 2)

Buy More War Bonds and Stamps

Kentucky 'U' Listeners Upped 50% By WHAS Gift

Louisville, Ky.—An increase in the number of listening centers maintained by the University of Kentucky, from 41 to 80, has been made possible (Continued on Page 2)

Night Brigade.

Dayton—It's come to this: The control room engineers at WHIO, once content to rest on their elbows and twiddle the day away, have organized a night brigade to invade homes of dead radios—and repair them. Realizing that the shortage of repair men was cutting down the audience, the technicians under R. D. Higgs hit the road, and have repaired 125 sets to date.

(Continued on Page 3)



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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.

Knox, Patterson Letters Laud Blue Net War Show

(Continued from Page 1)

of War Patterson in congratulatory letters read Tuesday night on the first anniversary program. The letters, addressed to Frederick C. Crawford, president of the NAM, follow:

"During its first full year, the radio program, 'This Nation At War' has served as a connecting link between the American people and those soldiers of industry who are working directly for America's fighting men and the fighting men of the United Nations. Your broadcasts have told of the amazing record of an industrial system, developed in peacetime, which has pooled its vast knowledge and resources to turn out materials of war in the greatest flood of production the world has ever known. This weekly information about our production progress serves as a steady source of encouragement to all our people as they move ever forward on the road of ultimate victory. The Navy Department, which has cooperated with the National Association of Manufacturers and the Blue Network in these broadcasts, looks forward to a successful continuation of this outstanding broadcast series."

Patterson Letter

"Congratulations to the National Association of Manufacturers and the Blue Network for a year's public service performed by the radio program, 'This Nation At War.' Your forceful and intelligent presentation of the mutual dependence of production and fighting fronts constitutes a real contribution to victory in this all-out war."

WOR Five-Month Sales Reveals Boost Of 20%

(Continued from Page 1)

firms on the books. The largest percent of increase, from the point of view of new accounts, was noted in the amusement and publication fields. Theater advertising on the station has been tripled this year.

In an explanation of the developments in WOR sales, Thomas declared: "Realizing the public's desire for more information about the war, and at the same time, its search for relaxation from the war, WOR sales department has concentrated on the news and amusement industries as sources of sales."

Collingwood Receives "Headliners" Citation

(Continued from Page 1)

ferent classifications receive citations. The Headliners Club cited Bill Henry, of the Los Angeles "Times," as the best columnist. Henry is a former CBS correspondent. He broadcast over Columbia network from London and Paris, and covered the operations of the R.A.F. in France until the French Republic fell.

The Club will present the awards Saturday, June 5 at the 1943 banquet in Hackney's Restaurant, Atlantic City.

Kentucky 'U' Listeners Upped 50% By WHAS Gift

(Continued from Page 1)

by a donation of a financial gift from WHAS, according to the university's board of trustees.

The present gift by WHAS to the listening center system is the second such contribution by that station. Two years ago the station presented the University with 40 new sets, completely modernizing the system at that time.

The impact of the war on many parts of the Kentucky mountains has increased the importance of the centers considerable above normal. Gasoline rationing has curtailed or almost stopped traveling in these regions, thereby placing more responsibility on the radio for contact with the outside world. Another factor tending to increase the importance of the centers has been the difficulty of the average radio set owner to obtain batteries, while the listening centers are being given a preference in this respect since they each serve many families instead of one.

Treasury Dept. Merges Two Important Staffs

(Continued from Page 1)

paigned to sell war bonds. This consolidation is the result, the Secretary said, of the amazing success of the Second War Loan Drive which raised eighteen and a half billion dollars in three weeks.

The new and merged organization will be directed by state chairmen, who will report to Secretary Morgenthau. The Secretary also announced that the Federal Reserve Banks have been authorized as fiscal agents of the Treasury to handle sales of government securities to commercial banks, mutual savings banks, insurance companies and the bond dealers.

War Savings Staff, which has been particularly successful in obtaining the cooperation of broadcasters, in selling bonds has its press and radio section headed by Vincent F. Callahan, formerly of radio.

Boscul Coffee Planning Future Spot Campaign

(Continued from Page 1)

cludes a radio newscast over WFMJ, Youngstown, Ohio, and small space newspaper ads within the Scull sales territory. The Youngstown station will carry a five-minute newscast Monday through Saturday and a 15-minute period Sundays. Campaign starts July 7.

The addition of WFMJ supplements two other Boscul newscasts aired over KYW, Philadelphia, and WHIO, Dayton.

WHN Marks Memorial Day

WHN, N. Y. will mark Memorial Day on its "American Eagle Club" program, which is broadcast directly from London every Sunday from 10:30-11 a.m. EWT. A number of World War II veterans will participate in the show.

COMING and GOING

G. W. "JOHNNY" JOHNSTONE, Blue Network director of news and special features, leaves tonight for Spartanburg, S. C., where he will supervise Roy Porter's broadcasts from that city in connection with the "Textiles Go to War" celebration.

KATE SMITH, TED COLLINS, HENNY YOUNG-MAN and other members of the program company are at Camp Endicott in Rhode Island for the broadcasting of tonight's CBS show for the entertainment of the boys of the U. S. Navy Construction Battalion.

EDGAR KOBAK, executive vice-president of the Blue Network, is in Philadelphia for conferences with affiliates and agencies in that area.

HUGH FELTIS, general manager of KOIL Omaha, returning to his Nebraska headquarters following an extended business trip to Chicago and eastern cities.

BEE FERBING, of the WBBM, Chicago, publicity department, and MARION REUTER, of the program department, leave today for a vacation of two weeks at Sea Island, Ga.

W. K. FOSTER, station and commercial manager of KFAR, Fairbanks, is en route back to Alaska after a short stay in New York.

FRANK CHIZZINI, manager of radio recording for the central division of NBC, is on a business trip to St. Louis.

F. C. EIGHMEY, station manager of KGLO Mason City, Ia., back at his desk following a few days in Minneapolis.

GWEN DAVIES, featured singer with Bobby Sherwood's orchestra, has left with the band for Boston, where they are booked for two weeks.

CLIFF RYAN, promotion manager of WTCN Minneapolis outlet of the Blue Network, is back in Minnesota following a few days in New York.

TONY and SALLY DeMARCO, dance team, are making a personal appearance at Ft. MacArthur, Cal., after which they will return to Hollywood for film work and several radio programs.

ARTHUR B. CHURCH, president of KMBC, Kansas City affiliate of CBS, is in Washington, D. C., on station business.

Joins "Snow Village" Cast

Mildred Natwick, one of the stars in Noel Coward's "Blithe Spirit" on Broadway, recently joined the cast of "Snow Village," heard on NBC, Mondays through Fridays, at 11:30 a.m.

FINANCIAL

(Thursday, May 27)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	154 5/8	154	154 1/4	3/8
CBS A	23 7/8	23 1/2	23 3/4	1/8
CBS B	23 1/2	23 1/4	23 1/4	1/8
Crosley Corp.	21 3/8	21	21 1/8	1/8
Gen. Electric	38 3/4	37 5/8	38	1/4
Philco	24 3/4	24 1/2	24 3/4	1/4
RCA Common	12 1/4	11 5/8	11 7/8	1/4
RCA First Pfd.	69	68 5/8	68 3/4	1/4
Stewart-Warner	14	13 5/8	13 7/8	1/4
Westinghouse	97	96 1/4	96 3/4	1/4
Zenith Radio	31 1/4	30	30 1/2	1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	33	32 1/2	33	+ 1/2
Nat. Union'Rad.	4 1/4	4 1/4	4 1/4	

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	9 1/8	9 3/8
WCAO (Baltimore)	18 1/2	21 1/2
WJR (Detroit)	21	

"He Does Not Fly Alone" Gratis To Classrooms

(Continued from Page 1)

of the "He Does Not Fly Alone" program which Curtis Wright Corp. sponsored several weeks ago as a one shot production. Edward G. Robinson starred in the program. Promotion idea originated with the network.

"MAY IN MEXICO"

by Allie Wrubel (a.s.c.a.p.)

The Nation's Next Number 1 Song Hit

Published By

WALTON GOLDMAN, INC.

1619 Broadway, N. Y. C.

6039 Kenmore Ave. 6425 Hollywood Blvd.
Chicago Hollywood, Calif.

THE DETROIT AREA NOW SOARS TO A NEW HIGH

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

CKLW

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

Venezuela Seeks News from U. S. Press Assn.

(Continued from Page 1)

The petition asks reform of the radio regulations. If the petition is granted, news announcers will be permitted to contract with news agencies and to read bulletins as they come over the air. At present this procedure is permitted only in certain special cases. The petition also asks that the Minister of Communications, Dr. Hector Cuenca, prohibit the reading over the air of local and national news from Venezuelan newspapers. The radio announcers and officials decided to join the Journalists Association and work in close collaboration with the newspapermen.

It is believed that Dr. Cuenca will approve the petition, since a measure similar to the one asked for has been under study at the Ministry for some time. In anticipation of the passage of the ruling, the Associated Press, United Press and Reuters have already made tentative arrangements to supply their service to a number of radio stations and sponsors.

Nathan Louis Nathanson Dies After Long Illness

Toronto—Nathan Louis Nathanson, vice-chairman of the Board of Governors of the Canadian Broadcasting Corp., and one of the leading figures in the Canadian entertainment field, died yesterday at his home here. He was in his 57th year. Death followed a protracted illness of seven months. Arrangements have been completed for the funeral at Holy Blossom Synagogue Sunday at 2 p.m., with interment in the family plot here, the service to be conducted by internationally known Rabbi Maurice N. Wisendrath, who left New York last evening to console the widow, the former Irene Henrietta Harris of Toronto; his son Paul Nathanson, two daughters, a brother, Henry L. He had three other brothers, Dr. M. L. of Los Angeles and B. L. and C. R. of Minneapolis, and a sister, Mrs. Epstein of Minneapolis who will be here for the funeral.

It is expected that many prominent executives from New York and Hollywood will attend the funeral because of the wide esteem for the deceased, and a legion of Canadian officials and associates undoubtedly will be there to pay their last sincere respects.

"E" For RCA, Princeton

The Army-Navy "E" Flag has been awarded RCA Laboratories, the most modern center of radio-electronic research in the world, at Princeton, N. J. In conferring the award, James Forrestal, Under Secretary of the Navy, said:

"The high accomplishment of your men and women of the RCA Laboratories is inspiring. Your record will be difficult to surpass. Yet the Army and Navy have every confidence that it was made only to be broken."

PROMOTION

Re "Happy Gang"

As impressive a compliment ever paid to a Dominion network program, is the compilation of what Canadians think about "The Happy Gang" show, reportedly heard by more than a million listeners week-days over CBC from Nova Scotia to the Pacific. The orchids and roses keep tumbling out of every page of a 60-page book issued by the sponsor, Coigate-Palmolive-Peet Company, Ltd., and leave no doubt in the reader's mind that "The Happy Gang" is the top show in Canadian broadcasting.

The written opinions of about 100 listeners, from all over the Dominion, attest to the popularity of the program that has, since 1937, specialized in a "half-hour of friendly happiness" through the musical and comic talents of its personnel.

In addition to the testimonials from the listeners, the promotion piece devotes full pages, with accompanying photographs excellently reproduced, to commendations from Charles R. Vint, president of C-P-P Ltd., G. W. Spinney, chairman of the National War Finance Committee; Dr. F. W. Routley, National Commissioner of Canadian Red Cross; J. A. Stiles, Chief Executive Commissioner of the Boy Scouts Association; John G. McConnell, executive committee chairman of the Queen's Canadian Fund; D. H. Gibson, president of the Navy League of Canada; Rev. Arthur J. McKaye,

KMTR's Citation

For broadcasts devoted to fire prevention, KMTR, Hollywood, has been awarded a citation by the National Board of Fire Underwriters, according to Kenneth O. Tinkham, general manager of the station.

In announcing the award, the Underwriters stated that KMTR was being cited for its public service in year round co-operation with the local fire department and other community groups which contributed to the winning of high national honors in fire prevention activities for the City of Los Angeles.

The fire prevention broadcasts are aired at 7:45 every Sunday night, at which time various authorities are interviewed. In addition, KMTR has worked intensively with the Fire Prevention Bureau of the Junior Chamber of Commerce, according to Tinkham, "primarily to do its part in the very necessary fire prevention methods which war call for."

As far as is known, the award from the underwriters to KMTR is the only award of its kind in the entire West.

president of The Shut-in's Day Association; L. M. Dalgliesh, District Governor of Optimist International.

Each of the ten members of "The Happy Gang" show is introduced to the reader by a full-page photograph and a brief biographical caption.

Day Serial 'Round Table' Sked On WEAF Today

Four radio personages closely associated with the creation and production of daytime serials, and a typical housewife who is an enthusiastic supporter of this form of radio drama, will join in a found-table discussion of these popular dawn-to-dusk shows in a special program, "Modern Story Tellers," broadcast today at 12:30 over WEAF. It is expected that some of the discussion will reflect the treatment of the daytime serial as presented in a feature article by Maurice Zolotow, appearing in the May 29 issue of the "Saturday Evening Post," now on newsstands.

Lewis H. Titterton, manager, NBC's Script Department, will act as the panel's moderator. Mrs. Elaine Sterne Carrington, author of "Pepper Young Family" and "When a Girl Marries"; Ann Seymour, feminine star of "Mary Marlin" and "A Woman of America"; and Axel Gruenberg, production director of "Light of the World" and "Right to Happiness," will constitute radio's representation at the round-table. To present the viewpoint of "the typical woman listener," C. B. Hooper, Inc., independent survey organization, has selected Mrs. Fred Rowenhagen, 62 West 58th Street, New York City.

In preparing his "Saturday Evening Post" article, Zolotow made an exhaustive study of the daily serial, tracing the development from its ex-

Belgium Salute Saturday By ET On 500 Outlets

(Continued from Page 1)

on WNEW Center 5-minute weekly transcriptions of news about the Belgian underground activities, heard for the past six months over WNYC, is now being requested by more than 100 stations around the country, the bureau announces. The news disc is distributed to but one station in any city.

Legion To Honor Barber At Ebbets Field June 13

At Ebbets Field on June 13, Sports-caster "Red" Barber, of WHN, N. Y. will be presented with the "American Legion Medal for Outstanding Americanism" by Sgt. Joyce Kilmer Post, American Legion, in recognition of the War Bonds he has sold, and for enlisting blood donors for the Brooklyn Chapter of the American Red Cross.

perimental beginning in the early 30's to its present position as one of radio's dominant dramatic forms.

According to Zolotow, the progenitor of the modern daytime serial was "The Smith Family," a 1925 radio feature, written by "a small-time vaudeville team, Jim and Marion Jordan." The Jordans are now better known to NBC listeners as Fibber McGee and Molly.

Radio Workers Union Gets WLB Pay Raise

(Continued from Page 1)

plants in the New York area engaged in similar production showed that Everbest wages averaged about 10.2 cents per hour below the other plants. It was found also that there was an unjustifiable variation in the rates paid for various individual jobs, and the major part of the increase ordered goes to men in the lower-paying jobs.

FCC Calls Off Hearings On KFMB Transfer Plea

(Continued from Page 1)

licensee of KFMB, San Diego, Cal., for transfer of control of the station from Warren B. Worcester, deceased, to the First National Trust and Savings Bank. The original application had provided for the bank to take over control of the station indefinitely as a trust and the FCC had ordered a hearing to determine whether a financial institution should run a station without itself having a beneficial interest.

The application has been altered to provide for the bank to hold the license for a limited period until sale can be arranged. The hearing on the transfer therefore has been called off.

Maxon Believed Heading For OPA Manager Post

Washington Bureau, RADIO DAILY

Washington—A general meeting of top OPA officials failed yesterday to designate Lou Maxon, Detroit advertising executive, as Deputy Price Administrator. The strong general belief that Maxon will become, in effect, OPA general manager, persist, however, with some newsmen offering bets that his appointment will be announced within another 24 hours.

Maxon is president of Maxon, Inc., which handles radio and other advertising for H. J. Heinz ("Information Please"), General Electric and several other big accounts. His rise in the OPA has been opposed by liberal groups within and without the agency, who feel that he is majorly responsible for the scrapping of the grade labeling program and other projected anti-inflation measures.

THE Philadelphia Stores IN RADIO 5000 WATTS 950 on the Dial Affiliated Station of the Atlantic Coast Network

Los Angeles

By RALPH WILK

BILL DAYS of the Sportsmen Quartet volunteered for Civil Air Patrol work in Southern California after being rejected for military service with the Army.

Henry (Hank) Weaver, Blue Network announcer, has been inducted into the Marines.

Ruth Wentworth, commentator on women's affairs, joined the staff of KFI-KECA. She will offer a series of programs of interest to women. Miss Wentworth has been a writer and commentator on radio stations in Minneapolis, San Francisco and Los Angeles.

Virginia Lindsey, retires as head of Tom Fizdale's Hollywood office this month to await the arrival of the stork, expected in September. Neil McDonald, who has been her assistant, takes over.

Leonard Levinson checks off the writing staff of the Al Jolson-Monty Woolley show to devote full time to the program he is writing and packaging, "Half-a-Million Smith." Don Prindle, Victor McLeod and Harry Edelman have been added to the scripting company.

Bob Hope has accepted the presidency of Records for Our Fighting Men, Inc., succeeding Kay Kyser, who steps into the vice-president's post. This year's drive will run from July 3 to July 31. The American Legion and Legion Auxiliary will be the collecting agency as last year.

Co-Op League Programs Listed For School Use

Because they contain a sociological and economic aspect in treatment of post-war problems, the series of programs which the Cooperative League of the United States sponsored recently, has listed in the catalogue of available material for school studies as issued by the Recording Division of the New York University Film Institute which is subsidized by the Sloane Foundation.

Estimated that approximately 2,000 schools throughout the country are equipped with facilities for play-backs with radio transcriptions.

ET Firms Hold Meeting

Transcription companies conferred among themselves earlier this week on the recording ban, but report no final form of action had been agreed upon. Appeal to the WLB "is still being explored" as are some other ideas, execs declare. Group will meet again next week.

Successor For Claire Howard

Anne Francis, 12-year-old stage actress from "Lady in the Dark," is replacing Claire Howard in the part of Kathy Cameron on NBC's "When a Girl Marries," heard Mondays through Fridays, at 5:00 p.m., E.W.T. Miss Howard has gone to Hollywood for a prospective motion picture career.



Reporter At Large. . . !

● ● ● Beginning June 6, when his MBSunday "News and Views" will be sponsored by Marvel Watches, John B. Hughes will forsake discussions on Post-War plans and will confine his talks to commentaries on current events. . . . Now that Frank Sinatra has attained a niche in the charmed circle, he is one busy gent. . . . besides starring on the NBC Giggie "Hit Parade" and the "Broadway Band Box" CBSeries, he'll be heard June 8 on the Blue Net's "Duffy's Tavern" and June 13 will pay a visit to Paul Lavalley's "Basin Street" in between, the lean lark will crowd in four-a-day at the Paramount which, viewed from any angle means beaucoup de vocalisthenics. . . . Sara Ann McCabe, currently starring in the Broadway musical "Ziegfeld Follies," may get an NBCCommercial in July. . . . the thrush, before arriving in N'Yawk, trilled over NBChicago. . . . Joe Sully of Music Corp. of America, has an early date with the U. S. Army Signal Corps. . . . Don W. Haynes, manager of Glenn Miller before Uncle Sam took over the lad's contract for duration, beginning Monday, will be added to the ranks of the "best-dressed men in the world" Lanny Grey is on the look-out for a gal singer, who might fit into a choral group contact him at LExington 2-1100.

★ ★ ★

● ● ● Bernie Schubert, producer, leaves for the Coast next week for a month business trip. . . . while there he'll launch the "Life-with Fred Brady" CBSeries, which will be the summer replacement for the Bob Burns program. . . . Bill Kelso, WNEW's newest platter chatter man, was known in Los Angeles, as "Hank, the Night Watchman," when he did a similar show there. . . . A decade ago, Ada May, was the star of several Broadway Musicals including "Lollipop" and "Rio Rita." She now is returning to the main stem as a composer, responsible for several numbers featured by Dick Haymes and Irene Hilda at La Martinique. . . . Maxine Keith, will start an across the board disc-jockey program, "Sophisticated Lady" over WOR, teeing off on Decoration Day. . . . John Tillman's daily at 4:25 p.m. newscasts, over CBS will be sponsored by a fruit company beginning next month. . . . When screen star Jackie Cooper plays the lead in the Blue Network program "The Man With The Beard" Sunday, it will practically be a preview of an impending event. . . . for Jackie soon will be tapped on the shoulder by "The Man With The Beard" in real life—he's slated to join the Navy. . . . Bill Goodwin, former radio announcer, and now a comic for Paramount pictures, has been added to the Paul Whiteman-Dinah Shore show which beginning June 6, will summe-replace the "Charlie McCarthy" NBCClownings.

★ ★ ★

● ● ● Bob (Thanks To the Yanks) Hawk received a post card yesterday which reads: "Last Saturday night you told a contestant that the best place to keep coffee was in a refrigerator. . . . a few days ago an OPA investigator, in a restaurant here in Richmond, (Va.) found large quantities of undeclared coffee stored in the bistro's refrigerator, and the owners were penalized." We say, we're glad the chiseler was caught even though "Hawk" might be thought of by that "bird" as a (stool) "Pigeon" Wilhelmina Fox, formerly a fashion artist, is the new MBScripiter of "Highway Patrol" Maestro Henry Jerome, beginning Tuesday, will start a June Bride Drive at the Pelham Heath Inn. . . . every couple announcing their wedding plans at the place will be treated to a special dinner and will also receive a gift from the batoneer. . . . (sotto voce to Pvt. Harry Lesh and Anita Klein). We'll probably see you there when Harry gets his furlough next week. . . . Walter Cassel's CBSongfest "Fight For America," will be upped to a half hour beginning June 13.

★ ★ ★

Remember Pearl Harbor

Chicago

By FRANK BURKE

OUT-OF-TOWN NBC officials visiting Chicago this week included Roy C. Witmer, New York, vice-president in charge of sales; Sidney Fox, manager of KDYL, Salt Lake City and Stanley Hubbard, manager KSTP, St. Paul-Minneapolis.

William Ray, manager of the NBC central division news and special events department, has gone to Pascagoula, Miss., where he will supervise the special broadcast of a welding contest between two women for the championship of world today.

Burr Whyland, WLS engineer recently returned from a vacation trip taken on a self-assembled bicycle on which he traveled some 375 miles through Wisconsin in one week.

Three other WLSers now on vacation are: Don Finlayson, sales promotion department; George Menard, farm news editor and announcer, and Lewis Lamar, production staff.

Alan Fishburn, writer and producer of network programs, has joined the staff of WGN as assistant to Kenneth W. MacGregor, program director. Fishburn formerly was on staff on NBC, producing "Road to Danger," "Authors Playhouse" and "Flying Patrol," and has been free-lancing the past five months producing "Helpmate" and "Sunday Leaf."

The Chicago Council of Boy Scouts has presented certificates of appreciation to five members of the WGN staff for "services and assistance in enriching values of the program of scouting." Recipients were Kenneth W. MacGregor, program manager; Henry Barbour and Jack Payne, of the continuity department; Edmund Kahn, of the production department and Fred Levings of the press department. MacGregor conceived the idea of dedicating a six-weeks series of "Superman" to the scouts. During that period the program was carried sustaining on WGN and Mutual.

"The Deacon," featuring Howard Hoffman, will be extended an additional 13 weeks on WGN effective June 7, under sponsorship of Jon Puhl Products Company.

"Your Key to Happiness," sponsored by Goldblatt Bros., will be heard six times a week on WGN beginning May 31 augmenting the present four-a-week schedule.

Eddie and Fannie Cavanaugh, the nation's oldest pair of radio entertainers, currently heard on "Rhymster Time" on WLS are the subject of a lengthy feature story written by Lloyd Brady for AP.

Jerry Walker, educational director of WLS, has been passing out cigars in honor of a daughter born May 24 and Bill Vance, WLS writer and producer, became the father of a daughter May 25.

NRC Postpones Meet

Meeting of the Newspaper Radio Committee which was to have been held here Monday, May 31, has been postponed because of transportation difficulties and the postponement of hearings on the White-Wheeler bill.

GUEST-ING

WILLIAM BEVERIDGE, author of certain's social security plan, on "People's Platform," tomorrow BC-CBS, 6:15 p.m.).

NA RIDENOUR, assistant executive secretary, New York City Commission on Mental Hygiene of the State Societies Aid Association, and **DR. ED M. LEVY**, psychiatrist and former chief of staff of the Institute for Child Guidance, on "Highways to Health," tomorrow (WABC-CBS, 1:45 p.m.).

W. D. M. JACKSON, pastor of First Baptist Church of San Antonio, Tex., on "Wings Over Jordan" Sunday (WABC-CBS, 10:30 a.m.).

Y. MILLAND, **DIANA LYNN**, **HER ROGERS** and her mother, **A. ROGERS**, in an adaptation of "Major and the Minor," on the "Radio Theater," Monday BC-CBS, 9 p.m.).

FRY RICHMAN, **KITTY KALAND** and **BOB EBERLY**, on "95 Minutes from Broadway," Monday BC-CBS, 12:05 a.m.).

ANK H. SPARKS, former educational industrialist and now director of utilization of the War Manpower Commission, on "Manpower," Monday (WOR-Mutual, 9:15 p.m.).

L. GILBERT T. HODGES, chairman of the executive board of the New York "Sun"; **GEORGE E. POLSKY**, nationally featured syndicated writer, and **REV. DR. RALPH ARSON DAVIS** of New York, on "Alexander's "Mediation Board," Monday (WOR-Mutual, 9:30 p.m.).

LEN HAYES, in a dramatization of "Mary Todd," on "Cavalcade of America," Monday (WEAF-NBC, 8 p.m.).

R. THOMAS BEECHAM, symphonic conductor, on "Information Service," Monday (WEAF-NBC, 10:30 p.m.).

AN FONTAINE and **BRIAN ARNE**, in an adaptation of "Rebecca" on the program of the "Screen Players," Monday (WABC-CBS, 11 p.m.).

J. SIMPSON, Goodyear technician who has invented several safety devices for planes, on "Salute to Him," Tuesday (WEAF-NBC, 7:30 p.m.).

FRANKLIN P. ADAMS, newspaper columnist and star of "Information Service," on the Sammy Kaye show, Wednesday (WABC-CBS, 8 p.m.).

FRANK GORIN, baritone, and **LYN HARRAY** and his chorus, on the "Blanca Carnival," Wednesday BC-CBS, 10:30 p.m.).

NEW PROGRAMS-IDEAS

"Dog Auction"

A Dog Auction, with pedigreed puppies being given to the highest bidders in War Bonds and Stamps, is being broadcast weekly over WAPI, Birmingham, Ala., during the "It's a Dog's Life" program.

Bids are accepted from the studio audience. Radio listeners are given a chance to top these bids by writing in before a given deadline. Highest bidder must buy and keep the War Bonds before getting the puppy. Each week's winner is announced the following week.

"It's a Dog's Life" features interviews with dogs. On each broadcast some champion comes before the mike and is encouraged by his owner and Emcee Douglass L. Hunt to "converse" with his master. Douglas L. Hunt, emcee, is Professor of English at Birmingham-Southern College. He was the first in the South to own a German Boxer and devotes his breeding and showing activities to that breed.

"Tips To The Housewife"

Tips to the housewife on wartime housekeeping and conservation are featured on the new "This Is How" series being presented by Michaels and Co., furniture house, over WLIB, Brooklyn, Monday through Saturday at 9 a.m. The daily quarter-hour program invites listeners to send in hints on how to conserve clothing, short cuts in housekeeping, menus, and suggestions on how the Missus can aid

"Organ Quiz"

Answers to questions sent by listeners are aired "musically" in "The Organ Quiz" program being conducted over KMOX, St. Louis, by Ruth Hulse Nelson. If she is unable to answer the question through the medium of the organ throbs, the submitter of the questions is rewarded with War Stamps. She concludes her program by playing a number of songs and asks listeners to identify the tunes.

The first five correct identifications also get Stamps.

Youth Chorus

A youth chorus, to include children between ten and seventeen years, is being formed by WTAG, Worcester. When completed, the group will appear as a regular attraction on the station's "Uncle Tom's Juveniles," program which gives youngsters a chance to air their talents.

Director of the chorus is Lou Chapin of the WTAG announcing staff who also directs the studio choir.

"Navy Fun Quiz"

"Navy Fun Quiz," featuring three WAVES and SPARS and three Blue-jackets stationed in the Columbus area is heard weekly, Saturday afternoons over WBNS, Columbus. Irwin Johnson, station staffer, handles the emcee chores, asking the questions, half of which deal with navy lore.

the war effort on the kitchen front.

For each suggestion used the housewife receives \$2 from the sponsor.

WNBH Joining Blue Net; Makes 155th Affiliate

Effective July 1, WNBH, New Bedford, Mass., will become affiliated with the Blue Network, making a total of 155 Blue stations. Station is owned by E. Anthony & Sons, Inc., and operates full time with a power of 250 watts on 1,340 kilocycles. Hugh R. Norman is the manager.

War Advertising Display Part Of AFA Confab

War advertising display will be given prominent play at the war conference of the Advertising Federation of America, June 28-30 at the Waldorf-Astoria. Conference, this year is replacing the usual convention, because of war-time travel restrictions.

Mrs. FDR On WOR Sunday

Mrs. Franklin D. Roosevelt, for the first time addressing women wearing uniforms of all branches of the service, will be heard over WOR Sunday, from 5:15-5:30 p.m., EWT.

The First Lady's Memorial Day message will be broadcast from the Women's Military Service Club in New York City. She will be introduced by Mrs. Norman de R. Whitehouse, chairman of the club.

"Spotlight Bands" Shows Were Seen By 500,000

"The Victory Parade of Spotlight Bands" heard Monday through Saturday over the Blue Network at 9:30 p.m., E.W.T., has been seen by nearly a half million men and women in the armed forces and workers in war industries since its bow on the Blue.

According to Paul Dudley, executive director and producer of the program, since it opened last September it has moved almost 300,000 miles and its featured orchestras have played to approximately a half a million persons. Forty-six of the forty-eight states have been visited by the program, and more than 100 orchestras have been used.

'Consumer Time' Anni. To Be Saluted June 12th

"Consumer Time," a Department of Agriculture program for consumers on NBC, will celebrate its tenth anniversary June 12 with a special list of guests participating. Lineup includes Chester Davis, Food Administrator; Morse Salisbury, director of the office of Information of the Department of Agriculture; Mrs. John L. Whitehurst, president of the Federation of Women's Clubs and Frank E. Mullen, vice-president and general manager of NBC.

AGENCIES

AN EXTENSIVE NEWSPAPER and radio schedule advertising "Vitamalt," a new cereal beverage, starts this week in more than 75 markets. "Vitamalt" is packed by the Elway Food Products Corp., of New York, and distributed nationally exclusively by the Kraft Cheese Company. Hal A. Salzman Associates is the advertising agency for "Vitamalt."

BOZELL & JACOBS, INC., Chicago office has been appointed as advertising agency for Leaf Chewing Gum, Chicago. Leaf has started its first radio campaign in Chicago with a five-minute program on WCFL and numerous minute spots on WMAQ, WENR and WJJD. Nathan E. Jacobs is account executive.

CINCINNATI GROUPS representing management, labor and civic interests are cooperating in an advertising campaign to reduce absenteeism among war workers. Several forms of publicity, including spot radio, will be utilized in the eight-week drive.

CHARLES S. BRIDGES has been elected vice-president of Libby, McNeill & Libby. He will head sales, merchandising and advertising. He succeeds Roy L. James, who has retired.

J. N. BAUMAN, vice-president of White Motor Company in charge of sales, will deliver an address at the regular weekly luncheon meeting of the Sales Executives Club of New York, which will be held next Tuesday at the Hotel Roosevelt.

HOWARD J. STALCUP has been named special assistant to Brig. Gen. Robert W. Johnson, chairman of the Smaller War Plants Corp. Stalcup formerly was president of Electrical Advertising, Inc., Kansas City, Mo.

SEEMAN BROTHERS, through William H. Weintraub & Co., are including radio in a campaign which will serve to introduce Air-Wick, a deodorizing product for kitchens.

ERWIN, WASEY & CO., has been appointed to handle the advertising of North American Phillips Co., of Dobbs Ferry, manufacturers of electronic equipment.

AAAA MEMBERSHIP now totals 133, an increase of 14 over the roster of a year ago.

THIS LITTLE BUDGET WENT TO



WORL BOSTON MASS.

NEW BUSINESS

WABY, Albany: Moskin's Credit Clothing, five-minute news periods, daily, 13 weeks; John B. Hayf, Inc., six daily announcements; Lutheran Laymen's League, through Gotham Advertising Co., 52 Sunday half-hour periods; Petri Wine Company, through Erwin, Wasey & Co., 52 weekly 25-minute periods, Fridays; Bray's Shoe Store, daily announcements, 13 weeks; Modern Beauty Shop, Variety Canteen shows, half-hours, Monday nights, live talent; Gillette Safety Razor Company, through Maxon, Inc., Friday night boxing bouts; Roxy Cleaners, daily announcements, four weeks; Healy's, five-minute news periods, three times weekly, 13 weeks; Warner Brother's (Strand Theater), 54 announcements for "Mission to Moscow"; Wesley Radio League, 20 half-hour periods, through Sept. 26; Harry Phillips Furniture, daily five-minute news periods; Lumbermen's Mutual Insurance, four 15-minute periods; W. G. Morton, 10-minute daily news periods; Grand Theater, 14 announcements weekly; General Foods, Inc., through Benton & Bowles, Inc., 26 weeks, daily minute announcements scheduled from May 17 through November 14.

WTOG, Savannah, Ga.: J. F. Gazen Co., sponsorship of "Soldiers of the Press," Friday nights; Vitamalt, through H. A. Salzman Agency, three one-minute anns. weekly; Kellogg Company, through Kenyon & Eckhardt, Inc., sponsorship of "Breakfast at Sardi's," Monday through Friday; The Dill Company (Espotabs), through Spot Broadcasting, three one-minute anns. weekly.

Three More Join CBS

Francis S. Oliver has joined CBS as an assistant director in network operations. Oliver has been in the radio and theater fields for many years as actor, director and producer.

Isabel Goldthwaite, most recently Assistant Information Analyst for the OPA, joins the network as an assistant in its research department. Prior to her affiliation with the OPA, Miss Goldthwaite was director of promotion and research for KSFO, San Francisco.

Robert White, has joined Columbia as assistant manager of the studio building. Most recently White has been in the Statistical Department of the Universal Atlas Cement Company.

Cagney Salutes Newsboys

The newsboys of America will have their place on the air when James Cagney pays tribute to them in a special broadcast Wednesday, June 23, on NBC, at 7:30 p.m., EWT. He will speak at the annual convention of the Newspaper Circulation Managers at the Hotel Statler, Cleveland. Cagney will direct a special congratulatory message to the 300,000 newsboys who sell War Bonds and Stamps to the 20,000,000 families in the United States which buy their newspapers.

BMI 'Previews' New Song Hits
At Program Manager Meeting

(Continued from Page 1)

tion board composed of the program managers in attendance was highly successful. The vote respecting the auditions will be mailed to the stations. The program heads expressed themselves as vitally interested in this new method of song selection and seemed appreciative of BMI's novel method of taking them into its confidence in the presentation of advance information concerning songs just being published.

M. E. Tompkins, vice-president and general manager of BMI, presided over the meeting. Sydney Kaye, executive vice-president, opened with a historical address describing the birth of BMI, its past, present and future functions as well as pertinent remarks on certain other matters of vital interest to broadcasters. Roy Harlow, program director, and Ralph Wentworth, field representative, both of whom returned recently from extensive trips, presented many matters of interest gleaned from these sojourns.

Carl Haverlin, vice-president in charge of station relations spoke at

length respecting the part that BMI must play in maintaining the competitive element in the supply of music to radio stations. Robert Burton, staff counsel of BMI addressed the meeting on the subject of the legal picture in regard to copyrighted music.

Next Program Managers' meeting is scheduled for June 7 and 8.

Those present were: W. G. McBride, WDBO; Ezra McIntosh, WWNC; H. Wm. Koster, WPRO; H. L. Hageman, WADC; Edward C. Obrist, WFIL; Maurice Thompson, WJDX; Hal W. Metzger, WTAM; David H. Harris, WTAG; Clifford Rian, WTCN; Woodbury Carter, WTRY; F. Werner, WXYZ; Harry G. Templeton, WLS; King Harmon, KUTA; Roy Thompson, WFBG; Lee Nydegger, KFBI; Gene Chenault, KFRE and Pete Teddlie, WRR.

Also Jay Heitin, WHY; Vernon E. Reed, KFH; George M. Jackson, WBOW; Cody Noble, WDAN; Winslow Bettinson, WHEB; Chas. Stone, WMBR and Robert Mackall, WFMJ.

Archie Andrews Bows
On Blue Network May 31

Archie Andrews, "troubled 16-year-old," will bring his tribulations to Blue Network listeners when the new comic series, "Archie Andrews," begins as a Monday through Friday show, Monday, May 31. The series, based on the "Archie Andrews" strip, which was conceived by John L. Goldwater, will be heard from 5:00 to 5:15 p.m., EWT, and will be written by Goldwater in collaboration with Howard Merrill.

Archie, all round athlete, honor student, best dressed man, and rugger extraordinary, according to the Riverdale High School newspaper of which he is managing editor, assistant editor, and publisher, is the leading character in the new series.

Getting into trouble with Archie will be Jughead, Archie's best pal, Veronica Lodge, glamour sub deb and blue blood from way back, and Betty Cooper, home town girl.

Charlie Stookey, KMOX,
15 Years As Farm Editor

Charley Stookey, of KMOX, St. Louis, last week entered his 15th year as a radio farm editor. Currently he is heard, as editor, on the "Country Journal" program Mondays through Saturday at 5 a.m., a program on which he observed his fifth anniversary May 23. Stookey was honored in a special celebration on the CBS "Country Journal" broadcast, in which he gave a description of the flood disaster in the Mississippi Valley from the air. In his agricultural assignments of the last two weeks he has traveled more than 35,000 miles, using every means of land transportation including the burro, and covering approximately 46 states.

Parker Pen Buys Calmer
On CBS's Full Network

The Parker Pen Company begins its sponsorship of its new news broadcast "Ned Calmer and the News" on the full CBS network June 26. For "Quink," Parker Pen's "Ned Calmer and the News" is heard Saturdays and Sundays from 8:55 to 9:00 p.m., EWT. Calmer, a member of the CBS news staff for the last three years, is a former editor and reporter in this country and in Europe. On the Parker Pen show Calmer replaces Eric Severeid who will shortly be assigned by CBS to one of the war fronts overseas. J. Walter Thompson Company handles Parker account.

Davis On "Farm Hour"

Chester Davis, War Food Administrator, will discuss the food needs of the government on the National Farm and Home Hour over the Blue Network tomorrow, at 12:30 p.m., EWT. The program will be presented in connection with National Dairy Month beginning June 1. Davis will discuss the government's need for dairy products in war time. Others to be heard on the program are Charles W. Holman, secretary of the Milk Producers Association, and Owen Richards, general manager of the American Dairy Association.

WHIO Fetes Visitors

Dayton—WHIO is planning two interesting interviews with celebrities who will visit Dayton during June: Henry Luce, editor of the "Time" magazine will be interviewed on June 12, when he appears at the Dayton Art Institute; on June 22nd Beardsley Ruml, author of the pay-as-you-go income tax plan will be interviewed before the mike.

With the Colors!

KENNETH WELLER, transmission engineer of WHIO, Dayton, Ohio, reported for induction on May 25.

LORIN MYERS, assistant manager, WSB, Atlanta, Ga., has been inducted. MONROE WILNER, control room operator, has joined Merchant Marine.

ROBERT W. BOOTH, former assistant managing director of WTIC, Worcester, Mass., has been promoted to the rank of 1st lieutenant in U. S. Signal Corps. Booth has been in active service since 1940 when he enlisted in the Army as a private.

WALTER KNICK, director of WBNS, Columbus, Ohio, left for Army duty May 12.

BILL WARD, member of KOMA, KJR, Seattle, continuity department is now a member of Uncle Sam's Army.

BARON ELLIOTT, WCAE, Pittsburgh, orchestra leader, entered Army last Monday.

ED JACOBS, leaves the WABC, gram department on May 29 to the U. S. Army.

GEORGE THEERINGER, WSchenectady, N. Y., sports commentator, has enlisted in the U. S. Marine Corps and is now at Parris Island.

BOBBY B. BAKER, musical director of WCKY, Cincinnati, for the four years, has entered the Army.

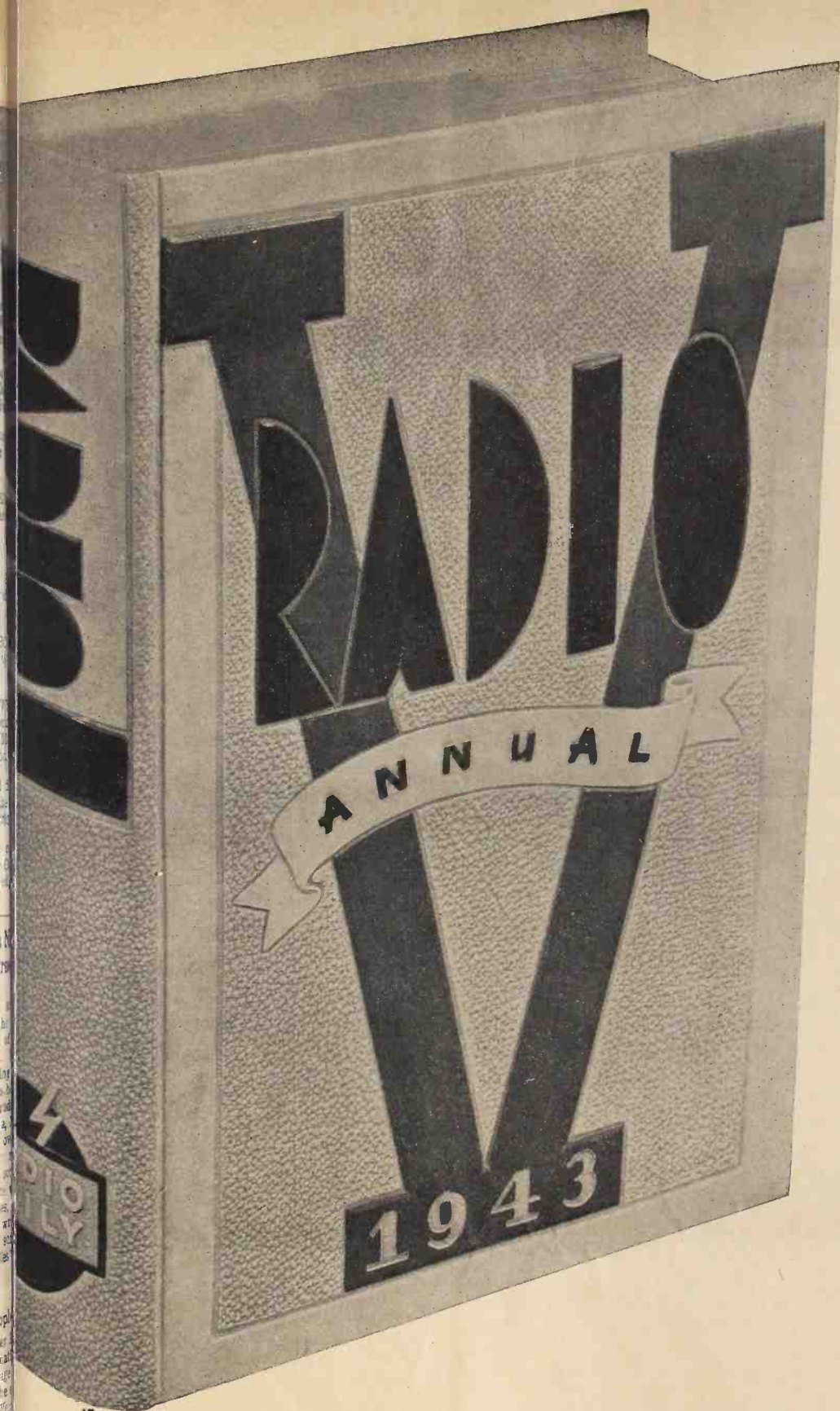
HERB SHRINER, veteran comedian and harmonica virtuoso on the "Comedy Caravan," has joined the Army.

Isabel Tuomey Leaves NBC
For R. C. Work Overseas

Isabel Tuomey, of NBC's special division, has resigned to join the Cross as staff assistant at one of organization's overseas clubs. Tuomey begins special training the post June 14, at Red Cross headquarters in Washington. A graduate of the University of Minnesota, Tuomey came to NBC a little over a year ago. In addition to her recent duties as a checker of scores for good taste and compliance company and wartime policies, she has been active as a free-lance writer. One of the NBC-Red Cross scores for the "March of Mercy" series written by Miss Tuomey.

McNutt On 'We, the People'

War Manpower Commissioner V. McNutt will give the national listeners an important message the use of manpower during the year when he appears on "We, the People," Sunday, May 30, at 8 p.m., EWT, over CBS. He will describe how Sidney, Ohio, has solved its own manpower problem through doubling up of workers engaged in various types of jobs.



1943 RADIO ANNUAL

**CONTAINS A
COMPLETE
LISTING OF
MAJOR
NETWORK
COMMERCIAL
PROGRAMS
OF 1942
PAGES 865-889**



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plus the next **260** issues of RADIO DAILY (full year's subscription).*



Coast-to-Coast



MORE than \$430,000 in Bonds and Stamps were purchased last week during the 6-hour Worcester visit of the Jap 2-man sub which received a publicity barrage over WTAG, Worcester. Pre-announcements and a broadcast by Special Events Chief Bob Dixon from the sub site urged listeners to buy Bonds for a view of the interior of the submersible. An auction sale in the evening was conducted by the station.

Jean MacKesson of New Haven, Conn., is the third woman operator to be added to WTIC's, New Haven, technical staff. Miss MacKesson studied at the RCA Institute in New York for about a year. She then enrolled in the E.S.M.W.T., a government course sponsored by the University of Connecticut.

Henry P. Johnston, general manager of WSGN, Birmingham, Ala., has been elected to active membership in the Rotary Club. Solid hour and one half program devoted to Negro listeners is being sponsored by Welch funeral home.

Congresswoman Clare Booth Luce will be guest of Major Ranulf Compton on Saturday in the 21st of the "Compton Reports on Congress," weekly broadcasts over WELL, New Haven. Compton, Republican Congressman from Connecticut, reports to his constituents by direct line from WWDC in Washington to New Haven on the doings of the week in Congress and particularly on the problems affecting the home front in Connecticut.

Kathryn Cravens, WNEW, N. Y., news commentator, was mistress of ceremonies Wednesday at the new "Silver Screen Canteen," at the Fraternal Clubhouse. She introduced the "Treasury Girl," Evelyn Lane, here from Washington in her tour of camps and canteens following her sale of \$10,000,000 in War Bonds; Pauline Alpert, pianist, and Barbara Leeds, singer.

The Mighty Sheesley Shows, playing Dayton last week, lost two ponies. The agent for the shows asked that some of their spots on WING be used to sound the alarm. Same afternoon, after only two announcements had been run, a listener phoned to report the whereabouts of the ponies.

KLZ, Denver, is airing a new public service program titled "Let's Talk About You" three times weekly. The show features, Charles R. Roth, nationally known author, and public relations consultant, who recently published "The Key To Your Personality."

Mildred Bailey, singing star at Cafe Society Uptown, will be featured on records over WOR's, N. Y., "Personality Parade" for a full week starting Monday, June 7, each morning from 9:45-10:00 a.m.

Special broadcasts, an anti-aircraft display, and use of the WOWO-WGL, Fort Wayne, Ind. Bond Booth is helping the American Legion reach its self-imposed quota of a Bond-for-each member during May. Legion auxiliary members are staffing the Bond Booth, registering each member as Bonds are purchased, giving sales talks, and appearing on the broadcasts.

Louise Freebourn has joined the continuity department of station KUTA, Salt Lake City. She was formerly English instructor at Lincoln High School in Orem, Utah. King Harmon, program director is vacationing in Wisconsin. New addition to the announcing staff is Richard Walker.

Second in a series of programs on the "Customs and Cooking of Our Allies," was broadcast yesterday over station W75NY, N. Y. Elizabeth Busing, who is presented every Tuesday and Thursday in the program "War-time Living," by Abraham & Straus interviewed Thelma Nurenberg, American journalist who has lived in Russia. They discussed "Russian Foods."

Jean Chesley, of Wethersfield, Conn., has joined the staff of WDRC, Hartford, as a receptionist. She formerly was employed by the Hartford YMCA.

A Treasury Department citation announcing that the staff of radio station WOV, N. Y., has made extra bond purchases to a total equaling the price

of 12 jeeps, has taken its place on a wall in the station's offices along with the many other plaques, awards and citations. The 12 jeeps represent the extra effort of employees in addition to their regular 10 per cent payroll purchases.

Adams Clothes, men's stores, has started a new half-hour series over WIBG, Philadelphia, titled "Music at Nine," on Monday nights for 52 weeks. Lloyd Thompson will do the announcing. Business was placed through the Dittman Agency.

WINS, N. Y., has appointed Virgil Reiter & Company, Chicago, its Mid-Western sales representative. Reiter also represents WCAU, Philadelphia, and WIBX, Utica.

Frank Holloway received as a present for his 27th birthday an announcing job at WWL, New Orleans. He began in Beaumont, Texas, in 1935, was at one time night manager of KXYZ, Houston, and spent about a year each on WMC, Memphis, and KWKH, Shreveport. He has been rechristened Jim Barry, since the New Orleans station already has one Frank on the announcing staff, and one of the other stations has an announcer with a last name easily mistaken for Holloway.

Traffic at WSB, Atlanta, last week was brisk: Four staffers left, four newcomers arrived, one was transferred. Lorin Myers, assistant sales manager, was inducted at Ft. McPherson; Martha Brooks, secretary, took leave to join her flier-husband; Monroe Wilner, control operator, joined Merchant Marine; Clover Gatling, continuity writer, became radio voice of a department store. Added to staff: Mrs. Paul Barnes, receptionist; Lucy Williams, control trainee; Lois Smith and Martha Lindsay, clerical. Clisby Eskridge, receptionist, has been transferred to continuity department.

J. Marshall Braxton has rejoined the production staff at WGBR, Goldsboro, N. C. after an absence of fifteen months. Ray Starr, staff announcer, has returned to his home in Newark because of the serious illness of his father.

KSAL, Salina, Kans., is helping to relieve the acute labor shortage on Kansas farms with regular broadcasts to farmers in that area, explaining the availability of prisoners of war interned at Camp Phillips who can be used as farm laborers.

Night baseball commitments have necessitated shifts in two programs on WABY, Albany: "Variety Canteen," soldiers show, will air earlier, at 7:30 to 8:00 p.m.; and Bert King's "Blind Date Quiz" will be broadcast from WOKO, Albany.

Clive Davis, veteran announcer who hails from Worcester, Mass., has been

assigned to two new evening per at WBYN, N. Y., thus increasing daily total of English news to six hours. Five young ladies who make up the War Bond selling staff during the recent drive, have been retained to keep selling indefinitely. They are the Rhodes Sisters, Lorraine Claire; Isobel O'Brien, Helen M. and Beatrice Morris.

Dick Kuhn's orchestra will broadcast programs over WBNB, Buffalo, Hotel Statler, Wednesdays and Friday midnight, starting June 2. Louise Whit took Jim Wells to Children's Hospital, visit the wards, and reports that Jim the hearts of the little girls immediately while the little boys liked his "man" talk. Ed Reimers is collecting pictures of airplanes, which he gazes zealously.

For distinguished service in realm of education, WFIL, Philadelphia, received the "Certificate Merit on Adult Education" from American Economic Foundation ceremonies held in the studios Wednesday, Dr. O. Glenn Saff, chairman of the Advisory Committee of the Foundation, and Professor Economics at Yale University, present, with a group of eminent educators. Roger W. Clipp, vice president and general manager of the station, accepted the award on behalf of

Flo Seidel, songstress at KSTP, St. Louis is silenced by throat trouble, and doctor ordered a long lay-off. Newsco Brooke Henderson has been invited to join Sigma Delta Chi, journalism society. Vice-president K. M. Hance has returned from the flu. Al and Hand, "Dakota Ramblers" have returned to "set Valley Barn Dance" and "Main Street Minnesota" programs.

Admits Seven Concerns To ANA Members

Association of National Advertisers Inc. announce the election to membership of the following organizations, and the personnel representing the organizations in the Association: Tubize Chatillon Corporation, New York; L. F. Smith, sales promotion manager.

J. I. Case Company, Racine, Wis. F. A. Wirt, advertising manager. Christian Feigenspan Brewing Co., Newark, N. J.; C. J. Nickel, director of advertising and sales promotion. Great American Industries, Inc., Meriden, Conn.; Philip Blampied, advertising director.

Goodyear Tire & Rubber Co., Akron, O.; J. K. Hough, director of advertising.

Owens-Corning Fiberglas Co., Toledo, O.; William D. Thacker, advertising manager.

Bourjois, Inc., New York; S. Chambers, advertising manager.

1943													
BIRTHDAYS													
17	18	19	20	21	22	23	24	25	26	27	28	29	30

May 28

Don Becker Jack Clemens
Violet Dunn Julia Hill
Bob Hope Al Jolson
Walter King Andy Kirk
Phil Regan Charles Winninger
Vita Kane

May 29

Mario Chamlee William Hines
Oliver Wakefield

May 30

Ben Bernie Russ Brinkley
Norris Goff (Abner) Benny Goodman
Madeline Lee Cornelia Otis Skinner
Whispering Jack Smith
Sidney Walton

May 31

Frances Alda Fred Allen
Don Ameche Jack Patrick Costello
Jeanne Juvelier Joe Kelly
Bill Kitay Jefferson Sparks
Hugh Studebaker
Edward C. Ryan