

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



NO. 45

NEW YORK, N. Y., TUESDAY, SEPTEMBER 1, 1942

TEN CENTS

## Thomson CBC's Manager

### Country's Manpower Being Tabulated

Washington Bureau, **RADIO DAILY**  
Washington—Board of War Com-  
missions will begin this week to  
return from its latest ques-  
tionnaire on availability of essential  
personnel in the communications in-  
dustry. The current survey of its  
requirements and supply is  
being undertaken by BWC's  
subcommittees on labor and  
industry with "cooperation and ap-  
proval" of the War Manpower Com-  
mission. The Board itself assumed  
the task of tabulating the results.  
*(Continued on Page 6)*

### More's Own Series; Four Weeks Sustaining

First of his own regular radio  
shows, **Panel Barrymore**, will fill the  
Sunday night time, 7:00-  
8:00 P.M. EWT, as a sustaining until  
Barrymore's return on October 4.  
The show which starts next Sunday,  
is "The Remarkable Miss  
Barrymore" and will portray the life  
of the able mayor of a typical,  
Midwest American city. Jean  
Barrymore goes to Hollywood as the  
script writer for the shows, and  
Barrymore will direct the music.

### Asked To Promote Mail For Overseas Men

Role in promoting the use of  
the Department's fast new V-  
mail system of dispatching mail to  
overseas American forces  
has been assigned to radio stations.  
Radio-Mail letters calling for con-  
tributions in the campaign have been  
sent.  
*(Continued on Page 2)*

### Award Air Debut

During the broadcast of a  
series of Army and Navy "E"  
award ceremonies on the air,  
the presentation of the Maritime Com-  
munications "M" by Admiral Emory S.  
Babcock & Wilcox Co.,  
was heard over full Blue Net.  
September 2, 3:45-4:15 p.m.,  
from plant at Barberton, Ohio.  
The program will also include address  
by Governor of Ohio.

### Interested Neighbors

At least 173 Latin American sta-  
tions have or will rebroadcast  
President Roosevelt's talk made  
yesterday at the dedication cere-  
monies of the new naval medical  
center at Bethesda, Md. Office of  
the Coordinator of Inter-American  
Affairs reported that up to early  
yesterday morning it had received  
acceptances from 173 stations and  
expected to hear from considerably  
more just prior or just after the  
actual broadcast.

### Night Audience Gains; "Aldrich Family" Tops

"Sets-In-Use Index" for the week  
of August 15-21, which is the base for  
the "Second" August Hooper Even-  
ing Ratings Report, stands at 20.1  
compared with 20.3 for the "First"  
August Evening Report. Although the  
average is off 0.2, the current report  
actually shows slight increases in  
listening for the majority of indi-  
vidual evenings. The late August  
*(Continued on Page 5)*

### Standard Symp Reverting To NBC's Coast Network

San Francisco—After two years on  
KFRC and thirty stations of the  
Mutual-Don Lee network on the  
coast, the Standard Symphony week-  
ly broadcasts will return to KPO and  
the coast NBC Network September  
27, according to announcement by  
*(Continued on Page 2)*

## Blue Net's Super Bond Drive Exceeds \$10,000,000 Sales

### WNOX Ups Power Today; 10,000 Watts, 990 Kc.

WNOX, the CBS affiliate in Knox-  
ville, Tenn. boosts its power to 10,000  
watts effective today. Station, which  
now operates on 990 kc. has been  
using 5,000 watts daytime and 1,000  
at night, is credited in the CBS Fifth  
Listening Area Study, with 184,360  
*(Continued on Page 2)*

## Proposes Revamping Of Program Setup And Stricter Advertising Control; Favors Good U.S. Entertainment

### Radio As Gov't Tie With Nation's Schools

All stations are going to be called  
upon during the new school year to  
furnish a direct route from the execu-  
tive offices of Washington to the na-  
tion's schoolrooms. Minimum plan  
calls for three three-minute script  
messages a week, and the maximum  
for putting the CBS "American School  
of the Air" at the government's com-  
plete disposal.

A strong start was made toward  
*(Continued on Page 7)*

### Two More Tob. Concerns Under Charges By FTC

Two more cigarette companies,  
American Cigarette & Cigar Co., for  
Pall Malls, and the American Tobacco  
Co., for Lucky Strikes, are charged  
with misrepresentation in their re-  
spective advertising in complaints by  
*(Continued on Page 2)*

### Capital Takes a Look At 'Command Performance'

Washington Bureau, **RADIO DAILY**  
Washington—Official Washington  
packed into the National Theater  
Sunday night, by invitation, for its  
*(Continued on Page 2)*

Montreal—Complete and overhauling  
of the whole program structure of the  
Canadian Broadcasting Corp. is pro-  
mised by Rev. Dr. J. S. Thomson,  
President of the University of Sas-  
katchewan, whose appointment as  
new general manager of the CBS has  
been recommended by the CBC Board  
of Governors.

Dr. Thomson, who took over the  
general manager's office in CBC head-  
quarters, told interviewers he could  
not enunciate and policy as his ap-  
pointment was yet to be confirmed  
by the Dominion Government. Em-  
phasizing he was speaking as an in-  
dependent.  
*(Continued on Page 5)*

## Wisconsin Ascaph Law Upheld In Fed. Court

Milwaukee—Wisconsin's anti-Ascaph  
law which provides for licensing  
agents of copyright music, and which  
has been on the statute books for  
many years but never enforced be-  
cause no appropriation has been set  
up for its enforcement, was upheld  
by Federal Judge Lewis B. Schwel-  
ler.  
*(Continued on Page 3)*

## Music Clubs Federation Writes FDR Anent AFM

Providence—Communicating direct-  
ly with President Roosevelt, the Na-  
tional Federation of Music Clubs, has  
gone officially on record with a pro-  
test.  
*(Continued on Page 2)*

### Redskins' Sked

Washington—Entire schedule of  
the Washington Redskins, profes-  
sional football team representing  
the nation's capital in the National  
Football League will be broadcast  
by WOL of this city. Russ Hodges,  
WOL sportscaster, has been as-  
signed to do the play-by-play de-  
scriptions of the six home games  
as well as the five contests to be  
played away from Washington.

Record-breaking radio War Bond  
sales programs, "I Pledge America"  
and "Blue Bond Jamboree" which ran  
for seven hours Saturday night and  
Sunday morning over the Blue Net-  
work yesterday brought total pur-  
chases to over \$10,475,000, with re-  
turns still coming in from stations.  
Running at a million and a quarter  
dollar an hour speed in orders as the  
broadcasts closed, proportions for  
*(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.

FINANCIAL (Monday, Aug. 31) NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., Gen. Electric, RCA Common, RCA First Pfd., Westinghouse, NEW YORK CURB EXCHANGE, OVER THE COUNTER, Farnsworth Tel. & Rad., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

WNOX Ups Power Today; 10,000 Watts, 990 Kc.

(Continued from Page 1) radio homes in the daytime and 111,210 in the nighttime primary listening area. At that time it operated on 1,010 kc. According to CBS the WNOX territory has constantly improved its purchasing power...

Outlet is owned and operated by Scripps-Howard Radio, Inc. and is affiliated with the Knoxville "News-Sentinel."

R. & H. Beer Renews WJZ

New series for R. & H. Beer, presenting Diane Courtney and the Jesters, Mondays and Thursdays over WJZ, has just been re-signed for 26 more weeks, six weeks before option fell due. Signing was celebrated at party at company's pant in Staten Island.

REEVES Sound Recording Studios Inc. 1600 Broadway New York City 35mm. 16mm. Film Acetate and Wax Recording Facilities. Complete Location Equipment for Film, Business Meetings and Specialty Recordings.

Standard Symp Reverting To NBC's Coast Network

(Continued from Page 1) NBC-KPO chief John W. Elwood here. With the return to NBC of the program, which began on that network back in 1926, the show will be but from the usual hour to forty-five minutes, presented on Sunday nights instead of Thursdays, and the name will be changed to the Standard of California Symphony.

The accompanying Standard School Broadcast, heard by students in 4,700 western schools, will be heard each Thursday morning, and will be extended to include stations in Utah and Arizona. During its 16 years on the air there have been 780 broadcasts in the series, featuring the finest music played by western symphonies, directed by such men as Arthur Rodzinski, Bruno Walter, Sir Thomas Beecham, Alfred Hertz, Pierre Monteux, John Barbirolli and others. Basic stations for the programs will be KPO, San Francisco; KFI, Los Angeles; KQW, Portland; KHQ, Spokane; KOMO, Seattle, and KMJ, Fresno. Stations added for the School Broadcast will be KDYL, Salt Lake, and KTAR, Phoenix.

Music Clubs Federation Writes FDR Anent AFM

(Continued from Page 1) test against the ruling of James C. Petrillo, president of the American Federation of Musicians, forbidding members of the union to make recordings for use on the radio, in juke boxes and other types of public performance.

San Francisco—KGEI, non-commercial short-wave station of General Electric specializing in broadcasts to American soldiers and sailors in furthering the war effort, stated yesterday that it would ignore any order from James C. Petrillo, president of the American Federation of Musicians, if such order sought to interrupt the transcribed network programs being sent abroad by the station.

Two More Tob. Concerns Under Charges By FTC

(Continued from Page 1) the Federal Trade Commission. In both complaints, which are similar to the ones issued last month against Philip Morris & Co. and R. J. Reynolds Tobacco Co., radio is mentioned specifically. Similarly, each complaint is lengthy and reproduces phrases, which are used in the commercial continuity of scripts of both Pall Mall and Lucky Strikes in their respective network and national spot programs. Twenty days are allowed the respondents for filing answer.

McFarlands To Dempsey's

The McFarland Twins and Orchestra will be heard over Mutual several times weekly from Jack Dempsey's New York Restaurant, effective September 7, succeeding Dick Stabile at the Broadway night spot.

Capital Takes a Look At 'Command Performance'

(Continued from Page 1) first look at the War Department's "Command Performance" transcribed program for the troops. Presidential message was piped into the program from the White House. With Bing Crosby as master of ceremonies, cast for the special showing included Hedy Lamarr, Jimmy Cagney, Abbott & Costello, Charles Laughton, Dinah Shore and the Kay Kyser and Frank Black orchestras. As presented, the half-hour show was being transcribed to be sent out next Sunday from 18 shortwave stations over 32 beams to our fighting men overseas.

All but a few of these programs which have been presented every Sunday since March 8th have originated in Hollywood. Washington performance was decided upon by Director Glenn Wheaton because some movie talent had already assembled here for other causes and the rest were willing to come especially for "Command Performance." The program will not be heard in this country.

Radio Asked To Promote V-Mail For Overseas Men

(Continued from Page 1) sent by Lt. Col. E. M. Kirby, Chief of the Radio Branch, Bureau of Public Relations to broadcasters, news and women's program commentators, and network producers.

Through individual contacts with members of these groups, the Radio Branch has been extending the two-weeks' V-Mail drive which began August 23 on the Army Hour to all types of programs. Special spot announcements and other material are supplied by the Branch to "put across" the fast new Army Postal Service instituted about two months ago.

Drive coincides with the distribution of the V-Mail forms free of charge by the country's 45,000 post offices and by rural carriers. The letters written on these forms are micro-filmed when reproduction facilities are available at the overseas destination, or otherwise dispatched under the highest mail priority.

With radio carrying the biggest promotion job, various printed media also are being used.

"Amos 'n' Andy" Program In NYC Starting Sept. 10

Freeman Gosden and Charles Correll—"Amos 'n' Andy"—will arrive in New York on Sept. 10 and will broadcast from this city until further notice. En route from the coast to New York they have scheduled a stop-over at Chicago and will air their program from WBBM on Sept. 7, 8 and 9.

Gen. Electric Dividend

General Electric Co. has declared a dividend of 35 cents per share on common stock payable October 24 to stockholders of record on September 25, according to an announcement by Charles E. Wilson, president of the company.

COMING and GO

WALTER J. BROWN, vice-president general manager of WSPA, Spartanburg, S.C., is in Chicago on the first leg of a week in New York. Visited with the local representatives of the...

R. E. LEE GLASGOW, station manager WACO, Waco, has returned to Texas, a business trip of a week in New York.

CAL ABRAHAM, of the publicity department NBC International Division, leaving today on vacation.

M. H. SHAPIRO, RADIO DAILY, is on a week of "ducking the detail."

JACK STEWART, manager of KCMO City, is in Chicago on the first leg of a tending business trip that will keep him for about six weeks. New York follows on his list.

C. LLOYD EGNER, vice-president of charge of NBC Radio-Recording, is on annual vacation.

JOE CROSS, writer for the "Whispering Name" program, back today from a Washington, D. C.

EDWARD TREVOR, actor, left for West Va., where on Labor Day he will be leading role in the "Weirton Pageant" conducted annually by the Weirton Steel Co.

JAMES COY, of WNEW, now on his home, spending some of it in Kansas City.

GINNY SIMMS, is here from the coast to plan for an appearance on the "John Sents" program tonight and will fly to Hollywood tomorrow.

BOB KERR, spending a holiday at home on the Delaware. Will return after Labor Day.

S. C. WINSONHALER, station and control manager of KGH, Little Rock, is back in headquarters, having returned from New Orleans to Arkansas by way of Chicago.

CLAUDE BARRERE, in charge of the dedicated program sales, has joined the contingent currently on vacation.

DICK JURGENS, and his orchestra are at the Stanley Theater in Pittsburgh. Will leave later in the week for New York to appear at the Strand on Friday.

TED HUSING off for Fort Benning, Ga. which point he will conduct tonight's "Cheers from the Camps" over WABC.

JACK TRACY, NBC Thesaurus representative, is on a business trip to New England.

PAUL WHITEMAN is in Philadelphia on a week's engagement at the Earle Theatre.

George Alfred Ball... Ottawa—George Alfred Ball, vice-president of Orme, Ltd., is in musical instruments and died Sunday in Ottawa Hospital.

What about WOL? ...It originates more Network Programs than any other Washington Station. Get the facts from WOL - WASHINGTON, D. C. Affiliated with MUTUAL BROADCASTING SYSTEM. National Representatives: SPOT SALES, Inc.

# Web Bond Drive Needs \$10,000,000

*(Continued from Page 1)*

Central and Western areas returns of \$4,141,215, \$5,081,871, \$3,732, respectively, reflecting population distribution; second, station coverage, and third, response to radio appeals by in arms. Figures given for were those totaled at approximately 4.00 a.m., EWT, Sunday

### Much Care Required

From the technical standpoint, the care required more than the in setting up cues for pick-up. Station staffs and outside workers pitched-in in numerical proportion to the stations' sizes, orders, tabulate them, and them to regional and headquarters in something approximating election return

the arrangement with the Department, the Western Telegraph Company and the listeners were able to order bonds without cost to them. Many pledges were also re-telephone locally and others coming in by mail. By 11:00 P.M., a total of \$4,500,000 of had been received, but half a part of the \$5,000,000 goal had been set for the whole early morning drive. By that goal had been well

### Albuquerque Heard From

Characteristic of the touches of interest revealed in the responses to the appeal, was the all the school teachers of Albuquerque, N. M., who pledged ten their salaries; the officials of the Bom- school of the Army Air Force in one city who used the \$700 for the entertainment for the purpose; in Los Angeles, the an invalid husband who said buy a \$100 bond if either andy talked to him on the d both did, and from N. Y., the order for a bond of Bombardier Sgt. Meyer who flew with Capt. Colin

Calculations of the returns come final and full totals of are expected today.

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

## WARTIME PROMOTION

### Oil Paintings As Prizes

In the tie-up with 20th Century-Fox, WMCA is offering three original oil paintings of Betty Grable to the three families buying the largest amount of bonds during the month of September. Station is concentrating all its bond promotions between now, and the end of September, on this stunt. Station reported that an appeal from Bob Harris, announcer, during a 3-4 program of recorded music, Sunday, August 30, sold \$17,-100 worth of bonds. No advance promotion or publicity had been given the Harris stint.



### KONO Bond Promotion

KONO, San Antonio, Texas, has gone all-out in the Treasury Department's drive for sale of War Bonds through radio station outlets, by turning over their most popular program, the "Cowboy Roundup," to the Treasury for pushing bond sales. Proven to be one of San Antonio's most popular programs, the half hour daily broadcast of transcribed and recorded hill-billy and cowboy tunes had a commercial sponsor until recently, when WPB rulings and material shortages made it impossible for the sponsor to distribute his product. When the contract expired, the station made no effort to resell the program, but turned it over to the War Bond drive immediately.

"Cowboy" and "cowgirl" listeners are urged to send money orders or

### ACI Song Listings Resumed In "Radio Daily"

Beginning with today's issue and appearing each week in the future, RADIO DAILY will resume publication of the national survey of popular music broadcast by the networks. Included is the Audience Coverage Index, a scientific rating of the relative extent to which the songs in question have been heard throughout the country. This obviates being swayed by high key-station totals of song performances as against the additional stations taking the program.

ACI listing of song performances is published with the cooperation of the Office of Research-Radio Division, headed by John Gray Peatman, Assistant Professor of Psychology, The City College of New York.

### Web Adds Juvenile Show

Full hour and a quarter of juvenile programs on the Blue Network starting at 5:00 p.m., EWT, will be on the air daily with the addition of "Captain Midnight," sponsored by the Wander Company on behalf of Ovaltine beginning September 28. Series set for a period of 39 weeks, will go on from 5:45 to 6:00 p.m., at that time for the Eastern, Central, Mountain and Pacific time zones individually. Blackett-Sample-Hummert, Chicago, is the agency.

checks for bonds, or to come to the station and buy them in person. Names of purchasers are read over the air at unscheduled intervals. A daily slogan contest is conducted, with a 25 cent war stamp awarded to the best slogan for bond sales submitted. KONO is also taking 10 Per Cent Club pledges and issuing club pins and stickers to all who join the club. Fred Hammond, program director for KONO, better known as "Shorty" to Roundup listeners, is in charge of the program. Initial airings of "Roundup for Victory" have met with a big response, and many purchasers have agreed to buy bonds regularly through the station.



### Radio-Newspaper War Co-op

WICC, Bridgeport, and the Bridgeport Herald have launched a drive for a Corsair fighter plane to be presented to the U. S. Navy Air Force on Labor Day as the gift of the workers of Bridgeport. All labor of the war production city—AFL, CIO, independent unions and unorganized workers—is to share \$75,000 cost of plane, a product of Vought-Sikorsky in Bridgeport. WICC is using special programs featuring employe talent and labor leaders as well as five-minute talks daily.

## Wisconsin Ascap Law Upheld In Fed. Court

*(Continued from Page 1)*

lenbach, Spokane, Wash., in federal district court here.

Judge Schwellenbach denied injunctions sought by Ascap and five of its members against six Wisconsin tavern operators and dance hall proprietors for alleged playing of copyrighted tunes without permission on the ground that neither Ascap nor the other complainants were licensed as required by Wisconsin law.

Filed in Feb. 1940

Suits dismissed had been filed in February, 1940, and Judge Schwellenbach heard the cases here last June. Damages of \$250 were sought in each case in addition to the injunctions.

Wisconsin Tavernkeepers Assn. was instrumental in promoting the enactment of the licensing legislation for Ascap and similar organizations, and although other groups never actively participated in pushing the measures, it is known that they were interested in their progress.

### Atherton & Currier Program

Atherton & Currier, Inc., New York, currently is planning an educational series of 13 programs for the Co-operative League of U. S. A. No details have been arranged and starting date is still indefinite.


# WLAC

NASHVILLE, TENNESSEE

NOW OPERATING WITH

# 50,000 WATTS

COLUMBIA'S NASHVILLE OUTLET ★ U.P. NEWS  
J. T. WARD, OWNER . . . F. C. SOWELL, MANAGER  
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES



# Industry's Manpower Now Being Tabulated

(Continued from Page 1)

responsibility last week for collecting the basic data from station licensees as well as from the communications companies.

### Management and Labor Represented

Information from labor as well as from management is being procured, on the basis of which lists of critical occupations will be prepared. Moreover, broadcasters have been informed that the United States Employment Service is extending its regular surveys of labor supply to cover communications, which indicates that forecasts of subsequent shortages will be predicated in the same basis as for other vital industries.

The survey will cover both the domestic and international broadcasting fields, also aviation, cable, radio communications, telegraph, telephone and state and municipal facilities.

Questionnaires requested information on the following eight occupational classifications: administrative supervisory employees, clerical employees, engineers, engineering assistants, technical (licensed) communications operators, non-technical communications operators (including radio operators with restricted permits), equipment installation and maintenance employees, and outside plant construction and maintenance employees.

### Personnel Information Required

For each of these categories, licensees were required to state the number of men (between 18 and 45) and women employed as of July 1, 1942, with estimated number to be employed at the end of 1942. They also are asked to estimate the number who will leave their employ between July 1 and December 31, 1942, with a special tabulation for those expected to leave to join the armed forces. The number of additional trained and untrained men and women, including replacements, to be engaged during the same six-months period, is also asked for.

In the event that difficulty is anticipated in securing new employees locally, the licensees were asked first to describe the types of jobs in which any manpower shortage is anticipated, the extent of the expected shortages and the amount of training needed for the job. A brief description of the labor supply situation and training facilities for each classification for which shortages are anticipated is also requested in the BWC questionnaire.

### Results to Be Published

Supplemental information will be obtained from all labor organizations represented in the industry.

BWC Chairman James Lawrence Fly writes in a memorandum accompanying the questionnaire forms, that preliminary results of the study are to be made available to the various technical committees, which will prepare the final report for the particular branch of the industry which they represent.

## 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 Aug. 20-26, inclusive. The survey provides a scientific index of the relative extent to which these popular songs have been heard by a nation-wide sample of radio audiences.

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

The index is based on three kinds of research data: (1) the greater the extent of its radio coverage. Current radio favorites from the American repertoire of popular music are segregated and presented as "Favorite Standards of the Week."

### SURVEY WEEK—AUGUST 20th THROUGH AUGUST 26th, 1942

SONG TITLE	PUBLISHER	ACI	
		(Preceding Week)	(This Week)
I've Got A Gal In Kalamazoo (Bregman-Vocco-Conn.)		836	423
My Devotion (Santly-Joy-Select)		807	581
Be Careful It's My Heart (Berlin)		757	798
Jingle Jangle Jingle (Paramount)		752	717
He Wears A Pair Of Silver Wings (Shapiro-Bernstein)		654	683
I Left My Heart At The Stagedoor Canteen ((Army))		618	677
Love Is A Song (Broadcast Music)		563	183
Who Wouldn't Love You (Music World)		488	288
He's My Guy (Leeds)		427	277
Conchita Lopez (Famous)		404	450
This Is Worth Fighting For (Harms)		403	397
At Last (Feist)		395	618
Sleepy Lagoon (Chappell)		390	366
South Wind (Witmark)		378	340
Wonder When My Baby's Coming Home (Crawford)		376	416
Boy In Khaki (A B C)		332	—
One Dozen Roses (Famous)		324	397
Take Me (Bregman-Vocco-Conn)		323	716
Idaho (Mills)		319	631
Yankee Doodle Boy (Vogel)		286	—
Strictly Instrumental (Cherio)		274	264
Sweet Eloise (Shapiro-Bernstein)		257	319
Put-Put-Put (Miller)		251	207
This Is The Army Mr. Jones (Army)		243	210
Jersey Bounce (Lewis)		238	236
Always In My Heart (Remick)		237	365
Pennsylvania Polka (Shapiro-Bernstein)		235	—
You Were Never Lovelier (Chappell)		234	—
Just As Though You Were Here (Yankee)		227	392
Humming Bird (Robbins)		225	263
Dearly Beloved (Chappell)		219	250
Was It Worth It (Melody Lane)		215	171
Here You Are (Robbins)		212	172
When The Lights Go On Again (Campbell-Loft-Porgie)		208	186
Massachusetts (Miller)		205	116
Serenade In Blue (Bregman-Vocco-Conn)		197	248
Brazil (Southern)		195	—
Can't Get Out Of This Mood (Southern)		193	—
Johnny Doughboy Found A Rose (Crawford)		188	256
Singing Sands Of Alamosa (Remick)		185	205
Hip Hip Hooray (Robbins)		180	—
Army Air Corps (Fischer)		173	331
Three Little Sisters (Santly-Joy-Select)		172	122
There Will Never Be Another You (Mayfair)		164	166
I Get The Neck Of The Chicken (Southern)		156	—
You're A Grand Old Flag (Vogel)		156	—
By The Light Of The Silvery Moon (Remick)		150	207
Miss You Santly-Joy-Select)		146	—
You're Easy To Dance With (Berlin)		142	—
Ev'rything I've Got (Chappell)		134	126

(Continued on Page 7)

## ★ WORDS AND MUSIC ★

By SID WEISS

**SAM DONAHUE** was informed that his male vocalist, his road manager and four of his musicians were all placed in 1-A. Now he's wondering if it's merely a coincidence that the Glen Island Casino where he was then playing, is on road 1-A in New Rochelle... Dixie Darwin, the ex-lawyer, is the latest addition to "Those We Love"... Dinah Shore's pride and joy is her immense black hat. Dining with her recently was Lieut. Jimmy Stewart, who after several futile attempts to catch a glimpse of her face, cracked: "Now I know how it feels to be caught in a blackout!"... Jimmy Jemal mentioning his "Inquiring Photographer" series for a beer sponsor... Mrs. Henry Morgenthau, Jr., wife of the Sec'y of the Treasury, will guest on Alma Kitchell's show this week... Earl Hammond, former West Coast actor, now appearing in "The 22nd Letter."

Considerable Wolfe Gilbert rivals this season. "Waiting for Robert E. Lee," at least 30 years old was used in three major pictures last year—"Babes on B'way," "Hellzapoppin'" and "Cairo." Before the deadline on the record "edict," Decca released a back-to-back platter with "Hitchy Koo" and "Down Yonder." Wolfe's current tunes are "The Third We Love Will Live Again" and "There's Nobody Else But You." The latter tune was penned in 1923. The modern version offers a new lyric.

Shep Fields' brassless crew, now on the road, has a lot of new faces. The band has undergone five sideman placements and is featuring two new vocalists... Curley Mahr, of the Mahr Trio and Curley, is studying aviation mechanics... Dick Jurgens a solid clicker at the Meadowbrook... Edward Taylor down for the singing and dramatic work in the "Wierton Pageant" at Washington, W. Va., on Labor Day.

### Wedding Bells

Denver, Colo.—Bill Hickman, announcer at KMYR of this city, has announced his forthcoming marriage to Ida Weaver, chief accountant at the station. Date is September 4.

Kay Daly of the sales service staff of the Blue Network was married last week to Lieutenant John Emerich, USNR. She will continue her work at network headquarters.

# Will Call Upon Radio As Liaison Between Government And Schools



(Continued from Page 1)

imum objective when Lyman chief of Columbia's Adult Board, went to Washington weeks ago to help OWI "a better flow of war information to the public schools via other channels," as the ancient read. This also said that would be a part-time job with compensation. Nevertheless Bryson is busily ensconced as chief OWI's "new" Bureau of Special Plans. (Little over a month ago is an "old" Bureau of Special Plans under Philip Hamblet, but is now doing other work, a resemblance between the bureaus is little more than coincidental.)

### New Divisions Found

Bryson explained it to RADIO ask of his Bureau is to "deal special sections of the public all media." Number of divisions have been newly set up or assigned for this purpose, including Adult Education under Dean Hunsaker of Western Reserve University; Schools and Colleges under Wilbur Schram of University of Wisconsin; Religion under Liam O'Connell; Social Events under Anthony Organized Domestic Groups, Division on Post War Reconstruction and others. In this Bureau also is the Division handling Foreign Culture Groups, headed by Alan ... and with Lee Falk as Radio

### OWI Media Bureau Used

various programs, the Special Bureau calls in OWI's media bureaus. For example, motion jobs which radio will take upon to do will be handled in cooperation of "Bill" Lewis's Bureau. And that is the case respect to the special program being worked out to impress Americans, with the sum total

ough the plan is not called that, amounts to is an allocation for the schoolchildren of The major assignment goes to OWI because it is the only network now organized to pipe into our classrooms. But script service shortly to be used also will be made available simultaneous use, the other and stations. It also will be to all the educational groups radio in an organized way, such as Texas and Ohio school systems, schools of Chicago, and

### Five-Days-a-Week Called For

as the American School of itself is concerned, the comprises much more than the minute OWI messages three a week. What it has actually according to Lyman Bryson, the entire five-days-a-week half hour radio lessons at disposal of the government. is purpose, the following

agreement has been worked out between the OWI and CBS: "The American School of the Air," when schools reopen in October, will carry official information from the Government direct to the classrooms of the nation. The CBS has agreed to cooperate with the OWI to provide communication between officials in Washington and the school population. The "School of the Air" will reach not only the children and young people of America but also the general population, since the programs are carried on the network's stations across the country and are available to adult listeners. The OWI will issue suggestions to teachers on making educational use of the broadcasts which cover science, music, history, literature and current events, related to the present world situation.

### Plan Already Drawn Up

The detailed program for the 1942-1943 "School of the Air" already had been drawn up and was being printed when this agreement was reached, so the manual will be released shortly with a "Stop Press" notice that every program detail is "subject to change." Indications are that this statement (except for the Thursday literature programs for younger children which will not be "invaded," according to Bryson) will prove to be somewhat of an understatement.

Closest tieup of all will be provided by Frank Ernest Hill's Friday current events discussions—the "Living World" series. This will be developed to emphasize issues and principles that have a bearing on news of the day.

The Tuesday music programs will continue without "indoctrination," except as the program may be drawn up to mark Patriotic and United Nation.

### Addressed to All Ages

Bryson looks upon this entire series not as one restricted to Junior America but as a major adult education project as well. Even larger adult audiences than usual are expected, and the schoolchildren will be encouraged to discuss the spot govern-

ment messages with their parents as special "home work."

### Washington Bureau, RADIO DAILY

Washington—Radio was portrayed as "The Fourth R" in war time education in an address before the National Institute here by Major Harold W. Kent, president of the Association for Education by Radio and education liaison man for the Radio Branch of the War Department.

### Ask Departure From "Art"

Major Kent was one of several speakers at a symposium of the Institute, which closed at American University last night, where prominent American educators came to the conclusion that the schools could no longer teach "art for art's sake," but must rededicate their entire resources to the war effort.

Other speakers on radio at the four-day conference were Thomas D. Rishworth, public service director of the NBC's eastern division; Daniel Melcher, of the Treasury Department's war savings staff, and government and school executives in the art and music fields.

Illustrating the vital part broadcasting now plays in human existence, Rishworth discussed the psychology of set owners on the West Coast when the first wartime alerts took their stations off the air. Radio, he said, had come to be a sort of "psychological window" for them, and they could not feel natural again without it.

### "Radio Victory Guilds"

These transformations are occurring not only in radio techniques, according to Major Kent, but also in policies of the NAB, the War Department's Radio Branch, the Office of Censorship and other government agencies. He cited as an example of these changes the new spirit of cooperation which has superseded former competition for radio time among government agencies. The Association for Education by Radio, a Washington chapter of which will shortly be formed, is planning to organize "Radio Victory Guilds," he said. The Washington branch will provide an

DAVID JACQUES, designer of the Red Cross disaster vehicles used in London air raids, on "Thus We Live," Thursday (WABC-CBS, 9:45 p.m.).

LEON LEONIDOFF, senior producer of the Radio City Music Hall, on Ted Husing's "Thirty Minutes to Play," Thursday (WABC-CBS, 8 p.m.).

MRS. CHARLES POLETTI, wife of the Lieutenant Governor of New York; MRS. ELEANOR GIMBEL, wife of Col. Lewis Gimbel recently killed in action; RICHARD T. FRANKENSTEIN, head of the aircraft division of the United Auto Workers, and THOMAS G. ARMSTRONG, of the Westinghouse Industrial Relations Division, discussing "What Is Woman's Place in the War and Post-War World," Thursday (WJZ-Blue Network, 9 p.m.).

BRUCE CABOT and NANCY KELLY, in an adaptation of "High Sierra," on the "Philip Morris Playhouse," Friday (WABC-CBS, 9 p.m.).

JAN STRUTHER, English author, and C. S. FORESTER, on "Information Please," Friday (NBC Red, 8:30 p.m.).

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

ELIZABETH CHRISTMAN, of the Women's Bureau, U. S. Department of Labor, on the "Womanpower" program, Sunday (WABC-CBS, 12:15 p.m.).

E. WASHINGTON RHODES, leading Negro newspaperman and editor of the Philadelphia "Tribune," on "Wings Over Jordan," Sunday (WABC-CBS, 10:30 a.m.).

"informal meeting ground and forum for the exchange of views and needs of government radio specialists," according to Major Kent.

As an example of how educational radio is being converted to serve the war effort, Major Kent mentioned the "American school of the air," "The Inter-American University of the Air" programs being developed by Sterling Fisher of NBC who also is working with the State Department, and a proposed high school hour under the joint sponsorship of the National Education Association and the Blue Network.

The speaker summarized the responsibility of the government agency presenting educational programs as follows: "Whatever is put on the air should be honest, factual information in fullest detail short of threatening our national security. Pessimism and optimism must be developed by facts only and not by slanting material. The American people will be content with their governmental information services if they feel that they are told all that they can be told short of risking danger to our operations.

## NETWORK SONG FAVORITES

(Continued from Page 6)

### FAVORITE STANDARDS OF THE WEEK\*

SONG TITLE	PUBLISHER	ACI
Marines Hymn (E. B. Marks)		266
Blue Skies (Berlin)		199
You Made Me Love You (Broadway)		181
Caissons Go Rolling Along (Shapiro-Bernstein)		154
Embraceable You (Harms)		152
We Must Be Vigilant (Bregman-Vocco-Conn)		149
Of Thee I Sing (Harms)		146
Anchors Aweigh (Robbins)		145
Why Do I Love You (Harms)		141
Over There (Feist)		136

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



# Coast-to-Coast



**R**ICHARD AYDELOTTE of the University of Maryland returned to his studies last week after a summer of relief announcing on WILM, Wilmington, Del. . . . Newcomer to the WILM announcing staff is George Kinzie.

Glenn R. Dolberg, Manager of Operations for KQW, San Francisco, negotiated an arrangement with the San Francisco Chronicle, whereby the station's news gathering and news analyzing and announcing staffs cooperated with the staff of the newspaper to cover election news for the August primaries. KQW microphones were set up in the office of the Chronicle's managing editor, and a staff of Chronicle writers reported and interpreted the election figures as they came in from key points. Fred Briggs and Ira Blue voiced the broadcasts, and the station's 15-piece orchestra, under the baton of Ernest Gill, provided entertainment between broadcasts of election news.

Vera Barton, CBS' singing star of "Songs in the Mood of Love," appeared at the rally held at the Manhattan Center, last night, sponsored by the Treasury Department. The rally started the ball rolling in the Treasury's campaign to enroll all Department store employees in the 10 per cent drive. Virtually one third of the employees of major New York department stores attended the rally.

"Music and the Child" is the title of an educational series currently aired on WFAS, White Plains, by Leon Bloom, pianist, pedagogue, and former CBS conductor in Chicago. Bloom is demonstrating in his series that an appreciation of wholesome music may be inculcated in children at an early age. He broadcasts each Tuesday morning at 10:30.

The Texan Hotel of Austin, Texas, will sponsor the Dick Dunkel Football Forecast for 1942, over station KNOW, it has been announced by Ralph Oakley, manager. The hotel uses the Forecast Broadcasts and Forecast-Score Sheets to sell its Texan and Longhorn Cafes. Hardy C. Harvey of KNOW sold the tie-up for 1942.

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

September 1

John J. Anthony    Robert K. Chase  
William N. Daly    Edwina Eustis  
William Anthony Farren  
Fred Jeske        Clyde Lucas  
Jack Martin        Don Wilson

During the vacation of Bill Moshier, farm editor of KIRO, Seattle, Moshier's daily "Farm Forum" is being handled by Edwin Landerholm, state representative of the Bureau of Agricultural Economics from Pullman; E. A. Arneson, information agent for the Agricultural Adjustment Administration from Pullman; and Jim Johnston, Assistant King County Agent in Seattle. . . . Now working at KIRO, in the publicity department is Helyn Champagne, formerly with WTCN and WL0L in Minneapolis and KWAL, Wallace, Idaho.

Staff changes at KOY, Phoenix, Ariz., recently included the transfer of Carlos Montano, Spanish announcer, from the station to KTUC, Tucson; the addition of Bill Lerma, new to radio, to the announcing staff; the appointment of Fran Myers of the business department as secretary to John A. Reilly, manager. . . . KOY has received notice of the graduation of John Gibbs and George Boring, former engineer and newsman respectively, as second lieutenants from Scott Field, Ill.

George Hamilton Combs, Jr., news commentator on WHN, New York, will act as master of ceremonies for the motion picture's September billion-dollar drive at the Bronx rally, today. Combs will introduce Charles Laughton, Ann Rutherford, Vivian Courtney and Alan Courtney, guest stars for the drive in the metropolitan area.

An impromptu War Bond Rally over KVOR, Colorado Springs, featuring Bing Crosby and members of his touring unit of USO entertainers appearing at nearby Camp Carson, rang up \$25,000 in War Bond sales in a 45-minute midday broadcast recently. With less than 24 hours to promote the rally, KVOR found an audience of 600 crowding the Hawaiian Village of the Broadmoor Golf Club at broadcast time and an additional 600 overflowing the club house and lawn.

Sheldon Hilliard formerly of WSAY, Rochester, N. Y., has joined the staff of WJLS, Beckley, W. Va., as assistant program director. He will also handle announcing assignments. . . . Duane A. Nelson, WJLS former announcer, reports that all is well in South Dakota where he is a member of the United States Army Air Corps. He's being trained to be a radioman on a bomber.

Jack Davidson, manager of the new CKWS in Kingston, Ont., has taken up his new duties. He was formerly associated with CHEX, Peterboro.

George Lasker, general manager of WORL, Boston, has completed negotiations for a Victory Bond Ball. Scheduled to take place late in September, the event will be held in the Kenmore Hotel and will be broadcast by WORL.

Ralph R. Brunton, president of KQW, San Francisco, has been appointed to the Advisory Committee of the San Francisco League for Service Men. This organization, composed of many of San Francisco's leading citizens, has as its purpose the provision to our armed forces of requirements not provided through regularly established channels and organizations.

Doris Tirrell, well known local organist, has been appointed music librarian at WEEL, Boston, Lloyd G. del Castillo, director of the station, announced last week. Miss Tirrell has been playing the organ on major Boston radio stations for over 12 years. She has been heard on WEEL regularly with Uncle Elmer's "Song Circle" program for the past two years. In addition to the organ, she plays the piano and novachord. She attended the New England Conservatory of Music and studied under Lloyd G. del Castillo, her new boss.

Officials of WIP, Philadelphia, announced recently that a new audition record had been set with 7 new commercial accounts auditioning programs in one day, between 10 a.m. and 4 p.m. Benedict Gimbel, Jr., president, and Major Edward A. Davies, vice-president in charge of sales, both stated without reservation that it was the first time in their careers that so many commercial auditions took place within such a short space of time in one day. Clifford Harris, technical supervisor at WIP reported that the station's master control room was forced to use 4 additional pumping machines, besides those that are normally used.

A two-week contest is being conducted on WOWO, Fort Wayne, by Paul Roberts, emcee of "Club Roberts," mythical night club program aired nightly, to find a new name for his program. Prize for the winner will be a Bulova watch. Roberts has already received entries from Sioux City, Iowa; Brookside, Ky.; Caldwell, New Jersey; Camp Wallace, Texas; and Jackson, Michigan.

Jackie Gibson, baritone-guitarist, and William Dawes, producer and dramatic actor, have been added to the staff of WCKY, Cincinnati, L. B. Wilson, president and general manager has announced. Gibson, formerly with WHDH, Boston, is John Alfred Turgeon, son of a vaudeville team. He will broadcast on his own program at 11:30 a.m. Mondays through Fridays, and be guest on Bill Wells' "Scores, News and Music," and Carol King's new women's feature program. Dawes is producing "Pleasant Dreams," song-music variety show Sundays through Fridays at 11:30 p.m. He is a former dramatic art teacher of the Schuster-Martin School of Drama.

Linda Porter, star of recent singing feature, "The Three Marbles on WMCA, New York, returns to the air in a new Monday through Friday series of her own beginning this at 9:30 to 9:45 a.m. entitled "Patter." Although a women's series, the broadcasts are designed to include features of general interest, deal with personalities and events.

"Americanization School," effective yesterday, is on a permanent basis with lessons in American History, American Government and nationalization, broadcast four times a week in as many different languages, WHOM, Jersey City. The school is in an experimental series during August and part of August. Charles Baughman, WHOM's director of War Activities and Special Features is directing the radio classes. Station's language directors and announcers give the lessons in foreign languages, under supervision of Baltin, who prepared all lectures before they are translated.

Robert Mabry, for two years member of the announcing staff of WCAR, Pontiac, Mich., has been named chief announcer of the station. . . . To coming with WCAR he was an announcer at KWOC, Poplar Bluffs, Mo. Mabry handles special event broadcasts for the station in addition to his regular duties, as chief announcer of the University of Michigan, has been on the staffs of WSAM, Lansing and WEXL, Royal Oak, Mich.

## Shift 'War Journal' Setup Porter Now In Beatty's

"Weekly War Journal" on Blue work underwent changes last week with Roy Porter being brought to microphone as "editor of ceremony" replacing Morgan Beatty. Porter currently heard on the network's turday nights as Earl Godwin's mate on "Watch the World Go Round" and is also on Sunday afternoon.

Other changes in the new setup of the "Journal," heard Sunday 12 to 12:30 p.m. EWT, include introduction of two new commentators. From San Francisco, Dickason, Pacific Coast commentator, spoke to the national audience on events in the South Pacific Far East. The commentary by Dickason, who has spent the last 20 months traveling to and from the Orient, placed the pick-up from Australia temporarily cancelled because of atmospheric conditions.

The second new commentator of the "Journal," also broadcasting from San Francisco, was Major General Paul B. Malone, U. S. A. (Retired) formerly heard locally on KGO, will give the military review analysis of the week formerly by Morgan Beatty.

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



NO. 46

NEW YORK, N. Y., WEDNESDAY, SEPTEMBER 2, 1942

TEN CENTS

## Audiences Up Says CAB

*Based On Latest Study, Analysis Finds Night Listening Up Over 6 Percent; CAB Now Non-Profit Org.*

Now acting as a non-profit membership corporation, the Cooperative Analysis of Broadcasting, Inc. in its first release as such, reports the index of night-time listening for the month of July 1942 was 19.9, an increase of 6.4 per cent over the corresponding month of last year. The issuance of the current release practically coincides with the publication of the Hooper Evening Ratings' "Sets in Use Index" as reported yesterday in RADIO DAILY and which showed a slight increase in evening listening.

In addition to releasing its Index of Listening the CAB also has informed its subscribers in a letter from the

*(Continued on Page 7)*

### MBS Program Heads Set Cleveland Meet

Fourth in a series of semi-annual meetings of program directors of the Mutual Broadcasting System will be held in Cleveland, Sunday and Monday, September 9 and 10, at the Hotel Cleveland. Thirteen of Mutual's key stations, the main points originating

*(Continued on Page 8)*

### Plough, Inc. on WABC—Also 8 Coast Outlets

Plough, Inc. for St. Joseph's aspirin and other drug products, has contracted for the airing of "Don't You Believe It" on a weekly basis over

*(Continued on Page 2)*

### No See, No Hear

Denver—Despite staff headaches coincidental with the war's steady drain on personnel, spirit of those carrying on is illustrated in characteristic radio man's gag as recorded at KVOD, Blue Network outlets in this city. Communication sent there recently read: "Transcriptions on way. Don't broadcast until they arrive."

### "Wing" Placements

War Production Committee of the American Theater Wing has placed 185 persons in war training programs, and obtained 24 defense jobs for registrants. Committee's all over tabulations and findings based on the registrations obtained in the past three months are being totaled, and will be released soon.

### Ruppel Resigns Post To Join Crowell Co.

CBS yesterday announced the resignation of Louis Ruppel, the network's director of publicity. Ruppel, effective October 1, will join the Crowell-Collier Publishing Co. as executive assistant to Thomas Beck, president. George Crandall, Ruppel's assistant at CBS will take over pending a permanent appointee to the post. Ruppel came to CBS in December 28, 1938 from Chicago where he was managing editor of the Chicago "Times." Understood Ruppel's contract with CBS ran until the end of the current year.

### "O'Neills" First Serial To Use Full NBC Web

As the first daytime serial to use NBC's full network rate plan, "The O'Neills," serial of long standing, will go on 126 NBC stations for Standard Brands, Inc., on behalf of Royal Baking Powder and Royal Desserts beginning October 5. Schedule calls for

*(Continued on Page 2)*

## CBC May Reduce Commercials — Raise Listener License Fees

### Femme Radio Personalities Create New War-Aid Dept.

Volunteering their time and talent as a contribution to the home front war effort, a group of leading women personalities in the radio field have created a radio script and production committee of Bundles for America, it has been announced by Mrs. P. Wesley Combs, national radio direc-

*(Continued on Page 2)*

### Theater Ticket Sales Successful Via Radio

Following its success in selling tickets for "Holiday Inn" directly over the radio counter, customers calling the stations for ticket reservations, Paramount Pictures used the device as part of its radio spot campaign for "Wake Island" which opened yesterday. Results of the device over two local stations, WMCA

*(Continued on Page 2)*

### Barrymore "Mayor" Show Starts On CBS Oct. 7

The Lever Bros. show starring Lionel Barrymore in "The Mayor of the Town," will have the odd circumstances of debuting on one network for a four week run, before taking up its originally scheduled Fall spot on the other network. Ruthrauff &

*(Continued on Page 2)*

### "Pure Food Hour" Returns To WOR For 17th Season

For the seventeenth consecutive year, the McCann "Pure Food Hour" will return to WOR, September 14, geared to war time phases of nutrition and food. Program, one of radio's

*(Continued on Page 2)*

### Seek FM Licenses; Other FCC Activity

Washington Bureau, RADIO DAILY—Application of Mervel Valentine, owner-operator of station, WREO, Texas, for the voluntary assignment of the station to the Broadcasting Company has been filed with the FCC. Directors of Broadcasting Company, Mervel Valentine, also doing business in San Antonio, Texas as the Walmac Company, and J. K. ...

*(Continued on Page 8)*

### Net Reshuffling Commentator Skeds

Commentator schedule of news men on the Blue Network was again reshuffled according to a report yesterday which indicates that effective September 7, and continuing through the "News Here and Abroad" program, William Hillman and Ernest K. ...

*(Continued on Page 2)*

### Command Series Produced At WMCA

Commands of the United States Army Air Force will present a series of programs based on the observer corps, via WMCA, to record the show to make it available to all stations in the country. The phase will be inaugurated September 8 for airing on WMCA ...

*(Continued on Page 2)*

### Happy Family

People with the same birthday on the "Bright Horizon" program on CBS must be a good sign, according to Paul Luther, announcer. On checking he found today, astrologically speaking, a "buoyancy and magnetism" The others who celebrate their natal day with Luther are ...

Montreal—Possibility that the CBC may increase the annual license fee to listeners is seen in the announcement of the new general manager, Rev. Dr. James Thomson, that the radio advertising policy will be overhauled with a view to reducing the amount of commercially sponsored programs. It is also indicated in radio circles that financial control of the corporation will pass from Dr. August

*(Continued on Page 7)*



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FINANCIAL (Tuesday, Sept. 1)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., Gen. Electric, Philco, RCA Common, Stewart-Warner, Westinghouse, Zenith Radio.

OVER THE COUNTER

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

Blue Net Reshuffling New Commentator Skeds

(Continued from Page 1)

Socony-Vacuum Oil Company sponsorship. Starting September 4, Hillman takes over the "Daily War Journal" at 8:00 a.m., EWT. On September 4, and on September 7, Roy Porter assumes the duties on the 15-minute spot at 10:15 a.m., vacated by "Today's News With Helen Hiett."

"O'Neills" First Serial To Use Full NBC Web

(Continued from Page 1)

an original program at 10:15 a.m., EWT, Monday through Friday, with daily repeats at 12 noon, EWT. Serial, which made its debut in May of 1935, is continuing to feature Kate McComb, Jimmy Tansey, Joan Banks, Jane West, Jack Rubin and Janice Gilbert. Ted Bates, Inc., is the agency.

THOMAS J. VALENTINO, Inc. MAJOR SOUND EFFECT RECORDS Offering the Largest and Latest Selection of Sound Effects "All New Recordings" SEND FOR CATALOG 1600 BROADWAY NEW YORK, N. Y.

Barrymore "Mayor" Show Starts On CBS Oct. 7

(Continued from Page 1)

Ryan agency still start the Barrymore production, Sunday, September 6, 7-7:30 p.m. on NBC to fill in the four weeks remaining on the time contract which had brought "The Private Life of Josephine Tuttle" and Edna Mae Oliver to the network as a Summer fill-in for Jack Benny. With the illness and subsequent withdrawal of Miss Oliver, the script was adjusted and retitled, "The Remarkable Miss Crandal" featuring Mary Boland. Program wound up Sunday, August 30.

At the expiration of the Summer fill-in, Jack Benny will return October 4. Then Barrymore will move to CBS, for a 9:30-10 p.m. spot Wednesday nights, starting October 7. Program will follow immediately the Bob Burns show for the same sponsor, to give Lever Bros. a full hour consecutively.

Femme Radio Personalities Create New War-Aid Dept.

(Continued from Page 1)

for the organization. Headed by Mrs. Alois Havrilla, the women writers and commentators have undertaken to contribute timely scripts for Bundles for America programs.

The committee is composed of Mary Margaret McBride, NBC (WEAF); Adelaide Hawley, CBS (WABC); Kathryn Cravens; Bessie Beatty, WOR-MBS; Diana Ashley, Associated Press; Dorothy Sanchez, J. Walter Thompson Agency; Mary Stuart Fickett, formerly of New York at War.

Mrs. Combs also announced the appointment of Mrs. Douglas Humphries as chairman of the greater New York regional radio committee and Mrs. Edward Plaut as chairman of the radio branch committee.

"Pure Food Hour" Returns To WOR For 17th Season

(Continued from Page 1)

oldest commercials, was started by the late Alfred W. McCann, and has been conducted for the past 11 years by his son, Alfred W. McCann, Jr. John Gambling who has assisted McCann in years back, will continue with the program upon its return, for a daily airing, Monday through Friday, 10-10:30 a.m. Script for the show is prepared by McCann from research conducted by his own laboratory staff.

Former WJSV Newsmen Writes Marines' Story

Washington Bureau, RADIO DAILY Washington—Nationwide byline was one reward received by James Hurlbut, former news staff man of WJSV, and now a sergeant in the U. S. Marines, for writing story of Marine Corps assault on Guadalcanal, Solomon Island. Founder of station's news bureau, he enlisted May 8, and wife and two-year-old son knew nothing of his whereabouts until story was released.

Fighter Command Series Being Produced At WMCA

(Continued from Page 1)

title, "The Eyes and Ears of The Air Force."

Series is designed to demonstrate civilian and military cooperation in repelling surprise attacks on continental United States, according to an announcement by Brigadier General John K. Cannon, commanding general of the First Fighter Command at Mitchel Field, New York. Army will record the WMCA broadcasts and offer the discs to the other fighter commands for release to stations. Aim is to create more universal interest in the importance of the aircraft warning service in the air defense system.

Westbrook Van Voorhees, announcer on the "March of Time," will be narrator for this new series which Earl McGill of CBS will direct. Guest stars now serving with the ground observer corps of the aircraft warning service, including Helen Hayes, Elsie Ferguson and Henry Hull, will appear on the program.

Theater Ticket Sales Successful Via Radio

(Continued from Page 1)

and WNEW were most gratifying, according to Montague Salmon, managing director of the Rivoli Theater, where the pictured opened. Over a thousand tickets at \$2.20 a piece were reported sold as a result of a half dozen announcements. The theater provided the messenger service for the delivery of the tickets.

On WMCA the spots were aired on three fifteen-minute programs of recorded music Saturday, Sunday and Monday, and were handled by Art Green. Whether or not the success of these will lead to a more widespread use of radio for direct selling over the radio counter on the part of the motion picture firms could not be determined now, though Salmon indicated they were very interested in the development.

Plough, Inc. on WABC—Also 8 Coast Outlets

(Continued from Page 1)

WABC, New York, and 8 stations of the CBS-Pacific Coast network. Series will be heard in New York on Thursdays at 6:15-6:30 p.m. EWT starting October 1 and on the West Coast regional net on Saturdays at 9:45-10:00 p.m. PWT—beginning October 3. Stations on the CBS-Pacific net carrying the program are KNX, Los Angeles; KQW, San Francisco; KARM, Fresno; KROY, Sacramento; KOIN, Portland, Ore.; KIRO, Seattle; KFPY, Spokane; and KGDM, Stockton. Lake-Spiro-Shurman, Inc. handles the account of Plough, Inc.

Joins Blue Press

New addition to the publicity staff of the Blue Network's New York headquarters is Robert King, formerly with the publicity department of J. M. Mathes, Inc.

COMING and GO

G. W. "JOHNNY" JOHNSTONE, network director of news and special events yesterday in Washington conferring at House and the War Department. Expected today.

LT. JOE THOMPSON is at Camp Ga. for today's broadcast of the "Review" program over Mutual.

SIDNEY STROTZ, vice-president in charge of the western division, is in City in San Francisco for conference with House and the War Department. Expected today.

FRANKLIN M. DOOLITTLE, general manager of WDRC, Hartford, is in Washington on business.

HOWARD L. CHERNOFF, managing director of the West Virginia Network and of Charleston, West Va., is in New York on short business trip.

HAROLD L. OXLEY, manager of Lunceford, has returned to New York for Cod for treatment to a foot injury while on Coast Guard Auxiliary Patrol.

WILLIAM A. RIPLE, commercial promotion manager, of WTRY, Troy, is on a brief visit on station business.

MORT DAVIS is in Atlantic City up his affairs as manager of the Charlie orchestra before induction into the United Army.

JOHNNY STEADMAN, of KPO, the NBC net in San Francisco, utilizing his period to study radio production in Hollywood.

MILDRED BROWN, of David O. Alber, is off to St. Louis to confer with Pickens on a Fall campaign.

FRANK JOHNSON, program director at back from a two-week vacation at New York.

G. S. "PETE" WASSER, station manager KQV, Pittsburgh, in New York and call yesterday at he headquarters of the Network.

HORACE LOHMES, radio attorney, is in New York.

MIKE VALLON, Woody Herman's manager, Hollywood yesterday en route to New York.

Edward A. Hanover

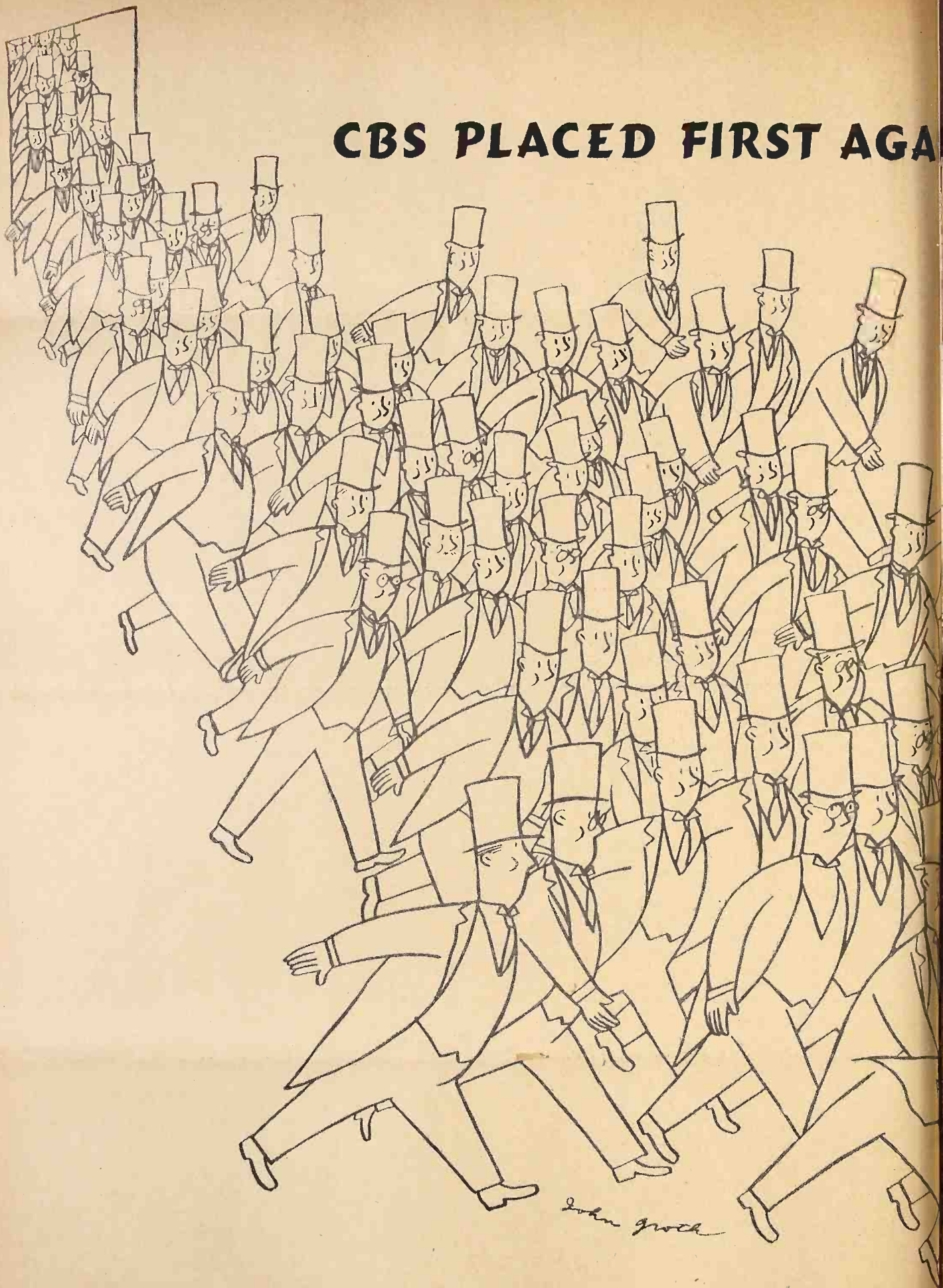
Rochester, N. Y.—Edward A. Hanover, 59, vice-president in charge of manufacturing and broadcasting operations for Stromberg-Carlson telephone Manufacturing Co., died unexpectedly last weekend, while on brief holiday to the Thousand Islands. Hanover devoted part of his life to the management of WHAM, Stromberg-Carlson outlet located in Rochester.

Advertisement for WHAM radio station, featuring the slogan 'NOT JUST MONROE COUNTY but WHAMland' and listing address 1422 corner drug store, Rochester, N. Y.





# CBS PLACED FIRST AGA



# 100 LEADING ADVERTISERS

In 1941, for the seventh straight year, CBS was first choice among the 100 leading advertisers of the United States.

... 21 per cent more of the 100 leading advertisers used CBS than the next most popular network.\*

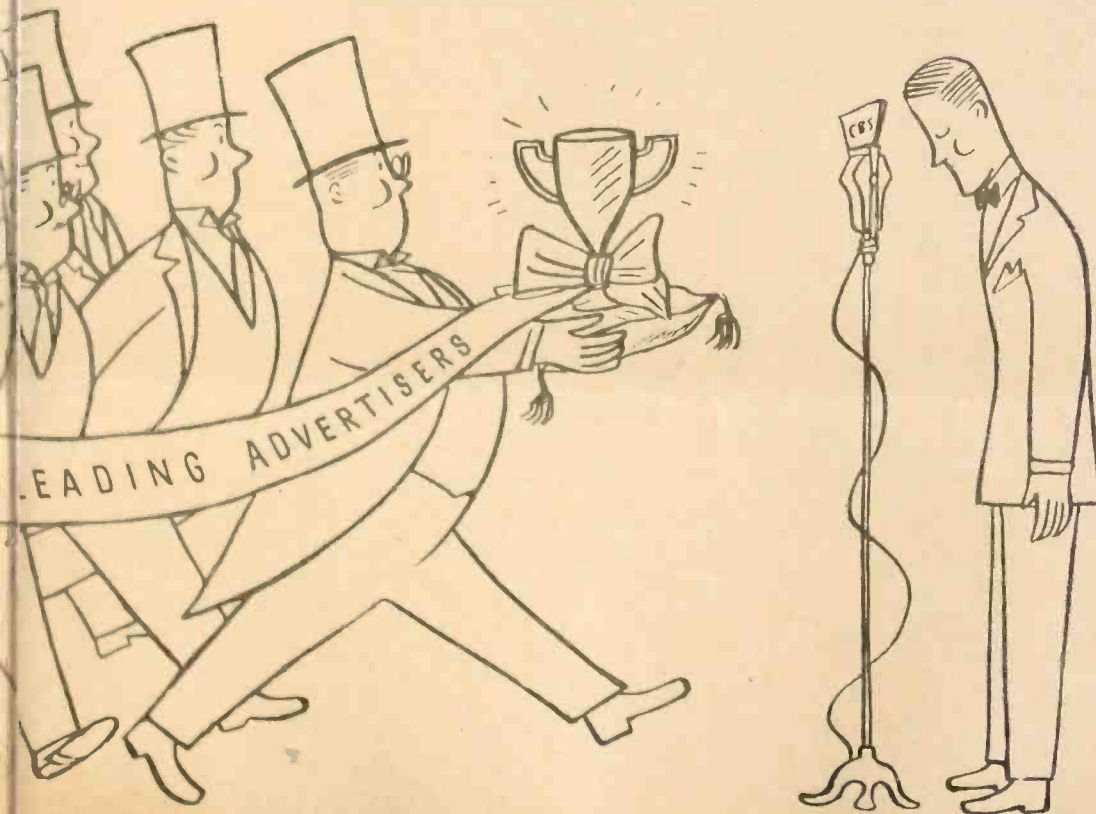
... CBS had 73% more exclusive advertisers than any other network.\*

... And in 1941, for the second year in a row, the 100 leading advertisers bought more "time" on CBS than on any other network.\*

But the trend is not to CBS alone—the trend is to radio.

Because for the first time, the 100 leading advertisers bought more network radio than any other form of national advertising.\*

## COLUMBIA BROADCASTING SYSTEM



\*Based on actual expenditures for 1941 as reported by: Bureau of Advertising, ANPA; Publishers' Information Bureau; and CBS Research Department.

## Chicago

By FRANK BURKE

GENERAL MILLS, INC., added 10 stations to its Blue Network lineup for the "Jack Armstrong — All American Boy" program which started on the Blue August 31. This brings total to 100 stations carrying the program Mondays through Fridays at 5:30 p.m., CWT. Knox Reeves is agency.

WENR gets the exclusive broadcast of the 11 Sunday games of the Chicago Bears professional football team with Pabst Sales Co. sponsoring for second consecutive year thru Lord & Thomas agency. Jack Drees, sports announcer, will handle the broadcasts with first game scheduled on September 27 with Chicago Bears at Green Bay.

A check for \$1,098, representing the net proceeds of a soft ball game between the WGN all stars and the Bob Elson retrievers, was presented to Mayor Edward J. Kelly to help provision the Chicago Servicemen's Center. Frank P. Schreiber, manager of WGN, made the presentation.

A new amateur show, "Stars of Tomorrow," sponsored by Rubin's, Chicago, has been contracted for 52 weeks with WGN. Program will be heard Sundays from 8-8:30 p.m., with six amateur acts presented each week. Contract was placed by Malcolm Howard agency.

Ozzie Nelson and orchestra with Harriet Hilliard are playing the Riverside theater in Milwaukee this week while en route to the West Coast to resume broadcasting on the Red Skelton show on September 15.

M. W. Rife, field supervisor of the NBC central division engineering department, is in Wesley Memorial hospital recovering from an appendectomy.

Joseph Petrillo, son of Caesar Petrillo, musical director of WBBM, was inducted into the Navy over the week-end as an aviation cadet and the proceedings were broadcast on WBBM.

Christian Science Committee on Publications for Illinois, through Charles Garland company, Chicago, purchased three 15-minute broadcasts weekly for 52 weeks on WJJD.

Tom Dunlop, WJJD studio technical advisor, is on a two weeks vacation at Twin Lakes, Wis.

William A. McGuineas, WGN sales manager, is vacationing with his family at Grand Beach, Mich. Tom Foy, WGN news editor, vacationing in the north woods of Wisconsin.

Patricia Hill, youthful radio star who portrays Gail Manning in "The Green Hornet" on the Blue Network, from Detroit, is a beauty contest winner. As "Miss Michigan" she will go to Atlantic City to compete for the title of "Miss America."

## America's Greatest Syndicated Show FUNNY MONEY MAN

ALLEN A. FUNT RADIO PRODUCTIONS  
52 Vanderbilt Avenue New York City



### Jingle, Jangle, Jingle . . . !

● ● ● Due to his sock work as a summer filler for the Burns & Allen stanzas, Tommy Riggs has been handed a long-term by the sponsor, Swan Soap, and starts his own series over the Red on Oct. 2nd. . . . Stymie in the Harry James-Jack Benny deal is that the James crew are mostly specialists and what Benny wants is a studio ork with a name conductor. That's why he prefers Abe Lyman. All this is contingent, of course, on whether Phil Harris goes in the Navy or not. Meanwhile, James is down for the "Spotlight Band" opener on the 21st. . . . Bruce Barton claims he got more publicity out of that hole-in-one he scored the other day than he did while he was in Congress! . . . BBD&O losing Tax Cummings and Charlie Dalton to the Navy and Army respectively. Both will be commissioned. . . . Wm. Saroyan has signed Doris Dudley's two youngsters, Butch and Skipper, for his forthcoming picture. . . . Jean Holloway, who came from Calif. to make good here, flew back to the coast yesterday to take over the scripting assignment on the Lionel Barrymore show. . . . Air deal for Jack Pearl practically in the bag. The Baron meanwhile will guest on "Stage Door Canteen" on the 10th. . . . Did Kenny Baker's "slurring" remarks cost him another show recently on the coast? . . . Herman Pincus, former "Motion Picture Daily" staffer going over to the "Hollywood Reporter" . . . Plenty of station reaction on "Sons of Freedom" series—with seven using the show daily now. . . . Carl Bixby up in Canada on combined vacation and business trip.

★ ★ ★

● ● ● The other afternoon, Johnny Long was Dick (WHN) Gilbert's guest 'phone operator—taking calls for War Bonds. To pep things up, he announced an offer of dinner for two with every \$100 bond that was sold. In five minutes over 50 such orders came in—so Johnny raised the ante to \$250 bonds. Another 50 came through, making a total of 100 persons, or 200 dinners at the New Yorker that Johnny has to make good for. Figured at the rate of \$3 per dinner this amounts to \$600. A low bow from this dept to Johnny for a very nice gesture.

★ ★ ★

● ● ● Reddest face of the week belongs to Paul Kapp, who manages Diane Courtney. Last week, the R. & H. Beer Co., which sponsors the Courtney show, tossed a swank party in N. J. with a private swimming pool and all the trimmings. Most of the guests decided to go in swimming and induced Kapp to join them. There weren't enough bathing suits to go around, however, and Paul had to content himself with a pair of trunks which were probably custom-built for Ed East. At any rate, they were at least a size 50 and on Paul it looked good—except he didn't have a belt. Up he stepped to the diving board and executed a beautiful swan dive. Too beautiful, in fact, because he hit the water and swam right out of the trunks! It was a good thing for Paul that it was a beer company sponsoring the party because there just happened to be a "barrel" handy!

★ ★ ★

● ● ● Critics' Corner: Saturday nite's Bond program—a Red, White and Blue offering—was gobbled up by listeners, to the tune of over ten million dollars in Bond sales. No clambake this, it moved with the speed and precision of a Commando raid. Highlights were Orson Welles' reading of the poem dedicated to the heroes of Bataan—Dinah Shore's warbling—Edward G. Robinson's "telephone call to Tokio" (calculated to give the Nips nip-ups if the Hirohitoadies had their short-wavers tuned in)—Carl Sandburg's reading of his new masterpiece, "The Man With The Broken Fingers"—Jack Pearl's stint, recalling the days when he was a top comic on the air. A great show for a great cause with great results.

★ ★ ★

—Remember Pearl Harbor—

## Los Angeles

By JAC WILLEN

HEDDA Hopper was hostess a week to a contingent of Marines, enroute to the Pacific arena, during one of her "Hopper's Hollywood" airings on CBS. Commented the militant admiringly when she was introduced to the husky American young man: "They look like typical, clean American college boys, but I'll bet they are the 'toughest' audience ever face."

Anita Kert, pert eastern songstress currently in Hollywood looks a bet to remain along the local radio. Her song-styling seems to please hearing senses of those who call. Look for her on daily radiologue nouncements shortly.

John Nesbitt takes time from "Passing Parade" shorts at MGM. Goldwyn-Mayer and his Tuesday radio show this month to narrate instruction films for the Army.

Look for a major film studio's nouncement next month that V. Borge, Kraft Music Hall comedian-pianist, has been signed to a long term contract.

Mrs. Leonard L. Levinson (Ruth Keller) gave birth to a daughter at the Cedars of Lebanon Hospital August 27.

Gene Autry's "Melody Ranch" program was heard from Minter Field, Bakersfield, California, Sunday, August 30, and from Luke Field, Phoenix, Arizona, will be heard Sunday, September 6th.

September 23 has been set as starting date for the Kay Kysner picture, which, to date, has no story, no director, no studio. Kysner merely says he and his orchestra be featured.

NOW.

For COMPLETE Coverage

in  
ALABAMA

it's

The ALABAMA TR

WSGN  
BIRMINGHAM

Now—5,000 watts daytime, 610 on your market whose speaker power is still going

WSFA  
MONTGOMERY

Deep in the heart of Alabama's Army Base market whose speaker power is still going

WALA  
MOBILE

5,000 watts day and night. WALA covers the Coast where war production payrolls are at an all-time high.

REPRESENTED BY HEADLEY-REED CO.

# CBC Commercials Higher License Fees

(Continued from Page 1)

Thomson, assistant general manager of the changes recommended contemplated are based on the special House of Commons report which for three months summer probed CBC affairs. That report was neither adopted by the House itself, nor to a large extent been implemented by the Board of Governors, but the Cabinet let it be known it would not interfere.

**BBC Seen As Model**  
An important feature of the changes made and others proposed is that the CBC seems to be emulating the British broadcasting system with which Murray was connected before he came here at the inception of CBC. BBC has kept administrative and creative work apart from organization, and in the changes a similar policy has been pursued. How far CBC will go in imitating the broadcasting of educational features, which are given great prominence by the British system, has not been disclosed. One recommendation of the House committee was to have a few independent stations in the country that served as outlets for radio chains should be examined to see whether or not the outlets could be confined to the CBC chain. Dr. Thomson stated last week that the favorite American broadcast would be retained. He did not say, though, whether this would be handled through independent stations or solely by the CBC net-

# "Mail Bag" Success Results In Extra Edition

The "CBS Mail Bag" which started as a monthly letter for the net-employees in the armed services has been made a semi-monthly publication as a result of so many requests for the more frequent issue. In the every-two-week series that went out last week, containing pages of chatter and mail and pictures. House organ's "This Nation can provide the answers for everything except letters home."

# Phil Baker Injured

Phil Baker, emcee of "Take It Or Leave It" on CBS was slightly injured yesterday in an auto accident. He and his companion were able to get away from the scene of the accident in a taxi, although the car in which he was riding was completely wrecked.

# RAY WINTERS ANNOUNCER

Winters With Paramount Newsreel  
Winters With Manufacturers Trust Co.

LA 4-1200

# PROGRAM REVIEWS

## "I Pledge America"

Two hours of entertainment from New York and Hollywood, Saturday, August 29, 9-11 p.m., via 127 stations of the Blue Network, in cooperation with the Treasury Department and Western Union for the all out drive to sell war bonds. This was followed by a five-hour dance band jamboree.

Just as the proof of the pudding is in the eating, so the criterion for this two hour program is the total of bonds sold. During the two hours of broadcasting, listeners wired or telephoned orders amounting to \$5,006,000. Of this, \$115,825 came through WJZ, network's key outlet here. Returns on the network totals are still being tabulated. Orders at the present time have exceeded the ten and a half million mark.

As a radio program, this production was as well knit and dovetailed as could be achieved over such an expanse of time. Its aim was to sell bonds, to drive home the need for bonds, rather than to entertain, and on those premises it scored. Its component parts, naturally varied in quality, some being impressive, and undoubtedly, effective. The most outstanding factor from a point of view of programming, was the unswerving unity of scripts, songs, appeals, etc. Whether Jane Froman sang, or Fanny Brice why'd her daddy, the war bond drive was paramount. Even the humor of Bob Burns was subordinated to the basic theme. This was no pamper-America, pretty-please-buy-bonds appeal. It was sock and bludgeon. And it took.

Show consisted of star talent contributions from New York and Hollywood, and pickups from Panama, Hawaii and England. William A. Backer produced, while Orson Welles emceed and narrated. Talent included Amos and Andy, Bob Burns, Edward G. Robinson, Jack Pearl, Cliff Hall, Carl Sandburg, Jane Cowl, Margo, Conrad Thibault, Jane Froman, Dinah Shore, Fanny Brice, Hanley Stafford, Meredith Willson's orchestra, Lanny Ross and Nelson Eddy.

Production opened with the personification of the Statue of Liberty, Jane Cowl taking the title role. The Guardian of American Freedom came down from her pedestal on Bedloe Island to mingle with the populace and to see if Americans would still fight and cherish the ideals for which she stood. Device was handled a bit clumsily in the opening dialogues, and Miss Cowl's interpretation of the Grand Old Gal was lumbering dramatics, on the overacted side.

Milton Geiger wrote the grim, unrelenting "I Pledge America" which with a throw-back to the Battle of Lexington and Concord, used the voices from the graves of past battles to measure the mettle of Americans today.

Fanny Brice-Hanley Stafford, Amos and Andy, Edward G. Robinson, and

## "The Great Gildersleeve"

After an eight week layoff for the hot weather, Hal Peary and his aids brought the Great Gildersleeve back, Sunday, NBC-WEAF 6:30-7 p.m., EWT, for a Fall and Winter series. If the forced laugh issued by Gildersleeve do not arouse in the mind of the listener an association with nervous patients in certain institutions, then, perhaps, it becomes infectious. It didn't sound very mirthful or spontaneous on this first of the return engagements, and so proved irritating, though without it, Gildersleeve would not be Gildersleeve.

Program, generally, didn't pick up. The few lines that clicked were scattered about, with long, dull narrative waits in-between. A fishing trip, surely, lends itself to more gags than were popped in this half-hour.

Peary's regular cast was on hand for the return bow, with no change in makeup. Lineup consisted of Lurene Tuttle, Walter Tetley, Earle Ross and Lillian Randolph. Broadcast was from Hollywood.

Commercials for Pabst-ett cheese made the mouth water.

Jack Pearl-Clifford Hall, were featured in short sketches in keeping with their regular radio characters. Scripts for Baby Snooks, and the black face performers wobbled considerably before the point had been achieved. Cutting would have fixed them up. Robinson's "Joe Dokes and the White Star" was a crystal clear performance. Pearl and Hall scored readily, also.

"Thanksgiving 64," acted by Jane Cowl and Margo, went overboard on the melodramatics, actresses' voices, also, sounding too similar to permit necessary distinction.

Carl Sandburg's "The Man With the Broken Finger," a new poem, was poignant indeed. The poet's own recitation of his composition, in view of his age, was more outstanding than the quality of his reading. It was good showmanship.

Welles rendered "The Ballad of Bataan" the narration of the heroisms and sufferings of our forces on that Philippine peninsular across the channel from the fortress of Corregidor.

At ripe intervals, the musical talent, listed earlier, came through with solos, duets and choral renditions of such appropriate songs as "This Is Worth Fighting For," "Gangway," "I Left My Heart At The Stagedoor Canteen," and others. Appeals for bonds were made about every 15 minutes, and no words were minced. The pickups from foreign parts were extremely brief and lost in the shuffle. The closing prayer, however, for brotherhood in acts and deeds was so universal in appeal it is worth a repeat on the air.

# CAB Goes Non-Profit; Night Listening Up

(Continued from Page 1)

organization's manager, A. W. Lehman, that it is now a non-profit membership corporation. Change in financial setup has no effect on the policies or management which remains the same.

CAB was formed twelve years ago to engage in continuous research into the listening habits of American radio audiences and was the outgrowth of a committee of the Association of National Advertisers that began in 1929 to survey the methods of measuring the popularity of radio programs. Organization of CAB was accomplished in the next year with the cooperation of the A.A.A.A.

Both associations have continued their sponsorship of the CAB, and the by-laws of the new corporation require that the Board of Governors, replacing the Governing Committee, contain three agency members nominated by the 4A's and a like number of advertiser members named by the ANA. The members of the new Board are the same as those that formed the Governing Committee. Chairman of the Board is Dr. D. P. Smelser of the Procter & Gamble Company, the only remaining member of the original Governing Committee, who is one of the advertiser members. The other two are Robert B. Brown of Bristol-Myers Company and John L. Bogert of Standard Brands, Inc. Agency members are Dr. George H. Gallup of Young & Rubicam, Inc., who originated the Gallup poll and is the president of the American Institute of Public Opinion; F. B. Ryan, Jr., of Ruthrauff & Ryan, Inc., and Dr. L. D. H. Weld of McCann-Erickson, Inc.

## Poll Covers 33 Cities

The CAB conducts its continuous poll of listening audiences in thirty-three cities which are served by the radio networks. The cities, spread from coast to coast, are the principal centers of American urban population. In addition, the CAB regularly makes a survey of the listening habits of rural audiences. In the twelve years that the CAB has operated continuously it has made over 7,000,000 telephone interviews with radio set-owners and has accumulated the only running history of the popularity of all network programs and talent dating back to 1930. The CAB publishes a semi-monthly summary rating the relative popularity of every network program and issues monthly, quarterly, and annual reports analyzing listening audiences by income groups, by time of day, by radio stations, and by geographical sections. The CAB rating expresses in percentage the number of set-owners that reported having heard a specific program.

## SALESMAN WANTED

New York station representative office. \$60.00 to January 1. Then \$75.00 depending on aptitude. Our men know of this ad. Include age, experience and family status. Write Radio Daily, Box 566, 1501 Broadway, N. Y. C.

## MBS Program Heads Set Cleveland Meet

(Continued from Page 1)

the network's program service will be represented, to map out a Fall schedule of feature programs.

Those who are scheduled to attend include: Van C. Newkirk, Don Lee network; John Tinnea, KWK, St. Louis; George Steffy, Yankee network; Madeline Ensing, WOL, Washington; Bert Hanauer, WFBR, Baltimore; Herbert Rice, WGR, Buffalo; Clifton Daniel, WCAE, Pittsburgh; Murray Arnold, WIP, Philadelphia; Syd Cornell, WKRC, Cincinnati; Campbell Ritchie, CKLW, Windsor-Detroit; C. M. Hunter, WHK, Cleveland; Frank Schreiber, WGN, Chicago; Julius F. Seebach, Dave Driscoll, WOR, New York; Adolph Oppinger, Lester Gottlieb, Tom Slater, and Andrew Poole of the network staff.

## "True Story" Series Set By Howard On MBS

Howard Clothes Inc., through the Redfield-Johnstone Advertising Agency, will sponsor "True Story Theater of The Air," a new weekly dramatic series using material from "True Story Magazine," and starring Henry Hull, legit star, on eight Mutual network stations starting Wednesday, September 23, 8:30-9 p.m. Each broadcast will feature, also, a prominent actress from stage, screen or radio to play opposite Hull.

Stations included in the commercial hookup will be WOR; WNAC, Boston; WIP, Philadelphia; WCAE, Pittsburgh; WGN, Chicago; WEAN, Providence; WAAB, Worcester, and WAGE, Syracuse. Program will be sustaining no other Mutual outlets.

Sig Miller and Louis Vitteiz will prepare the scripts. Production will be handled by Norman Livingston and will originate here.

## Katz Joins IBS

Leslie Katz, son of Joseph Katz of Joseph Katz Advertising Agency, has joined the staff of the Intercollegiate Broadcasting System, according to an announcement by Louis M. Bloch, Jr., business manager of the school network system. Katz will maintain his connection with the advertising agency on a part-time basis and devote the balance of his time to program planning and writing with the Intercollegiate Broadcasting System.

# Coast-to-Coast

MUTUAL LOAN CO., with offices in three Northwest cities, has purchased an early morning newscast on KXL, Portland, Ore. Quarter-hour news periods are complete roundups of news items received the preceding night and early morning. . . . Daily 30-minute religious program, "The Quiet Hour," has been contracted for by Rev. J. L. Tucker for 52 weeks over KXL.

Carol King, women's news-feature commentator on WCKY, Cincinnati, has started a five-day-a-week morning series for women. . . . Representatives of 13 United Nations were heard on a half-hour broadcast via WCKY on Monday in connection with the Veterans of Foreign Wars 43rd National Encampment in Cincinnati.

Geoff Brooks, former assistant to Mort Lawrence on the "Dawn Patrol" on WIP, Philadelphia, has resigned his post to become a free-lance radio scripter. Replacing him is Raymond Mullen, brother-in-law of Jerry Mahoney of the engineering staff. . . . New custodian of the paper clips, etc., is Evelyn Green, who has taken over the job formerly handled by Bill Peters, who has gone into the Navy. . . . Murray Arnold, WIP program chief, will represent the station at the MBS program directors' conclave in Cleveland next week.

"Midnight Jamboree" on WEVD, New York, incorporates a live feature starting on Wednesday of this week. Formerly a record show, Carl Post of the Davis-Lieber publicity firm will do a nightly piano stint. Show is aired at 2-2:15 a.m. every morning.

Renalda Kraus, new to radio, has been appointed assistant to the auditor of KWK, St. Louis. She will handle the sale of War Bonds in the special department set up for that purpose recently. . . . KWK vacation notes: Harvey Smith, engineer, spent his summer holiday at home in St. Albans, just outside of St. Louis; Nick Zehr, chief engineer, and family were at Lake of the Ozarks.

Christian Science broadcasts on WQXR, New York, will, during September, originate at the Fourth Church of Christ, Scientist, in New York. Services will be broadcast from 11 a.m.-12:15 p.m. on the first and third Sundays in the month. On the second Sunday, September 13, WQXR will broadcast a Christian Science lecture from 3-4 p.m.

Ben Feld and Seth Greiner, orchestra leader and staff pianist, respectively, at KMOX, St. Louis, Mo., have composed a new tune titled "Isn't This a Lovely Day for the Blues" which received its world premiere performance Sunday on the "Syncopeation Piece" program over the station. Program recently returned to the air replacing the St. Louis Municipal Opera series.

New additions to the staff of WOWO-WGL, Ft. Wayne, Ind., are Fred Freeland, announcer formerly with WHBC, Canton, Ohio, and Connie Mettler, secretary to the music librarian and night receptionist. . . . A moving picture portraying "Fort Wayne Civilian Defense in action under air raid conditions which was made under the direction of Clair Weidenaar of WOWO-WGL, is now being completed and will be ready for showing early in September. The picture is about 30 minutes in length, and a sound track carries narration by Paul Roberts, also of the WOWO-WGL staff.

Several local merchants and a theater chain cooperated with WWDC, Washington, D. C., in the promotion of a beauty contest to select the most beautiful and talented girl to represent the nation's capital at the Atlantic City Beauty Pageant to be held next week. Station carried a daily program titled "Miss America" on which aspirants for the title performed and were interviewed by Jimmy Wilson, WWDC emcee.

WIP, Philadelphia, has heard from two former announcers, who are coming up in the radio world. Ezra McIntosh is program director of WWNC, Asheville, N. C., and Sandy Geyer is now manager of WBTM, Danville, Va. . . . Howard Jones, WIP's veteran spieler, has sold his farm in upstate Pennsylvania and will return to the urban life of an apartment.

Two Jackson, Miss., outlets, WSLI and WJDX, united to broadcast the opening ceremonies of "Bonds for Our Boys Day" recently. Occasion was the induction of local selectees into the army and was celebrated with a half hour program including speeches, interviews and music by the Jackson Air Base Band. Program was announced by Roy Weinedel, WSLI special events and sports director.

WSRR, Stamford, Conn., has scheduled the broadcasting of the ceremonies in connection with the awarding of the Army-Navy "E" to the Electric Specialty Co. on September 12. Gail Smith, WSRR program director, will emcee the affair. . . . Local clothier sponsor is bankrolling the local high school football contests via WSRR with Cam Mitchell and Gail Smith handling the assignment.

Employees of the Corning Glass Works are currently doing their own program on WHCU, Itaca, N. Y. Patterned after the Wheeling Steel Company's network show, the program is titled "Family Party" and presents talented employees of the Corning company. Broadcasts are by remote control from the Memorial Club House in Corning, N. Y., and are emceed by Bob Smith, who also produces and directs the show with the assistance of Joe Short, WHCU program director.

## 3 Seek FM License Other FCC Action

(Continued from Page 1)

Beretta. Each owns one-third of Laredo stock.

Should the Commission not object to the sale of KPAB, Laredo company has filed an application for a construction permit for a new L station to be operated on the wavelength, 1490 kilocycles, with watts power, and unlimited time.

Three more FM station applications have filed with the Commission for licenses to cover construction permits, on basis of order of August 4 to grant a wartime service from permit position to render substantial service. Latest applications under order are from W65H, operated by WDRC Inc., Hartford, Conn.; W Bamberger Broadcasting Station, New York; and W45CM, to be operated by WBNS, Inc., Columbus, Ohio.

Hearing is scheduled for tomorrow on application of First National Television Inc. of Kansas City, Mo., for renewal of license for standard broadcast station KXXX, formerly KXO. One of the issues involved is whether the licensee has exercised control over the station or transferred it without FCC permission.

Russell R. Clevenger arrived at the FCC yesterday to take over duties of Director of Information. Appointment to fill that position in the absence of George O. Gilham on Army duty was announced by the Commission on August 11. Clevenger who has had broad newspaper and public relations experience founded BMI's public relations department in 1940 and headed it through March of this year. He is on leave absence as vice-president of Frank-Guenther Law Inc.

Long Island Broadcasting Company operating WWRL at Woodside, received permission from the FCC yesterday to operate on an unlimited time schedule on its present frequency of 1,500 kilocycles. The WWRL station formerly shared time on frequency with WCNW Brooklyn which as WLIB has been operating on 1,190 kilocycles since July. WWRL maintains its present power of 250 watts.

In another action FCC turned down the application of KVOE, Santa Ana, Calif. for a construction permit to change its frequency from 1,490, 1,480 kilocycles to step up to 1,490 from 250 to 1,000 watts and to install a new transmitter. Ernest L. Spier is president and general manager of the licensee corporation "The Empire of the Orange" Empire Ltd. Application is now designated for hearing.

## SALESMAN

For a 50 KW Station in large metropolitan district. Salary only. Give details when replying. Box 567, Radio Daily, 1501 Broadway, N. Y. C.

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					
September 2											
Barbara Jo Allen						Bill Bacher					
Noah L. Braunstein											
Fred von Ammon											

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

NO. 47

NEW YORK, N. Y., THURSDAY, SEPTEMBER 3, 1942

TEN CENTS

## Radio To Honor Labor

### Wheeler Pushing Investigation Of AFM

Washington Bureau. RADIO DAILY.—It is understood that Senator Burton K. Wheeler, chairman of the Senate Interstate Commerce Committee, will shortly appoint a subcommittee to take action on a resolution introduced into the Senate last week by Senator D. Worth Clark of Idaho for an investigation of the AFM ban against the making of radio transmissions and recordings for (Continued on Page 2)

### Canadian Outlet Formally Dedicated

London, Ont.—Formal dedication ceremonies of the new Northern Ontario Broadcasting & Publishing, Ltd. outlet in this city took place yesterday. The new station, which broadcasts on 960 kc. with a power of 100 watts fulltime, are CKWS and the station is Jack Davidson, formerly of CHEX, its sister station in Peterboro, Ont. CKWS will be presented in Canada by All- (Continued on Page 8)

### Move To Radio Sales San Francisco Manager

San Francisco—O. G. Morby, space buyer for McCann-Erickson agency in this city, has replaced Oscar Oxarart as manager of Radio Sales Co., here. Oxarart, after only a few weeks as Radio Sales chief, was transferred to Hollywood by CBS executives to become network and local space buyer for CBS. Morby, in charge of the agency, has handled a number of important radio accounts.

### Furning "Pro"

Participants in Major Bowes show will witness a civilian ambulance become a professional fighter plane. William F. Grimeson, 19-year-old N. J. lad, is sworn into the service by Lieut. William G. Morrison, recruiting officer. Grimeson is a sturdy youth who had an incapacitated fourth finger amputated so he could join the nation's fighting forces.

### Voice Contest

Extension of time to give judges additional opportunity in which to judge voices of contestants from all sections of the United States, has been decreed for NBC's "Spanish-Through-Music" series. Closing date has been set for October 15, instead of September 15.

### Treasury Dept. Songs In Own Program Setup

"Songs for Victory," a program featuring war songs by amateur and professional writers, which have been pouring into the Treasury Department during the past few months will be given its initial airing over WHN tonight from 8:00 to 8:30 p.m. The broadcast, first in a projected series, is designed to encourage the writing of new inspirational and patriotic War Bond songs, and is presented in cooperation with the New York War Savings staff.

The first program features old and new patriotic airs presented by an (Continued on Page 2)

### "First Nighter" Series Goes To Mutual Web

"First Nighter" dramatic series, which has been on the air twelve consecutive years, returns for another season, but switches to the Mutual network. Program was on CBS last year. Same sponsor, Campana Sales Co., will back the series which will (Continued on Page 2)

## Amendment Issued By OPA Clarifies Apparatus Prices

### FTC Stipulation Signed By Station In Atlanta

Atlanta, Ga.—Liberty Broadcasting Corp., operating WAGA here, has stipulated with the Federal Trade Commission to cease representing that WAGA has more listeners in Atlanta than any other station or that, when operating as authorized in its construction permit, it can be (Continued on Page 3)

## All Networks, Many Stations, Schedule Shows Revealing Workers' Effort In Helping To Win The War

### Elect Frank Stanton CBS Vice-President

Board of directors of CBS yesterday elected Dr. Frank Stanton a vice-president, the move, expected for sometime, involving no immediate change in Stanton's activities as Director of Research for the network. Stanton is also currently acting in the capacity of sales promotion manager. CBS officially stated that election of the new vice-president looked toward further development of research as an important factor (Continued on Page 3)



Dr. Frank Stanton

### Male Baseball Audience Hits Peak Sun. Afternoons

Male audience listening to baseball broadcasts in the metropolitan area reaches its peak on Sunday afternoons, while feminine fans listen in mostly during the mid-week night (Continued on Page 2)

Dramatic evidence of the part which America's workers play in our fighting effort as the first Labor Day since our declaration of war rolls around, will be presented in a series of nationwide programs which is estimated to be from 40 to 50 in number. Leading in importance are addresses by President Roosevelt, Secretary of Labor Frances Perkins, Undersecretary of War Robert P. Patterson and Paul V. McNutt, Administrator of the War Manpower Commission.

All major networks and a great number of independent stations will (Continued on Page 3)

### OCD "V-Home" Drive Readied For Sept. 21

A "V-Home Drive" sponsored by OCD, is expected to get under way in about two weeks, and is scheduled for the OWI allocation plan for week of Sept. 21. "V-Home" is described as one where: (1) Local air raid instructions are observed; (2) Where food, clothing, transportation (Continued on Page 2)

### UP Starts Distribution Of Football "Prophet"

United Press this week distributed to its 510 domestic radio clients the first scripts in a series of 13 weekly quarter-hour programs titled "Your (Continued on Page 2)

### Satisfied

Petersburg, Va. — Chief announcer Frank Facenda of WPID, lamented the lack of "meller" in radio dramas. Suddenly he acquired the lead as Master of the Morgue, in a "Workshop" production, which included a murder, suicide and an ice-box full of cadavers. At the end of the production Facenda was the only one "alive."

OPA yesterday issued an amendment simplifying pricing procedures for radio manufacturers, and also a statement of pricing methods for shops servicing radios and other appliances under OPA's service regulation. The amendment, effective Sept. 8, makes clear that maximum prices for all radio apparatus and parts covered by maximum price regulation (Continued on Page 2)



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JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Wednesday, Sept. 2)

NEW YORK STOC KECHANGE

	High	Low	Close	Net Chg.	Asked
Am. Tel. & Tel.	120	119 3/4	119 1/2	+ 1/8	
Gen. Electric	26 5/8	26 1/2	26 1/2	—	
Philco	34 1/2	34 1/2	34 1/2	+ 3/4	
RCA Common	3 3/8	3 1/4	3 1/4	— 1/8	
RCA First Pfd.	54 1/2	54 1/2	54 1/2	— 1/4	
Stewart-Warner	6 3/4	6 3/4	6 3/4	—	
Westinghouse	69	69	69	— 1/4	
Zenith Radio	143	14 1/4	14 3/8	—	
OVER THE COUNTER					
Farnsworth Tel. & Rad.				1 5/8	
Stromberg-Carlson				5 3/4	6 3/4
WCAO (Baltimore)				16	18
WJR (Detroit)				20	

Male Baseball Audience Hits Peak Sun. Afternoons

(Continued from Page 1)  
broadcasts, according to a coincidental survey taken by The Pulse of New York, Inc. Survey was a door-to-door canvass of listeners at intervals when games were being aired. Survey also includes an audience breakdown according to age groups. Mid-week daytime baseball airings draw a high male audience which drops off eight per cent for the mid-week night games. Women listeners however, showed a gain during the night hours.

New Exploitation Head Appointed For KNX-CBS

Hollywood—Peter O'Crotty, former war correspondent, and until recently with the Los Angeles "Daily News," was appointed Director of Exploitation for station KNX-CBS, Hollywood, by Donald W. Thornburgh, vice-president in charge of Western Division of CBS. O'Crotty has been a newspaperman for the last 16 years, and is noted for some of his "crack" photography. He recently joined the KNX publicity department, under Hollister Noble, where he remained until being named as Director of Exploitation.

UP Starts Distribution Of Football "Prophet"

(Continued from Page 1)  
Football "Prophet" for airing on Thursday nights. Written and experted by Ralph Palmer, head of the United Press radio sports staff, the series will analyze pre-season prospects and evaluate player and coaching potentialities in the college conferences, professional leagues and among service teams in the three weeks preceding the opening of the season on September 26. During the 10 weeks football season, the program will call the turn on 50 to 65 of the top collegiate and service games each week and will discuss the factors prompting the "Prophet's" selection. Lively interest among sponsors in this special sports feature is reported by stations, according to United Press. Several advertisers, who basked in the reflected glory of Palmer's 1941 record of correctly naming the winner in more than 78 per cent of the games covered, have exercised options on the program pending since last fall. The "Football Prophet" supplements UP's regular football coverage for radio which will provide broadcasters with scores on more than 200 games weekly; period scores on all major contests nationwide; period summaries of each week's ten biggest games; stories on the results of every big game and two roundups each Saturday evening summarizing the national football picture.

"First Nighter" Series Goes To Mutual Network

(Continued from Page 1)  
run on 125 Mutual stations, coast to coast.

Though the commercial calls for an October 4 debut, and for a weekly airing, Sundays, 6-6:30 p.m., Mutual will introduce the program Sunday, September 6, and will carry the series for the four weeks voluntarily, as a contribution to the war effort. In the place of the commercials, net will air government messages from the OWI. Cast remains the same as prevailed last year, with Les Tremayne and Barbara Luddy in the lead roles. Eric Sagerquist will remain the musical director, and Bret Morrison, the host. Show will originate from WGN, Chicago. Account is handled by Aubrey, Moore & Wallace, Chicago agency. When the series was first broadcast back in 1930, Don Ameche, and later Tyrone Power were featured.

S. W. Newscaster Signs Two

San Antonio—Charles C. Shaw, news editor has been signed for two new series of broadcasts to be aired here over KTSA. Texas Maid Shortening will sponsor a quarter-hour newcast each Tuesday, Thursday and Saturday morning at 11:45 a.m., CWT. Besides the regular newscast a cash consumer contest will also be held. The Universal Mills of Fort Worth will sponsor Shaw each Monday, Wednesday and Friday at 7:30 a.m., CWT, in the interest of their Gold Chain Flour. Broadcasts will be announced as a presentation with the compliments of the retail grocers of the city.

OPA Amendment Clears Prices On Apparatus

(Continued from Page 1)  
No. 136 are those charged by sellers on last March 31. According to Bond Geddes, Radio Manufacturers Association representative here, this "greatly simplifies" the operations of the manufacturers who previously had to function under three price ceilings. A number of "A" items, including resistors and many condensers were under an Oct. 1, 1941 ceiling, which yesterday's amendment now abolishes as far as radio equipment is concerned. In addition to simplification, according to Geddes, by moving the ceiling for these to March 31, 1942, this new ruling gives radio manufacturers a cushion for increased labor and other costs during the period.

Prices on all replacement parts are still regulated by OPA order No. 84, placing the ceiling at the highest price between July and October, 1941. Shops servicing radios must file statements with their local war price and rationing board by Sept. 10, according to OPA's second announcement dealing with the trade yesterday. A sample of such a statement was given, and this indicates that under the service regulation they must set up top charges for the repair, maintenance or rental of home radios and phonographs and also prices of all commodities, such as parts and accessories, sold in connection with these services. Shops are cautioned not to charge any more than the highest price charged in March for the same or similar services. A copy of the statement on ceiling prices must be hung in the shop for public inspection.

OCD "V-Home" Drive Readied For Sept. 21

(Continued from Page 1)  
and health are conserved; (3) Where essential materials are salvaged; (4) Whose owners buy War Bonds and Stamps regularly, and (5) Refuse to spread rumors. Air raid wardens will check families on these points, and V-Home honorary certificates will be awarded to those meeting the requirements. BVC suggests that stations contact their local civilian defense councils, which will shortly receive "radio kits" for the campaign through their regional officers. Broadcasters will be depended upon to get listeners in the proper frame of mind for the question calls of their air raid wardens.

See Wheeler Pushing Investigation Of AFM

(Continued from Page 1)  
non-private use. It is taken for granted that Senator Clark will be named chairman of this subcommittee. Senator Clark is known to be pressing for action on this measure and there is a strong likelihood that the committee will be set up for this purpose before Senator Wheeler's return here from Montana.

COMING and GOING

JACK M. DRAUGHON, president and manager of WSIX, Mutual outlet in has arrived from Tennessee for conference network headquarters.

EMILIO AZCARRAGA, of XEQ, Mexico is visiting New York.

DICK PACK, publicity director of WJ returned from a three-weeks vacation.

ROYAL PENNY, general sales manager, Charlotte, N. C., back from Atlanta and Birmingham as a guest of Remedy Co. and Harvey-Massingale advertising agency.

FLORENCE EIMER, secretary to John of Associated Recorded Program Service, tomorrow for a few days at Pocono Summit.

DAVE ELMAN, of the CBS "Hobby" program, leaves today for Waterbury, where he will conduct a "Victory" tour under the auspices of WATR.

JAMES DAVENPORT, of WTAL, Atlanta from Georgia for a short visit in business.

BOB SEAL, program manager of KPFA outlet in San Francisco; BETH GARDNER, assistant continuity editor, and AL DIEHL, auditor, are back from their respective vacations.

CHARLES OPPENHEIM, in charge of the press in the publicity department of WJ on a holiday trip of one week.

PAUL WHITEMAN tomorrow will reach, N. J., the final stop on his current. He will appear at the Central Theater.

Treasury Dept. Songs In Own Program Series

(Continued from Page 1)  
all star Broadway cast including Clark Dennis, Arlyne Chanler, Finney and the "New Yorkers" group of soloists from the show "and Garter," and a Hawaiian trio "The South Seas Islanders." Ed Delange, composer and Nick Kolumist will be interviewed by Jackson Beck.

Through the medium of the program, it is hoped that there will be developed a patriotic air rivaling George M. Cohan's "Over There" the last war.

"Songs for Victory" is produced and directed by Fred Vosberg, is on leave from his private production office to volunteer services to the New York War Savings staff. The script is by Lyons. Jackson Beck will do announcing and musical arrangements have been made by Roy Lenn and Helen Price. Leo will provide a background of music for the program.

Wedding Bells

Des Moines, Ia.—Gertrude Wells, the traffic department of KSO-KM here has resigned to become a bride. Ceremonies are scheduled for September 4.

YOUR SALES TARGET . . .

WRITE OR DIRECT FOR STATION DATA



# Honors Workers "Labor Day" Skeds

(Continued from Page 1)  
President's message dealing with stand on inflation and the cost of living, from 9:30 to 10:00 P.M. Secretary Perkins will deliver address running from 11:30 p.m., EWT, the ninth day radio talk she has given since she first took office. She will speak twice in connection with the holiday, the first time during the intermission of the CBS program Sunday at approximately 3:40 p.m., EWT, and Monday over the Blue Network with William Green in connection with the Labor Day celebration at the Omaha Central Union, 4:00 to 4:15, EWT.

**"Army Hour" Pickups**  
Preparations for the "Army Hour" broadcast over NBC from 3:30 to 4:30 p.m., EWT, include pickups from plants manufacturing tanks, bombs, planes and anti-aircraft guns. Other portions of the program will originate at unrevealed bases, where men of our armed forces will testify as to the nature of the armaments being manufactured.

Other events planned for the day include those presenting the wife of Brig. Gen. James Doolittle at the Tokyo raid, speaking from the front of the airplane factory where she is working; the speech by Undersecretary of War Patterson, and a talk by Maj. C. H. Lee, Commander of the Army and Supply, European Theater of Operations.

**Senator Wagner to Speak**  
Senator Wagner will pay tribute to the workers for their part in winning peace from wartime production. He will be paid on the "Vox Pop" program on Monday, which brings together Johnson and Warren Hull to discuss the Aircraft Corporation's plant in Dayton, makers of the deadly Airplane, to chat with women as well as men workers.

**Senator Wagner for Victory**  
Senator Wagner's "Labor for Victory" on Monday night preceding, Senator F. Wagner, Jr., of New York will deliver an address and it is expected that he will also have a message to the people from President Roosevelt.

**Carey, CIO secretary and head of the War Labor Board, discusses "Wage Policy in War-**

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

# PROMOTION

## State Fair Tours

Heartened by the success of its elaborate farm promotion at the 10-day Minnesota State Fair, KSTP, Minneapolis, has scheduled further promotions to capitalize on growing farm incomes in the northwest area. The station has now booked a series of personal appearances for county fairs, harvest festivals and community fetes in key points of the state, which will follow patterns similar to the station's State Fair promotions. These appearances will follow the State Fair, which closes on Labor Day.

At each of the communities, selected to do the promotion, the station will set up a promotion booth almost identical with that at the state exposition. The personal appearances will include members of the station's "Sunset Valley Barn Dance" as well as other acts. Day before the Minnesota Fair opened on August 29, the station expanded its promotion there. Originally it planned to air four of its regular shows from the mammoth 4-H club building; then on Friday moved also to air its regular noon-day farm show, "Main Street, Minnesota," right from the station's big booth in War Exhibits building. The booth, originally planned to publicize the war department's "Army Hour," thus tying in with the war exhibits, and other station features, was expanded further in time for the Fair opening with a full-time leased United Press wire to furnish Fair patrons with regular news service right on the grounds. A four by eight bas-relief map was used in the centerpiece of the booth, bulletins posted alongside it, with red ribbons

placed to lead from the bulletins to the spots on the map affected in that particular item.

time" with University of Chicago professors on the NBC "Roundtable" program Sunday. At 3:00 p.m. the next day, R. J. Thomas, president of the United Automobile Workers speaks at the biennial convention of the United Office and Professional Workers from the De Witt Clinton in Albany in a broadcast over the Blue Network.

Further special broadcasts scheduled by CBS include "Victory and the Union Label," a talk by I. M. Ornburn, secretary-treasurer of the Union Label Trades Department, AFL from Washington, 4:45 p.m., EWT; "Keep Working, Keep Singing, America," a narration by David Ross, 6:30 p.m., EWT; the word picture of British war workers' contributions toward victory by Herbert Hodges, former London cab driver and more recently author of two books, Saturday, 10:15 p.m., EWT, and the dedication of "Hymns of All Churches" to the war workers of America on its Labor Day broadcast starting at 9:45 a.m., EWT.

### MBS Schedule

Labor Day schedule of MBS starts Sunday with "American Forum of the Air" presenting Henry J. Kaiser, shipbuilder, from Hollywood, in a discussion entitled, "How Can We All

## "Hand" Layout

Striking example of what can be done with photographic simplicity and lack of wordiness is contained in 20-page booklet put out by CBS concerning the first to respond to its full network discount rate. Ten raised hands in silhouette, representing the first ten sponsors to contract for the arrangement, constitute the sole cover illustration, which bears the message, "All those in favor." Printed message is included again in the inside left hand page, with the elaboration of the theme, "All those in favor . . . of 'going full network' at the very outset of the new CBS discount plan," then listing the fact that at the time the brochure was issued, 10 advertisers had accepted the plan for 14 different programs and 20 different time units totaling nine hours and 10 minutes of broadcasting weekly for every station of the network.

Right hand page repeats illustration of raised hands, imprinted on each of which is the name of the ten sponsors. Page illustrations of action pictures of each program follow, with silhouetted hand on each holding a placard bearing name of sponsor, number of stations added through use of the new plan, time effective, and agency handling the account.

Smaller folder, as impressive in its simplicity, using the same theme of silhouetted hands, tells of the three sponsors added after the larger book had been put on the press, is enclosed between the last pages. Material had previously been used in CBS trade press advertisements.

placed to lead from the bulletins to the spots on the map affected in that particular item.

## FTC Stipulation Signed By Atlanta Station

(Continued from Page 1)

heard without interference over the entire state of Georgia, or misrepresenting through exaggeration the number of prospective purchasers who listen to the station.

Help Win the War," starting at 8:00 p.m., EWT. At 11:15 p.m., George Meany, secretary and treasurer of AFL, speaks on "Labor's Supreme Test." Following this, at 11:30 p.m., EWT, social workers of the United States and Britain will exchange greetings. Monday the network will carry ship launching ceremonies on the Atlantic and Pacific coasts, 11:30 a.m. to 12:00 Noon, EWT, as two more Liberty ships go down the ways. From a Wilmington, California, shipyard, John Frey, president of the Metal Trades Department of AFL, will speak at the launching of the "Samuel Gompers." The program then switches across the continent to Baltimore, where John P. Green, president of the Industrial Union of Marine and Shipbuilding Workers of America, talks from the Bethlehem-Fairfield Company.

# Elect Frank Stanton CBS Vice-President

(Continued from Page 1)

in many areas of CBS operations with a research director which will report to the executive offices.

Stanton, who has been with CBS for several years, received his B. A. from Ohio Wesleyan University in 1930, and his M. A. and Ph. D. from Ohio State University, respectively in 1932 and 1935. He was a member of the faculty of the Department of Psychology of Ohio State University, 1931-35. Also was Associate Director, Office of Radio Research, Princeton University—1937-40. He is a member of the Advisory Council, Office of Radio Research, Columbia University, and a member of the Research Committee of the National Association of Broadcasters, of the Committee for National Morale. He is on the editorial board of Sociometry.

### Worker with Dr. Lazarsfeld

His activities as director of CBS research department include—the measurements of station coverage, records of media expenditures, statistical tabulations, audience mail records, special audience surveys for programs and stations, program effectiveness studies, and psychological analyses in the field of radio.

Dr. Stanton designed, constructed and used the first automatic recording device to determine accurate records of radio set operation, conducted early research in comparative measurements of "eye versus ear," and is the author of articles and books on market research, psychology and radio measurement. With Dr. Paul F. Lazarsfeld, he was co-developer of Lazarsfeld-Stanton Program Analyzer, an instrument for analyzing audience preferences of program content.

## GE Changes Division Name

The Vacuum Tube Division of the General Electric Radio, Television and Electronics Department will henceforth be known as the Electronic Tube Division, according to a recent announcement by Dr. W. R. G. Baker, vice-president.

WUPA-TV  
COVERS  
RICHMOND  
AND NORFOLK  
VIRGINIA WITH  
50,000 WATTS  
DAY AND NIGHT  
PLUS COLUMBIA  
PAUL H. RAYMER CO. NATIONAL REPRESENTATIVE

Los Angeles

By JAC WILLEN

THE quintet from Camp Haan, at Riverside, will be the first of the service bands to be heard weekly on the new KHJ-Mutual Don Lee series of Wednesday night musicals titled "This Is The Hour," and starring Betty Rhodes, with the Dave Hoose orchestra, in a musical-dramatic series themed to the war activity of the nation. Each week's program will feature, by remote pick-up from camps throughout the nation, music of some military musical unit.

Jimmy Fidler's new Hooper rating is now 7.9. It jumped from 4.5 to 7.9 since he started his airings on Sundays in the 8:15 p.m. PWT time slot on the Blue.

Warner Brothers screen star Jane Wyman plays the top role in "Meet Lily Malloy" on the "Stars Over Hollywood" show over the Columbia network Saturday, September 5.

Film actors John Carradine and George Murphy join the Kraft Music Hall's Mary Martin, Bob Crosby, the Merry Macs, Victor Borge, Ken Carpenter and John Scott Trotter's orchestra in special session tonight.

John Cohan of Smith & Bull Advertising Agency has been appointed publicity director of the War Savings staff photographic committee, U. S. Treasury Department.

Meredith Willson's (two l's) newest admirer is Meredith (two r's) Wilson of Pennsylvania.

Mrs. Harlow Wilcox, wife of the Nesbitt-Willson show announcer, was back at the broadcast again this week after a date with the doctor for a tonsilectomy.

Chet "Lum" Lauck and Norris "Abner" Goff tied for first place this week in a Southern California skeet-shooting tournament, each shattering 98 out of a possible 100 birds. Lum and Abner rate with the nation's foremost marksmen.

Key scenes from two of the current season's outstanding pictures, "Journey Into Fear," and "My Sister Eileen," are slated for presentation on "Hedda Hopper's Hollywood" within the next few weeks, the CBS film capital commentator announced this week.

KMTR is on the Treasury's Bond Wagon and what's more has a Bond Wagon and a full-time Bond Master, Rex Dettre.

When the Treasury Department asked the radio stations to act as direct selling agents in this all-out radio sale, Kenneth O. Tinham, general manager of KMTR, assigned Rex Dettre, Public Relations Field Director, exclusively to the station's Bond Campaign. He is now devoting 100 per cent of his time to the sale of War Bonds.

Football On KOA

Denver, Colo.—University of Colorado's home football games will be broadcast by KOA of this city this Fall. Station has contracted with school officials as well as with Bill Welsh, formerly with KFEL, who will handle the play-by-plays.



Bigtown Small Talk . . . !

● ● ● Confounding the wisenheimers who have already put Edgar Bergen in the army, Charlie McCarthy's mouthpiece hasn't even had his physical yet—and, as a matter of fact, hasn't even been reclassified! Present plans call for Bergen to visit plenty of service centers in the East this season. Other eastern starters will be Jack Benny and Amos 'n' Andy, who come here Sept. 10th for an indefinite stay. . . . Dramatic series of aviation stories culled from "Colliers" will be auditioned today for Lockheed Aircraft by Lord & Thomas. . . . Mann Holliner rating a captaincy in the army. . . . "Can You Top This" bought by Colgate for the CBS web starting Oct. 3rd, but will also retain its WOR spot. . . . When Kate Smith starts her new season, her first guest will be Ray Milland. . . . "Service With A Smile," which ran into priority trouble some time ago, due back on the Blue within a double fortnite. . . . Three sponsors—one a ciggie account and another a soap outfit—bidding for "Molasses 'n' January" who have come back hotter than ever. . . . Deal finally set for Harry James to appear on Benny's first two shows out of N. Y. . . . Henry Hull, Jr., undergoing operation on his foot to go in the army.



● ● ● Envy of every press agent in town is Paul Mosher, who got smacked but good by Hedy Lamarr in Washington. Paul planted so many pictures on her that Hedy reciprocated by planting one of her sweetest on Paul's kisser. . . . Nellie Revell shifting from Wednesdays to Saturdays. . . . Surprise bond-selling sleeper in the WNEW fold has been Dennis James, who sold over \$24,000 worth of bonds on a single broadcast. . . . Betty Garde has played plenty of mothers in radio—but it remained for Eddie Cantor to cast her as his grandmother in his life dramatization last week. . . . "Tobacco Network" has grabbed Fran O'Brien's twice-weekly show starting this week. . . . E. Frederica Millet, formerly with the radio section of the War Savings Staff in Washington, going to England where she will be in charge of an Officers' Club for the American Red Cross.



● ● ● If "Lady in the Dark" hadn't lured such a terrific sum from the films, the backers wouldn't have gotten a dime out of the show. Gertrude Lawrence's contract called for 15 per cent of the box-office before any expenses had been taken out. . . . Howard Lindsay reported putting coin in the Sidney Kingsley show. . . . Four commercials are in the offing for David Broekman, due to his sock work on the "Treasury Star Parade". . . . Lyn Murray signed for the new Campbell show. . . . You can go out and lay odds that "Hilltop House" will be back with us shortly. . . . Fred Vosberg's initial venture for the Treasury Dep't hits the air tonite via WHN with an all-star line-up. Kenny Lyons did the scripting. . . . Billy Mills, who did the music on "Gildersleeve" under the tag of Wm. Randolph, will use his real tag this season. . . . Gertrude Berg injected a cute touch in the "Goldbergs" by airing the show from Penn Station the other afternoon, at the same time bidding goodbye to Alfred Ryder (who is "Sammy" in the script) who left for the army.



● ● ● Radiokays: Charlie Moran's writing job and Eddie Cantor's "magic" on the Philip Morris "Playhouse" Friday nite. Eddie was in top form which means simply that the show was a humdinger. . . . Bill Bacher's "Svengali" influence over Margo on the "Caravan Hour" which has taken the Margo of "Winterset" and the Mexican Margo who danced her way into American hearts and made her into a performer to be reckoned with. As witness her light comedy on "Our Town" or her dramatic work on "Miss Bixby's Letter". . . . Clifford Evans' Big-Time commentating via WLIB. . . . The Blue's "Army and Navy Game" one of the zaniest and best of the audience-participation shows—especially since the contestants are all service men.

Chicago

By FRANK BURKE

BUSINESS at WENR perked up last week with some substantial new program and spots added to the billings. The Longines-Wittn Watch Company, through A. Rosenberg Company, have contracted for a half hour period six times weekly beginning September 10. The 30-minute musical program will be aired Sundays through Friday, 10 p.m., for 39 weeks. Sponsor of "The Adventures of Jimmy Allen" children's serial, by Feltman & Co. Shoe company, over WENR for 13 weeks was announced by Russell Comer Advertising company, Kansas City. Show will be heard Monday through Fridays from 5:15-5:30 p.m. CWT. The Sunway Vitamin company through Sorensen & Co., ordered participation period per day, Monday through Friday, on the Beulah K. Key—"Woman Today" program over WENR for 13 weeks. Dad's Root Beer through Malcolm Howard, has ordered one station break, Monday through Friday, for 52 weeks starting August 31.

George Weiser, former radio musician in Kansas City, will be featured playing a trumpet solo of "Confessing" on the "Meet the Navy" show on the Blue Network, Friday, September 4.

Bess Flynn, author of "NBC's Bachelor's Children," and her son Charles, who plays "Michael Keenan" in the show, celebrated their 11th anniversary in radio recently. Bess Flynn, who lives in Connecticut, had her son a surprise visit here.

Escorts and Betty, heard on the Blue Network "Breakfast Club," are making a personal appearance on the stage of the Chicago theater this week.

Edward Gerken, WGN sales assistant, has enlisted in the United States Coast Guard as a yeoman second class.

Art Jacobson, who recently dropped the name of Henry Hunt, actor, got his first assignment as a member of the NBC production staff yesterday. He directed "Hot Copy" weekly drama of newspaper life.

"National Barn Dance" show will dedicate a new "Hayloft" on Saturday, September 5, when the NBC program moves from the Eighth Street Theater to its new home in the Chicago Theater.

Vaughn Monroe and his orchestra are playing to record breaking business on their Chicago appearance at the Oriental Theater. Next week the band moves to Riverside Theater, Milwaukee, with CBS Camel show originating from stage through WISN on Monday night.

46 Stations Rave About

FUNNY MONEY MA

ALLEN A. FUNT RADIO PRODUCTIONS  
52 Vanderbilt Avenue New York

**GUEST-ING**

ROBERT E. WILSON, president of the Pan-American Petroleum Company, and DR. DONALD B. WILSON, head of the division of engineering at the University of Illinois, on "The Engineer at Day" (NBC Red, 6:30 p.m.).

WELLES and JAMES WELLES, on the "Stage Door Campaign," today (WABC-CBS, 10 p.m.).

HALEY, on the Rudy Vallee program, today (NBC Red, 10 p.m.).

JAMES, band leader; WOODWARD, sports editor of the New York "Herald Tribune" and MEL HEIN, captain of the New York Giants football team, on "Double or Nothing," tomorrow (Mutual, 9:30 p.m.).

L. ELDER, member of the Chemical Branch of the War Relocation Authority, on "Adventures in Time," Saturday (WABC-CBS, 10 p.m.).

N. EDDY, on "Soldiers with Guns," Saturday (WABC-CBS, 8 p.m.).

WYMAN, on the "Stars Over Broadway" program, Saturday (WABC-CBS, 12:30 p.m.).

FULEIHAN, pianist; JOHN FULEIHAN, baritone of the "Revelers" and JACQUES GASPAR, violinist, on the "Radio City Ball on the Air," Sunday (Blue Network, 12:30 p.m.).

**Warns Industry on Code Observance**

Washington Bureau, RADIO DAILY—Broadcasters Victory League yesterday called upon broadcasters for stricter observance of the War-time Practices. Warning issued upon four reported violations of these regulations in the past weeks.

The connection BVC disclosed in the Blue Network had to make a last-minute change of plans for its special Bond show on Monday night to avoid a fifth violation. Affiliated stations had received advance notification they were not to appear on the program locally.

Names, address of local stations and amounts of purchases. According to BVC statement, stations may or so before the show, but not remembered to check the "censorship." Treasury Department had originally informed that the local announcements were all right," but re-checking the file of censorship changed the picture. Pointing out that OC cannot give blanket clearance on any type of programs, BVC demands that broadcasters, for their own sake, check with it directly for any possibility of code violations.

**To The Colors**

BYRON MILLENSON, member of the sales staff of WDEL-WILM, Wilmington, Del., has joined the colors. WILSON LINDSAY, WDEL announcer, has enlisted in the U. S. Army Air Corps. TED BARSKY, special eventer at WILM, is to be inducted shortly. RAY BERRY, also of the WILM staff, has been inducted.

BILL MICHELSON, guest relations of KOA, Denver, has been accepted as a cadet officer in the U. S. Merchant Marine. He is a step-son of Lloyd Yoder, KOA manager, now on leave as a lieutenant commander in the Navy.

BILL BALLANCE, announcer at KOA, Denver, has entered the army in the VOC. He follows Stan Brown, KOA news editor, who is in the same branch of the service.

ROBERT MCGINNIS, formerly on the NBC guest relation staff in Chicago, will receive his second lieutenant's commission very shortly. He is at Ft. Benning, Ga.

JERRY LYON, of Weed & Co., station reps, has been commissioned a captain in the Army Air Corps.

LOWELL SWITZER, traffic manager of KMYR, Denver, has been inducted into the Army signal corps. He was replaced at the station by Jack Taylor, formerly with the National Theater Corp., Hollywood.

JAMES WINCHESTER, contact man for CBS press, has enlisted in the Army Air Corps and leaves for Ellington Field, Houston, Texas, where he has been assigned to the public relations department.

WARD D. INGRIM, sales manager at KFRC, San Francisco, has resigned to leave at once for Miami Beach, Florida, for a brief training period with the Air Force, after which he will be stationed until further notice as a second Lieutenant at Santa Ana, California.

DENNY HOLLANDSWORTH, former control room operator and staff announcer at WJLS, Beckley, has been inducted into the Army and at the present time is stationed at Fort Thomas, Ky.

DONALD C. MOYE, control room operator at WJLS, Beckley, West Virginia, left for Charleston, W. Va., having passed Navy examinations to qualify for a third-class radioman's rating.

CLARENCE SCHWARTZ and DEAN POHLENZ, staff drummer and movie reviewer respectively of KFOR, Lincoln, Nebr., are both in the Army. Former is a technical corporal at Santa Monica, Calif. Latter is a private in the infantry at Camp Crowder.

BILL PETERS, supply department chief at WIP, Philadelphia, has joined the U. S. Navy as a second pharmacists' mate.

BOB WATSON, special events and sports announcer at KGNC, Amarillo, Texas, leaves September 5 for the Naval Training School in New Orleans.

ED BRADY, former announcer at KOA, Denver, has finished his basic flying course and will report to Goodfellow Field, Texas, for advanced training.

**Set Sustaining Policy in Handling "Shadow"**

Modification in the broadcast policy of "The Shadow" as a sustainer on Mutual stations outside the sponsorship of D. L. & W. Blue Coal is being negotiated between Street & Smith, publishers who own the dramatic rights to the serial, and Mutual. S. & S. are planning to eliminate the completely gratis use of the production as a sustainer. Original plan was to charge a nominal fee to each station, per program. The cost may be absorbed by the network so that individual stations would not have the headache.

Starts Sept. 27

"Shadow" will start its commercial broadcasts September 27 over 24 stations. Thirty-five more Mutual stations are taking the show live, at the same time, but under local sponsorships, another innovation this year. Heretofore program had not been available for these additional commercials, which are outside the Blue Coal areas. Between 80 and 90 stations

**Third Sheffield Spot Scheduled On WABC**

Third WABC campaign of Sheffield Farms Co. starts Labor Day, becoming also the sponsor's third campaign on the "Woman's Page of the Air" series. Time is 8:45-9:00 a.m., EWT, Mondays through Saturdays, and was set through N. W. Ayer & Sons, Inc., the Sheffield agency.

use the serial as a sustainer. Publishers reasoned that a nominal fee among the sustainers, would spur stations to obtain a local sponsor to absorb the cost, and at the same time, minimize sustaining competition with the sponsored broadcasts.

Original assessment was scaled according to wattage of station, those up to 1,000 watts in one class, and those above that figure in the second. Price varied between \$5 and \$10 per program. From indications at Mutual, it seemed apparent that there would be some arrangement achieved enabling Mutual to absorb the costs, and so leave the sustainers gratis to the individual stations.

**AGENCIES**

JAMES JEWELL has joined MacFarland, Aveyard & Co., Chicago, as vice-president in charge of radio, according to an announcement by Hays MacFarland, president of the agency. Until recently Jewell was radio director of Stack-Goble advertising agency.

CAMBELL-EWALD CO., Chicago, has become advertising agency for Foulds' Macaroni Co., Libertyville, Ill. Test campaign will be started in eight midwestern cities starting in the middle of September and will use radio spots and transportation advertising.

BOTHWELL ADVERTISING AGENCY, Pittsburgh, has started a spot and newspaper campaign for Duff's Waffle Mix in seven metropolitan areas including Boston, New York, Baltimore, Washington, Philadelphia, Pittsburgh and Chicago.

GLENHALL TAYLOR has been named manager of the Hollywood office of Young & Rubicam, Inc. Carroll O'Meara continues as radio business manager.

TRANSCONTINENTAL ADVERTISING CORP., originally set up in papers filed by Martin Blau, New York, has been dissolved, according to the Secretary of State.

RED ROCK BOTTLERS, INC., Atlanta, has named H. A. Salzman, Inc. as agency to handle the Red Rock Cola account. Radio and other media will be used.

GREY ADVERTISING AGENCY has been named to handle the accounts of Aronson-Caplin Co., makers of underwear, and Major Vitamins, Inc.

**New Marine Corps Disk Available By Oct. 1**

Washington Bureau, RADIO DAILY—Washington—New series of 26 15-minute transcriptions on the Marine Corps will be made available to all stations on or about October 1, it was revealed here yesterday. Each program in the series, designed to stimulate recruiting, will feature latest Marine exploits in this war. Dramatizations will be tied as closely as possible to the current war headlines.

This particular type of program was chosen, it was disclosed, because it is what the majority of stations answering a recent questionnaire from the Marine Corps said they wanted.

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

## NEW BUSINESS

KSFO, San Francisco: Kenny-Ford-Lieutenant-Governor, five-minute spots, through Raymond H. Morgan Company, Los Angeles; Rosenshine-Ford-Congress, 27 one-minute ETs, through Howard Hanvey Agency, San Francisco; Golden State Company (dairy), 64 one-minute ETs in nine weeks, through Ruthrauff & Ryan, San Francisco; Therese Meikle-Ford-Judge-Fund, 20 100-word ETs, thru J. Wilkin Company, San Francisco; Dairy Belle (dairies), three half participations in "Woman's Page of the Air," three times weekly for one year, placed through Brisacher, Davis & Staff, San Francisco; Weinstein Company (department store) 18 50-word anns., through Botsford, Constantine & Gardner, San Francisco; Union Sugar Company, one 15-minute program, through Carl C. Wakefield, San Francisco; Henry Colombat-Ford-Representative, 10 100-word anns., through D'Evelyn & Wadsworth, San Francisco; Olson-Ford-Governor, spot anns., as ordered, through Ewing C. Kelly Agency, Sacramento; Farm Journal Magazine, daily one-minute participation in Austin Fenger's KSFO Radio Rancher program for one year, through Clarence B. Juneau Agencies, Los Angeles; Pacific Telephone & Telegraph Co., one-minute anns., as scheduled. Placed direct.

WDRC, Hartford: Pall Mall, 23 one-minute ETs, placed by Ruthrauff & Ryan; Flint Bruce Co., 60 fifty-word anns., placed by Morgan C. Aldrich; General Baking Company, (Bond Bread), 80 fifty-word ETs placed by Newell-Emmett; H. P. Hood & Sons, three-weekly 125-word ETs, placed by Harold Cabot Co., Boston; Lever Brothers, (Vims), 30 one-minute ETs, placed by BBD&O; Maryland Pharmaceutical Co., (Rem), nine-weekly 125-word ETs, placed by Joseph Katz; Musterole, 130 25-word anns., placed by Erwin Wasey & Co.

### Heavy News Buy On KSL By Standard Optical Co.

Salt Lake City—Standard Optical Company, which has used radio advertising for the past nine years, has just signed one of its largest time contracts with KSL. Deal will sponsor KSL's 5:30 p.m. newscast six times weekly, Sunday through Friday, plus 800 spot announcements to be used during the year.

The Dundee Clothing Company has just signed another one year contract with the station, also, buying six spot announcements per week.

### Ed Harvey Leaves KDKA

Pittsburgh—Ed Harvey has resigned as program director of KDKA to accept a position in Baltimore. Until the vacancy is filled, James Rock, station manager, will oversee the program department. He will be assisted by Bob Shield, who has been upped from the announcing staff to a post in charge of production.

## WORDS AND MUSIC

By SID WEISS

NOTES FROM AN AISLE SEAT: Neil Agnew, Nat'l Chairman of the Amusement Industry Division Campaign to raise 250 ambulances for the American Field Service Overseas Ambulance Corps, has advised the members of his committee that "the public response was so spontaneous and so instantaneous" that Washington will supply all the ambulances needed.... Ralph Edwards clicked so solidly in his first summer stock appearance that he's considering a B'way show for the fall tagged "Nothing But The Truth".... "Cafe Society" entertainers from both the Uptown and Downtown spots, will headline the CBS "Workshop" series Monday nite to be called "All-Out for Comedy." Teddy Wilson, who opens at the Uptown spot that nite will be featured.... Jackson Beck signed for the second lead in the new Blue series, "Hop Harrigan".... Carl Post, Davis-Lieber publicist, starts a daily 15-minute program over WEVD this week called "Bach to Boogie Woogie".... D'Artega's "In the Blue of the Evening" is an AMP tune and not Embassy Music Corp., as previously reported. Embassy is sole selling agent, but AMP holds copyright and performance rights.... Ted Donaldson signed for an "Our Town" sequence on the Caravan Hour Friday nite.... Joe Marsala, featuring an 18-piece new swing combination at the Log Cabin in Armonk, N. Y., has three air shots weekly over WEAJ.... Returning to grease-paint for the first time in three years, Sherling Oliver confides that he finds himself at least 50 per cent better due to his training in radio. Claims the air calls for simplicity and reality and smooths down on "theatrics."

★ ★ ★

THERE IS a general antipathy to kid actors, in the trade, but the talents of Ronny Liss cannot be overlooked by even the most prejudiced. At the age of 12 he can look back upon ten years of broadcasting. During this time he has not only acted, but edited and written scripts and served as assistant director to Mitchell Grayson. In one year he learned enough Spanish to be presented on shortwave broadcasts to So. America. With it all, he's a nice enough kid, who gets a bigger kick out of his model airplanes than out of being a colleague of Madeleine Carroll.

★ ★ ★

DO YOU REMEMBER: When Doc Rockwell had everybody howling with his word-mixing routine? The forerunner of the modern double talker.... Little Jack Little and Whispering Jack Smith and their intimate mike manners?.... When the A. & P. Gypsies were radio's No. 1 musical treat?.... The old Betty & Bob magazine hour? The dramatic fare they dished out might sound corny today but they sure had a terrific listening audience then.... When announcers used to vie with each other for the diction award? Today, while diction is still important, it's sales appeal that ranks highest.... The 15-minute stanza featuring Tony Wons, Morton Downey and Jacques Renard? Remember how tough it was to distinguish between Downey's voice and Kate Smith in those days?.... When a studio audience was considered a novelty? And when radio artists were so temperamental about performing before an audience that a glass curtain had to be lowered so as not to disturb the performers?.... Do you remember all that? Brother, you really have loudspeaker ears!

★ ★ ★

VICTOR BORGE has a new worry now. His grasp of the English language is becoming more thorough every week and since some of his comedy routines on the Kraft Music Hall require that potent Danish-American dialect, he's afraid he may educate himself right out of a job.

★ ★ ★

—Remember Pearl Harbor—

## PROGRAM REVIEW

## "CHEERS FROM THE CAMPS"

General Motors Corp.

WABC-CBS and CBC Tue. 9:30-10 P.M.

FWT

Campbell-Ewald Agency

INSTITUTIONAL SHOW  
ARMY CAMPS NOW  
STRONG DESPITE EARLY  
WEAKNESS.

When "Cheers From the Camps" started early in June, the interest was noble, but the program itself was a little glow. It appeared well-meaning but taxed a listener's patience. Shortly afterwards Ted Husing was taken to give the show the certain something which it lacked, and which was readily evident in the broadcast Tuesday. Organization, continuity, life have been injected, so that the program has come a long way.

Despite the improvement throughout the trade, General Motors is terminating the series September 22, after a 16-week run.

Show caught came from Fort Benning, Ga. and offered a variety of soldier entertainment. Improvement in the program has been seen notably, through its emphasis on music which enables the producer to feature the camp talent, yet to feature its winding up as an arm show. The music, for the most part, was not solo. More specifically, there were three dance orchestras, two military bands and a quartette. These do not require the perfection needed of individual talent to get by on a production. It seemed as though the production made the most of available talent.

Format consists of a radio address from a service man, and as he reads the letter, enumerating his camp activities and facilities, the scenes are paraded across the screen. Husing keeps the thing together, describing camp equipment in a matter of casualities yet giving a good picture for the home folk, of the progressiveness of the army training centers. Also handled the commercials which are reserved comments reporting the war effort of GM plants and personnel.

In these manners, the program maintained its original purpose of sending greetings from the boys to the folks in a way which shows that the boys are faring well in the hands of Uncle Sam—a contribution to the morale of the army and the public.

## Chesebrough Stipulation

Chesebrough Manufacturing Company, maker of Vaseline products, through McCann-Erickson, Inc., advertising agency for the product, have stipulated with the Federal Trade Commission to discontinue representation that Vaseline Hair Tonic prevents dandruff scales or that it affects the cause of dry scalp or goes to the cause of dry scalp trouble.

# Coast-to-Coast

ELVIN, managing director of WABD, Lima, Ohio, last week was named as War Bond Champion for Ohio counties in Region 1 at state. As guest of honor he held recently, in Youngstown, along with ten other champions was presented a medal and a \$25 war bond from Standard Oil Company, of Ohio. These were made on the basis of saving services to the war savings drive during July. Elvin was representative of the broadcasting industry in Ohio to receive these citations.

Rice Lake, Wisconsin, has its six o'clock news program, hour newscast, on a year's basis with the Lundberg Seed of Osceola, Wisc. Sponsor is using a heavy spot schedule feature, "You Can't Do It with Hitler."

second time in as many years. SL, Salt Lake City, furnished technical equipment and a address system for an outdoor which was held in the Utah Stadium. The occasion was the Second Sunset Concert, featuring the duo-piano team of and Shaw with the Utah Symphony Orchestra. KSL also the public address system for the first Sunset Concert which was held at the Alex Templeton. Both concerts were put on with the cooperation of Army authorities from Salt Lake, Utah and leading civic leaders. Kaye Roylance of the studio orchestra this week was appointed as Director of the Coalville High School Glee Club, Utah. Newscaster, Sidack, was recently appointed as Rationing Officer under the direction of the Office of Price Control.

War bond is being offered in Worcester, for the best program, heard Mondays, Wednesdays, and Fridays from 9 to 11 p.m. Winning entry, judged on originality, aptness, and clarity of expression, will be awarded by the "War Bonds" Board to a local listener. The grand prize of a \$500

Staff changes at WCBI, Columbus, Miss., includes the resignation of Billie Sanson, secretary to Bob McRaney, general manager. She leaves to join her husband stationed at Camp Blanding, Fla.; Mort Stanley, up to now a part-time announcer, has been put on a full time basis, handling the night shift; Monroe Looney, remote engineer, is awaiting the results of his FCC exam, after which he expects to join the regular engineering staff. Bob McRaney, WCBI general manager has been named chairman of the local committee to secure binoculars for the U. S. Navy.

Evelyn Tuttle, manager of WHYN, Northampton, Mass., spent a few days in New York last week on a busman's holiday. She visited the various networks and attended several broadcasts. Edward Brainard, WHYN staff member, is the author of new patriotic lyrics to the tune "Yankee Doodle Dandy," which are being used to sell War Bonds.

New chief engineer at KMYR, Denver, is Glen James, and Narburne Smith, formerly with the Ted Levy Agency of Denver has joined the station's sales staff. Jira Auto Supply of Denver has renewed its daily "Sports Parade" 15-minute period on KMYR for the fifth consecutive four months period. Sports editor Mark Schreiber reads his own copy on the show. For the second consecutive year, KMYR in Denver has signed for exclusive coverage of 10 outstanding high school football games in the city. Mark Schreiber and Bill Welsh will handle the mike for all games and may also cover several collegiate gridiron shows for KOA.

Canning clinic was held on Mildred Bailey's "Modern Kitchen" program on WTAG, Worcester, last week. Guest speaker was Lyda Flanders, one of New England's best-known food experts, who offered war-time tips on canning and preserving. Requirements and advantages of joining the Navy are discussed by Lieut. Nathan Lane in a new WTAG 10-minute program "Your Navy Is on the Air."

Since March 1942 on the program "Women March To Victory," Rita Rite has broadcast fifty semi-weekly programs each Tuesday and Thursday afternoon on WSRR, Stamford, Conn. The subjects have covered a wide field of war activities on the home-front in answer to the oft repeated question, "What Can I Do to Help My Country?" The September program includes Henry Flynt, director of the Greenwich Civilian Defense; George Vanderhoef, chairman of the Disaster Committee; Clare Boothe Luce, noted author, journalist and playwright; and Mrs. Joseph Wilshire, identified with many Connecticut women's organizations.

When Phil Spitalny and his all-girl orchestra air the "Hour of Charm" for General Electric Co. on NBC next Sunday night, they will be making their 300th broadcast for the sponsor and beginning their seventh season in radio for the same advertiser. Program has been scheduled, after Sunday's broadcast, to originate on the West Coast, marking the first time the band has ever traveled that section of the country.

WNEW's "Make Believe Ballroom" won a majority preference vote among employees of the Western Electric Co. plants in New Jersey, recently, when the personnel was polled to determine which programs, broadcast throughout the plants between the 10-11 a.m. hour, were more popular.

Walter Kiernan, staff correspondent of International News Service and author of the daily column "One Man's Opinion," just wrote a new song, "We're On Our Way But We Don't Know Where," which was introduced recently on Walter O'Keefe's program, "Star-Spangled Vaudeville."

More than five hundred Americans fighting the Axis with the A. E. F. in Britain have spoken to their friends and relatives in the United States through Mutual's "American Eagle Club" meetings. The weekly series, arranged with the British Broadcasting Company, is heard Saturdays, 8:00 to 8:30 p.m.

Raymond Leslie, announcer on WPID, Petersburg, Va., now produces three different shows a week. Monday, Wednesday, and Friday he conducts a poetry program in the early afternoon. Tuesday evening he produces and authors a program in salute to the United Nations entitled, "United We Stand." On Friday night he directs a group of local talent in his own plays on the WPID Workshop. Alice Gartrell, formerly of summer stock Roadside Theater of Washington, D. C. has been secured for the female lead on the WPID Workshop programs.

Roger W. Clipp, vice-president and general manager, of WFIL, Philadelphia, appointed Dick Seitz, WFIL engineer, to the position of Engineering Supervisor, replacing Lou Littlejohn, who was recently promoted to Acting Chief Engineer of WFIL. Rosalind Largman has resigned from her position in the WFIL and W53PH Continuity Department. Doris Turner, in the WFIL Publicity Department, will marry William R. Patterson, O/C, Quartermaster Corps, in the near future—furlough permitting.

Robert Allen, who has appeared on "Against the Storm," "We the People," and "Just Plain Bill" is now in the romantic lead in a Shubert legit production, "I Killed the Count," currently on Broadway.

Sammy Kaye will be the first nationally known band leader to broadcast from WTMJ-W55M's new Radio City, Milwaukee. He will air his network show from the spacious auditorium studio, but the 379 seats will be empty. Sammy says, "No guests allowed."

Cliff Roberts, announcer and dramatic actor formerly with WHA and WIBA, Madison, Wisc., has joined the WTMJ-W55M announcing staff.

Daily announcements advising listeners to mail Christmas gifts to members of the armed forces overseas early are being aired by WIBG, Philadelphia. November 1 deadline is stressed. Station has also sent letters to all accounts and agencies advising them to start their Christmas season advertising early.

Ted Donaldson will appear on Armstrong's "Theater of Today" aired over 104 stations of the Columbia Broadcasting System at noon on Saturday. Donaldson age 9, is one of radio's youngest master of ceremonies and recently emceed the "Jack and Jill" recordings in swing time.

WCBI, Columbus, Miss., has been selected as one of the MBS stations to carry the Army All-Stars-National League professional football games sponsored by Gillette Safety Razor Co. In addition to the already announced sports lineup, WCBI is also carrying ringside broadcasts of local boxing and wrestling bouts under the sponsorship of the Terre Haute Brewing Co. George Wright and Bick Hinman of the station's staff handle the latter assignment.

## IATSE Bill For Members At 'Command Performance'

Washington Bureau, RADIO DAILY  
Washington—The Radio Branch of the Army's Bureau of Public Relations confirmed yesterday that the stage hands who assisted at the invitation performance here Sunday of the branch's own short-wave radio show "Command Performance" have submitted a bill of \$229 for services rendered.

The bill has been turned over to the Hollywood Victory Committee, co-sponsors of these productions, since the Army has no funds for payment of stagehands. Its one expense in connection with these weekly productions heretofore has been for materials used in transcribing the shows for subsequent use on the short-wave stations. The local 45-piece orchestra composed of AFM members, along with the top-notch radio and movie talent, contributed their services and the use of the National Theater also was donated.

Bill for services of stagehands was submitted by William Bennett, business manager for Local No. 22 IATSE, who refused to comment.

9	4	2
1	5	1
11	19	20
18	19	20
25	26	27
28	29	30

September 3

Sold Annie Canova  
Dave Rubinoff  
Stoddard Bill Waters

## NEW PROGRAMS—IDEAS

### Supplanting Dailies

When daily newspapers in small cities suspended for the duration leaving thriving communities without "personal" news and a medium for publicizing community activities, Ken Miller, news editor at KVOO in Tulsa, inaugurated "Airea News," a 15-minute newscast featuring the genuine home-spun news immortalized in home-town newspaper's personal columns. Miller presents the newscasts as a special community service directed to only fairly large towns without daily publications and in the four towns, Bristow, Drumright, Wagoner and Tahlequah, all in Oklahoma, the program proved to be an immediate favorite and KVOO has been deluged with requests to extend the program, which, however, will be restricted to only such towns as have been recently deprived of daily newspapers.

### FM Children's Series

Educational series of children's programs will be broadcast over W53PH, Philadelphia, Mondays thru Fridays at 5 p.m., with October 1st set as the starting date. Norman Black's orchestra will arrange a special live talent show for the kiddies on Mondays and Fridays of this series. Edmund Dawes, educational supervisor of WFIL, sister station of the FM outlet, will interview children on vocational guidance on Tuesdays and Thursdays. Wednesdays will be devoted to recorded music of particular appeal to youngsters.

### New Canadian Outlet Formally Dedicated

(Continued from Page 1)

Canada Radio Facilities and in the United States by Weed & Co. It will use Canadian Press as its news service and the NBC Thesaurus transcription library. Station is licensed to the Kingston Broadcasting Co. and is newspaper-affiliated through its parent company, the Northern Broadcasting & Publishing, Ltd.

At the dedication ceremonies, the main speaker was Brigadier F. Logie Armstrong, O.B.E., the commanding officer of Military District No. 3 (Canada) who took occasion to pay tribute to the value of radio in wartime. "Radio as we know can be used with devastating effect on a nation but it also can be used by a democratic country as a medium not only of entertainment but of morale building," Brigadier Armstrong said. The Brigadier stated he fully realized the importance of radio in a country that is at war.

"It is possibly this subject of morale which interests us a great deal more at this time than anything else, except of course the full defeat of our enemies and this can only be brought about when men are fearless and their morale is high," he said. "And so I feel it is the duty of all radio stations in Canada to see that

### Labor Series

"Labor for Victory" is the title of a new series of quarter-hour broadcasts to be aired over WOAI, San Antonio, and the stations comprising the Texas Quality Network, each Thursday at 6:16 p.m., CWT. Programs feature Tom Martin, famed "sage of the sage country" and Pat Adelman, Texas radio personality. Intended as a morale program, the weekly radio feature, sponsored by the Texas Federation of Labor will "portray the function and activities of Texas labor in helping win the war" according to William B. Arnold, editor of the "Weekly Dispatch." Martin, who writes a daily column of home-spun philosophy for Texas news, is sometimes referred to as the "Will Rogers of Texas."

### "Hollywood Pass-Time"

"Hollywood Pass-Time," is a half-hour program devoted exclusively to Hollywood news, music and gossip, six nights a week on WNEW, with Bill Berns as emcee. Besides recording of songs from new movies and chatter from all the studios, a "Movie Quiz" is featured each day. Questions about Hollywood stars and pictures are interspersed with the records. Each day 25 pairs of theater tickets are given away as quiz prizes for the first 25 sets of correct answers received by mail.

Fashion comments are being incorporated in the news-gossip to increase the program's appeal for women listeners.

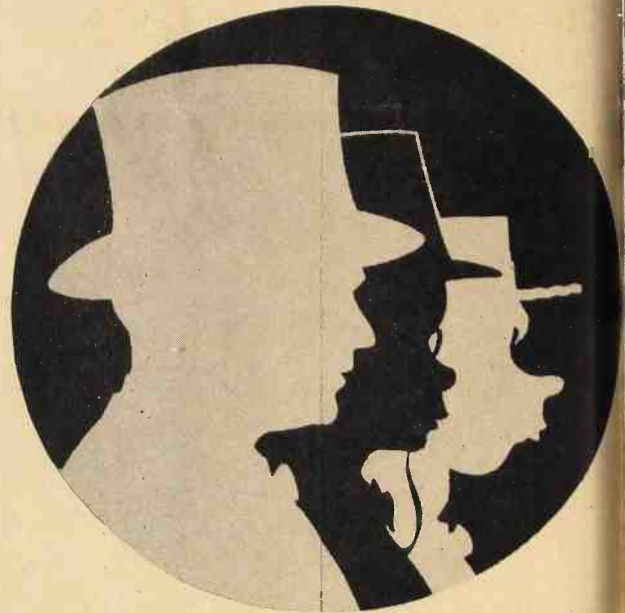
### KXL Closes Negotiation For New Studios, Offices

Portland, Ore.—Negotiations have been completed to take over the entire fifth floor of the Orpheum Building of this city for new studios and offices for KXL, according to Hal Wilson, general manager of the station. Renovation plans call for three studios—one large auditorium studio, one small studio and combined control room and studio along with ample reception room, news room, audition rooms and general office quarters. The very latest design in sound proofing methods and functional design will be applied. According to present plans and specifications, the new studios will be the most modern in the state of Oregon. Completion is expected sometime between October 1 and 15.

Wilson took over the management of KXL on July 1 of this year and effected this move because ample programming facilities and studio space were not available at the present location of KXL. The new location will not only have ample room and programming facilities, but is also located in the heart of Portland's business and entertainment centers.

both the men and women of the armed forces as well as the civilians are kept on a level thinking basis during these times of stress."

## THEY'RE COMING BACK!



EDGAR BERGEN,

CHARLIE MCCARTHY,

MORTIMER SNERD

and their gang are on the air again for their regular Sunday night show

beginning

SEPTEMBER SIXTH

THE CHASE AND SANBORN HOUR

FROM 5:00 TO 5:30

PACIFIC WAR TIME

ON NBC

SEP - 8 1942

PR

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

NO. 48

NEW YORK, N. Y., FRIDAY, SEPTEMBER 4, 1942

TEN CENTS

## Radio Personnel Status

### 'Language' Shows Readied by OWI

Washington Bureau, RADIO DAILY  
 Washington—Two new OWI shows, Italian and the other in German, will go into production this week according to Lee Falk, radio director for the OWI's Foreign Language Bureau.

Freedom for America—Freedom for America will be produced beginning next week at WOV under the direction of Mario Hutton, the station's new director. This will be a 15-minute program.

(Continued on Page 6)

### War Savings Bonds and Stamps Hunt To Tour; Pickups From Midwest

Day lecture tour of the midwest by Frazier Hunt, news commentator, sponsored by General Electric, begins Sept. 8 in Chicago where he will speak at the Engineers' Luncheon, in the Union League Hall. His CBS broadcasts September 5 and 17 will originate in Chicago. On September 12 he will broadcast from WCCO, Minneapolis.

(Continued on Page 2)

### "Dance" Renewal: 10th Consecutive Year

Chicago—"National Barn Dance," broadcast Saturdays over 68 stations of the network, has been renewed, effective for its tenth year of network broadcasting. The program is sponsored by the Alka-Seltzer Laboratories, (Alka-Seltzer) of Chicago, Ind., and is placed through the Advertising Agency of this

### More Bonds

Week of War Bond drive organized in the Bronx borough of New York City. Staff and broadcast over the radio, brought in a total of \$1,500,000. It was reported yesterday. Big rally with stage and screen stars participating. Scheduled with late evening air show of the event by the Blue Network outlet.

**No Paper Monday**  
 Monday being Labor Day, a legal holiday, Radio Daily will not be published. Tune in Tuesday, same time—same "station."

### Blue Network Clients Average 82 Stations

Steady rise in the average number of stations on commercial programs of the Blue Network was revealed yesterday in a special report made by the research department to Edgar Kobak, executive vice-president.

For the month of August, according to Edward Evans, research manager, average number of stations for the 26 evening commercial programs on the network was 82. Figure includes future bookings and excludes programs on the Pacific Coast. Survey

(Continued on Page 2)

### Abbott And Costello Set For Oct. 8 Debut

The Bud Abbott and Lou Costello show which R. J. Reynolds Tobacco Company will sponsor for its Camel cigarettes this Fall will go over NBC as a half-hour show starting Thursday, October 8, 7:30 p.m. This is the comedians' first own program. Show will feature weekly guest stars and stooges, and music of Leith Stevens and an 18-piece band. Martin Gosch and Howard Harris comprise the program.

(Continued on Page 2)

### First Newsmen Golf Tourney Finds NBC Okay On Prizes

### WEEI Reduces Time From 24-Hour Schedule

Boston—WEEI will discontinue its 24-hour broadcasting schedule beginning today, when the station returns to its original schedule, 5:30 a.m. to 1:05 a.m. week days, 8:00 a.m. to 1:05 a.m. Sundays. This change automatically cancels the "Night Patrol" program with Sherman Feller. Feller, however, will remain at WEEI as a member of the announcing staff.

### Networks, In Anticipation Of Future, Working Out Various Solutions; BWC Issues Questionnaire

### WPB To Implement FCC "Freeze" Order

Washington Bureau, RADIO DAILY  
 Washington—It is understood that the long-awaited WPB order "freezing" broadcasting equipment for the duration has been drafted and will be signed and announced any day now. Since the FCC ruling issued April 27 on the recommendation of

(Continued on Page 2)

### John Royal In London; Planning New Programs

Following by one week the flight of William S. Paley, president of CBS, to London, John F. Royal, NBC vice-president in charge of international broadcasting, arrived at the English capital yesterday by Clipper plane for a series of conferences with high

(Continued on Page 2)

### Shipbuilding Plant Has Radio News Piped In

Panama City, Fla.—WDLP has just completed arrangements with the Wainwright Shipbuilding Company to feed five newscasts daily direct

(Continued on Page 2)

Grave thought and considerable activity current in network headquarters reveals the concern felt over personnel problems in the face of increasingly serious drain of manpower because of probable extension of draft limitations and growing number of enlistments.

Survey made follows the filling out of questionnaires sent to stations by Board of War Communications on availability of manpower, distribution and probability of being called to service.

General attitude of network officials seems to be in line with radio's

(Continued on Page 3)

### Sports Events Lead In Mutual Bond Sales

Sports events lead in the bond selling shows among Mutual network's 207 affiliates according to a preliminary survey. Individual honor goes to KWK, St. Louis outlet, where Dizzy Dean, former Cardinal pitcher,

(Continued on Page 3)

### \$60,000,000 RCA Loan Will Finance War Work

To finance war production contracts, RCA Manufacturing Company, Inc., has arranged with Bankers Trust Company and 34 other banks for a \$60,000,000 credit for a term of three

(Continued on Page 2)

**En Tour**  
 Edgar Bergen has just returned from tour of Alaska in Army bombers, entertaining soldiers at various encampments at a speed of 51 shows in 11 days. It is learned that Bob Hope is expected to start on a similar tour shortly before resuming his air series, the time of his departure for the regions of the far Northwest remaining a military secret.

(Continued on Page 6)

# RADIO DAILY



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M. H. SHAPIRO : : : : Editor

MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Thursday, Sept. 3)

NEW YORK STOCK EXCHANGE				Net
	High	Low	Close	Chg.
Am. Tel. & Tel.	119 3/8	119 1/4	119 1/2	+ 1/8
Gen. Electric	26 1/2	26 1/4	26 1/2	+ 1/8
Philco	8 3/4	8 3/4	8 3/4	
RCA Common	3 3/4	3 1/4	3 1/4	
Stewart-Warner	6 5/8	6 5/8	6 5/8	- 1/8
Westinghouse	69 3/4	69 1/2	69 3/4	+ 1/8
Zenith Radio	14 1/4	14 1/4	14 1/4	

OVER THE COUNTER			
	Mid	Asked	
Farnsworth Tel. & Rad.	1 5/8	2	
Stromberg-Carlson	1 3/8	6 5/8	
WCAO (Baltimore)	1	18	
WJR (Detroit)	20		

### "Touchdown Tips" ET's On 18 More Stations

"Touchdown Tips," NBC Radio-Recording Division's series have been taken by 18 more stations, according to contracts signed this week, bringing the total to 32. Four of these stations have signed for the third consecutive year. Eleven others are carrying on for the second season.

Series, completely recorded programs, features weekly football forecast and comment by Sam Hayes. Seventy-one stations carried them last year, all under sponsorship. Transcriptions are made in NBC Hollywood studios Sunday, pressed Monday and shipped the next day for Friday broadcast. Outcome of 30 of the following day's games are predicted.

### WMUR To McGillvra

Joseph Hershey McGillvra has been appointed exclusive national representative for WMUR, Manchester, N. H., by Leslie F. Smith, general manager. Station is a 5,000 watt during the day time, and operates on 1,000 watts night time on 610 kilocycles. This week the station improved its position on the Blue Network going from a basic supplementary to basic position.

### Blue Network Clients Average 82 Stations

(Continued from Page 1)  
made in June, taking February as a typical month, showed rise in average number of stations from 31 in 1936 to 70 in 1942.

Nine programs, either currently on the air or scheduled for the near future, use more than 100 stations: Bristol-Myers Co., for Mum, "In Person, Dinah Shore," 110, and for Minit-Rub, "Duffy's Tavern," 120; Coca-Cola Company, "Spotlight Bands," 134; Ford Motor Company, "Watch the World Go By," 106; General Foods Corporation, "Don Winslow of the Navy," 138; Andrew Jergens Company, for Jergens lotion, "Jergens Journal with Walter Winchell," 108, and for Woodbury soap, "Parker Family," 110; Minneapolis-Honeywell Company, for heat regulating equipment, "Alias John Freedom," 125; and Socony-Vacuum Oil Company, "Raymond Gram Swing," 120.

### WPB Will Implement FCC "Freeze" Order

(Continued from Page 1)  
The Board of War Communications has already put a stop to authorizations for new construction involving essential materials, the effect of the WPB ruling would be to implement at the production end a policy already in effect.

Although WPB officials refused to confirm the report, it is expected that the new ruling will be out before the end of next week.

### John Royal In London: Planning New Programs

(Continued from Page 1)  
government officials. Royal's mission is to plan a new series of short-wave programs from Britain to America, and to gain further information on the British point of view in international broadcasting. The executive left behind in this country, his bride of but a few days, Leonora Corbett, English actress.

### Abbott And Costello Set For Oct. 8 Debut

(Continued from Page 1)  
ducing-writing team for the comics, with Gosch in charge of production. Other writers such as Don Prindle, who for a long time wrote for A & C, and John Grant will pitch in.

### "Lady Esther" Time Shift

"Lady Esther Sereenade," heard Mondays on CBS from 9:30-10 p.m., will shift its time on Labor Day from 10-10:30 p.m., in order to make way for the address of President Roosevelt. Effective with the Sept. 14 broadcast, the program will be heard regularly at the later time.

### Wedding Bells

Frank Butler, announcer on WCCO, Minneapolis, married Pauline De Lay of St. Cloud, Minn., August 27.

### \$60,000,000 RCA Loan Will Finance War Work

(Continued from Page 1)  
years. Arrangement for this credit has been made under Regulation V issued by the Board of Governors of the Federal Reserve System, and which authorizes guarantees by the War and Navy Departments of the United States and the United States Maritime Commission of loans made to facilitate war production.

The RCA Manufacturing Company, with five plants located strategically throughout the country, is recognized as an arsenal of radio and electronic apparatus for all branches of the armed services of the United States and its Allies.

### Frazier Hunt To Tour; Pickups From Midwest

(Continued from Page 1)  
will visit the WAAC Officers' Training Camp, address the business men at Fort Des Moines Hotel, and then auction off personal souvenirs of his world travels in a million dollar war bond drive sponsored by the Des Moines Register and Tribune. During his tour, he will address two General Electric business groups in Milwaukee, September 16. Between September 8, and his return to New York September 19, Hunt will make twelve speeches.

### Shipbuilding Plant Has Radio News Piped In

(Continued from Page 1)  
to the shipyard employees while they work. Approximately 6,000 employees will hear the casts daily. Later, other programs aside from news may be piped in also. Broadcasts are piped through a public address system. At the mike for these newscasts will be Jack Petrie, commercial manager and announcer; Eddie Pierce, chief announcer, and Edward Conture.

### Bond and Stamp Prizes Offered By WJZ Sponsor

Awards of \$1,200 in War Bonds and Stamps will be made to 52 winners of child personality contest of "Coast to Coast on a Bus," WJZ series. Sunday. Some 7,900 children under 14 had pictures taken by sponsors, Lorstan-Thomas Studios, Inc. without charge.

### Labor Program on WBNX

"Free Labor Will Win," a special Labor Day feature for foreign language groups will be broadcast by WBNX, New York, in behalf of the Office of War Information in Italian, Polish, Spanish and German at 10:30 a.m., 1:45 p.m., 8:00 p.m. and 8:30 p.m. respectively on Monday. Mayor LaGuardia of New York, Luigi Antonini, vice-president of the International Ladies Garment Workers Union; Joseph Salerno, chairman of the Massachusetts State Industrial Union Council (CIO), and Dr. Guiseppe Borgese of the University of Chicago will be the speakers on the Italian program.

## COMING and GOING

LOUIS RUPPEL, resigned CBS director of relations, leaves tonight for Hancock, N. a week or more of rest. He will take new duties with Crowell-Collier Co. on Oct.

OWEN SADDLER, sales and production manager of KMA, Shenandoah, Iowa, who spent days in town conferring at the headquarters of the Blue Network, left last night for Midwest.

ROY THOMPSON, managing director of WAltoona, Pa., in New York yesterday for a while with the local representatives of the station.

S. R. KUNKIS, attorney, has returned to Washington, D. C., following a series of talks with William B. Lewis, radio chief of the department.

JUDY CORTADA, of the Blue Network department, leaving for a week at Virginia Beach.

WALTER J. BROWN, vice-president and general manager of WSPA, Spartanburg, has arrived in South Carolina for a few days on station business.

ARTHUR SIMON, general manager of WPHiladelphia, spent yesterday in New York.

VAUGHN MUNROE and his orchestra will in Milwaukee on Monday for an engagement at the Riverside Theater.

HELEN HIETT, news commentator on the Blue Network, leaves after today's program to lecture tour of the South and West. She plans to do some writing while on the trip.

J. C. TULLY, president and station manager of WJAC, Johnstown, Pa., is in New York a few days on station and network business.

GINNY SIMMS leaves by plane today for the Coast. She guested here Tuesday on the "Andy Presents" program.

WILLIAM MARTIN commercial manager of KMMI, is in town from Grand Island, Neb., a short business trip.

TED HUSING and JIMMY DOLAN going to Aqueduct tomorrow to broadcast the results of the Woodmere Claiming Stakes.

FREEMAN F. GOSDEN and CHARLES J. CORELL arrive in Chicago over the week-end to air their Monday, Tuesday and Wednesday programs from WBBM, after which they will on to New York to broadcast the "Andy Presents" show from this town until further notice.

PHIL SPITALNY and his all-girl orchestra leave early next week for Hollywood, where they will make a Universal film and broadcast program from the Coast studios of NBC.

JOHN ELMER, president and commercial manager of WCBM, Baltimore, who spent the part of last week here, has returned to Maryland.

**DETROIT AREA COVERAGE**  
at 800 K.C.  
5000 WATTS (Day and Night)  
Mutual Broadcasting System  
**CKLW**



# Men To Anticipate Losses In Personnel

(Continued from Page 1)  
Contributions to war effort, and that solutions other than that of deferment are being sought. Such solutions basically revolve themselves into study of making up on jobs, and careful selection of women to fill places held by men called to arms.

It is apparent that as the war situation becomes worse, the number of women would reach a saturation point where it would be humanly impossible for an employee to do the extra work, system is currently being employed in the effort to get jobs for men when they return from the wars.

### Some Women Technicians

Selected instances of stations requiring women replacing men in key positions, give a true picture of the trend in networks, and government licenses are necessary. It is believed quite possible that restrictions and technical knowledge requirements will be lowered in duration, in order to permit those not trained in this field to fill such positions.

Some of the most graphic pictures of the potentialities of the situation are prepared by one network. Many of the moves forecast by General Hershey and other government officials concerned, could be quickly. On left hand side, its various classifications of jobs. At top are listed the draft status and beneath the number of each rating working in any one employee classification. Each group is placed estimated amount with which an employee could get along. Chart is intended to serve as guide for selection and training of women.

### Wives As Replacements

Questionnaire, with regional stations is giving rise to speculation the network offices as to whether it be ultimately possible broadcast personnel may be recruited from an adequately staffed station lacking sufficient help. It is believed that the War Manpower Commission, with whose "cooperation approval" BWC sent out the questionnaire, has the power to do so in cases of acute need. The evidence of radio's hope to continue operations without interfering with war effort, and at same time to provide for men when they return in policy of at least one station in employing wives of men to service as either direct or indirect replacements wherever

carefully watching women return and those with most

# PROMOTION

### CBS Challenge

Special program promotion brochure has been forwarded to all its affiliates by CBS in answer to the threefold challenge brought about by the fact that Lever Bros. placed seven shows on the network. Challenge is stated as follows: "that radio produces more results than any medium; that CBS produces more results than any network; and that each CBS station delivers more audience than any station in its territory." To that end, the purpose of the promotion piece is pointed by giving promotional data on each of the seven programs. Each individual program has a double-spread display in the booklet; in addition there is a pocket on each right-hand page of the individual spreads in which is enclosed information, photos, and publicity data for the respective programs. Illustrations of the brochure consist of large action pictures of the stars of the various shows. Shows are as follows: "Lux Radio Theater"; Burns & Allen for Swan; Bob Burns, "The Arkansas Traveler" for Lifebuoy; an unnamed show for Rinso; "Big Sister" for Rinso; "Aunt Jenny" for Spry; "Bright Horizon" for Silver Dust. Front inside cover reproduces the sponsor's various packaged goods and the back inside cover lists the stations of the network with indications of which will be used on the various shows.

Brochure was done by Tom Connolly, head of the Program Promotion Division of the CBS Sales Promotion Dept.

promise, background and alertness, whether they be stenographer, hostess, file clerk, secretary or practically anything else, have already been put into, or have been chosen for, apprentice training in announcing, control board and other engineering operations, as well as production and traffic. In the latter two fields, women have already shown themselves competent.

One network, anticipating further inroads into its announcing staffs, has already sent a questionnaire to all its stations, seeking to feel out what they think listeners reactions to women announcers would be. Same network also has experienced serious drain on its page staff personnel, essential for aiding public relations in guiding visitors through the studios and believes it will be necessary to replace them with attractive and well bred young women.

Discussion of long range personnel plans being formulated with as much decisiveness as possible under unpredictable wartime conditions is expected to take place at the meeting of the American Management Association in New York on September 29 and 30, and it is hoped that results of private questionnaires as well of those of the BWC, will be made available for formulating general overall plan to keep stations and network headquarters sufficiently staffed to carry on.

### "Out of the Blue" Booklet

Alka-Seltzer's success story of its use of the Blue Network is the subject of a recent promotion booklet prepared by the network. Titled "Out of the Blue—More Sales At Lower Cost," the booklet dramatizes the sales message in the form of a "script" in which a representative of the network relates the story of the "Quiz Kids" program. Notations and instructions are reproduced in blue and describe not only audience reaction but also the sales manager's thoughts as the "netcaster's" story unfolds. Among the facts revealed is the result of a Hooper survey of the program. Summary on last page of the booklet enumerates six things that "the Blue can do for you." Booklet is printed in two colors on heavy stock and is illustrated by humorous cartoons.

### WTAM Program Availabilities

"Get on the Band Wagon" is the advice on the frontispiece of a booklet prepared by WTAM, Cleveland, to tell prospective clients of program availabilities on the station. Ten pages of the promotion piece are each devoted to a program "available now." Copy describes the program, costs, ratings, time past response, etc. of the individual shows; pictures of the artists are reproduced on each page.

# Sports Events Lead In Mutual Bond Sales

(Continued from Page 1)

announces the games. Former ball player accounted for more than half of the station's \$100,000 sale.

Ingenuity and originality in program setup for the sale of bonds is also outstanding in this casual round up among the affiliates. One of the most recent has been the employment of Superman, the Man of Iron, as a bond and stamp sales man with a direct address to children. A "Court of Honor" show conceived by WGR and WKEW of Buffalo, won the commendation of Lord Mountbatten, leader of British Commandos. Bond and stamp salesmen, referred to as "Commandos," were recruited from the city's juvenile organizations, and military rank was bestowed based on the sales score. Juveniles brought in \$78,000 in cash. At WPAY, Portsmouth, Ohio, Mutual announcers deliver in person the orders they sell on the air. WENY, Elmira, N. Y., persuaded 14 commercial concerns to sponsor a weekly bond booster program which gives sponsorship credits but does not permit product commercials.

### Bob Garred Now Three-Time

Bob Garred, sponsored Tuesday and Thursday by Soil Off Mfg. Co., on the coast network of CBS, is adding a third stanza to be heard Saturdays. The change is effective tomorrow.

# AVAILABLE

After October 1st, Radio Producer who has produced shows for small, medium and large stations and networks. Linguist who has knowledge of the foreign market. Forty-six years old and knows the entire show business.

Write:  
RADIO DAILY  
1501 Broadway

Box 568  
New York City

OPER REPORTS ON KNOXVILLE  
WEN WBIR RATES 42.6  
KNOXVILLE, TENN., YOUR BEST  
BUY IS WBIR NAT'L REP. BURN SMITH

## Los Angeles

By JAC WILLEN

**F**ITCH SUMMER BANDWAGON will originate in Hollywood Radio City, Sunday, September 20, and come from San Francisco Radio City the following week.

Art Baker, who guides "People Are Funny" contestants through a maze of problems every Friday night, has a voice that has been called "the strongest voice in radio." (And we're not promoting a contest.) Frequently when a nervous contestant speaks in low tones, so that the NBC engineer has to turn on full volume, Baker speaks his lines from a distance of four feet from the mike—shouting distance even for any veteran radio performers.

KMTR is not waiting for Bond Buyers to come in the station, but is taking its Bond Wagon right to the customers and delivering the Bonds on the spot.

Conductor Billy Mills wound up his summer personal appearance tour with the Fibber McGee and Molly orchestra and is back in Hollywood this week readying musical scores for the winter McGee and "Great Gildersleeve" air shows.

Bob Carroll, singer on Meredith Willson's Tuesday night program, joined the Army Air Force this week and will be stationed at Gardner Field, California. He will be granted leave to remain on the show for the next few weeks.

Harry W. Flannery, author and CBS war correspondent, currently heard over CBS airplanes as a commentator, was one of the principal speakers at sessions of the annual convention of California American Legionnaires at Los Angeles last week.

Robert (Bob) Anderson, announcer and newscaster of KQW, San Francisco, arrived in Hollywood over the week-end to assume announcing and newscasting duties at CBS' KNX station in Hollywood, where he was scheduled to immediately assume some of the news broadcasts of Knox Manning who planned to Miami, Florida, over the week-end to report for duty as a Captain in the First Motion Picture Unit of the United States Air Forces. Anderson's first chore was the Los Angeles Soap Company newscast at 12:15-12:30 noon, (Monday through Friday) with other Manning assignments being distributed between Bob Anderson and Dick Joy.

Dick Joy, topflight KNX-CBS announcer and newscaster, was given a surprise party in celebration of his fifth anniversary in radio. He joined the CBS station in 1937, following his graduation from the University of Southern California.

## Walter Paterson

Hollywood—Walter Paterson, actor who portrayed Nicky in "One Man's Family," on Wednesday was found dead of asphyxiation in his automobile. He is survived by his wife, Helen Clifford Paterson, and a four-year-old daughter, Rosemary. Paterson was 31.



## A Reporter's Report Card . . . !

● ● ● **FRANK E. MULLEN:** The newspaper lads are still raving about that great party the NBC press boys threw Wednesday for the gang up at Rye Country Club. Between golf, swimming, tennis, ping-pong and all-around gab, the event was a 100 per cent click! . . . **MAJOR EDWARD BOWES:** Is it true that you plan to stage a musical for the Navy in much the same style as "This Is The Army"? . . . **RUDY VALLEE:** Ransom Sherman is the "dark horse" to take over—if and when . . . **DEEMS TAYLOR:** Oscar Hammerstein 2nd leaves today for Hollywood to be acting president of Ascap for their annual coast banquet. While there, he'll hold auditions for "Carmen Jones" and "Green Grow the Lilacs" . . . **HAM FISH:** Our spies report that you actually "doubled up" at Zero Mostel's satire on an isolationist Congressman . . . **HORACE HEIDT:** There's a rumor around that you've put all your men on two weeks notice, intending to replace them with 16-year-old kids. What happens to the married guys who've been with you all these years? . . . **AMOS 'n' ANDY:** Your sponsor is refusing to give you the four-week layoff you requested. (And your attorneys are going to advise you to sue for libel on those published stories of the client asking you to take the time off because your Crossley had dropped, etc.) . . . **VICK KNIGHT:** If Pabst doesn't buy your "Blue Ribbon Brigade," the War Production Board would like to use it as their show . . . **JAMES C. PETRILLO:** Understand you're looking for a good press agent.



● ● ● **PHIL CARLIN:** Does Clark Dennis' shift to the Prescott show Monday presage a shake-up in sustaining talent on the Blue? . . . **AMERICAN RED CROSS:** "Thus We Live," which was on CBS twice-weekly as a sponsor's gesture for your wonderful organization, comes to the end of its broadcasting road on the 25th . . . **HENRY HULL, JR.:** Your illustrious father will star in a new Mutual series called "True Story Theater of the Air" starting on the 23rd . . . **GLEN GRAY:** There's a big deal cooking between you and Paramount Pictures . . . **KAY KYSER:** Glen Wheaton, producer of "Command Performance," introduced Ginny Simms to Sec'y and Mrs. Morgenthau as "the sweetheart of the A.E.F." . . . **JANET GAYNOR:** Ann Rutherford will play your role in the air version of "A Star is Born" next week on the Philip Morris "Playhouse" . . . **MARGO:** Vice-President Henry Wallace wants you and Orson Welles to do a broadcast from Washington for Mexican consumption . . . **JOHNNY JOHNSTONE:** With the signing of John Gunther and John Vandercook as regular newscasters on the Blue, that web now boasts the most formidable array in the field, what with Walter Winchell, Raymond Gram Swing, Lowell Thomas, Earl Godwin, Dorothy Thompson, Baukhage, Wm. Hillman, Roy Porter, Edw. Tomlinson, etc.



● ● ● **DINAH SHORE:** Sorry about that item linking you romantically with Lieut. Jimmy Stewart. Understand you're merely good friends . . . **GORDON AUCHINCLOSS:** That was a swell audition you turned in for Lockheed Aircraft. Harry Salter's music was a standout . . . **BENNY GOODMAN:** Martha Tilton has the inside track on the new Abbott & Costello show . . . **LT. COL. ED KIRBY:** Your choice of Bob Coleson as head of West Coast Radio Branch of B.P.R. has made the radio gang out there very happy . . . **BUD BARRY:** WJZ will have sold over five and a half million dollars worth of War Bonds by the time the campaign closes tonite. The Blue total went well over 15 million. Decorate John McTigue for a nice press job . . . **J. EDGAR HOOVER:** "Special Agent," the government-approved anti-espionage series starring Melvyn Douglas, gets a tryout tomorrow nite on KNX . . . **SAM GOLDWYN:** Understand you're plotting a B'way musical . . . **WOLFE GILBERT:** Vincent Youmans is coming out of retirement to write for the films . . . **TED COLLINS:** Kate Smith's first "America Sings" short opened yesterday in Los Angeles. Net proceeds will go to the USO.

## Chicago

By FRANK BURKE

**E**ARL CARROLL off to New York to engage band and talent new theater restaurant at the Madison Hotel here.

Ben Bernie is celebrating his anniversary in radio this week. Recently heard for Wrigley on WBBM CBS Mondays through Fridays, 5 p.m.

Percy Faith, "Carnation Content" program director, is back from Colorado vacation and will resume broadcasting on the NBC show Monday night, September 7.

Wee Bonnie Baker did a spot on Ben Bernie's show WBBM-CBS Thursday, September 4:45-5 p.m., CWT.

Chicago radio has gone all out the Army War Show at Sold Field. WGN will originate nine broadcasts at the show with Guy Savat at the mike and WBBM will do special series of six broadcasts originating at the station's "Victory Circle" and featuring army officers.

With the scheduling of two broadcasts from the Sinai Temple, Chicago, WIND will again carry Jewish High Holiday services on Friday, September 11, from 9:05-10:05 p.m., ushering in Rosh Hashonah on Sunday, September 20, in observance of Yom Kippur. Dr. Louis Mann will officiate at both services.

"The Will to Win," new series broadcasts designed to stimulate morale of war production workers the Chicago area, makes its debut WIND today. Sir Walter Monckton, England's Under Secretary of State will be principal speaker and the program will originate at Seaman's Shipyard, Gary, Ind., with 500 war production workers from Carnegie Illinois Steel Corporation as honored guests. Second broadcast, on Friday, September 11, will honor Standard Oil Company workers at Whiting, Ind.

WMAQ is offering special reserves seats to NBC broadcasts originating in Chicago to buyers of War Bonds. The WMAQ Treasury Sales Office

## Going to NEW YORK

Stay "Where Radio City Meets Times Square"

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

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

Reasonable All-expense Tours. Write for details.

HOTEL VICTORIA

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RONALD A. BAKER, Manager

## AGENCIES

PRELUDE to opening for the new A. E. Nelson Company, San Francisco agency headed by KPO manager Al Nelson, informal buffet for news-advertising executives of the coast bay area. The event is the nature of a preview of the firm, which will handle advertising, promotion, stations and related activities. Newspapers represented at the event included the San Francisco "Chronicle," "Daily Call-Bulletin," the "Oakland-Enquirer" and "Tribune," "Gazette," and a score of

THE AMERICAN AGENCY, has been formed in Manhattan incorporated here through the aid of State to conduct a radio program and theatrical agency with 100 shares of stock, no par value. Directors are H. E. Clarissa Krus and Evelyn New York, while papers were Milton Weisenberger also of

EL & JACOBS, Chicago, has been named to handle the advertising for Food Products Co.

PIERRE, New York, has been named to handle the advertising for Needham & Grohman, Inc., an advertising agency.

GLICKSMAN has been named secretary-treasurer of Surety Advertising Co., to join Julian Advertising Agency, Hartford, as manager.

## Program Ratings

for NBC programs compared Crossley for first seven months of the year, shows material over corresponding 1941 ratings of all programs up 10 per cent better than last year, average NBC program rating up from 13.7 to 14.9, an net gain.

## Jones On CBS

Secretary Jones, United States Secretary of Commerce, discusses the importance of the free courses in aviation given in schools throughout the country, when he speaks on a program over the Columbia network September 10, from 10:30-11:30 p. m. In his radio talk, titled "Training in American Aviation," Secretary Jones urges that throughout the nation to take advantage of these courses, to provide the basis for a United States air force in

## New Spielers On WKRC

Two new announcers have been added to the staff of WKRC. Fred Scott comes to the "Sir" station from WJJD, while Dick Williams formerly associated with WGRC, New

## NEW PROGRAMS—IDEAS

## "Report to Listeners"

Resuming a policy started during the early days of WQXR, New York, John V. L. Hogan, the station's founder and president, will go before the microphone at 10:30 p. m. next Wednesday to deliver a "Report to Listeners." Station policies, the new techniques for handling programs made possible by WQXR's cooperation with Time, Inc., and other program ideas will form the subject of Hogan's chat. Such talks, taking listeners behind the scenes at the station, and asking their advice about programs and policies, were characteristic of WQXR several years ago, when Hogan spoke to the WQXR audience about once a month. Now, due largely to the interest shown by listeners in the cooperative arrangement between WQXR and Time, plans to resume his talks were initiated. If sufficient interest is shown after this first one, he will give them regularly.

## News Series

"Norton McGiffin in the News" is the title of the current series of quarter hours being aired over the Texas Quality Network sponsored by the Burriss Mill and Elevator Co., of Fort Worth Texas. Sponsors had been airing the Light Crust Doughboys over the TQN network for the past five years or more. Newscasts will be aired in the same spot as the Doughboys formerly were heard, at 12:30 noon. Broadcasts will be in the form of a news analysis or the story behind the day's news and originate through WBAP, Fort Worth from the special studios in the Burriss Mills. Other outlets carrying the broadcasts include WOAI, San Antonio; WFAA, Dallas and KPRC, Houston.

## KIDO, KORE Ironing Out Dispute Over Ownership

Washington Bureau, RADIO DAILY

Washington—Companion applications just filed with the FCC bring one step nearer consummation of an agreement made two years ago when Frank L. Hill and the late C. G. Phillips entered into partnership for the ownership of KIDO, Boise, Idaho, and KORE, Eugene, Oregon.

Voluntary assignment of the KIDO license from Hill and the estate of Phillips to his widow, Georgia Phillips, doing business as the Boise Broadcast Station, and assignment of the KORE license from the former Hill and Phillips partnership to Hill and his wife, as co-partners in the Eugene Broadcast Station, are requested of the Commission in the papers just filed.

C. G. Phillips and Frank L. Hill entered into partnership on January 29, 1940. Hill is the general manager of the Eugene Station while Phillips, until his death last June 20, was manager of KIDO in Boise.

KIDO operates with 1,000 watts night power and 2,500 watts during the day. KORE is a 250-watter. In

## Religion and the War

KGKO, Fort Worth, in its most recent stress on music as stimulant for War Bond and Stamp sales turned to the religious recently and presented for this purpose, Verdi's Requiem from the Dallas studios. Because freedom of religion is one of the ideals of the war America is fighting, the tremendous climax of the Requiem Mass as it was performed by the symphony orchestra and the fifty-five voiced choir made an unconsciously dramatic setting for the sales talk given by C. R. Bond, Jr., a squadron leader of the famous Flying Tigers whose daring exploits in China have been much heralded. Bond's actual insight on wartime conditions enhanced the sincerity in his appeal for more war production money. The symphony orchestra and choir were composed of summer students attending North Texas State Teachers College and were directed by Dr. Wilfred C. Bain.

## WFAS USO Show

A new series of weekly programs "This Is the USO Calling" have been started on WFAS, White Plains. The shows feature interviews with service men entertained at Westchester homes and clubs on Sundays as part of USO's hospitality parties in the county. After the boys have been dined and feted, a group of them are taken up to the WFAS studios where they are interviewed by the USO's "Red, White, and Blue Girl." She, in private life is Elsajean Geyer, of White Plains, a member of the former WFAS Air Theater Players, who has also appeared in network dramatic features. "This Is the USO Calling" is broadcast each Sunday evening at 7:30.

## "Funny Money Man" Tieup With Salvage Campaign

"Funny Money Man" programs, syndicated locally on stations throughout the country, have been enlisted by the American Industries Salvage Committee to aid in its salvage drive. During the week of September 7, all the "Funny Money Man" programs in twenty-one key cities, coast to coast, will exploit the salvage campaign by purchasing small pieces of scrap material throughout the week. On Friday, September 11, all stations carrying the program will make a special salvage purchase of a huge piece of scrap material, such as an old boiler, a fire escape, or an automobile fender. The American Industries Salvage Committee is donating the prize money to be used on the programs, during the one week campaign.

their partnership agreement, Hill and Phillips set the difference in value between the two stations at \$10,000 thus, the payment of that sum by Phillips' heirs to Hill is involved in the projected settlement.

## GUEST-ING

W. R. WILLS, CBS correspondent just back from imprisonment in Japan, and GWEN DREW, who was the Detroit "News" representative in Hong Kong, on the "People's Platform," tomorrow (WABC-CBS, 7 p. m.).

BOB HAWK, master of ceremonies on "How'm I Doin'," on "Nellie Revell Presents," tomorrow (NBC Red, 10:45 a. m.).

SCOTT BUCHANAN, Dean of St. John's College, Annapolis, and PROF. J. RAYMOND WALSH, of Williams College, Massachusetts, discussing Thorstein Veblen's "Theory of the Leisure Class," on "Invitation to Learning," Sunday (WABC-CBS, 11:30 a. m.).

JAMES CAREY, secretary of the CIO, and RALEIGH STONE and NEIL H. JACOBY, of the University of Chicago's School of Business, discussing "Are Rising Wages Inflationary," on the "University of Chicago Round Table," Sunday (NBC Red, 2:30 p. m., EWT).

PAUL V. McNUTT, Federal Security Administrator, as intermission speaker on the program of the Columbia Broadcasting Symphony, Sunday (WABC-CBS, 3 p. m.).

REV. DR. HAROLD R. HEININGER, president of the Evangelical Theological Seminary, Naperville, Ill., on "Mutual's Radio Chapel," Sunday morning (WOR-Mutual, 11:35 a. m.).

REV. JOHN F. CRONIN, of St. Mary's Seminary, Baltimore, on the "Catholic Hour," Sunday (NBC Red, 6 p. m.).

MARJORIE LAWRENCE, Australian-born Wagnerian soprano, on the Coca-Cola program, Sunday (WABC-CBS, 4:30 p. m.).

CLAUDE RAINS, on "Cavalcade of America," Monday (NBC Red, 8 p. m.).

GRACE MOORE, on the Telephone Hour, Monday (NBC Red, 9 p. m.).



## Newsman Golf Contest; "Swag" Easy To Take

(Continued from Page 1)

evening ceremonies held in the clubhouse.

Low Net winner was Ben Bodec, who received a leather golf bag with 12 irons and woods. Runners-up and their prizes follow: (1) Brad Kelly, a set of matched irons; (2) Jim Kilgallen, a leather golf bag; (3) Don Mersereau, set of matched woods; (4) Ed Grief, box of golf balls; (5) Barry Paris, same prize; (6) Jerry Franken, same prize; (7) Don Short, two quarts of liquor; (8) Frank Rosen, one quart.

Low Gross prizes were the same as handed the Low Net winners. Winner was Frank E. Mullen, with runners-up being (1) Bob Harlow, (2) Jack Alicoate, (3) Wm. McCambridge, (4) C. L. Menser, (5) Tom Kennedy, (6) Bill Ray, (7) Al Dale, (8) Tom O'Neil and (9) John Brogan.

### Putting Contest a Tie

The putting contest wound up in a tie between Jack Alicoate and Bob Harlow, each winning a case of assorted liquor. Eddie Grief won six bottles of liquor for having placed his ball nearest to the 17th pin. Tennis singles winner was Henry Simon with Jack McManus as runner-up. Both received liquor prizes.

Others who attended included: Joseph V. Connelly, Clayton Irwin, Ted Laymon, Paul McMahan, Clay Morgan, Ralph Palmer, Bruce Robertson, Walter Schneider, Eric Brandeis, Jack Oestreicher and Pete Huss.

### To Broadcast Henderson Talk

Price Administrator Leon Henderson speaks Tuesday, September 8 on NBC, at 1:30 p.m., when the network carries his address to the joint Victory Conferences of the Research Institute of America and the Sales Executives Club of New York.

"This probably will be the only important message Mr. Henderson will address to the business men of the nation this fall," A. R. Hodges, of the Research Institute announced. "Without doubt it will be the largest group of business and industrial executives to meet anywhere in the United States during 1942."

The "Victory Conference" is a luncheon to be attended by 2,500 prominent executives at the Waldorf-Astoria Hotel in New York.

### "Mrs. Brunton" For Sanka

"The Second Mrs. Brunton," sponsored by General Foods for Post's 40 per cent Bran Flakes over the coast stations of CBS, will be broadcast in the interest of Sanka Coffee starting Oct. 5. A change also will be made in the agency controlling the account, Young & Rubicam taking over the work formerly done by Benton & Bowles. The program is heard Monday through Friday from 4-4:15 p.m., PWT.

### Stork News

Charlotte, N. C.—Charlie Walters, new addition to the announcing staff of WBT of this city, recently became the father of a six-pound daughter.

# WORDS AND MUSIC

By SID WEISS

THE BOB HAWK "How'm I Doin'" NBC series finales on Oct. 1st, a fact which is common knowledge along radio lanes—but what only the insiders know is that Hawk has been more than slightly unhappy about program developments since the day it teed off. First, it was the matter of time with the show undergoing three time changes in 39 weeks. Then there was the matter of program operations. From the start, Hawk battled for a format which would yield plenty of latitude with which to "milk" contestants and get as many laughs as possible. But the shows were so timed that Hawk's gift for ad-libbing never got the attention it rated. The whole incident was one of those inexplicable cases where an alert agency, which delivers consistently, and an equally deft performer never quite collaborated to the utmost in effectiveness. Hawk, a first-rate showman, has already two new quiz ideas in preparation. His chances of staying right on the airlines are as bright as the Yanks copping the flag.

☆ ☆ ☆

SURPRISE TO this dept., at any rate, was the recent cancellation of the Dor. Kilgallen show. The Voice of B'way week after week had brought such names to the mike as Bob Hope, Grace Moore, Hedy Lamarr, Olsen & Johnson, Eddie Cantor, Walter Pidgeon, Milton Berle, Betty Grable, Rita Hayworth, Walt Disney, Tallullah Bankhead, etc.—names that would have cost the sponsor in the millions if they had had to be bought. After a year and a half on the airlines, Dorothy Kilgallen remains one of the hottest "buys" for a prospective sponsor.

☆ ☆ ☆

IT'S THE accepted theory in this broadcasting business of ours, that radio would lose some of its effectiveness as a dramatic medium without the use of sound effects—but Bill Bacher, producer of the "Caravan Hour," says no. In fact, he says the fewer the better. Bacher never uses a mechanical sound effect when he can establish the same scene or mood through the medium of the human voice. Sometimes he'll compromise by using musical instruments. Of course, for the stock sound effects, like a door opening or a telephone ringing, etc., he uses the prescribed sound effects. In "Mrs. Bixby's Letter," for instance, he needed the sound of wind howling and whistling through the trees. Every sound man has a mechanical device to simulate this—but Bill used the orchestra's wind and string instruments to set the scene, fading into the dialogue.

☆ ☆ ☆

THIS WEEK a ten-year-old hoax turned out to be almost true. When John Nesbitt started his career as a Shakespearian actor, an over-zealous press agent started the yarn that the Booth which Nesbitt had adopted as his middle name was a heritage—and that he actually was the grandson of Edwin Booth. Nesbitt denied the story as best he could, but the press agent had done his work well and the story stuck. In recent years, however, descendants of Booth have carried on an active correspondence with Nesbitt, disclaiming him for trading falsely on the name and sending old family letters to prove that he wasn't a grandson of Booth. Nesbitt shared the relatives' anger at the fiction—but in the course of reading the correspondence discovered an astounding fact. He is not Edwin Booth's grandson—but he is his grandnephew!

☆ ☆ ☆

THE WAY the leathernecks have been battling has aroused the admiration of the entire nation. One of the agency men remarked the other day that those Marines don't talk much—but they sure have the gift of grab!

☆ ☆ ☆

—Remember Pearl Harbor—

## New 'Language' Show Being Readied by

(Continued from Page 1)

minute weekly transcription dramatizing current happenings in this country and in Italy. O make it available to all stations casting Italian-language programs.

The new German program into production late in the fall will be a half-hour weekly transcription titled, "We Fight Back" at the title "The German-American Unity Hour." This will be a program drama with music and featuring well-known performers of German descent. Program details yet available.

"Language" ET's Doubled

The new programs will double the number of regular foreign-language transcriptions being sent out weekly use by the OWI. According to Falk, "You Can't Do Business with Hitler" is now being distributed in Italian, German and Polish. "Uncle Sam Speaks" is available in German, Italian and Greek.

A weekly news script, about 30 minutes, is now going in Italian, German, Polish, Chinese, and there are three minute scripts for women's programs being distributed in Italian.

The number of programs, in languages in which they are not being produced, are "Subject to Revision," according to Falk.

### Sports Show To KFR

San Francisco—After 13 weeks KGO, the Friday night sports hour conducted by Ernie Smith, "Speaking of Sports," has been referred to KFR by Roos Brothers Department store, one of the heaviest radio advertisers. The recently installed veteran baseball broadcaster Jack McDonald in chief of its nightly sports roundup on KFR. The program formerly was conducted by Smith for the last 12 years.

Format of "Speaking of Sports" will remain the same as at KFR featuring two sports editors, well heard with two additional guests, a sports quizzier; and with a recitation of a famous sports event by Smith, in which the four guests be alert enough to detect errors in Smith's narrations.

### Wedding Bells

Salt Lake City, Utah—A wedding and an engagement have been announced by members of the staff of KUTA of this city. Marshall Smith, announcer, was married to Gene Bailey, secretary-receptionist, who also conducts a woman's program under the name "June Lee," was betrothed to Wayne Winslow of Oakland, Calif.

### Charity Series On WELI

New Haven, Conn.—WELI has inaugurated a weekly series of short dealing especially with local charities in connection with this city's Community Chest drive. Initial program was aired on Tuesday.

## FOR VICTORY TODAY AND SOUND BUSINESS TOMORROW



### Get This Flag Flying Now!

This War Savings Flag which flies today over companies, large and small, all across the land means *business*. It means, first, that 10% of the company's gross pay roll is being invested in War Bonds by the workers voluntarily.

It also means that the employees of all these companies are making a definite contribution to Victory . . . by helping to buy guns, tanks, and planes that America and her allies *must* have to win. And it means that billions of dollars will be held in readiness for post-war readjustment.

Think what 10% of the national income, saved in War Bonds now, month after month, can buy when the war ends!

For Victory today . . . and prosperity *tomorrow*, keep the War Bond Pay-Roll Savings Plan rolling in *your* firm. Get that flag flying now! For full details, plus samples of result-getting literature and promotional helps, write or wire: War Savings Staff, Section F, Treasury Department, 709 Twelfth Street NW., Washington, D. C.



SAVE WITH

## War Savings Bonds

This Space Is a Contribution to America's All-Out War Program by

**RADIO DAILY**



# Coast-to-Coast



**DICK RAND** and **Frank Hemingway** have joined the announcing staff of KGW-KEX, NBC and Blue outlets in Portland, Oregon. Both were formerly with KALE of the same city. KGW is featuring Hemingway in an afternoon newscast, remote from Portland's Newsreel Theater.

*Seven-Up* will sponsor the *Dick Dunkel Football Forecast* on KRMD, Shreveport, Louisiana, it was announced today by **Glenn V. Wilson**, Manager.

**Robert Tree West**, formerly with WHOM, New York, has joined the announcing staff of WTAR, Norfolk, Va.

"*Liza Beth*," an original 5-minute program by **Elizabeth Rosenthal**, has been signed for a daily 10-minute spot, 9:05-9:15 a.m., on the *Tobacco Network*. Series started yesterday, and is aired in **Greensboro**, **Wilson**, **North Carolina**.

A former announcer on WCAU, Philadelphia, **Private Wally Sheldon** of the Army Air Corps Radio Division at St. Petersburg, Fla., scored a 143 out of a possible 150 in the Army I.Q. test. **Tom Livezey**, associated with numerous stations in the Philadelphia area in the last 12 years, this week joined the announcing staff of WCAU. He began his radio career in 1930 as announcer with WIBG, Glenside, Pa., and later was on the staffs of WDEL and WILM, Wilmington, Del., WPEN, Philadelphia, and WEEU, Reading, Pa.

1942											
BIRTHDAYS											
17	18	19	20	21	22	23	24	25	26	27	28
29	30	31									

Sept. 4  
**Charles Cantor** Tom Gellatly  
**Owen Jordan** Lee Little  
**Alan Ward** John W. Zasorin

Sept. 5  
**Guy Biddick** Robert A. Bories  
**Dr. Earl Craig** (Prof. Quiz)  
**Elizabeth Kerr** Day  
**Katherine Hussey** Doris Kenyon  
**R. C. Morenus** Harold Sanford  
**Norman Sichel**  
**Eileen H. D. Ullman**

Sept. 6  
**Bert B. Gottschalk** Marie Green  
**Billy Mills** Blossom Plotkin  
**James E. Sauter**  
**John Charles Thomas**  
**Paul Tremaine** Fred Wood

Sept. 7  
**E. K. Cohan** Alan Devitt  
**William A. Ingoldsby**  
**Birdle Marks** Dan Russel

Starting September 6, on WOL-Mutual, **Count and Countess Igor Casini**, co-authors of the newspaper column, "These Charming People," will take listeners into the homes of prominent society leaders, by way of a new series called "Mutual Goes to a Party." The program will be heard at 10:15 to 10:30 p.m., Sundays. *The Count's and Countess' "airlane" guests of Washington society's parties will get a ringside description of the goings-on at a different party each week.*

**Baron Elliott** will return to Pittsburgh, Monday, September 21, on the WCAE staff band. He is currently on tour with his orchestra. When he returns, Elliott will use all local musicians. Many of the men who were with him before he departed, will rejoin the outfit. He will have as vocalists, **Mary Krieg**, **Babe Rhodes**, and **Dick Mack**. On WCAE, he will be heard in regular dance programs daily, will play one show a week consisting of nothing but waltzes. A number of his broadcasts will be fed by WCAE to the Mutual network. Three guest bands, starting with **Howdy Baum's** orchestra, recent Pittsburgh **Fitch Bandwagon** winner, will fill the WCAE band spot three weeks prior to Elliott's opening on September 21.

**Dave Achor**, formerly production manager of WBLJ, Dalton, Ga., is now a private in the photography school at **Lowry Field**, Colo. **Howard Buerman**, scripter and a winner in the recent "Dr. Christian" contest, is also stationed at the **Denver** post in the armament school.

**WAAT**, Jersey City, has arranged a tie-up with the "Salute to Our Heroes" war bond drive being conducted by the Motion Picture Industry, and will broadcast the campaign activities from "Victory House," Military Park, Newark, N. J. The first in these special rally broadcasts will be aired today, 4:30 p.m., featuring **Hedy Lamarr**, **Walter Abel**, **Judy Canova**, **Teddy Powell's** orchestra, and **Maj. Harold G. Hoffman**.

**Robert Carman**, formerly with the *Milwaukee Journal's* trade relations department, has taken a position as continuity writer with **WTMJ**, the *Milwaukee Journal* station, filling a vacancy created when **Wendell Sumner** was inducted into the Army.

**Stan Schultz** is the new addition to the announcing staff at **KVOD**, Denver. Schultz was formerly with **KMYR** of the same city and is only 17 years old.

Sunday marks the return for the fourth successive year of **Stanley Richards** as stage and screen interviewer on **WEVD**, New York. Program is known as "Theater Date" and includes play and film reviews as well as interviews with guest stars.

On Tuesday, September 8 at 8:30 p.m., **Joshua S. Epstein** will go back on the air over **WEVD** with "Jewish News in English," for Tuesday and Thursday night broadcasts. Epstein became a specialist in Jewish news broadcasts in English, back in 1933 on **WMCA**. He has since appeared regularly in this role over several New York stations. His new series over **WEVD** is being sponsored by **Daitch Dairy Stores** of Upper Manhattan and **The Bronx**.

**Fifteen young students of the WFIL Code School for Navy Applicants** completed the course conducted by the Philadelphia station last week and were sworn in at the local naval recruiting station. Course is offered free of charge to young men who meet the Navy's requirements and is part of **WFIL's** contribution to the war effort program.

**WHBC**, Canton, Ohio, originated the awarding ceremonies of the Army-Navy "E" to the **Diebold Safe & Lock Co.** on Monday to a selected group of **MBS** stations as a sponsored program. Airing was carried commercially by outlets in **New York**, **Boston**, **Philadelphia**, **Pittsburgh**, **Chicago**, **Detroit**, **St. Paul**, **Cleveland**, **Washington** and **Canton** and was available as a sustaining feature on other Mutual stations.

**Marie Chauncey**, recently with **KWFT**, Wichita Falls, has joined the continuity staff of **KGNC**, Amarillo, Texas. Another newcomer to **KGNC** is **Virginia Thornton**, receptionist. After almost five years, **Jimmy Stanberry**, **KGNC** merchandising manager, has resigned to join the sales staff of **KRGV**, **Weslaco**, Texas. Local men's store is sponsoring "Women In the News," quarter-hour newscast twice weekly via **KGNC** to inaugurate the opening of a new women's department.

Next week's special talent lineup for the "Schaefer Revue" will feature **Bob Hannan**, Monday, September 7; **Verlye Mills**, harpist, Tuesday, September 8; and **Jack Kilty**, of "Starring on Ice" at the Center Theater, on Wednesday, September 9. Show airs on **WEAF**, 7:30 p.m.

**Virginia Gandinie** has joined **KOA**, Denver, in the office force. **Walter Lillie** added to the station's building maintenance staff. **Arthur "Scotty" Sharpe** succeeds **Graham Tevis** as chief engineer at **KFEL**, Denver. **Tevis** resigned to accept a government position in **Central America**.

**KUTA**, Salt Lake City, has secured exclusive broadcast privileges for remote airings from **Rainbow Randevu**, night club. Half hour airing is scheduled for 10:30-11 p.m., Monday thru Friday. In addition, the night club has taken a 36-week contract calling for one quarter-hour program daily of recorded music.

**WTNJ**, Trenton, N. J., is laying the groundwork for its twentieth anniversary celebration held in 1943. Window display, including original equipment logs of the station's pioneer is being gathered. **Russell** is the new newscaster on "American Mercury" program.

Staff of **WWL**, New Orleans, recently assembled in an "extravaganza" to salute **Falstaff Brewing Corporation** and a half year of consecutive broadcasts through **WWL** "Sportstime with Falstaff." The dual celebration in view of that it introduced **Falstaff's** sportscaster, **Woody Hattie** show included the complete announcing staff of **WWL** and the honor was **Vic Kennedy**, manager of the **New Orleans** organization.

**KROW**, Oakland, has completed consecutive weeks of broadcast **Night School of American radio** feature of the **Italian Hour**. Since 1938 the program dealt with **American history**, ship lessons for aliens, and promoting the democratic ideal, **American Way of Life**. Current foreign language program is the importance of conservation materials based on data by the **WPB**.

**John Nickel**, manager of the library and transcription department at **KFRC**, San Francisco, has drafted. His place is being taken by **Aimie Lawrence**, formerly of the "Superman" skits aired nationwide by **Mutual** are being scribed at **KFRC**, and rebroadcast a sustaining feature, in an effort to obtain a local sponsor.

## Another Equipment Firm Receives Army-Navy

Adding to the list of radio equipment manufacturing companies already notified, **Halligan Co.** has received a letter from the secretary of War **Robert P. Patterson** that they have been awarded Army and Navy "E" Banner, according to an announcement by **Halligan**, president of **Halligan Company** was complimented in **Patterson's** notification letter for "high achievement attained in production of the war equipment." "The high and practical patriotism of the men and women of **The Halligan Company** is inspiring," **Patterson's** letter read. "Their record was difficult to surpass, yet the Army and Navy have confidence that it will be broken." Formal presentation of the "E" Banner was made Wednesday, Sept. 9, at **Halligan's** main plant where Army and Navy officers will make award. **Chicago** civic leaders and State officials will be present.

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

20, NO. 49

NEW YORK, N. Y., TUESDAY, SEPTEMBER 8, 1942

TEN CENTS

## AFM Probe Looms Nearer

### Issues New Order Army Cooperation

Washington Bureau, RADIO DAILY  
Washington—Development of na-  
radio control as war increases  
density, is indicated in new Fed-  
Communications Commission  
issued last weekend with re-  
the silencing of radio stations  
Army Fighter Command.  
ruling is designated as Re-  
Order No. 2, and supersedes  
FCC 88, 88a and Restricted  
Details of the new order are  
publication, but copies will go  
a few days to the stations.

Final arrangements called for  
ation in each area to carry  
(Continued on Page 3)

### More "E" Awards Be Aired On Blue Web

Presentations of three more of the  
Navy "E" production awards  
and within next week bring to  
the number of such honor broad-  
on the Blue Network to date.  
will present ceremony from  
& Black, Chicago, Sept. 11,  
10:00 p.m., EWT; second will  
from Higgins Industries, Inc.,  
Orleans shipbuilders, Sept.  
(Continued on Page 2)

### "Cavalcade" Renewal On 62 NBC Stations

Renewal of "Cavalcade of America"  
NBC stations for E. I. duPont  
honors Co., was announced as  
week closed. Series has been on  
network steadily since October 2,  
0. BD&O is the agency.

### Expensive Host

Washington, D. C. — Arch Mc-  
Donald, WJSV sports commentator,  
host at a recent luncheon and  
thence cost to his guest was fifty  
thousand dollars. On learning that  
McDonald was approaching the  
quarter-million mark in the sales of  
boats, John W. Miller volunteered  
to take the goal for him, with the  
opinion that the sportscaster took  
to lunch. Miller got his lunch.

### Bond Quota

With a goal of \$100,000 in War  
Bond sales set for September 15,  
WHOM, finding itself already past  
the \$75,000 mark, in over the coun-  
ter transactions is "raising the sta-  
tion's bond sights" aiming at reach-  
ing a new quota of \$250,000.

### MBS 8-Month Billings Shows 58.6% Increase

Gross billings on the Mutual Broad-  
casting System increased 58.6 per cent  
during the first eight months of 1942,  
compared with the same period in  
1941. The 1942 figure is \$6,384,634,  
while that for 1941 was \$4,024,680.

Billings for August 1942 dipped 2.61  
per cent, as against 1941, with the re-  
spective figures being \$518,226, and  
\$532,056.

### Vicks Buys 15 Min. Shows On New England Network

Marking its entrance into the net-  
work field in New England, Vicks  
Chemical Co., for Vaporub and Vatro-  
nol, has signed for three-a-week series  
of quarter-hour programs on the new-  
ly formed New England Regional Net-  
work. Program, originating in Hart-  
ford will run for 26 weeks on the  
9:45-10:00 a.m. spot on Mondays,  
Wednesdays and Fridays and features  
Gene and Glenn, formerly aired on  
national networks, with the premiere  
set for September 14. Contract, which  
was placed by Morse International,  
(Continued on Page 2)

### U. S. Senate Sub-Committee Sets Hearing For Sept. 14 With Clark Presiding At Preliminary Moves

### Revamp Cf. Regional To Take Commercials

Stamford, Conn.—Revamping of the  
Connecticut Broadcasting System on  
an expanded basis to include regular  
commercial broadcasts as well as  
political advertising, has been an-  
nounced by Harold Meyer, general  
manager of WSRR of this city, who  
has been named head of the new  
regional network. Two new stations,  
WSRR and WNAB, Bridgeport, have  
(Continued on Page 8)

### Attorney Sues Stations For \$124,660 In Fees

San Francisco—Elmer W. Pratt,  
Washington, D. C., attorney for KQW-  
KJBS from January 1934 to Decem-  
ber 31, 1941, has filed suit here against  
Ralph, Sherwood and Mott Brunton,  
owners of the stations, for \$124,660;  
(Continued on Page 6)

### Red Cross Thanks OWI For Radio's Campaign

Washington Bureau, RADIO DAILY  
Washington—In a letter to OWI  
Director Elmer Davis, Chairman  
Norman Davis of the American Red  
Cross attributes the success of the  
(Continued on Page 2)

## ★ THE WEEK IN RADIO ★

... Personnel Status

By BOB LITZBERG

SERIOUS consideration is being  
given to the increasing drain of  
manpower in the broadcasting indus-  
try caused by the drafting of techni-  
cal and non-technical personnel, it  
was learned last week. Needs of Se-  
lective Service Board and also the  
Board of War Communications has  
reached the point where the industry  
was faced with a serious replacement  
problem. Networks, having reached  
a point where further "doubling-up"  
of duties was deemed impossible, are

seeking other solutions to the problem  
including the employment of women  
in technical as well as announcing  
and production spots. In addition to  
individual activity by interested par-  
ties, a discussion of long range per-  
sonnel plans is expected to take place  
at the meeting of the American Man-  
agement Association to be held in  
New York at the end of the month.  
Meanwhile the Board of War Com-  
munications started its tabulation of  
(Continued on Page 2)

Washington Bureau, RADIO DAILY  
Washington—Anticipated appoint-  
ment of Senator D. Worth Clark as chair-  
man of a sub-committee of the Senate  
Interstate Commerce Committee,  
called into being to investigate the  
AFM music ban, came through Fri-  
day with an announcement from the  
Idaho senator that the group's pre-  
liminary hearings would begin Mon-  
day, Sept. 14.

Other members of the sub-commi-  
tee, named by Senator Burton K.  
Wheeler, chairman of the Senate ICC,  
are Senators Lister Hill (D), Ala-  
(Continued on Page 3)

### Non-Priority Building Cut To \$1,000 By WPB

Washington Bureau, RADIO DAILY  
Washington—Revision of WPB Con-  
servatism Order L-41, effective today,  
reduces from \$5,000 to \$1,000 the  
amount of radio station construction  
which can be undertaken without  
specific authorization.

Limit of \$5,000 was placed upon  
(Continued on Page 8)

### Kate Smith Show Returns For Season On Sept. 18

Twelfth successive season on the  
air for Kate Smith begins when she  
returns to CBS with the "Kate Smith  
Hour" for General Foods, Friday,  
Sept. 18. Regulars of the variety hour  
(Continued on Page 2)

### Kibitzers

Latest in the needling of radio  
workers was revealed late last  
week as the personnel of a New  
York station rolled newspapers into  
the shape of ear horns, and  
strained with mock earnestness to  
listen as the station's newscaster  
went on air. The newscaster bare-  
ly got by without fluffing, but con-  
templates dire things as revenge.



★ THE WEEK IN RADIO ★

... Personnel Status

(Continued from Page 1)

Vol. 20, No. 49 Tues., Sept. 8, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Yesterday being Labor Day, a legal holiday, all stock exchanges were closed).

Kate Smith Show Returns For Season On Sept. 18

(Continued from Page 1)

will include Ted Collins, producer and director of the series; Olyn Landiek, comedian; Kate Smith chorus, Jack Miller's orchestra and guests from stage and screen. Season is sixth for current sponsor, and this year is in the interest of Jell-O and Jell-O Puddings. Airing time is the same 8-8:55 p.m. EWT.

Hollywood—September 25 is the date set for the radio premiere of MGM's "The War Against Mrs. Hadley," according to arrangements completed by Ted Collins, producer-director of the Kate Smith Hour, and Howard Dietz, vice-president of the film company. Edward Arnold and Fay Bainter, stars of the picture, will appear on the program.

To not only protect but build up box-office values on the pictures he broadcasts, Collins reveals only enough of the story to create public appetite for the theater show.

Marvel Cig. On WBBM

Chicago—Stephano Bros., for Marvel cigarettes, has purchased two six-a-week news programs to be aired on WBBM beginning September 28.

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

CBS BASIC SUPP. WBX 270,000 METRO M'K'T UTICA, N. Y.'s ONLY RADIO STATION

returns from its latest questionnaire on the availability of essential manpower in the communications industry.

Complete overhauling of the whole program structure of the Canadian Broadcasting Corp. was promised by Rev. Dr. J. S. Thomson, who was named general manager of the Canadian network, following a House of Commons investigation. Thomson replaces Major Gladstone Murray, butt of the Commons inquiry, who was named to the program post.

National Association of Broadcasters has asked broadcasters to lobby among their respective Congressmen, home for pre-election campaigns, in matters of legislation affecting the industry. Home-front lobby was suggested to supplement the Washington activities of the NAB in the protection of industry interests... Increases in radio listening was reported in the surveys of both C. E. Hooper, Inc., and the Cooperative Analysis of Broadcasting; latter issued its first report last week as a non-profit membership corporation... Networks and individual stations last week were making final preparations for tributes to American labor in their respective coverage of Labor Day celebrations... NAB, through its president, Neville Miller, called attention to the adverse effects upon the public and the industry resulting from the AFM recording ban.

Closer relationship between the government and the schools of the nation will be cultivated by radio under the auspices of Lyman Bryson,

Red Cross Thanks OWI For Radio's Campaign

(Continued from Page 1)

nurse-recruiting drive to the "splendid cooperation of radio and other media."

The ARC head also wrote Davis, "I wish to express the deep appreciation of the American Red Cross to you, to the members of your radio staff and to the many radio sponsors whose assistance was of great benefit in the recent nurse recruiting drive undertaken by the Red Cross for the Navy and Army."

Messages on this campaign were included in the OWI's network allocation plan and received a priority listing in the Radio War Guide distributed by the Radio Bureau to local stations.

Wedding Bells

Louise McCaffrey, secretary to Johannes Steele, news commentator on WMCA, has announced her engagement to Frank Whitenack. The couple will be married late in the Fall.

Chicago—Rosemary Williamson, secretary to Frank Chizzini, manager of the NBC central division of Radio Recording, was married Saturday to Private Robert Sharp at Camp Crowder, Mo.

CBS educational director, who is now directing the activities of the Bureau of Special Operations of the Office of War Information... Blue Network's seven-hour War Bond program, aired a week ago Saturday, resulted in pledges of over ten million dollars, it was announced last week.

FCC received applications for three FM licenses to cover construction permits, in line with the policy set up by the Commission several weeks ago... Louis Ruppel has resigned as publicity chief of the Columbia Broadcasting System, with George Crandall taking over pending appointment of a permanent successor... Indication of a reduction in amount of commercial broadcasting in Canada, with the British Broadcasting Corp. set as a model, was seen as a result of recommendations made in a special report of a House of Commons Committee; raising of the fee for receiver licenses was also indicated.

Mutual Broadcasting System was completing plans for its fourth semi-annual meeting of program directors to be held this week... CBS board of directors elected Dr. Frank Stanton, director of research, to a vice-presidency... Office of War Information announced that two new foreign language programs will go into production this month... Sports events led in the bond selling shows among MBS affiliates, according to a preliminary survey... Special report to Edgar Kobak, executive vice-president of the Blue Network, revealed that the average number of stations on the net's commercial programs was 82.

Three More "E" Awards To Be Aired On Blue Web

(Continued from Page 1)

13, 2:30-3:00 p.m., EWT, and third is Independent Lock Co., Fitchburg, Mass., Sept. 14, 4:30-5:00 p.m., EWT. Participants in the Higgins broadcast on Sunday will include Admiral H. A. Willey, Admiral Frank T. Leighton, Admiral Percy W. Foot, Admiral Bryson Bruce, General George B. Hunter, Governor Sam H. Jones of Louisiana, Mayor Robert S. Maestri of New Orleans and Andrew Jackson Higgins, president of the shipbuilding company.

What about WOL? It serves the highest family income group in America (over \$1,000,000,000)! Get the facts from WOL - WASHINGTON, D. C. Affiliated with MUTUAL BROADCASTING SYSTEM National Representatives: SPOT SALES, Inc.

COMING and GOING

T. S. MARSHALL, president and manager of WOLF, was in town from 5 on Friday for conferences with the New representatives of the station.

CLIFFORD M. CHAFEY, general manager WUEU, Reading, Pa., was here the latter of last week. Visited at the station re department of NBC.

BOB ANDERSON, San Francisco news has arrived in Los Angeles to take over his as member of the staff of KNX, CBS out the Southern California city.

JAMES H. CONNOLLY, manager of the department of The Branham Company, representatives, is expected back from his tion today.

IRVING F. WELCH, general manager of Pensacola affiliate of NBC, was in New Thursday and Friday on station and business.

PARKS JOHNSON and WARREN HULL I Buffalo, N. Y., where last night they bro their "Vox Pop" program from the as plant of the Bell Aircraft Corporation.

MARIE GIRARD, receptionist for the relations department of NBC, left Friday annual vacation.

TED HUSING at Camp Shelby, Hattie Miss, from which point he will conduct night's "Cheers from the Camps" program 134 stations of CBS and CBC.

EDGAR JONES, of the FCC information department, spent Friday and Saturday in York.

Vicks Buys 15 Min. Show On New England Network

(Continued from Page 1)

Inc., is the first time Vicks has chased time on a regional network in New England, having used 1 spots heretofore.

Vicks account is the second generated by the New England Regional Net since its formation, the other being a half-hour five-times-week block contract for the Marjorie McHour, which was purchased by Broadcast Advertising, Inc. for res starting September 29. Last year sponsor will be aired from Boston Mondays through Friday at 12:30-1:00 p.m. for 52 weeks.

WDRRC CONNECTICUT'S PIONEER BROADCASTER

ONERATE

One low uniform rate for all advertisers is WDRRC's 10-year-old policy. The national rate is the same as that paid by the many local accounts who use this station consistently and profitably. WDRRC, Hartford, Basic CBS for Connecticut.



# Preliminary Hearing AFM Investigation

(Continued from Page 1)

Charles Andrews (D), Florida; Charles Tobey (R), New Hampshire, Chandler Gurney (R), South Carolina. Senator Gurney formerly edited WNAX, Yankton, S. D., and succeeded 11 years ago by his brother, Charles H. Gurney, who left the station until his recent return for England as Major.

The sub-committee's exploratory report on Senate Resolution 286, introduced into the Senate on August 1, was referred to a Senatorial committee headed by Senator Clark for a Senatorial investigation into the AFM-Petrillo music business. The AFM will last only a few days, according to its chairman. Then, if the committee informs the parent committee that a full dress hearing is warranted, the FCC is expected to report back to the Senate, requesting authorization and funds.

The program for the preliminary hearing has yet to be drawn up, according to Senator Clark. Witnesses probably be named by the middle of the week.

"Planning" Petrillo in Pictures  
The Senatorial investigation does as planned a week from today. It antedates by two days the scheduled opening of argument in the Federal Court on the anti-trust suit instituted against the AFM officials by the Department of Justice.

It was announced this week end that, in setting up its compendium of opinion on the issue which was widely distributed to Congressmen, papers, and leaders in civic and professional life, "Petrillo In Pictures" will go out to the same mailing list. This is a reproduction of 13 copies on the music ban.

A pamphlet, outlining the "entire effect of music, industry, education and the public," by the AFM is in preparation, and will be available to all broadcasters and the public. Other new material is being worked on but NAB is keeping this "confidential until ready for release."

Local Heads Local YMCA Drive  
Washington, D. C.—A. D. Willard, manager of WJSV of this city, is named campaign chairman for the second successive year of the Boston YMCA drive.

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

# NAB Lists Three Months Shows Which Furthered War Effort

Washington Bureau, RADIO DAILY

Washington—Radio stations broadcast during May, June and July a total of 1,541,640 locally-originated spot announcements and 186,075 locally-originated programs, it was disclosed here on Friday, when the NAB released the tabulation of a survey made by its War Committee. This committee, headed by Arthur C. Stringer, the association's promotion director, obtained these figures from a study of the program logs of stations representing about 90 per cent of the broadcasting industry. No network originations are included.

### Live and ET's Included

The total on spot announcements includes both live and transcribed messages, roughly one-third of which concerned the War Bond campaign. In addition to these 510,090 Treasury announcements, the stations broadcast 191,520 announcements on the war program issued by OWI, OPA, OEM and the Department of Agriculture. There were 137,200 announcements for the Navy, with 122,120 for the Army next in line, followed by 90,320 for the Marines, 68,270 for the Coast Guard and 67,900 for Civil Service. USO garnered a total of 73,340 announcements, the Red Cross received attention 58,100 times and the remainder of the more than one and one-half million spot announcements

were apportioned among various other war agencies and programs, according to the NAB.

The locally-originated war effort programs are broken down into live programs ranging in length from 400 three-minute programs to ten 130-minute-long shows broadcast for the USO, also transcriptions running from three to 60 minutes.

Largest single class of program features was represented by the quarter-hour transcriptions, of which there were a total of 102,704. A total of 62,440 of these were for the Treasury Bond Campaign, and the series "You Can't Do Business With Hitler" accounted for another 10,140. The Army came third, with 9,494 15-minute transcriptions.

### "The Real McCoy," Says NAB

Breakdown of the live programs discloses that stations gave the War Bond program a total of 280 hour-long programs during the period reviewed, and 3,450 shorter programs.

NAB comments that while this record of station aid to the war effort "stands out like Pike's Peak," and added that the results which have been accomplished, and which have won high praise and appreciation from the government represent "the real McCoy."

# FCC Issues New Order For Army Cooperation

(Continued from Page 1)

signals of necessary alerts, with other monitoring stations to go off the air on signal. Insofar as is known, this system has been regarded as generally satisfactory, but it cannot be presumed that strategic necessities decided upon by our armed forces cannot supplement the orders with added refinements.

One of the difficulties said to have been encountered was whether or not lights on station towers were to be left on after the station went off the air, constituting a potential hazard to friendly interceptor aircraft taking off as the result of alarm, practice or actual. Though at first these lights were switched off, they are said to be maintained now even though stations are off the air because of an alert, until other orders from proper authorities.

Stations going off the air before nightfall are required to have a man on duty to switch on transmitter tower lights as long as such regulations remain in force.

### Stork News

Donald P. Campbell, Blue Network sales staff in New York, father of a boy, his first child. Newcomer is named Donald Keith Campbell.

# OWI Appoints Rubin As West Coast Advisor

Washington Bureau, RADIO DAILY

Washington—OWI radio bureau announced the appointment Friday of Edward Rubin as its West Coast advisor on publicity. Rubin will work with Nat Wolfe OWI deputy chief in Hollywood. Rubin, whose OWI appointment is without compensation, is presently associated with RKO-Radio pictures in a production capacity, and was formerly on its publicity staff. He has also been public relations advisor to such stars as Ginger Rogers, Katharine Hepburn, Cary Grant, Fred Astaire and the late Carole Lombard.

# Russian Relief Meeting

The Popular Music Committee of the Russian War Relief, with Benny Goodman as honorary chairman, and Edward Wallerstein, president of Columbia Recording Corporation, as chairman, will hold its first official luncheon at the Hotel Astor, Wednesday, September 16, at 1 p.m. Major Geo. Fielding Eliot will be guest speaker. Committee's purpose is to raise money in the music and radio field for the Russian War Relief.

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



REACH THE WOMEN OF THE  
OHIO VALLEY WITH . . .

Olive Kackley  
WCKY

50,000  
WATTS  
CBS

THE L. B. Wilson STATION

# Kontrollieren Sie da

## *Control the microphone!*

That order is foremost in the minds of Axis war lords. For, in Hitler's book, radio is the most effective means of spreading lies and propaganda among his own people; of sowing confusion, fear and distrust throughout occupied countries.

In this free country of free radio, we know why the microphone ranks high in Axis strategy. Radio is listened for . . . heard . . . believed. That is why we, the people of radio—the owners, managers, producers, writers, technicians, announcers — must be careful of our trust, must always keep before us this question:

*Are we using radio to the fullest extent to do the most good for the common cause?*

Let station managers analyze their operations, use every possible moment of air time in service of the nation.

Let script writers inject the spirit of freedom into every phrase and sentence.

Let musical directors search more diligently for music that will inspire.

Let advertisers and agencies choose programs which will build morale.

Let commercials sell the idealism of America, as well as its goods and services.

*Let us make the most of our microphones!*



*The Great Stations of the Great Lakes*

KMPC, BEVERLY HILLS, CALIF.—UNDER SAME MANAGEMENT

BASIC STATIONS—COLUMBIA BROADCASTING SYSTEM...G. A. RICHARDS,

# Mikrophon!



PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVE

## Los Angeles

By JAC WILLEN

"AMERICAN FORUM OF THE AIR" was originated from the West Coast for the first time when it aired from the Beverly Hills Hotel Sunday, 6:05 p.m., PWT, over the Mutual network.

"The Morgan Family" made its initial bow on KPAS, Pasadena, Tuesday, September 1, from 8-8:30 p.m., PWT, and will be heard each Tuesday at the same time for the next 26 weeks.

The program, which is sponsored by Consolidated Drug Co. of Chicago in the interests of "Colorback" and "Radio Girl Perfume," was placed by the Benson and Dall Agency of Chicago, and calls for a full hour format beginning October 15.

Leith Stevens was signed this week to handle the musical direction on the new Lionel Barrymore "Mayor of the Town" series which debuted on the NBC network Sunday. Rinso is the sponsor of the new airer.

Events of the week at Hollywood's Blue Network outlet finds—Arnold Maguire, veteran director, taking a leave of absence from the network to handle production of the Kay Kyser program for Lord & Thomas as the replacement for Ed Cashman who transferred to New York.

Tracy Moore, the Blue's Hollywood sales manager, away to San Francisco on a business trip.

John Kennedy, staff announcer, assigned to announce the Lux Radio Show starting September 14, but will continue his duties with the Blue also.

Clete Roberts, director of the Hollywood news and special events, resigns from the Blue, effective September 15, to join the Office of War Information in San Francisco.

Milt Samuel, head of Blue publicity, awake two nights in a row counting the new teeth that son "Billy" is cutting.

Hollywood composers of popular music this week presented Meredith Willson a scroll containing all their signatures for his work in uncovering and presenting their "lost music" on his Tuesday night NBC musical.

### Attorney Sues Stations For \$124,660 In Fees

(Continued from Page 1)

Pratt claims the amount is due him as unpaid balance for services rendered during the period covered. Ralph Brunton, president of the two stations and a former NAB director, announced that a compromise offer had been made to Pratt prior to filing of the suit, but that it had been turned down by the attorney.

Have You Met The Voices

of  
**GILBERT MACK**

?

LEX. 2-1100



### Radio Row Is Talking About . . . !

• • • The inside on the Bing Crosby-Army situation, which is this: Because he has five kids and is 100 per cent exempt and because the army feels he can be of much greater service where he is, they don't want him to enlist. So Bing is in town right now pulling every string he can to get in—as a private! . . . Mark Warnow's bowing out of "March of Time," with Don Voorhees stepping in . . . Peter Van Steeden's being signed for "Duffy's Tavern" in addition to his "Mr. D. A." chores . . . The reports that Glenn Miller has asked a number of bandmen to enlist with him in the Navy . . . The leading role radio has taken in furthering the War Bond campaign and the 11 million dollars worth sold on the Blue Bond show, which oughta give radio's belittlers plenty to think about . . . Jerry Lester's click on the "Stage Door Canteen" which will probably lead to a flock of radio offers . . . That strip-teaser appearing on a local station to help the sale of bonds by shedding a garment with every order . . . CBS' letting down the bars to include spine-chillers in their fare . . . The terrific propaganda barrage which will emanate from this country soon. Aimed, of course, at the occupied countries.

★ ★ ★

• • • WHN losing two of its announcers this week—Ray Winters to the service and Scott Colton to the legit stage. Sid Walton, who broke in on WHN six years ago, returns as a staff announcer there this week . . . The WNEW call letters shown in the current Rheingold Beer ad featuring John B. Kennedy, credit for which must go to Jack Banner, their ace publicist . . . The radio execs who said auditions over the past few years have turned up little or no talent—something which is very hard to believe . . . Eunice Howard's classy emoting on the Caravan's "Our Town" last week . . . The three shows Judith Allen has submitted to the agencies and her excellent chances of clicking soon on the air . . . Sara Berner's work with Amos 'n' Andy on the Victory Theater, which will land her a spot on their show . . . Benay Venuta's returning to the air this fall . . . Walter Kinsella's having to nix a role in "Strip For Action" because of his chores on "Abie's Irish Rose."

★ ★ ★

• • • The femme radio star, recently signed to a new package show, who was told by her agent he needed a new biog on her and was sending a man over for the material. The next day, she was billed \$35 for the guy's services! . . . The new Crossley reports which show that the Moylan Sisters have twice the listening audience of any other daytimer on the Blue. How 'bout that! . . . Roy Porter's taking over Helen Hiatt's spot on the Blue, with the latter off on a three-month lecture tour . . . Earl Godwin's attack on "Time" mag—taking issue with their plan to bomb Germany out of the war. Most army biggies have agreed that a land force is necessary for final victory . . . Harry Frazee and Jim Sauter in the newsreels out of Washington on that Movie Bond Show . . . Bernie Schubert's deal with Metro for Ted Steele . . . Lucy Monroe's plans to do a weekly "Community Sing" idea from defense plants at 12 midnite, to be called "Just A Song at Midnite." She'll hold contests among the workers with prizes offered, etc . . . The switch on "Basin St." this week with Milton Cross and Jack McCarthy returning to the fold. Jay Somers will do the scripting . . . The baby girl at the Mandell Kramers. Ditto at the Archie Braunfelds. He's the radio accountant . . . Prediction: If Pabst doesn't buy the Louella Parsons-Groucho Marx setup, they'll probably remain off the air this year. They're only interested in a glamour variety show—and not the dramatic and chiller stuff being fed them.

★ ★ ★

—Remember Pearl Harbor—

## Chicago

By FRANK BURKE

FRANK SCHREIBER, manager of WGN, will be one of the representatives of the 13 key Mutual network stations who will meet in St. Paul, September 9 and 10, to discuss and map out the network's winter program schedules.

When the Northerners, in their octette broadcast over WGN at 9:30 p.m., they will be presenting their 673rd consecutive weekly cast and starting their 12th year on the air. Harry S. Walsh is the original group and the octette personnel includes Roy Kessler, Dean Reed, Kenneth Earl Wilkie, George G. Smith, Arnold, Robert Dill and John Donald. The octette is coordinated by the twin piano team of Ebert and Harold Turner at Wallner is the soloist. The tenor rangers currently are Helene Walter Dellers and Palmer C.

Baron Elliot, whose orchestra often been heard on local radio, becomes staff musical director of WCAE, Pittsburgh, on Sept. 22. Lieutenant A. S. "Speed" Miller, famed stunt flyer, was guest of Don McNeill of the Network's "Breakfast Club" Saturday, September 5.

Rose Hildebrand, British war refugee, opens a thrice-weekly "Letters from England" series on WBBM's "Victory Matinee" next week.

Karl R. Sutphin, formerly of "King-Goldfom" magazine, has joined the WLS staff as sales service manager. He replaces Wells Barnes, who leaves shortly to join the Army Air Force.

Bing Crosby passed through Chicago traveling incognito the other day. Nate Gross, "Herald-American" columnist, happened to be on the same train with him and chronicled Crosby's arrival in his daily column.

Jeri Sullivan, who once was with the Bernie Cummins band, has become the new singer with Art Jaffe's orchestra on WGN from the Blue Hawk Restaurant.

WBBM adds two six-a-week programs beginning Monday, September 28, for Stephano Bros., Philadelphia, manufacturers of Marvellettes. Broadcasts, totalling 12 hours weekly, will be aired 8 a.m. and 10-10:15 p.m., CWT, 11 days through Saturdays, replacing Marvel's current "Salute to Victory."

Not a record has been cut by local RCA Victor studios since Petrillo edict of August 1, and many bands are getting jittery because they can't get the latest plugs waxed.

RADIO ARTIST

Call

LExington 2-1100

FIRST AND FOREMOST

QUEST-ING

BALOGH, pianist, on the "Grand Concerts," today (WABC-10 p.m.).

VIC GUINNES, chief artist S. Marine Corps; HARMON BURN, Philadelphia restaurateur; COMMANDER JACK FORD, in charge of the reserve aviation base, and RUTH MacANNALY, superintendent of the Quartermaster De-flag factory, on Horace "Treasure Chest" program, BC Red, 8:30 p.m.).

D. MORSE, discussing the life of George Morland, on the "Art" series, today (WABC-10 p.m.).

K. L. WEIL, president of the Jewish Welfare Board and president of the USO, on the "Also Are People," series, (WABC-CBS, 4:30 p.m.).

LAH BANKHEAD, GERNIENEN and GEORGE on the "Stage Door" program, Thursday (WABC-10 p.m.).

LIAM S. LANGFORD, assistant director at the Vanderbilt discussing "The Child Goes on 'Highways to Health,'" (WABC-CBS, 4:30 p.m.).

MARKS, on the Rudy Vallee Thursday (NBC Red, 10 p.m.).

B. WARREN, design engineer of the Turbine Department of Electric; JOHN P. HOGAN, president of the A.S.C.E., and SPORN, vice-president and engineer of the American Gas Service Corp., discussing "Electrical, Mechanical and 'The Engineer at War,'" (NBC Red, 6:30 p.m.).

William E. Weiss

William E. Weiss, chairman of the Sterling Products, Inc., died last night at the Little Traverse in Petoskey, Mich., as a result of injuries received in an auto collision early last week. He was 65 years old. The company, organized by him, had name changed to Sterling in 1917. Bayer drug interests purchased by the firm two years ago, and other important pharmaceutical interests merged in 1928 in an arrangement which was later dissolved.

ED immediately. Licensed operator. State experience, reference and draft status. WBRK, Boston, Massachusetts.

New And Returning Network Shows

(Week of September 7)

Sept.	Name of Show	Sponsor	Network Time	Agency
8	"Johnny Presents"	P. Morris	NBC 8-8:30 p.m.	Biow
12	"Truth or Consequences"	P. & G.	NBC 8:30-9 p.m.	Compton
12	"Abie's Irish Rose"	P. & G.	NBC 8-8:30 p.m.	Kastor
13	*Olivio Santoro (Yodeler)	Vogt & Sons	NBC 11:45 a.m.-12 noon	Clements
13	Radio Readers' Digest	Campbell	CBS 9-9:30 p.m.	Wheelock

\*New to the Network.

Civilian Operators In Army Praised By Gen. Stratemeyer

Washington Bureau, RADIO DAILY. Washington—Civilian radio operators who have entered the Army Air Force service are among those who received high praise from Major General George E. Stratemeyer last week-end coincidental with the announcement that 50,000 more men in maintenance and communications were needed.

Classifications for skilled workmen eligible for enlistment as specialists in the air forces, and the principal divisions to which they will be assigned include the following: aircraft radio mechanic; field engineer (radio broadcasting); loudspeaker testman (radio manufacturing); Public address serviceman, radio chassis aligner (radio manufacturing); radio division lieutenant (government service); radio installer, automobile; radio mechanic, amateur; radio repairman; radio technician helper (radio manufacturing); recording engineer (radio broadcasting); trouble shooter (radio manufacturing); aircraft radio operator; airport control operator; communications operator; control-room man (radio broadcasting); control supervisor; junior (radio broadcasting); radio dispatcher; radio operator; radio operator amateur and telegrapher.

Age Limit 18-44

General Stratemeyer said the enlistment program was intended to obtain the required number of specialists without interfering in any way with war production.

Skilled men between the ages of 18 and 44 inclusive, enlisting under this program have the privilege of joining either the air forces, signal corps, or ordnance. Their choice is final if they meet requirements.

They are inducted as privates, but advancements usually are fast in the technical services. There are opportunities for some of them eventually to become commissioned officers. The current expansion of the Air Forces is said to accelerate promotions for men with merit in that branch of the service.

In connection with the call for thousands of additional radio technicians, broadcasters were requested to help utilize "to the maximum de-

gree" the ESMWT-NAB course in the Fundamentals of Radio as pre-induction training. They were called upon to stimulate interest in these "engineering science, management, war, training" courses and to organize classes in cooperation with state educational institutions.

Supporting the U. S. Army call, NAB spokesman commented on Friday: "The industry has never fallen down yet on a request for help from the U.S.A. and this is no time to begin."

Stations were urged by NAB to inform all engineering schools and all colleges with physics departments in their state of the following points:

Five Points Listed

1. That tens of thousands of additional radio technicians are needed in the war effort.
2. That the ESMWT-NAB course in Fundamentals of Radio exactly fills the bill for the Army Air Force's enlisted reserves just as it does for the Signal Corps enlisted reserves.
3. That facilities of the air force's technical schools have insufficient capacity to turn out the required technicians.
4. That the situation demands immediate expansion of the ESMWT-NAB Fundamentals of Radio course to the maximum.
5. That they would not over produce if men counted in six figures were under simultaneous instruction.



"Mom, do I have to listen to every soap opera on WFDF Flint, Michigan?"

AGENCIES

NELSON CHESMAN CO., Chattanooga, has been appointed to direct the advertising of The Alabama Trio, state regional network composed of WSGN, Birmingham; WSFA, Montgomery, and WALA, Mobile. John E. Fontaine is the account executive.

HAROLD L. IVES, secretary-treasurer of Anderson, Davis & Platte, Inc., has taken over the duties of L. G. Van Akin, vice-president, who has joined the Army.

PUBLICITY CLUB OF NEW YORK has opened new offices at the Hotel Belmont Plaza.

ALFRED D. McKELVY Co., makers of Seaforth Toiletries for men, has announced the largest advertising expenditure in the company's history. Campaign will include spot announcements, to be used mostly around the Christmas season, in addition to other media.

MARY DUNLAVEY has resigned from the OWI to join Ruthrauff & Ryan as a radio time buyer. She had been a time buyer previously, with Erwin, Wasey & Co.

STANLEY TOBIN, formerly publicity director of Geyer, Cornell & Newell, Inc., has joined the public relations staff of N. W. Ayer & Son in New York.

WEVD NEW YORK'S STATION OF DISTINCTIVE FEATURES NOW 5000 WATTS

The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by—

- 1 The feature boxes of newspaper radio program pages.
- 2 The large number of famous advertisers on the station continuously year after year.

Ask for "Who's Who On WEVD" . . . sent on request.

WEVD

117-119 West 46th St., New York, N. Y.

## Revamp Cf. Regional To Take Commercials

(Continued from Page 1)  
been added to the original four, WNBC, Hartford-New Britain, WELI, New Haven, WNLC, New London, and WATR, Waterbury, making up the six-station web, which has been inoperative for more than a year.

New setup has already sold two sponsors: Scoville Manufacturing Co. and the Electric Specialty Co.

### Harold Meyer Heads Group

At a recent meeting held in New Haven, Harold Meyer was named head of the group with James Milne of WELI as secretary-treasurer. Board of the Connecticut Broadcasting System, in addition to the two-named officers are Levon Thomas, NAB; Gerald Morey, WNLC; Richard Davis, WNBC; and Harold Thomas, WATR. Headley-Reed Co. was appointed national representative for the new regional network and Michael Goode was appointed representative for state political business. Arrangements for broadcasts from political conventions have been completed and lines have been installed between the six affiliates.

Spot rate for the six stations is as follows: evenings, \$300 per hour, \$180 per half-hour and \$120 per quarter-hour; daytime, \$150 per hour, \$90 per half-hour and \$60 per quarter-hour. Evening announcements may be purchased for \$55 and daytime announcements for \$27.50. Chain breaks are also available.

Albany, N. Y.—Efforts by Harold E. Smith, general manager of WABY-WOKO, here, to form a state network for the garnering of political business during the forthcoming elections are still in the formative stages, with nothing definite materializing.

## CBC's New Gem. Manager Paid \$15,000 Annually

Montreal — According to the "Financial Post," Major Gladstone Murray, former manager of CBC and now program director, will be paid a salary of \$14,000 a year in his new post, and Dr. Augustin Frigon, assistant general manager, also will have his salary raised to that figure. Dr. J. S. Thomson, the new general manager, will be paid a salary of \$15,000. The "Post" comments:

"Since Major Murray's first demotion, about 18 months ago, and the elevation of Dr. Frigon to the position of joint general manager, the CBC has had, in effect, two general managers. Under the new setup observers fear that, in effect, there will now be three general managers."

### SAMUEL FRENCH

SINCE 1830  
AUTHORS' REPRESENTATIVE  
PLAYS FOR RADIO, STAGE & SCREEN  
25 West 45th Street, New York  
811 West 7th Street, Los Angeles  
(Catalogue of Plays on Request)

# Coast-to-Coast

**B**ILL MOSHIER, the "voice of agriculture," KIRO, Seattle, celebrated two occasions last month, his birthday (exact number not divulged), and the 750th broadcast of his "Farm Forum" program... New salesmen now hanging their hats at KIRO, Seattle, are King Mitchell, formerly with KMO in Tacoma and KWLK at Longview, Washington; and Jerry Collard, formerly connected with the Seattle offices of Sunset Outdoor Advertising.

"North Jersey Reports," daily program feature of WPAT, Paterson, N. J., went back-stage at the Central Theater in Passaic Friday 5-5:30 to bring interviews with Paul Whitehead and Bert Wheeler. Steve Ellis emceed the show, which gives New Jersey listeners a daily report on bond sales in the area plus personal appearances of outstanding Americans.

KGKO, Ft. Worth, received \$763,901 in war bond pledges during the Blue's August 29, "I Pledge America" show. Engineering department additions at KGKO, are: Thomas Bedford, formerly of WHAS, Louisville, Ky., and Harvey Robertson, former chief engineer at KCMC, Texarkana, Texas. Marvin Moore, has been made a full-time member of the station's announcing staff, while Ellen Marie Gallagher, has been assigned to the receptionist desk.

KDKA, Pittsburgh, will broadcast the Labor Day pageant, "Attack from Weirton, W. Va. Edward Trevor and Henry Hull will have the lead roles in the dramatic production.

Sylvia Carr, radio rhythm singer, has become secretary to Stan Shaw at WINS, New York, in addition to retaining her own weekly program on Wednesdays at 11:45 a.m.

WCBI, Columbus, Miss., is to be used by the Columbus Fair Association to promote the fair. Twelve to fifteen announcements will be run daily for 21 consecutive days to publicize the event. Hour program will be aired daily during the actual running of the fair. WCBI's manager, Bob McRaney has been named to direct the annual beauty contest which is a highlight attraction of the event... Two new contracts have been

signed by WCBI; Purina Mills has renewed "Checkerboard Time"; and the Columbus & Greenville Railway has signed a one-time spot in connection with the local primary elections.

Jimmy Pate in charge of sales of the Lone Star Chain, and Ken Sibson national sales manager of the Taylor-Snowden-Howe group of Southern stations were visitors at KTSA, San Antonio last week. KTSA is San Antonio outlet for the LSC and also a member of the Taylor-Snowden-Howe group. Program plans for the coming fall season was main discussion of the visit.

WOW-WGL, Fort Wayne, opened its curb service bond booth last week, with a special dedication broadcast featuring outstanding civic leaders and WWO-WGL talent. Booth was christened by Lillian Lane, former WOW singing star now featured vocalist with Claude Thornhill's orchestra, who wielded the traditional bottle, only this time it was filled with Maumee River water.

Rush Hughes, new KWK, St. Louis, personality and son of famous novelist Rupert Hughes, took in nearly \$7,000 recently for the KWK War Bond Booth at Sportsman's Park, home of St. Louis baseball, by auctioning off baseballs autographed by leading players of the Cardinal team... Esther Henshaw, night switchboard operator at KWK, has named her recently-acquired pup "Thomas Patrick" after Thomas Patrick Convey, founder of the station.

WPIC, Sharon, Pa., carried ceremonies from the National Malleable and Steel Castings Company last week when Colonel Rockwell presented the firm with the Maritime "M" and Labor Award of Merit for efficiency in production. Pat Barnes, former Sharon man, acted as master of ceremonies. Barnes is currently emcee of the Blue Network's Friday night show, "Those Good Ol' Days."

Eleanor Nickerson, head of the accounting department at WDRG, Hartford, has just observed her sixth anniversary with the station. She joined WDRG in 1936.

Mrs. Barney Oldfield is quitting her daily movie program over KFOR, Lincoln, Nebr. No successor has been named as yet. Mrs. Oldfield carried on when her husband, a captain in the paratroopers, was called to the army.

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

September 8

Lynn Bernhak	Joe Bolton
Niela Goodelle	Al Hoffman
George Mannina	Mel Marvin
Jack R. Overall	John Harold Ryan
Nora Sidney	Milton Watson

**WANTED**—two radio operators with first class license for WNBF, Binghamton, New York, 5,000 watts. Write or wire Lester H. Gilbert.

## Non-Priority Built Cut To \$1,000 By

(Continued from Page 1)  
such construction under part of the original Conservation L-41, which was issued last year. The current revision of the law embodies drastic cuts from the limitations in the original act. For construction work costing less than \$1,000 and for which no assistance is needed, stations need to make any representation to the WPB, RADIO DAILY was in But irrespective of whether priority assistance is needed, construction costing more than \$1,000 must hereafter be done with the WPB's permission.

Cost is defined to include the cost of labor and material, the cost of equipment, architects, engineers, contractors, fees, insurance and financing costs.

Prospective builders were cautioned against making commitments for materials until permission to actually has been granted. That a builder has all the necessary materials on hand and needs no special assistance, will not, in itself, whether he should be permitted to use them in construction, it was stated.

**Kahler Issues Statement**  
"In carrying out the provisions of this revised order" William V. Kahler, chief of the Construction Bureau, said. "We intend to apply to each station the basic principle underlying the act, namely, the conservation of materials and construction equipment to the fullest extent possible to meet the essential needs of war. Every station is urged to ask himself several questions and give careful consideration to their answers before filing applications for authorization to begin construction."

"He should ask himself whether the project is necessary to the successful execution of the war. He should consider whether it isn't practical to convert instead of building new. He should ask if his design is the simplest possible, just sufficient to meet minimum requirements. He should consider whether there are available all utilities, electricity, gas, etc., needed for the project. Then even if he can answer all these questions satisfactorily, he should consider carefully the possibility of deferring his project to a later date."

**COVER**  
A \$2,000,000,000 MARKET  
WITH One STATION

**WOW**

OMAHA  
590 K. C. + 5,000 WATTS  
John J. Gillen, Jr., Gen'l Mgr.  
JOHN BLAIR CO., REPRESENTATIVE



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



LIBRARY

SEP 11 1942

Vol. 20, No. 50

NEW YORK, N. Y., WEDNESDAY, SEPTEMBER 9, 1942

TEN CENTS

## Protest New AFM Move

### Improve KICD Sale; Other FCC Activity

Washington Bureau, **RADIO DAILY**—Lawrence W. Andrews received permission from the FCC yesterday to acquire control of the Great Lakes Broadcasting Company operating KICD, Spencer, Iowa, from A. Gefke. Under the proposed Andrews is purchasing 140 shares of the unissued common stock for \$3,500, and 120 shares of unissued preferred stock for \$3,000 adding these to his present ownership of 30.21 per cent of the issued and outstanding common stock.

Andrews is vice-president and a member of the board of directors. (Continued on Page 3)

### New Appointments To Executive Personnel

West Coast Bureau, **RADIO DAILY**—Los Angeles—Three appointments to the executive staff of KFI-KECA in Los Angeles have been announced by William Holliday, vice-president. I. Edwards, for the past four years production manager, was named program director to succeed Glan T. Leach, who has resigned to take up duties with the Office of War Information in San Francisco. Don (Continued on Page 3)

### Cravens Back On WNEW For Local Dept. Store

Thryn Cravens and her program, "Days Through A Woman's Eyes" will return to WNEW, September 14, as a commercial production, slightly different in format, under the sponsorship of Francis Rogers & Son, Bronx department store. Program will air Mondays through Fridays, 4:45-5:15. (Continued on Page 2)

### Tidy Sum

Portland, Ore.—The Neighbors of Goodcraft, a fraternal life insurance order which has sponsored programs on KEX for the past few years, purchased \$1,000,000 in bonds two weeks ago during the "Pledge America" bond drive on the Blue Network, bringing the station's total for its Bond and Stamp Campaign to \$1,193,345.

### FDR's Audience

Speech by President Roosevelt on Labor Day was heard by 37,362,400 listeners, according to a report by C. E. Hooper, Inc. The evening Labor Day broadcast had a Hooper rating of 50.3 as compared to 79. reached by the Presidential speech on December 9 of last year. Speeches at the dedication of the naval hospital and the youth conference last week were rated by Hooper at 19.3 and 19. respectively.

### New Priority System For Gov't Messages

Washington Bureau, **RADIO DAILY**—Washington—An entirely new system of air-time priorities for government messages is being worked out by the OWI radio bureau, it was learned yesterday. Full particulars about the new system, which is expected to be a considerable improvement over the present "radio war" (Continued on Page 6)

### Co-Op League Preparing 13-Week Test Campaign

Cooperative League of the U. S. A., retailer cooperative organization, is preparing a 13-week test campaign to be used in key cities throughout the country. Campaign consists of quarter-hour transcriptions using dramatized scripts of an educational nature on a once weekly schedule. Atherton & Currier, Inc. is the agency for the account.

## Web-Station Phones Swamped During N. Y. Air Raid Alarm

### School Broadcasts In Evaluation Study

Evaluation of School Broadcasts, research and service project engaged in analyzing the educational values of radio in schools and classrooms and in studying the social and psychological effects of radio listening upon children and young people, has published a symposium titled "Radio (Continued on Page 2)

### Disk Makers-Agencies, Others Confer Under NAB Auspices On New Ban Put Through By Petrillo

### Kay Kyser Made Head Of OWI Artist Group

Washington Bureau, **RADIO DAILY**—Washington—Appointment of Kay Kyser as consultant to the Office of War Information and as organizer of a new "war effort" committee of top-ranking radio performers was announced yesterday by Douglas (Continued on Page 6)

### Farmers' War Messages Set On "Farm-Home Hour"

Three special war messages for farmers will be broadcast weekly on the "National Farm and Home Hour," Blue Network daily feature, beginning next week, OWI announced yesterday. Radio Bureau Chief William B. Lewis will inaugurate the series (Continued on Page 2)

### "One Man's Family" To Full NBC Network

With the addition of "One Man's Family" to the list, 21 programs are now taking full 125-station NBC network. The Standard Brands, Inc., series contracted for 57 more stations to make up this quota. J. Walter Thompson Co. is the agency.

In a meeting especially called yesterday by the NAB at the Hotel Roosevelt in New York to seek means to combat the new move of James C. Petrillo to halt the making of electrical transcriptions even for one-time use, a unanimous statement by 24 representatives of leading transcription companies, advertising agencies and national advertisers characterized the ban as "another act of aggression against wartime morale and communications in the United States." Among those attending the meeting (Continued on Page 7)

### Chi. 'U' Radio Course Set For War Training

Advanced course for the Army Signal Corps in radio, electronics and microwaves will start on October 3 at the University of Chicago, according to an announcement of the school's war training office. Men accepted will be paid salaries ranging from \$1,620 to \$2,600 while they are taking (Continued on Page 5)

### \$1,000,000 Bond Sales Is Credited To KGO

San Francisco—More than \$1,000,000 worth of War Bonds and Stamps have been sold by Blue Network station KGO, through the medium of its new War Bond Rallies, in what is hailed here as the greatest individual (Continued on Page 2)

### Competition

San Francisco — Thirteen San Francisco orchestras are competing for the right to represent this area when the Fitch Bandwagon broadcasts from Radio City here on September 27, the show relayed from KPO to Red network stations. Voting for the honor of representing the area is being conducted through drug stores in the area.



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JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL

(Tuesday, Sept. 8)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

Table with columns: Farnsworth Tel. & Rad., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit). Includes Bid and Asked columns.

Cravens Back On WNEW For Local Dept. Store

(Continued from Page 1) 5 p.m., and will feature Miss Cravens' analyses of news headlines which will be read by an announcer. Commercial is on 26-week contract. Commentator is now handled by Frank Chase of the William Morris agency. Miss Cravens had resigned her sustaining program on WNEW July 31 after a year's run.

New WOV Rate Card

WOV issued a new rate card last week, at the same time announcing the appointment of Ralph Nardella as sales manager. Nardella had been a member of the sales staff. Rate card adds a new service announcement feature, covering 75 words of copy, showing discounts up to 30 per cent for five or more strips per week.

THOMAS J. VALENTINO, Inc. MAJOR SOUND EFFECT RECORDS. OFFERING THE "LAST WORD" IN SOUND EFFECTS. SEND FOR CATALOG. 1500 BROADWAY NEW YORK, N. Y.

\$1,000,000 Bond Sales Is Credited To KGO

(Continued from Page 1) bond selling campaign staged by any station in the nation. Three-hour shows are staged each Saturday in shopping districts of San Francisco and Oakland, and outlying suburban areas, with KGO performers entertaining the crowd, and personally selling the bonds. The last half-hour of the program is broadcast. Biggest effort is a tieup with the San Mateo Chamber of Commerce, 20 miles south, where a "queen contest" is being staged. Purchase of a \$25 bond entitles the purchaser to cast 25 votes for his favorite candidate. Already the total raised in this stunt has passed the \$500,000 mark.

While the contest continues, the various queen candidates are brought to San Francisco for special ballyhoo interviews from the new KGO studios in Radio City. Another big stunt was a dinner staged in Burlingame, in collaboration with civic leaders there. Admission price was purchase of a \$100 bond. Total raised at the affair was \$239,000. In a recent Saturday afternoon Bond Wagon show in the Polk Street shopping district more than \$40,000 worth of bonds were sold. A feature of the show is the awarding of merchandise prizes, presented by merchants of each district, to the purchasers of the bonds. In a recent instance a new retreaded tire was offered, the successful bidder going up to \$1,700. Bill Baldwin, special events producer, handles the rallies.

Farmers' War Messages Set On "Farm-Home Hour"

(Continued from Page 1) next Tuesday, Sept. 15, and the spot announcements will be heard regularly thereafter on Mondays, Wednesdays and Thursdays.

Supplementing specific agricultural information broadcast now on this program, the new series will give a broad picture of the American farmer's relation to the war effort. The first OWI message of the week will cover home front problems: rationing, control of cost of living, labor supply and similar subjects. Second message, dealing with United Nations, will tell the story of America's relations with her allies, and will be designed to counteract enemy propaganda striving to split us from those who fight by our side, according to OWI. Third message will fit in closely with anniversaries, special events and current problems.

Paul H. Lastayo

Jersey City—Paul H. Lastayo, president and general manager of the Bremer Broadcasting Co., owners of WAAT, died late last week at his home, 2222 Hudson Boulevard. He was 44.

Born in Weehawken Heights, Lastayo was associated with WAAT since its inception in 1926. He became president and general manager in 1929. Lastayo is survived by his wife, the former Margaret Carroll; a daughter, Margaret Jane; a son, Paul H. Jr., and a brother, Frank.

School Broadcasts In Evaluation Study

(Continued from Page 1) Over U. S. A.—The Social, Artistic and Educational Significance of Radio." Booklet, prepared under the direction of Norman Woelfel, associate director, presents a series of short essays, critically appraising radio in America today, which were originally published in the professional educational journal, "Frontiers of Democracy" and also "Child Study."

In foreword he states the purpose of the booklet in the following manner: "The issues raised are immediately relevant to American life, to the successful prosecution of the war, and to democratic reconstruction in the America which emerges after the war. To raise an issue is not, of course, to settle it and these essays attempt neither solutions nor prophetic visions of what solutions would be like. The discussions are motivated, however, by a deep underlying conviction, that all is far from well in our America, and that our abounding intelligence needs to be far more diligently employed in matters pertaining to popular welfare and popular culture than has been the case so far."

Contents of the booklet are divided into four general subjects: The Contribution of Radio to National Morale; Radio Entertainment For Children; Radio As a Distinctive Art Form; Radio and the Universal School.

Kelly Succeeds Noble For CBS On West Coast

Hollywood—Andy Kelly has been appointed publicity director of the Columbia Pacific Network according to an announcement by Donald W. Thornburgh, vice-president of CBS. He fills the post vacated by Hollister Noble, who dons the uniform of a captain in the United States Marine Air Corps next week.

Kelly formerly directed publicity and public relations for the Chrysler Corporation on the Pacific Coast. He came to the coast from Chicago six years ago where he had been identified with newspaper work.

Heads KHJ Production

Los Angeles—David Young has been named production manager of KHJ of this city, according to an announcement by Van C. Newkirk, program director. Young, who was formerly continuity chief of the outlet, replaces Jim Burton, resigned to join Music Corporation of America as a special producer. Included in the announcement was the appointment of Wallace Ramsey to succeed Young in the continuity department and of Mary Ellen Ryan as assistant traffic manager.

WANTED—two radio operators with first class license for WNB, Binghamton, New York, 5,000 watts. Write or wire Lester H. Gilbert.

COMING and GOING

DON E. GILMAN, vice-president of the Network in charge of the western division. KEVIN SWEENEY, manager of the division's motion department, were visiting yesterday the headquarters of the Blue Network.

LINUS TRAVERS, vice-president in charge sales and production for the Yankee Network WAAB and WNAC, Boston, is expected Massachusetts this morning for a few day station and network business.

CLYDE W. REMBERT, station and committee manager of KRLD, Dallas affiliate of CBS town yesterday and conferring with Herbert Akerberg, Columbia, vice-president in charge station relations and William A. Schudt, network's eastern division field manager of tion relations.

S. A. CISLER, president and manager WBCR, Louisville, left late last week of business trip to Kansas City.

DOROTHY LAMOUR, was in Chicago yesterday en route to New York as a part of her tour in the interest of the War Bonds Stamps campaign.

EDWARD TREVOR, actor who played the in the Labor Day pageant, "Attack," in West Va., has returned to New York to do sound track of the film which the U. S. A. made of the event.

CLARENCE G. COSBY, sales manager of KX St. Louis, is back at his headquarters following a short stay in New York. CHET THOM program director of the station has taken short leave of absence because of illness.

DANA BAIRD, Chicago representative WORL, is returning to Boston to confer with George Lasker, general manager of the station regarding increases in contracted time for "920 Club."

HAL BURDICK, writer of the Pacific Coast NBC network program, "Dr. Kate," is on three-week tour of eastern and midwestern production centers to observe General Mills shows originating in those areas.

WALTER MURPHY, publicity director WEEI Boston, is back at his desk after spending the Labor Day week-end in New York.

VAN C. NEWKIRK, program director for Don Lee network, is completing a one-week trip during which he attended the convention of the Mutual-Don Lee program directors Cleveland.

JIM CONWAY, announcer on WBBM, Chicago affiliate of CBS, has returned from Sturgis Falls, Wis., where he announced the launching of a new mine-sweeper for the United States Navy.

SAMMY KAY and the members of his orchestra were in Hartford on Sunday for the airing of their "Sunday Serenade" over NBC from the studios of WTIC. Next Sunday's stanza will be broadcast from New York.

When you buy time BUY AN AUDIENCE



WTAG WORCESTER



# Approve KICD Sale; Other FCC Activity

(Continued from Page 1)  
operator of the station, which received its construction permit on December 16, 1941 for use of the 1,240 kilocycle channel, with 100 watts power. Completion date has been extended to next November 16.

In other actions yesterday the FCC granted a special authorization to WJZM Broadcasting Co., Inc., Newburgh, New York, to operate unlimited time, using 1 kilowatt power, designated for hearings the applications of two California stations to increase their operating power from 100 to 250 watts. One of these stations is WJZM operated by WJZM Broadcasting Co. at Stockton, which is asking permission to make transmitter and antenna changes. The other station is KROY operated by Roy Miller, at Sacramento which is requesting a construction permit for installation of a new transmitter.

Reminiscent of early days of broadcasting was a request, denied yesterday by the FCC, from WJZM, Clarksville, Tenn., for permission to transmit radio messages to officers in patrol cars. Clarksville has so expanded, according to Roland Hughes, operator of WJZM, that it is now in need of regular police radio system. Apparently there were negotiations between the station and local police whereby a system would be developed over WJZM. However, after the FCC would flash green light for the deal by approving the request.

But the commission said no, and is warning Hughes that such an arrangement would violate the rule prohibiting use of addressed messages on standard stations. It was also pointed out that the International Association of Police Chiefs called down several years ago on the use of police messages on standard broadcast band.

## Whitman B&B Vice-Pres.

Whitman, has been elected a vice-president of Benton & Bowles, it was announced by the board of directors. Whitman, who joined the firm in 1933, will continue to direct the advertising account of the Prudential Insurance Company.

JUN MONROE COUNTY

# WHA Mland

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

Not'l Rep. George P. Hollingsberry Co.  
50,000 Wavts... Clear Channel... Full Time... NBC Blue and Red Networks  
"The STROMBERG-CARLSON STATION"

# PROMOTION

## Atlantic Net Info.

First promotion brochure issued by the Atlantic Coast Network, Inc., and prepared by Walter P. Burn & Associates, Inc., was distributed this week. Its contents cover the levels of member stations in accordance with recommendations of the Timebuyers Committee of the American Association of Advertising Agencies, and the Sales Managers Committee of the National Association of Broadcasters.

The overall network charts and maps include both daytime and nighttime coverage areas by mail. As per the Timebuyers' recommendations, also, the brochure used the home county of each station as a base, and determined a ratio of mail per thousand radio homes. In all counties with mail returns per thousand radio homes 50 per cent or better of the Home County, ratio is considered intense. All counties with mail returns per thousand Radio Homes 25 to 50 per cent of Home County, ratio is considered regular. All counties with mail returns per thousand Radio Homes 10 to 25 per cent of Home County, ratio is considered secondary.

The Market data used was obtained from the Sixteenth Decennial Census, U. S. 1940; Radio Homes by Joint Committee Radio Research percentages or 1940 Census, Occupied Dwelling Units. All ten stations are individually charted for day and night time coverages.

Physical appearance of the brochure represents conservative, business-like taste. Cover outlines the Atlantic Coast in cyclamen against a grey background. Station maps, however, are just in black in white, layout using color only in the all-over network coverage maps. Selling theme is "Serving One Fourth of the Nation's Buying Power."

## WOV's Mailing List

Promotion program just started by WOV is aimed at everyone on the station's mailing list for its regular printed schedules. Under the continuity title of "Did You Know That?" station attached special tear sheet to the weekly schedules, and presented two items of incidental data about the station and its personalities. Each week, the two new subjects change.

First to be so released included a bit about the station's Italian audience as gleaned by "Pulse of New York Survey," and a short story about Hans Jacob, one of its commentators. Latter pointed out that Jacob used to be the "Voice of Radio Strasbourg" from 1936 to 1940, broadcasting from Paris in German in defiance of Hitler. Copy is prepared in straight-forward style and briefly, so that editors could use it readily in chatty columns or as page fillers.

## "What A Feeling!"

"What A Feeling!" is the general theme of a series of four-page folders being used by WCAU, Philadelphia, to promote the use of its facilities. Idea is obtained from a series of cartoon illustrations used in the

series and drawn by Peter Boyle. One of the folders shows a successful self-satisfied fisherman on the frontispiece; on the inside is an "action" cartoon of the same fisherman in the process of landing his catch; followup is that "when you advertise over WCAU you don't have to fish for listeners." Another in the series shows a dejected young man awaiting the arrival of a "blessed event"; followup is illustrated by a nurse holding twins in her arms, with the copy theme of "getting more than you bargained for."

# KFI New Appointments To Executive Staff

(Continued from Page 1)  
McNamara, formerly of the announcing staff, has been moved to the production berth vacated by Edwards. Matt Barr, formerly news editor of the NBC-Hollywood publicity office, has been appointed publicity director succeeding Earle Ferris Associates; latter firm retained to handle coverage of national importance.

## Stork News

San Antonio—Bill Michaels, sports announcer for KABC, is proud father of a boy born late last month.

# Famous FIRSTS

First MAN TO BE SHOT FROM A CANNON!

and FIRST in Washington

# WRC

980 KC 5000 WATTS

RED NETWORK OF NATIONAL BROADCASTING CO.  
Represented Nationally by NBC Spot Sales Offices in Washington—New York—Chicago—San Francisco—Boston—Cleveland—Denver and Hollywood  
\* Apologies to Famous First Facts

Los Angeles

By JAC WILLEN

**HARRY LANG**, radio comedian and mimic, has been signed by Walt Disney Studios to lend his "Hitler" voice to some of their shorts now in working.

Leonard L. Levinson has been appointed assistant to Nat Wolff, West Coast deputy chief of the radio bureau of the Office of War Information.

"Breakfast at Sardi's," Blue Network t.c. and regional show, starts on a six-day-a-week schedule of broadcasts September 12. KEX, Portland, will be an additional station to pick up the regional show in the future.

Friday, September 4, found John Swallow, NBC and Blue Network representative in Portland, with Richard Connor, coordinator for Southern California Broadcasters Association; Van Newkirk of Don Lee, and Fox Case, representing CBS, attending the meeting of network representatives to discuss defense measures with the Fourth Fighter Command.

Dinah Shore's successful introduction of the novelty song, "Conchita Lopez," now a red-hot favorite, caused a music publisher to submit another which Dinah will feature soon on her Friday Blue Network quarter-hour. It is titled "Murder, He Says."

Two producers were named to augment the current Blue Network's Hollywood staff. They comprise William Johnson, formerly with the Radio Division of Paramount Pictures' publicity department, and Richard Brooks, well known writer and actor heard currently in "The Invisible Mr. Sand."

Jack Latham, radio announcer, had become so "time conscious," due to his many announcing chores, that it was with some authority that he announced the arrival of a six-pound, three-ounce daughter, born at the Queen of the Angels Hospital, September 1, at 5:50 p.m., PWT, Sharp.

David Young, former chief of continuity at KHJ, has been appointed production manager for the Hollywood Mutual-Don Lee affiliate, it was announced by Van C. Newkirk, Don Lee program director. Young replaced Jim Burton, who became a special producer for Music Corporation of America on Sept. 7. Included in the announcement was the appointment of Wallace Ramsey as new chief of continuity, and of Miss Mary Ellen Ryan as assistant traffic manager in the department headed by Miss Emily Peters. Staff additions to the continuity and traffic departments are planned for the immediate future.

America's Greatest Syndicated Show  
**FUNNY MONEY MAN**

ALLEN A. FUNT RADIO PRODUCTIONS  
52 Vanderbilt Avenue New York City



Reporter At Large . . . !

• • • The column's hat is off to Leo Fitzpatrick, of WJR and WGAR, for the most compelling advertising wordage to come out of the war thus far in a radio trade publication. Appearing in yesterday's RADIO DAILY and illustrated with a picture of Nazi officers storming a radio station, the ad blazed forth with the German command: "Control the microphone!"

We personally think the ad was powerful enough to be reprinted in this space and we hope Leo won't mind if we do. Its implications are far-reaching and none of us can escape them.

The ad hammers home the message that in Hitler's book, radio is by far the most effective means of spreading lies and propaganda among his own people—and of sowing confusion, fear and distrust throughout our trusted countries. That is why we, the people of radio, must be careful of our trust. Must always keep before us this question: "Are we using radio to the fullest extent to do the most good for the common cause?"

"Let station managers analyze their operations, use every possible moment of air time in service of the nation.

"Let script writers inject the spirit of freedom into every phrase and sentence.

"Let musical directors search more diligently for music which will build morale.

"Let commercials sell the idealism of America, as well as its goods and services.

**"LET US MAKE THE MOST OF OUR MICROPHONES!"**

Those are the "commandments" laid down in Leo Fitzpatrick's inspired message to radio. We think the industry owes him a vote of thanks!



• • • Bob Hope's trip to Alaska is off. Orders from the War Dep't. . . Dave Rose, reported going in the army, won't. Instead he'll teach cadets how to fly and retain his civilian status. . . Trio on west-bound plane the other day: Ginny Simms, Edgar Bergen and Willard Alexander. . . Wm. Farnum seriously ailing after recent operation. . . Lyle Talbot going in army air corps. . . First four airings of "First Nighter" on Mutual will be sustaining as a contribution to the Office of War Information. Starting Oct. 4th, the sponsor takes over. . . Lindsay MacHarrie, ace Blue director, leaving for London on the 20th to take over for the Red Cross there. Probable successor will be Stuart Buchanan. . . When Phil Spitalny does his first broadcast from Hollywood on the 20th, 50 more stations will be added to his NBC web, giving him a total of 125. . . After his broadcasts from N. Y., Jack Benny plans to do at least 13 shows from army camps. . . What's all this confusion on that comedy hit of last season due back on the air this week?



• • • Carlo De Angelo freelancing again, with the Al Jolson show being his first assignment. . . Decision due today on "Flight of Time" which Lord & Thomas auditioned for Lockheed Aircraft. . . Coast reports on the Melvyn Douglas show, "Special Agent," are sensational. . . Dudley Wilkinson (he did the arrangements for Hildegard, Gracie Fields and other top-notchers) enlisted in the army this week. He was in the last war too. . . "We, the People" and Ed Murrow will be continued indefinitely on CBS—thus kyoing "Screen Guild Theater" and "Silver Theater" for which they were pinch-hitting during the summer months. . . Kathryn Cravens returning to WNEW in two weeks. . . Looks like Xavier Cugat will be in service before long. . . Pabst still listening to shows. Three were auditioned last week on the coast. . . Victor Borge, voted the best new comic of the year in several of the polls, won't be renewed by Kraft.



— Remember Pearl Harbor —

Chicago

By FRANK BURKE

**D. W. CENTER**, employe in NBC Central Division stenographic dept., reported to WKMO, Kokomo, Ind., last week, to begin work as announcer. Center graduated from the announcing school maintained by the NBC Chicago employes.

NBC Chicagoans on vacation in week were Robert Whitnah, Alfr Otto and Hugh White, engineering; Richard Noble, announcing; K. Christiansen, night program traffic manager; Leonard Anderson, general office superintendent; La Zetta M. Call, Central file; William Ingraham, guest relations; William L. Meyer, air conditioning; Sally Recht, accounting, and Jack Fahey, news and special events.

Dick Bellamy, radio editor of the "Milwaukee Journal," has been burned up about the results of the recent "Fitch Bandwagon" orchestra popularity poll in Milwaukee and has aired the ballot box matter in his column.

Woody Herman and his orchestra scheduled for an early engagement at the Hotel Sherman.

Raymond Ward and Robert R. Lee are new members of the NBC Chicago guide staff.

Josephine Antoine, soprano star of the NBC "Carnation Contented Hour," will make three appearances with the Chautauqua Symphony Orchestra during the coming month.

Art Van Harvey, who plays "Vic" in NBC's "Vic and Sade," returned this week from a four-week vacation at Washington Island, Wis.

Bud Vandover's continued references to soundman on his morning recorded shows over WGN are getting a bit irksome.

For COMPLETE COVERAGE in ALABAMA

it's The ALABAMA TRIO

Today smart advertisers who want complete coverage of Alabama's vast war production market—where pay-rolls are at their highest peak—are specifying the ALABAMA TRIO. Its power blankets the entire state and you get a 10% reduction, too!



BIRMINGHAM MONTGOMERY MOBILE REPRESENTED BY HEADLEY-REED CO

WEST-ING

AMITA, film star; JERRY... radio editor of "PM";... MIRAL THOMAS P. CRA... commandant of the Marine... at Fort Schuyler, and DAVE... military and maritime... of the New York "Journal... on "Double or Nothing,"... (OR-Mutual, 9:30 p.m.).

OHNSTON, reporter and... many of the "Profiles" in... av Yorker," on "Information... iday (NBC Red, 8:30 p.m.).

BELLAMY and ANN... in an adaptation of... s Born," on the "Philip... yhouse," Friday (WABC...).

CONLEY, tenor, on... "Loves a Melody," Satur... Mutual, 9 p.m.).

HAYES, on "Armstrong's... Today," Saturday (WABC...).

JEAN CREORE, vocal... starring in "Canteen... Fed Steele's Studio Club,"... NBC Red, 10:30 p.m.).

MOORE, master of cere... "Show Without a Name,"... Bevell Presents," Saturday... 10:45 a.m.).

Radio Course... For War Training

Continued from Page 1) ... and will receive commis... second lieutenants upon suc... completion of the training... atis for applicants will be... the University on September... 27 to 2 p.m. Subjects covered... are mathematics, elec... elementary electronics... Past experience and train... the applicants will also be... into consideration.

between the ages of 18 and 45... venad college mathematics, ... calculus, and one year of ... physics or their equivalent, ... for the tuition-free course, ... which will be borne by the ... of Education. Incidental ... of the course are estimated ... ess. Candidates between ... are required to apply for ... to the electronics group ... Eisted Reserve Corps, but ... may remain on inactive duty ... period of training. ... are not physically quali... Any duty or who over age ... employed as civilian engi...

NTED immediately. Licensed... operator. State experience, ref... and draft status. WBRK, ... eld, Massachusetts.

WAR-PROGRAM IDEAS

Bond-Sales Hypo

Audience participation format is the basis of a new program started by WCCO, Minneapolis, to hypo bond sales on the station. Darragh Aldrich, who conducts her own daily quarter hour for women, a mixed quartet of two boys and two girls, and other talent from the station, form the nucleus in the conduct of this show, Studio audience, though, is the backbone of its operations.

Before the broadcast, emcee Ray Penny checks on those in the audience wishing to buy bonds. After musical numbers, and professional entertainment, and a talk by Mrs. Aldrich, the bond buyers are interviewed, anonymously, and are then handed an ancient musket and given the opportunity to pop any of the Three Horrors—Hitler, Hirohito and Mussolini—whose faces decorate comic posters on the studio wall. Program time runs as long as there are bond buyers. Interviews with visiting celebrities are added at the close to wind up the show. Periodicity—five times a week, starting at 3 p.m.

Children and Democracy

"The Schoolroom for Democracy—With Songs for a New World," a new weekly program for the American family at war was inaugurated on the Blue Network recently. Designed to utilize the national gift for song and laughter, the series is a part of the "Little Blue Playhouse" Saturday morning broadcasts and aims to teach the principles of democracy, as well as the usual classroom material, through the medium of original songs contributed by famous songwriters. Leonardo Bercovici is the author and George Davis, musical director of "Pins and Needles," is in charge of the music and provides piano accompaniment with Bert Shefter. Vincent Price, star of stage and screen, is the singing "school teacher."

"Canteen Girl"

"Canteen Girl," a new weekly broadcast series designed expressly for service men, made its debut over NBC Friday, August 28 at 6:30-6:45 p.m., EWT. In the title role will be Phyllis Jeanne Creore, well-known

neers at salaries based upon their work in the course and their past experience. Application blanks may be secured by writing Box 224, University of Chicago. Announcement of the place and time of examinations held outside of Chicago, throughout the Middle West, will be sent to qualified applicants.

to radio and night club audiences, who will offer popular songs and dramatic monologues. Phyllis Jeanne conceived the idea for the program at New York's famed Stage Door Canteen, where she is on duty every Tuesday night, dancing with, and serving refreshments to, lads in uniform.

"This Is My Wish," whose lyric and music are Phyllis Jeanne's, is to be the program's theme song. Neal Hopkins, of the NBC staff, will author the scripts.



Aiding the Civilians

The Radio Branch of the Public Relations Office at Duncan Field in San Antonio, Texas has originated a new radio program idea for the enjoyment of all Duncan Field Civil Service workers, as they drive from the field after working hours. A program of popular dance recordings, late war news, sports flashes, baseball scores and what have you, will be featured each Monday, Wednesday and Friday over KMAC, San Antonio from 11:05 to 11:55 p.m. Programs will be directed to the workers on the 3 p.m. to 11 p.m. shift. These programs will also be in the form of a request program catering to the defense workers

AGENCIES

ADVERTISING CLUB OF NEW YORK, as a result of a questionnaire sent to its members, reported that commentators on the war received the largest number of votes, 28.8 per cent, for choice of speakers at its Wednesday luncheons. Leading industrialists, with 28.1 per cent, came in second, and visiting celebrities, 27.9 per cent, third. Talks on advertising and selling, with 15.2 per cent, ranked last.

LEO BURNETT CO., Chicago, will handle the advertising of the Atchison, Topeka & Santa Fe Railway, according to R. W. Birdeye, general advertising manager of the railway.

A. R. WHITMAN was elected a vice-president of Benton & Bowles, Inc. at a recent meeting of the board of directors. Mr. Whitman, who joined the agency in 1933, will continue in an executive capacity on the Prudential Insurance Company of America accounts, and in charge of the agency's war activities.

Blue Web's 133d Outlet

Total number of Blue Network affiliates goes to 133 stations the 15th of this month with the addition of KFOR, owned and operated by the Cornbelt Broadcasting Co., Lincoln, Neb.

RAY WINTERS ANNOUNCER

5 Years With Paramount Newsreel  
2 1/2 Years With Manufacturers Trust Co.  
LA 4-1200

## New Priority System For Gov't Messages

(Continued from Page 1)  
guide," will be forwarded shortly to all stations.

In a memorandum going out to station managers, OWI Radio Chief William B. Lewis explains, "briefly, the plan will mean that you will be sent only these announcements from the government which have been approved by this office, and which we know fit your schedules."

In the same message, stations are being informed that the proposed schedule of United Nations spot announcements has been reduced from 10 to six a day for the special campaign beginning next Monday and continuing through October 26. When announced on August 27, the drive was described by Lewis as one of the most important thus far attempted by the government through the medium of radio. Reduction was made in the number of one-minute transcriptions "in view of new emergency needs which have arisen during the past ten days" and also at the suggestion of stations which felt that 10 a day would consume too much of the time normally allotted to government messages, Lewis is telling the station managers. He points out, however, that many stations expressed a willingness to carry the initially suggested schedule of 10 daily announcements.

### Commentator List Impression

These 43 one-minute transcriptions describing the war efforts of our allies were made by William Shirer, Gabriel Heatter, Walter Winchell, Raymond Clapper, John Gunther, John W. Vandercook, Qu Quincy Howe, Earl Godwin, Lowell Thomas, Raymond Gram Swing and Pearl Buck.

"The patience you have shown as we have worked out together the problems of placing government material on the air has been most gratifying," Lewis is writing station managers. He adds, "I feel fully confident that the day is now in sight when important government messages and full-length programs can reach you on a basis that will be of maximum benefit to America's all-out war effort."

### "E" Award For Philco

Name of the Philco Corporation was included yesterday on the latest list of industrial plants awarded the joint Army-Navy Production Award in recognition of outstanding performance in war work. Listed to receive the pennant were Philco's Simplex Radio Corporations in Sandusky, Ohio, and its storage battery division in Trenton, N. J.

### FOR YOUR LISTENERS:

Special Jewish High Holiday Program  
Sept. 11th to Sept. 21st.

No. 6010—KOL NIDRE & ELI ELI  
No. 6012—HATIKVAH & TECHEZAKNA

Continuity for fifteen-minute programs at a special price of \$5.00.

Get your orders in now. This program is a MUST today.

ASCH RECORDS, 117 W. 46th St., N. Y. C.

## 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 Aug. 27-Sept. 2, inclusive. The survey provides a scientific index of the relative extent to which these popular songs have been heard by a nation-wide sample of radio audiences.

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

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

SONG TITLE	PUBLISHER	ACI	ACI (Preceding Week)
I've Got A Gal In Kalamazoo (Bregman-Vocco-Conn.)		785	836
At Last (Feist)		766	395
He Wears A Pair Of Silver Wings (Shapiro-Bernstein)		683	654
I Left My Heart At The Stagedoor Canteen (Army)		656	618
Take Me (Bregman-Vocco-Conn.)		627	323
Idaho (Mills)		615	319
Be Careful It's My Heart (Berlin)		573	757
Jingle Jangle Jingle (Paramount)		518	752
My Devotion (Santly-Joy-Select)		438	807
Conchita Lopez (Famous)		437	404
Sleepy Lagoon (Chappell)		389	390
When The Lights Go On Again (Campbell-Loft-Porgie)		378	208
I Met Her On Monday (A B C)		351	—
Dearly Beloved (Chappell)		327	219
Love Is A Song (Broadway Music)		317	563
Wonder When My Baby's Coming Home (Crawford)		307	376
Just As Though You Were Here (Yankee)		292	227
I Came Here To Talk For Joe (Shapiro-Bernstein)		289	—
Army Air Corps (Fischer)		288	173
He's My Guy (Leeds)		280	427
This Is Worth Fighting For (Harms)		271	403
Who Wouldn't Love You (Music World)		265	488
Ev'rything I've Got (Chappell)		256	134
South Wind (Witmark)		245	378
Serenade In Blue (Bregman-Vocco-Conn.)		239	248
Strictly Instrumental (Cherio)		239	274
Always In My Heart (Remick)		235	237
By The Light Of The Silvery Moon (Remick)		232	150
Pennsylvania Polka (Shapiro-Bernstein)		231	235
Yankee Doodle Boy (Vogel)		217	286
Knock Me A Kiss (Leeds)		199	—
Jersey Bounce (Lewis)		195	238
I'm Old Fashioned (Chappell)		194	—
Light A Candle In The Chapel (Mills)		194	—
Daybreak (Feist)		189	—
You Were Never Lovelier (Chappell)		183	234
Humming Bird (Robbins)		181	225
Massachusetts (Miller)		177	205
Brazil (Southern)		173	195
Tangerine (Famous)		173	—
There Will Never Be Another You (Mayfair)		168	164
Was It Worth It (Melody Lo)		167	215
All The Things You Are (Chappell)		165	—
This Is The Army Mr. Jones (Army)		163	243
Any Bonds Today (U. S. Treasury Dept.)		162	—
Kille Kille (Santly-Joy-Select)		153	—
One Dozen Roses (Famous)		148	324
Do You Miss Your Sweetheart* (Paramount)		145	160
Under A Strawberry Moon (Witmark)		145	—
Just A Letter From Home (Remick)		141	—

\*Do You Miss Your Sweetheart should have been in 45th place last week.

(Continued on Page 7)

## Kay Kyser Made Of OWI Artist

(Continued from Page 1)

Meservey, deputy chief of the radio bureau. Kyser's initial new capacity was to win titles to 25 broadcasting head headline acts to join this new to be known as the Committee. He has already received approval from Jack Benny, Edgar Burns & Allen, Bob Burns, Eddy, Jean Hersholt, Frank and Harold Joseph Peary.

Others to whom invitation out were Bing Crosby, Fred Amos and Andy, Major Bowe Cantor, Clifton Fadiman, Bob Andre Kostelanetz, Fibber Mac Molly, Edward Robinson, Lam Kate Smith, Red Skelton, Fred Ace, Abbott & Costello and G. Ace. Kyser will serve as chair.

First Meetings Sept. 18

First meetings of the Committee will be held in New York on September 18, for performers with originating there this Fall. September 25 in Hollywood for performers with programs originating the West Coast.

In his invitations to prospective members of the new industry Kay Kyser stated that he had asked by OWI director Elmer to "form a committee of 25 top performers anxious to serve country in even more valuable cities than at present."

Kyser's message continued, war reaches deeper into American lives there is an increasing need the Government to reach its forces, its labor forces, and its front forces with information and inspiration. The Office of War Information is aware and deeply appreciative of the individual contribution ready made, but Mr. Davis still feels that a united group of performers can effectively advise and aid the OWI in the greater job after the recent meetings in Washington. I am sure that all of us an even greater role than we are and for the OWI I earnestly ask you become a member of this group.

Two Objectives Outlined

Members of the committee will be given two principal objectives: it is to make more effective use of messages scheduled for their own program under the network allocation plan and to urge other performers do the same. Naturally the plan would be particularly pleased if they would deliver more of these messages themselves.

Their second function will be to cooperate with the War Production Board and its 1,300 labor-management committees in plants throughout the country in the presentation of series of incentive rallies like the recently put on by Kyser in fact in Atlanta, Detroit and elsewhere under the heading "Bond Wagon rallies." Schedule is already being worked out for the WPB incentive drive and it is felt that the personal appearances of committee members and leading performers would be a success a foregone conclusion.

# Latest New AFM Move Special NAB Meet

(Continued from Page 1)  
 ...ll P. Place, general counsel  
 ...B.  
 ...Petrillo's action," it was  
 ...clared, "is motivated only  
 ...ire to make his dictator-  
 ...the field of music all-in-

September 3, according to the  
 ...Petrillo notified all adver-  
 ...transcription companies  
 ...obtained union permissions  
 ...electrical transcriptions  
 ...to's original ban on record-  
 ...into effect August 1, that  
 ...previously granted were  
 ...and that no further permits  
 ...issued.

...nted out that Petrillo had  
 ...d a letter to Elmer Davis,  
 ...r, that "electrical trans-  
 ...r radio, used as intended  
 ...are not detrimental to  
 ...an Federation of Musicians  
 ...y after such use."

### Key Statement

...ment, released by Sydney  
 ...NAB special counsel, fol-  
 ...es Caesar Petrillo has broad-  
 ...n against musical record-  
 ...voking recently granted  
 ...to make electrical trans-  
 ...which are used only once  
 ...casting station and then  
 ...He thus commits another  
 ...gression against wartime  
 ...communications in the  
 ...es. At the same time, he  
 ...ns against those adver-  
 ...for sound economic rea-  
 ...oast their radio programs  
 ...nscriptions rather than  
 ...works.

...Petrillo takes this step despite  
 ...ission to Elmer Davis, con-  
 ...letter dated July 31, in  
 ...the request by the Director  
 ...of War Information that  
 ...ine Petrillo ban against re-  
 ...withdrawn. While deny-  
 ...request, Mr. Petrillo wrote:  
 ...tribl transcriptions for radio,  
 ...included—once only—are not  
 ...nta to the American Federa-  
 ...Musicians if destroyed after

### Many Patriotic

...conance with this statement,  
 ...ill has been granting permis-  
 ...to continued recording of  
 ...ograms, a large number of  
 ...patriotic messages as well  
 ...ment. On September 3,  
 ...Petrillo notified all ad-  
 ...ar transcription companies  
 ...ained such permissions,  
 ...mits previously granted  
 ...old, and that no further  
 ...ould be issued.

...scriptions are not detrimen-  
 ...the American Federation of  
 ...s, who is injured by them  
 ...d. Mr. Petrillo act against

...ica transcriptions serve a  
 ...po in bringing entertain-  
 ...d information to radio lis-  
 ...throughout the country. The  
 ...on this source is necessary

# PROGRAM REVIEWS

## "THE MAYOR OF THE TOWN"

Lever Bros. Co.  
 WEA-F-NBC, Sunday, 7-7:30 p.m.  
 Ruthrauff & Ryan, Inc.

### LIONEL BARRYMORE IN OWN SERIES FOR RINSO. GETS AWAY TO STRONG START.

Mishap with their original summer replacement for Jack Benny, "The Private Life of Josephine Tuttle," has caused Lever Brothers (Rinsco) to introduce one of their new Fall programs a month earlier than originally scheduled. Sponsors are using Lionel Barrymore and "The Mayor of the Town," to fill in the time left on their NBC summer contract. Next month the program will shift to CBS for a Wednesday night series, extending from 9:30-10 p.m.

The premier airing indicated the script would tilt markedly to the war, that the typical, small American community of Springdale gravitates from its mayor and leading personality (Barrymore), and that the appeal is to the whole family. The long speeches, and patriotic monologues, this reviewer hopes, will be broken up into shorter spiels by dialogue. Barrymore can fare just as well in either device, and the listening quality of the program will be enhanced by the latter approach, because its pace will have been accelerated.

As a beginning, the author, Jean

Holloway, presented the timely enough situation of the town's most promising young man, son of the judge, who enlists in the navy a few weeks after his marriage to the town's popular belle, and is reported lost in the Coral Sea engagement. The lad's widow, and father, the latter being the mayor's life-long friend, temporarily display bitter reactions, but Barrymore, in typical Barrymore fashion turns the tide, and soon the two are again on the patriotic wagon. The lines which Barrymore had to speak at this part of program were too reminiscent of "Make the World Safe for Democracy," arguments, and too much like official propaganda, though the actor left no doubt about his own sincerity in putting the themes across. Perhaps a slower course in converting the bereaved might have been more convincing.

It is evident from the script and announcements that the program will be varied, and often amusing. If the performances of future programs measure up to the first, folks are going to stay home Wednesday nights during the Winter. Barrymore had excellent support in a small cast. Lurene Tuttle, portraying the young widow, should be retained and written into the script for the series. Agnes Morehead, the housekeeper, will probably become a source of kitchen humor, though she is a bit weak as constant foil for the lead character. "The Mayor of the Town" will probably grow on the house-

to a large majority of the radio stations of this country who depend upon it for their continued operation and for the continuance of public service which is especially essential to the public during wartime. Cut off from this source of income, many of these stations would be forced to close, and the communities they serve would be adversely affected.

**Income Helps AFM Members**  
 "The income from electrical transcriptions helps the union musician, too, for those who make transcriptions are paid at least as much as

musicians on network programs, which is \$18 per hour minimum scale; and in many cases musicians receive more for transcriptions than for network programs.

**Sees "Dictatorship"**  
 "Since Mr. Petrillo has admitted that these electrical transcriptions do not adversely affect union musicians who get the highest prevailing scale of wages for making them, the conclusion seems inescapable that Mr. Petrillo's action is motivated only by the desire to make his dictatorship over the field of music all-inclusive."

# N. Y. Air Raid Alarm Swamps Radio Phones

(Continued from Page 1)

cational campaigns conducted through air announcements as well as in newspapers and magazines, there is still something to be done in the way of making the public realize that it must not use the telephone under such circumstances.

Networks in general find that calls have lessened as practice alarms have increased in number, but none the less strongly express the opinion that no listener should call under these conditions, lest they impede the carefully considered plan for emergency operation.

Broadcasters are no more cocky about their part in such a phase of the war effort under the possible stress of such emergencies, than are trained Army and Navy commands, but by the same token, they indicate their impatience at listeners who are apparently of the same mentality as those who call newspapers for sports event scores despite the fact that those publications have, on their front pages, requested them not to.

**Officials Comment**  
 What to do to bring consciousness to these people that they might be hampering radio's important role in the event of enemy attack has brought varying reactions from radio officials in the Eastern area.

Some suggest that switchboards be closed down entirely upon the sounding of the alert, leaving communication facilities open only to key network officials and military, naval and police authorities through special lines and telephone numbers known only to the necessary few. To an extent, this has already been done.

Tendency of people to telephone stations, of course, is not thus averted, even though it may leave the hastily mobilized staff free for whatever emergency duties may be necessary. It is suggested by one executive that areas in which it is physically impossible to stop all calls at points of origin, there be urged upon advertisers using retail dealer display tieups, to stress the part played by stations in such situations, and to urge listeners to be patient in waiting for news from the outlets.

**Radio People Also Offenders**  
 Further campaigning through announcements is generally regarded as futile, because of the number of war effort spots currently broadcast.

One official expressed the opinion that part of the fault of jamming radio station switchboards at critical times lay with persons either closely or loosely associated with radio themselves. First impulse of a great many of these people, the executive said, was to impress friends and family with their importance, and immediately call a station or a network headquarters for authoritative and inside information. All in all, it is generally felt that radio, in order to do its job under the most difficult of circumstances, must develop a campaign of its own, outside its own field for direct news dissemination.

# NETWORK SONG FAVORITES

(Continued from Page 6)

SONG TITLE	PUBLISHER	ACI
Marines' Hymn (E. B. Marks)		391
anchors Aweigh (Robbins)		280
Embraceable You (Harms)		277
Blue Skies (Berlin)		216
Tea For Two (Harms)		206
Hallelujah (Harms)		180
Caissons Go Rolling Along (Shapiro-Bernstein)		167
Oh Lady Be Good (Harms)		153
Star Dust (Mills)		127
We Must Be Vigilant (Bregman-Vocco-Conn)		124

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



# Coast-to-Coast



**B**ERT LYTELL, president of Actors' Equity Association, and a director of USO Camp Shows Inc., will guest on Lee Mason's "Legion of France," today, WOR, 1-1:30 p.m., in connection with "Uncle Sam Brings Back Vaudeville," a "Saturday Evening Post" article concerning USO shows for soldiers.

Howard Ray, former program director of KPRO Riverside, California, has been made assistant manager of the station. In his new position Ray assumes the direct supervision of the sales and program departments of the Riverside and San Bernardino Studios. Al Stein, former transmitter engineer at KWG, Stockton, California, has joined the engineering staff at KPRO. Larry Shields has joined the announcing staff at KPRO, as a junior announcer.

Henry Gladstone, free-lance announcer, has just completed a series of transcriptions for Penetro Nose Drops and Adam Hats at Columbia Recording.

Verne Avrid Johnson, KUTA, Salt Lake City, program director for the past 3 years, has resigned because of ill health and has returned to his home in Jamestown, S. D.

Sheffield Farms has been added to the list of sponsors on Adelaide Hawley's "Women's Page of the Air," daily on WABC. Larry Elliott announces the show.

Local bowling alleys have purchased time on KTSM, El Paso, and KTSA, San Antonio, to air the Dick Dunkel Football Forecasts, according to an announcement by Radio Events, Inc., national reps for the series. W. L. Kline negotiated the contract with Radio Events, Inc. for KTSA and Wash Masterson of KTSM handled the El Paso selling job.

Roy Hansen, formerly with WKAT, Miami Beach, and WLOF, Orlando, has joined the announcing staff of WJNO, West Palm Beach, Fla. Hansen obtained his start in radio as a page and guide in New York City for NBC. He also was staff announcer for the Florida Exhibit at the World's Fair in 1940.

1	9	4	2
17	18	19	20
21	22	23	24
25	26	27	28
29	30		

September 9

S. James Andrews	J. F. Burke
Billy Dauscha	Betty Howard
Gail Northe	Angelo Palange
Ed Prentiss	Henry Sholly

Warren Sweeney, announcer, has recorded series of transcribed announcements for Kellogg's Pep (Kenyon & Eckhardt) and Harper's Bazaar at Empire Broadcasting Corp.

Radio's "Voice Personality Award" was awarded to Margo, star of the CBS "Caravan Hour" by members of the American Institute of Voice Teachers at their semi-annual convention in Chicago last week. Announcement was made by Marjorie Montell, president of the Institute, who explained, also that the choice of Margo was based on clarity, enunciation, tone and that extra quality of voice appeal which makes listeners feel she is talking to them directly.

James E. Sauter, executive director of the United Theatrical War Activities Committee, Inc., has been appointed chairman of the Special Activities Committee of the New York War Savings Staff, it was announced today by Richard C. Patterson, Jr., State Chairman. Sauter is a director and chairman of the talent committee of the American Theater Wing War Services, Inc., and chairman of the entertainment committee of the Stage Door Canteen.

The Oakland Post-Enquirer, Hearst owned daily, has taken on the sponsorship of KROW's Oakland, Calif., "Victory Review," a one-hour daily midnight feature designed to appeal specifically to shipyard workers of the "MacArthur Shift." In a special 54-page shipyard edition, the paper announced the sponsorship with a 48-inch advertisement and elaborate editorial matter. The deal was arranged between Ingram Read, publisher of the paper and Phillip G. Lasky, manager of KROW.

Abe Andrews, former editor of "Outdoor Indiana" and authority on Indiana's natural resources, has been set in a new series of programs on WOWO, Fort Wayne. In these broadcasts every Tuesday at 6:45 p.m., Andrews extolls the beauties of Indiana country. Programs are produced in cooperation with the Indiana State Division of Publicity.

Beginning a fall lecture series, John B. Hughes, heard on the Mutual network every Tuesday, Wednesday, Saturday and Sunday at 10:30 p.m., EWT, will leave Hollywood September 18 for a five-day stay in San Francisco. Until his return September 24, Hughes will broadcast from KRFC, Mutual's San Francisco affiliate.

At the conclusion of a war bond rally in Military Park, Newark, which was aired by WAAT Jersey City, N. J., last Friday, war bond sales totaled \$3,346,000. Paul Brenner, WAAT, staff man, emceed the show which featured Hedy Lamarr, Judy Canova and Teddy Powell's orchestra.

David Broekman, musical director and orchestra leader, will cut another "Treasury Star Parade" transcription, today, at the World Broadcasting studios. He has been working on the series for the past two months that he has been in New York. Broekman also handled the vast job of composing and arranging all the music, from both New York and Hollywood, for the "I Pledge America" drive broadcast by the Blue Network last Saturday night, August 29, for two solid hours. Broekman also conducted the orchestra throughout the broadcast from New York, which constituted the major part of the production.

In addition to having its farm service director, Larry Haeg, on the Fair grounds practically all day, WCCO, Minneapolis, has originated four other of its programs from the Minnesota State Fair Ground. These include Hayle Cavanor, director of special events, interviewing exhibitors; entertainment programs from a WCCO booth; the regular Saturday morning variety show, "Open House," and Florence Murphy's daily newscasts.

KROS, Clinton, Iowa, has been especially hard hit in the matter of men lost to Uncle Sam's various services. So far they have lost three salesmen, Bob Wickstrom, Vern Carstensen and B. M. Jacobsen; two announcers, Bob Irwin and Blake Lanum; and the Program Director Jack Hubbard who has enlisted in the Coast Guard. As a result of service vacancies elsewhere, announcer Garrett Jensen and engineers John Hausler and Dale King have left KROS. New announcers are Roger Patrick from WCB, Springfield, Illinois; Henry Dohlman from WSUI, Iowa City, and Bob Utroska, former orchestra drummer. Al Morrell has been added to the engineering staff.

Katharine Darst, newspaper reporter and St. Louis' initial woman radio analyst has joined KMOX, 50,000 watt key station for CBS in St. Louis, appearing on the air as news analyst Monday through Friday, at 2:15 p.m. Del King, announcer, has joined KMOX. In recent years he was announcer and straight man on programs with "Red" Skelton, "Wings of Destiny," "Captain Flag and Sergeant Quirt," and "Sherlock Holmes." King also was staff announcer for Warner Brothers station, KFVB, Los Angeles.

Edwarda Gilmore and Janice Anderson have been named assistants in the press department at KPO, San Francisco. KPO mikeman Bud Heyde is the station's newest "busiest announcer." Heyde has been picked as the mikeman for Art Linkletter's Sunday night quizzer from the St. Francis Hotel, has begun a sponsored narrative show Sundays for a furniture company, and is substituting for Archie Presby as the "Funny Money Man" six mornings weekly.

Sales manager J. Allen Whit, New Bern, N. C., two new commercial shows September: Checkerboard Times weekly for 39 weeks, Ston Purina Company, St. L. 10-2-4 Ranch, three times w 13 weeks, for Dr. Pepper Company. With the exception quarter-hour period, the N outlet is sold out solid, straight the board, seven days week 11:00 a.m. till 2:05 p.m.

The education department WDR, Hartford, headed by V. Couch, is planning a program for the coming year. Education Commissioner A. Grace will open the season with a 15-minute evening special "The Schools and War," due present week, when public open. Then a weekly program state education department ruled, with various officials part. The CBS "American State Air," opening later in the will be given a big play over. One day each week, children schools in the state visit the studio, and participate in a program.

Four departments of WCKY Cincinnati, have been turned civic and station projects to war consciousness. The new includes Tom Wyatt, publications director, and Jerry public events director; M. Dotson, head of the promotion department, and John E. Murphy, director of publicity. Outlets among the station's recent projects was joint sponsorship Cincinnati's Demolition Depot, sales have exceeded \$100,000 bonds and stamps. Paul former chief engineer of Janesville, Wis., is now a member of the WCKY transmitter staff. Harvey Glatstein, transmission supervisor of WCKY has been appointed instructor of radio class a local government vocational He will continue his station however.

## Christmas ET Series For Local Spot

Record Guild of America prepared a local retailer cooperation campaign for use in radio as other media in connection group of singing Christmas Campaign, which was set up by Salzmans, Inc., agency for count, calls for one-minute using portions of the Christmas records and will be placed by retailers. A 15-second spot allowed for "live" dub-ins by the announcer. According to the it is expected that the campaign be used by retailers in all the markets of the country.

# Disk Confusion Mounts

## 10000 Watts Daytime Requested By Crosley

Washington Bureau, RADIO DAILY  
 Washington—New chapter in history of Crosley Corporation's unending struggle to get FCC sanction for "regular use of super-power" was opened here with the filing of application for modification of license to sanction daytime operation, with 500 kilowatts power of the transmitter licensed to Cincinnati corporation's experimental station W8XO.  
 Now on the air using that power experimentally from midnight 8 a. m., and operating on a license  
*(Continued on Page 6)*

## Arranges Salutes to Latin Amer. Countries

Six minutes, with the possibility of critical shows being scheduled, have been arranged during the week of September 13-19 by the Office of Inter-American Affairs as part of U. S. radio participation in the Independence Day celebration of Latin American countries. September 15 both NBC and Scripps stations will feature special programs in tribute to the  
*(Continued on Page 6)*

## "Breakfast Club" Cast Sets Program Tour

"Breakfast Club" program on the Scripps Network will inaugurate its first personal appearance tour at Washington, on September 15. Other appearances scheduled are as follows: Detroit, September 16; Providence, September 17; New Haven, September 18.  
*(Continued on Page 2)*

## Miss WEA F

At a luncheon today at the Waldorf-Astoria, a committee of radio connoisseurs will select Miss WEA F, a gal who was born in August, 1922, from among the finalists. Lucky girl will be given a Saks Fifth outfit and be the guest at most anything she wants for the evening. Contest closes August 20, as a 20th anniversary tieup.

### No Bettors

Allen T. Simmons, president of WADC, Akron, basic CBS affiliate, has been raising and running race horses for years. Other day his Blue Swords came in first at an Aqueduct race and now many folks at CBS figure they didn't do right by their own affiliate—nobody bet. What's more, on Tuesday Simmons' Rewarder came through, also at Aqueduct paying \$15.30!

## KBS War Effort Copy 11,036 Hours In Aug.

Total of 11,036 hours of programming devoted to specially planned war effort copy was aired by Keystone Broadcasting System through its affiliates during the month of August, according to the results of a national survey conducted among KBS outlets. Of this total 6,820 hours were transcriptions utilizing Keystone continuity and platters, in cooperation with the allocation plan of the Office of War Information and the Treasury  
*(Continued on Page 6)*

## AFRA Adds Contracts Also New Board Members

One new and two renewed station contracts, and the election of three new national board members as representatives at large, representing locals in the field, were announced yesterday by Emily Holt, executive secretary of the American Federation of Radio Artists  
*(Continued on Page 2)*

# Atlantic Ref. Reverses Self; Harvard Games Also Signed

## Aeronautics Training Pix Acquired By Don Lee Tele

West Coast Bureau, RADIO DAILY  
 Los Angeles—Set of films released through the Bureau of Aeronautics Training Film Unit has been obtained for the library of television station W6XAO according to film program director Marjorie Campbell. The two introductory films show the WEFT  
*(Continued on Page 2)*

## New Recording Procedure Is Indicated Whereby The Contractor-Musician May Apply To AFM For Okay

## Both Arnold-Senate May Delay AFM Moves

Washington Bureau, RADIO DAILY  
 Washington—Postponement of the explanatory hearings on the AFM music ban scheduled to begin next Monday before a sub-committee of the Senate Interstate Commerce Committee became a distinct possibility yesterday. Senator D. Worth Clark, chairman of the sub-committee and author of Senate Resolution 286,  
*(Continued on Page 2)*

## Travers, Bartley Elected Yankee Network V.-P's.

Boston, Mass.—Board of Directors of the Yankee Network has elected Linus Travers to the post of executive vice-president of the regional web and has also named Robert T. Bartley vice-president. Travers has been with the Yankee Network since its pioneering  
*(Continued on Page 2)*

## AFM Extends School Ban To Cinn. Conservatory

Cincinnati—Another student music group program, that of the Cincinnati Conservatory of Music, will be dropped from the air, as a result of  
*(Continued on Page 5)*

While network and recording company executives conferred in morning after meeting all day yesterday trying to work out their recording problems as a result of the AFM's most recent restriction on commercial transcriptions, an authoritative source informed RADIO DAILY that the restriction was to be construed as including delayed, repeat and supplemental broadcasts via transcriptions, also, but, that musicians who would be contracted for such productions  
*(Continued on Page 3)*

## OWI Holds Conference on Int'l Programs

Washington Bureau, RADIO DAILY  
 Washington—Meeting took place here yesterday between Elmer Davis, director of the OWI and his chief aids in the overseas branch with press representatives of the Asiatic and European Governments of the United Nations.  
 Conference is understood to have been the first where views of our  
*(Continued on Page 5)*

## State GOP Convention Sked By New Conn. Web

Hartford, Conn.—Connecticut Broadcasting System will broadcast the opening of the Republican State Convention from Bushnell Memorial, Hartford, this evening. Six stations  
*(Continued on Page 5)*

## Re "Young People"

Answer to President Roosevelt's speech to the nation's youth last week will be aired on Saturday over WLIB, Brooklyn, at 10:30 a. m. on the Student Workshop program. Transcribed dramatized solutions to the problems mentioned in the speech will be forwarded to the President following the broadcast, which is written, directed and produced by young people.



Vol. 20, No. 51 Thurs, Sept. 10, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL (Wednesday, Sept. 9) 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, Farnsworth Tel. & Rad., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit). Includes Bid, Asked, High, Low, Close, Net Chg.

"Breakfast Club" Cast Sets Program Tour

(Continued from Page 1) 18; and Pittsburgh, September 19. Program will be broadcast from the Canadian cities, while the troupe is on tour, with its other broadcasts originating in New York City.

Advertisement for WORL BOSTON, MASS. featuring a pig character and the text 'THIS LITTLE BUDGET WENT TO THE "/>

Both Arnold-Senate May Delay AFM Moves

(Continued from Page 1) which it was slated to consider, and Senator Charles Tobey, one of the four other members of the sub-committee, are both on the Banking and Currency Committee, to which the President's message of Monday on preventing inflation has been referred.

The extent of delay, if any, cannot yet be ascertained, however, there is also understood to be a possibility that events will so shape up as to completely eliminate the preliminary hearings. In that case the resolution would be directly reported out to the Senate for a vote.

The government, it has been reported, may ask for another ten day to two week postponement of its suit against the American Federation of Musicians, in deference to the defense whose counsel, Joseph Padway, has been in England on a special mission.

Time Aids Unions Lapse of time, it is felt, strengthens the union's point, and weakens that of the waxers, as their supplies get used, without replenishments. Up to now, the several elements in the trade have given the outward appearance of concerted front, though the library services have, behind closed doors, expressed displeasure with the way things were being handled.

Travers, Bartley Elected Yankee Network V.-P's.

(Continued from Page 1) days and until his recent appointment was vice-president in charge of sales and production. Bartley joined regional net in 1939 as executive secretary to John Shepard III, president; prior to that he was with the Federal Communications Commission and other governmental agencies.

Jay Wesley To OWI

Boston — Jay Wesley, coordinator of war broadcasts and special events announcer at WEEI of this city, joins the Office of War Information today. Wesley's new assignment calls for the making of transcriptions to be shortwaved throughout the world.

AFRA Adds Contracts Also New Board Members

(Continued from Page 1) of Radio Artists. WNAC, Boston outlet of the Yankee Network, just closed its first contract with the union, while KFVB and KMPC, both of Los Angeles, just renewed contracts.

The newly elected board members are Lawrence Tibbett, president; Gunnar Back, president of the local in Washington, D. C.; and Richard Osgood, president of the Detroit local. New delegates are elected for one year, and represent twelve locals which do not as yet qualify for the proportional representatives on the board.

Aeronautics Training Pix Acquired By Don Lee Tele

(Continued from Page 1) (wings, engine, fuselage and tail) system of aircraft identification, which depict basic, special and particular characteristics of aircraft. Additional material being prepared under the supervision of the Bureau of Aeronautics emphasize primary flight training, approaches, and landings, effect of aircraft icing, thunder storms and fogs.

First film was presented last Saturday, with two other pictures, "Winning Baseball," the story of professional baseball players, and "A Word to the Wise," based on the horror of fire hazards. The Thomas S. Lee Television Station presents programs each alternate Saturday evening, with test patterns, or test film transmissions starting at 7:00 p.m., PWT, preceding the program.

Ted Husing To Ann Arbor For Pigskin Start Sept. 26

Ted Husing and Jimmy Dolan will take their CBS mikes to Ann Arbor, Mich., September 26 for the first of their series of football broadcasts. That day they will broadcast the Michigan-Great Lakes Naval Training Station game. Thereafter a game will be selected each week for broadcast by Husing and Dolan.

The CBS Saturday afternoon broadcasts of racing conclude September 19 when Husing and Dolan will call the running of the Beldame Handicap over CBS from Aqueduct Race Track in Long Island. The race for broadcast on September 12 will be the Edgemere Handicap.

Advertisement for KCMO radio station in Kansas City, featuring 'Basic Blue Network' and 'More Pull, More Coverage For Your Money'.

COMING and GOING

RICHARD W. DAVIS, general manager of WNBC, New Britain, was in town from New York yesterday for conferences with New York representatives of the station.

LEONARD E. NASMAN, sales and promotion manager of WFMT, Youngstown, Ohio, was in town yesterday at the headquarters of the station.

MURRAY ARNOLD, program director of WFMT, Philadelphia, off for Cleveland to attend program directors' meeting of the Mutual Broadcasting System.

JOE EATON, commercial manager of WLSV, is in New York for a few days on business.

WILLARD SCHROEDER, sales manager of WPTZ, Pittsburgh, here for talks with representatives of the station.

JACK TODD, general manager of WICHTA, Kan., is on his annual vacation.

RICHARD FIELD LEWIS, owner and manager of WINC, Winchester, is here on a short business trip.

MILTON H. MEYERS has arrived from New York, Mass., on a short business trip to New York, of which he is manager.

CBS Press Changes

Joan Lane, has been appointed assistant editor of trade news magazine, Ralph Gleason at CBS. Miss Lane was formerly in the magazine department of the network. Charles Zinger, who has been Gleason's assistant, is now on the copy desk press department.

Large advertisement for WEVD radio station, 'NEW YORK'S STATION OF DISTINCTIVE FEATURES NOW 5000 WATTS'.

The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by—

- 1 The feature boxes of newspaper radio program pages. 2 The large number of famous advertisers on the station continuously year after year.

Ask for "Who's Who On WEVD" ... sent on request.

WEVD 117-119 West 46th St., New York, N. Y.



# Confusion High; Procedure Looms

(Continued from Page 1)  
ply for permission to make matters. (Up to now the recording studio, which was licensed by AFM, had to make the appli-

source informed RADIO DAILY the week-end telegram which Petrillo, AFM president, had the trade withdrawing permission granted for commercial production, was not a reversal, but a technical adjustment. It will still honor production contracts, but they must be made by musicians, themselves.

The new procedure, it was explained, confines the union's restrictions to its members, placing them, legally and technically, behind the scenes, and within the realm of their own volition, and before accept the union's rules and regulations. Each musician's application for permission to accept a job which would involve transcription, delayed, repeat, supplemental commercial transcriptions must be full, particulars concerning recording, broadcasting and commercial ramifications, and will be reviewed by Petrillo and the AFM on their merits.

**Program Adjustments**  
Networks were reluctant to reveal a complete list of programs which they had to undergo adjustment or were dropped to conform to the AFM restrictions. At CBS, however, it was noted that 50 programs in some minor fashion use transcriptions and recordings, though in some cases they were kept for record purposes only. NBC would probably be equally affected.

The tendency of sponsors, for the next few months, to take advantage of the full network station setup at the coast has reduced the number of coast to coast shows which have trouble with the ruling that applies to delayed and repeat shows. Discount plan is offered to the full network, live airing. Reports and worries over "legitimate music" were allayed by a representative who pointed out that the union has no jurisdiction to use to which the nets and sponsors are putting recorded music. Productions in stock can be included, and transcription companies state that they have a large variety on hand to fill the needs of the networks for some time,

## PROMOTION

### Bible School

To promote the return of its "Bible School of the Air," WCCO, Minneapolis, has sent 2,500 letters to churchmen throughout the state. Included with each letter is a reprint of the newspaper ad station ran in the Twin City papers announcing the show's return. In addition, each churchman received a self-addressed stamped postcard on which he is asked to indicate the amount of backing and publicity he plans to give the program. Reports from the clergymen last year indicated that the program was well publicized from the pulpits.

### "Queen of the Hobbyists"

Nation-wide search for the outstanding woman hobbyist in the country has just been instituted by Dave Elman, conductor of "Hobby Lobby," weekly feature of the Columbia Broadcasting System. Elman, in collaboration with "Pic" magazine is sponsoring a contest to choose a "Queen of Hobbyists" from the thousands of feminine hobbyists throughout the United States who have developed an unusual or interesting sideline. Anything from collecting oddities to improvising musical instruments, from training weird insects, to expert specialization in a

but that producers and musical directors would now have to work a little harder. Added that "bridges" were inserted often because they offered the easiest way out for a script writer stuck for an idea, or for the lack of a script writer.

This latest development in the AFM policy bears out earlier reports in RADIO DAILY which noted that the union had not considered proposals which involved the union's placing restrictions on the use of recordings and transcriptions in its contracts and license agreements with the studios. Such commitments, it was pointed out, would involve the union in restraint of trade practices. Union's jurisdictions do not extend beyond its members, and contracts entered into by union with employers are supposed, in the strict sense, to deal with the employer-employee relationships only.

Move by AFM reportedly made to pull remotes from CBS stations as a result of dispute with WCAO, the network Baltimore broadcasting outlet, was settled yesterday, and arrangements of stations hastily made for fill-in programs of various sorts to be carried out last night, in the majority of cases were not put into operation. All remotes regularly scheduled are slated to go on the air today.

Results of conferences had indicated that AFM would be willing that bands go back on the air yesterday, and the network last night was airing such regulars as Joie Kerns and Bob Hutsall.

sport constitutes a hobby according to the rules of the contest which has just been inaugurated.

The winner will be given an expense-free trip to New York as Elman's guest, a radio appearance on "Hobby Lobby," a first prize of \$150 (\$100 cash and a \$50 War Bond) awarded by "Pic." Second and third "consolation" prizes will consist of a \$50 and a \$25 War Bond respectively. The contest is open to every girl or young woman in the United States. Entry blanks will be carried in several issues of "Pic" following October 13 with complete information about the contest. But applications may be mailed in on ordinary stationery, to "Hobby Lobby" care of CBS, New York City. Contest closes on November 10, the winner will appear on the November 24 broadcast of the program sponsored by Palmolive Shave Creams.

### WMCA Bond Angle

WMCA enjoyed a good bond sales total Thursday night. Station assembled a pursuit plane, and sold it part by part until the approximate \$50,000 cost came in. Telephone subscription even ran over \$1,450. Novel idea, will be used weekly now, bombers, tanks and cruisers coming in for the sale.

# Atlantic's New Mind; Now Heavy On Pigskin

(Continued from Page 1)  
Philadelphia office now closing deals with others. Full details are expected to be ready either tomorrow or Monday.

Schools already signed include Harvard, Princeton, Temple, Villanova, and Pittsburgh, with Boston College, Holy Cross and Brown possibly signing today having already signified verbally.

Time is being set along the Eastern seaboard from Maryland up and including the Northeastern states. Some change will be necessitated in the case of Navy games for instance which were sold to a Baltimore brewery account when it appeared Atlantic was not going in for pigskin this season. Understood that Dick Dunkel football books will again be used by Atlantic.

Some 40 to 45 stations will be used by Atlantic during the coming season.

San Francisco—The Tidewater-Associated Oil Company has decided to sponsor Pacific Coast collegiate football contests for the 15th straight year. More than 60 games, featuring leading teams of the Pacific Coast Conference, plus outstanding independents and intersectionals, will be sponsored by the oil company over western networks and stations, according to Harold Deal, Associated advertising manager. Details have not yet been worked out, nor have the stations been assigned.

## RADIO PRODUCER WANTS POSITION

After October 1st. Radio Producer who has produced shows for small, medium and large stations and networks. Linguist who has knowledge of the foreign market. Forty-six years old and knows the entire show business.

Write:  
RADIO DAILY  
1501 Broadway

Box 568  
New York City

SAN ANTONIO

92% MUSIC

Ask FOR JOE  
CHICAGO-NEW YORK

## Los Angeles

By JAC WILLEN

**J**ACK HALEY will do a repeat guest spot chore on the Rudy Vallee stanza September 10. Ned Sparks was originally scheduled for the spot, but will be detained in Florida until too late to make the broadcast appearance.

Arch Oboler is readying an audition show for Pabst consideration in Hollywood.

Lum 'n' Abner were just presented with a 52 weeks renewal by their sponsor, Alka-Seltzer. The contract takes effect September 28. They will also take on a new producer Robert (Bob) Dwyer, who will replace Arnold McGuire, who takes a leave of absence to produce the Kay Kyser show. Dwyer has been the Wade Agency West Coast contact for the show in Hollywood.

Neil McDonald, of the Tom Fizdale West Coast office, is out on the road again with the Camel Caravan, West Coast unit.

Kay Kyser and his orchestra traveled 6,000 miles last week to participate in a single government War Savings Bond rally. The troupe left Hollywood by train Thursday, reached Washington, D. C., Sunday—they played their musical numbers and boarded a plane Sunday night, after which they returned to Hollywood Monday.

After a successful run of many months, "Your Blind Date" bowed off the air at the conclusion of the Blue Network broadcast of Sunday, September 6.

A new angle in merchandising national morale was worked out last week by Frances Farmer Wilder, director of education for the Columbia Pacific Network. Seven times each day KNX staff announcers followed station identifications with a "plug for patriotism." Such phrases as "a word against our allies is a word for the Axis," "when you buy bootleg tires you help a thief betray a soldier" and "buying bonds and saving money keeps prices down" were being used.

## Atlantic Net Remote

First dance band remote to be carried by the Atlantic Coast Network began on Tuesday with the opening of Sammy Kaye at the Meadowbrook, Cedargrove, N. J. Program, which will air daily, Tuesdays through Sundays, 10-10:30 p.m., comes through WOV, locally, though program is fed to the network by WNEW lines which were installed at the club. WNEW is network's key station. Steve Ellis will handle the broadcasts from the night club.

## FOR YOUR LISTENERS:

Special Jewish High Holiday Program  
Sept. 11th to Sept. 21st.

No. 6010—KOL NIDRE & ELI ELI  
No. 6012—HATIKVAH & TECHEZAKNA  
And continuity for fifteen-minute programs  
at a special price of \$5.00.

Get your orders in now. This program is a  
must today.

ASCH RECORDS, 117 W. 46th St., N. Y. C.



## Notes From An Aisle Seat . . . ?

● ● ● With renewals coming in thick and fast, among the shows with nice, new shiny contracts are: "Lorenzo Jones," "Stella Dallas," "National Barn Dance," "Lum 'n' Abner" and the "Quiz Kids" . . . Dick Powell starts a new NBC series on Oct. 10th with Matty Malneck's ork . . . Geo. Faulkner, now with the OWL, has been succeeded by Gilbert Seldes as continuity writer on the Kostelanetz show . . . Cass Daley signed for a featured role in Bob Hope's next film, "Let's Face It" . . . Henry Hull's leading lady on his new Mutual series will be Lesley Woods . . . When "Abie's Irish Rose" returns to NBC, the leads will be filled by Walter Kinsella, Alan Reed and Mercedes McCambridge, an importation from the coast . . . Latest program to be auditioned on the coast for a tobacco sponsor is "Band Wife," with Lurene Tuttle, Fred McKaye and Claude Sweeten's ork. CBS is the proposed web . . . Sunday nite, the jackpot question on "Take It Or Leave It" was "How many red stripes run the full length of the flag?" Nobody got it—despite the fact that two flags were adorning the platform! So the coin was turned over to the Army-Navy relief fund . . . Final decision on "Flight of Time" not yet announced by Lockheed Aircraft—but insiders claim the show is "in" . . . Localities getting collect calls from a producer-writer who is getting himself jammed in Chicago . . . Clark Dennis' great singing job on the "Schaefer Revue" won him two return shots this month . . . Vth Ave. strollers—Walter Winchell's very pretty daughter and Jesse Crawford's equally attractive youngster.

★ ★ ★

● ● ● Radiokays: Ginny Simms' opener on NBC Tuesday nite, a rousing show which plays tag between a laugh and a tug at the heart-strings . . . Fred Brady's clowning in the Kate Smith summer spot (he also does the scripting) is high grade . . . "They Live Forever" is "must" listening on the Sunday bill of fare.

★ ★ ★

● ● ● A recent broadcast by Don Goddard contained this absorbing bit of conjecture: "A friend of mine called my attention to an amazing coincidence in an old 'New Yorker' mag that he happened to be thumbing through at my house. It was dated Nov. 22nd, 1941. The coincidence appears in the ads for a game called 'The Deadly Double.' The ads show the two dice of that game and on the faces printed there appear a zero, a double cross or a double X, and the figures 12, 7, 5 and 24. Just that combination of figures makes something click in your mind. Makes your imagination take a tailspin. For those figures prophetically are the month, the date and the hour, actually of the Japanese attack on Pearl Harbor. The 12th month, the 7th day, at 5:24 in the morning. And the zero and the double X—well, read it this way. The double cross at the zero hour. What strange prophetic business is this? That that fatal date should have appeared about two weeks before Pearl Harbor. A truly amazing coincidence. There are two other aspects to the ad which stimulate the imagination still further. In the first place, the catch lines are the German word, the English word and the Italian word for warning or alert—Achtung and alerte. Also, just to add another coincidence, the trade mark used is the two-headed German eagle with double cross marks on the breast. Very odd, very odd!"

★ ★ ★

● ● ● Fun Fillers: With more and more women coming into radio as a result of the draft, we are getting proof that a miss is as good as a male . . . In radio, when two actresses meet and kiss each other, it's like two prize-fighters shaking hands . . . How can we have inflation when there's a rubber shortage? . . . Don't cook up excuses unless you're prepared to eat your words.

★ ★ ★

—Remember Pearl Harbor—

## Chicago

By FRANK SURKE

**T**HREE daughters were born to three fathers in the WBBM engineering department the past. Those passing out cigars were Manus, Paul McDermott and Schroeder.

William J. Nelson, member of WLS promotional department, Mary Jane Dewey of Oak Park were married recently and departed for New York City on a honeymoon trip.

Arthur C. Page, WLS farm producer director, announces that War S. corsages sold by members of the staff attending the Wisconsin Fair in cooperation with the Wisconsin War Savings staff averaged a day.

Lawrence Salerno of the "Romance of Helen Trent" broadcast, appeared in joint concert with his wife, Glenn, at Chicago's Grant Park, Saturday, Sept. 5.

Holland Engle's newscasting WGN is consistently good with announcer maintaining the same brant voice and enthusiasm seven times a day.

Claude Brenner, 14 years old, "Quiz Kid" with the British accent who was born in South Africa, won a scholarship to Lake Forest Academy, Lake Forest, Ill. He enters there this fall as a junior upon graduation hopes to enroll in the engineering school at Massachusetts Institute of Technology.

Milwaukee radio editors uncovered that Vaughn Monroe once lived in Cudahy, Wis., and played in the school orchestra. Vaughn is chalked up another big gross with his orchestra at the Riverside Theater this week.

Henry Weber, WGN musical director, and son, Heinzl, off to the woods of Wisconsin for a two week fishing trip. Joseph Johnson conducting while Weber is away.

Nat Kalsheim of the New York William Morris office in town business conferences.

William Ray, publicity director of NBC in the Central Division, departed from a trip to New York.

Theaters in midwest turning radio more and more to advertise their attractions. Latest is Ed Weinfeldt, manager of the Riverside, Milwaukee, who has bought spot announcement time on Johnny Olson's "Rumpus Room" recorded show. WTMJ to advertise his stage attractions. William Miskel, manager of the Orpheum, Omaha, and Bill Seal, manager of the Orpheum, Minneapolis, also among the radio advertising converts. In Chicago Balaban Katz and the Oriental Theater using spot announcements.

46 Stations Rave About  
**FUNNY MONEY MAN**

ALLEN A. FUNT RADIO PRODUCTIONS  
52 Vanderbilt Avenue New York City

QUEST-ING

GEN. ANDREW D. BRUCE, ...

LVIN H. HANSEN, chairman ...

CHALEY, on the Rudy Vallee ...

BETH MURRAY, musical ...

ORLAND, marine oiler just ...

AI BEREZOWSKY, violinist, ...

GIBSON, former ambassador ...

Public Service Div. ...

oy meeting of members of ...

WANTED.

Kind-Hearted Boss;— ...

NEW PROGRAMS—IDEAS

"When I Grow Up"

This is a program idea to help ...

"When I Grow Up" bowed over ...

Children will be urged to write ...

Appropriately enough, the first ...

"When I Grow Up" should fill a ...

Junior C. Of C. Show

New soldiers being inducted into ...

"War Workers Streamliner"

Mary Conn of WGL, Fort Wayne, ...

OWI Holds Conference ...

(Continued from Page 1) fighting allies on the nature of ...

Harold Butler British Minister who ...

Yesterday's meeting is believed to ...

Seek KROC Ownership Transfer

Washington—Application was filed ...

AFM Extends School Ban ...

(Continued from Page 1) restrictive policy of the American ...

Program varied in length from a ...

KTHS Appoints Branham

Hot Springs, Ark.—KTHS of this ...

AGENCIES

AMERICAN MARKETING ASSO- ...

WILDER BRECKENRIDGE, formerly ...

PETERSON & KEMPNER, INC., has ...

CHICAGO BUSINESS PAPERS ASSOCIATION ...

State GOP Convention ...

(Continued from Page 1) of the newly formed regional ...

Honor Anice Ives

Philadelphia—Anice Ives, conductor ...



The ratings of evening programs ...

KOA 50,000 WATTS FIRST IN DENVER

## KBS War Effort Copy 11,036 Hours In Aug.

(Continued from Page 1)

Department. These programs contained every phase of the war effort dealing with Bonds, Army and Navy relief, salvage, scrap, civilian defense and other war-aid copy. In addition to the specially designed material, KBS affiliates broadcast an additional total of 4,210 hours of miscellaneous KBS musical programs on platters, using government war-effort copy during the continuity portion of the airing.

### Result Called "Unprecedented"

Figures revealed by the survey represent a result believed to be unprecedented in organized broadcasting of war-effort material in the secondary markets of the country, via transcription or otherwise. Significant is the fact that the majority of the KBS stations are not affiliated with the wired networks and through the medium of transcriptions it has been possible to bring these vital war effort messages in the form of coordinated and planned programs to millions of American homes in small urban and rural areas throughout the length and breadth of the country. Of further significance is the fact that 193 out of Keystone's 197 affiliated stations from coast to coast are the only radio stations in their respective cities and, therefore, serve as the only local radio outlets for the dissemination of the government's messages in the interest of specific war drives and national morale.

### Keystone's Report

In his report to Douglas Meserve of the radio division of OWI, and to Vincent Callahan, supervisor of the radio division of the Treasury Department, Michael M. Sillerman, president of the Keystone Broadcasting System, Inc., stated:

"When we laid out the plan for the participation of Keystone stations in your allocation campaigns, it was our opinion that our affiliates were already carrying considerable hours of war effort plugs through their own individual local efforts and in a few cases through their wired network affiliations. Therefore, when the returns were in from our recently conducted survey, we were indeed amazed at the quantity of specially planned script broadcast by our stations, all of which was properly dovetailed with their own efforts, thus avoiding over-use or repetition on each station.

### Cooperation Impressive

"The fact that our affiliates broadcast a total of 11,036 hours of war effort programs during August, entirely independent of campaigns through other sources and all based on perfectly tied-in and coordinated program material, indicates the precise cooperation of these stations, located in small communities and in practically every case the only radio station in the community. Incidentally, this is the first example to our knowledge, of the nationwide coordination of war effort material through transcription programs in the secondary markets, prepared and



## To The Colors



WILBUR MORRISON, formerly an announcer at WGY, Schenectady, N. Y., has been commissioned a lieutenant in the U. S. Army Air Corps, following his graduation from Williams Flying School in Chandler, Ariz.

—vvv—

YALE LASKER, son of George Lasker, general manager of WORL, Boston, Mass., has been accepted for training in the Army Air Corps. He will continue his studies at Northeastern University until he is called for active training.

—vvv—

JAMES THUNELL and LEROY ANSPACH, engineers, and JANET JENKINS of the staff at KYW, Philadelphia, have been called to the colors. The engineers have both been commissioned second lieutenants in the U. S. Army and the young lady has received a similar rank in the WAACs. JACK PEARCE, KYW traffic supervisor, also has been inducted and is now an acting corporal. Only replacement thus far is Robert J. Culler, formerly with WFBR, Baltimore, who will take over Anspach's duties.

—vvv—

RAY BARRETT, chief announcer of WDRC, Hartford, Conn., leaves the week of September 15 to join the U. S. Army as a Volunteer Officer Candidate.

—vvv—

ELMER WILRICH, sales manager of WTMV, East St. Louis, who was also drafted in World War I, has been called to the colors.

—vvv—

PAUL D. SEARLES, technician for KGW-KEX, Portland, Ore., has been commissioned an ensign in the U. S. Naval Reserve and has been ordered to report for active duty in New York.

—vvv—

CHARLES COLEMAN, engineer at WFIL, Philadelphia, has reported for duty as a first lieutenant in the Army Air Corps at Miami Beach, Fla.

sponsored by non-governmental sources.

### Few Web Affiliates

"As you may know, 193 out of Keystone's 197 affiliates are the only radio stations in their respective communities. Most of these are not affiliated with any wired networks. Therefore, these stations are of vital importance as the only radio outlets in their areas for the dissemination of the government's war effort messages aimed at the specific objectives of the various war drives as well as in general interest of national morale.

"Through the medium of transcriptions and the coordinated program planning exemplified in the scripts sent you under separate cover the penetration of your war effort highlights has been made possible to millions of American homes where the local radio station is dominant.

"It will also interest you to know that independently conducted coverage surveys show the Keystone sta-

A. M. WOODFORD, ELLIOTT MAERSCH, BRUCE HOWARD, FRANK PARRISH and BOB BIRD, all of the staff of WBAP-KGKO, Fort Worth, have left the station in connection with the war effort. Woodford, production director, has been appointed a naval warrant officer. Maersch, engineer, is a second lieutenant at Miami Beach; Howard, also an engineer, is a naval warrant officer at Anacostia; Parrish, engineer, has been ordered to the Virgin Islands as a naval warrant officer; and Bird, engineer, has a civilian job with the Army Signal Corps. Departure of Elbert Haling, sales promotion manager, Harry Flowers, assistant to Haling, and Howard Carraway, continuity director, is expected momentarily.

—vvv—

DON TOLLIVER, former announcer and head of the WOWO-WGL special events department, has left the staff of the Fort Wayne stations and is now a member of the Army Air Force.

—vvv—

GEORGE VOUTSAS, member of the production department of NBC's central division and producer of "Club Matinee," will report to the U. S. Army on Sept. 11 as a private. E. L. BERNHEIM, studio engineer, has been commissioned a captain in the Chemical Warfare branch of the service.

—vvv—

HAROLD YUDAIN, news editor, and CHARLES HARRIS, advertising salesman, of WSRR, Stamford, Conn., were guests of honor at a stag dinner recently prior to their entrance into the armed forces.

—vvv—

BOB MAHANEY, chief announcer of WIBX, Utica, N. Y., left this week for Camp Upton as a selectee in the U. S. Army. Mahaney, prior to joining WIBX, was employed at WSYR in Syracuse and WBEN and WEBR in Buffalo as well as WGY, Schenectady.

tions reaching areas whose population is in excess of 66 million people.

"In the light of these significant figures we feel certain that your department will be highly gratified with these results and quite frankly we expect further expansion of this effort in the months to come, to lend to the fullest possible extent the aid of our coast-to-coast transcription 'network' and the help of Keystone affiliated stations in the successful prosecution of our war effort."

### Eight Outlets Added

In addition to the results of the KBS war effort survey, the Keystone headquarters reported recent additions to the Keystone transcription "network" as follows: WSPB, Sarasota, Fla.; WDLP, Panama City, Fla.; WCMJ, Ashland, Ky.; WESX, Salem, Mass.; WOCB, Cape Cod—West Yarmouth, Mass.; WRAL, Raleigh, N. C.; WCED, DuBois, Pa.; and WOLS, Florence, S. C., making the total of stations affiliated 197.

## 500,000 Watts Day Requested By Cro

(Continued from Page 1)

which is being renewed from month to month while the FCC is considering its request for increase from 750 kilowatts power for unmental use.

This new request which would effect a 10-fold increase in WLW's time power without requiring expenditure of any materials for construction represents an amendment to Crosley's recent application for a construction permit to increase WLW's power from 50 to 650 kilowatts by making use of the transmitter with some alterations and by installing a directional antenna for night use.

The original request was heard last month and hearing was then postponed to October when Crosley indicated this would be filed. Further postponement in date of hearing is possible elimination of the original proposal—use of construction material contrary to the commission's freeze order of last April—the motion would resolve itself into bringing down the FCC's present of not granting regular licenses use of more than 50 kilowatts.

This is the first application for super-power which has not been automatically dismissed since April because of the materials factor, and is expected to represent an interesting of the old power issue. Dempsey, Kopolowitz are counsel in the case Crosley Corp.

## CIAA Arranges Salute To Latin Amer. Coun

(Continued from Page 1)

Central American Independence including the republics of Guatemala, Honduras, Costa Rica, Nicaragua and El Salvador. On September 16, shortwave salutes Mexican Independence Day with a special drama program based on the life of Hidalgo, Mexican liberator. This program, to be transcribed, will later broadcast shortwave on other shortwave stations including WKID, KGEI, WLWO, WEGO, WRUL and WRUL. On the same day shortwave will also produce a hour salute to Mexico. Both CBS and NBC will shortwave special programs to Latin America on September 16, saluting Independence Day in Central America.

Plans include wide dissemination of the programs by rebroadcast over local stations in the countries saluted the Coordinator's Office announced.

## MacHarrie On Leave

On leave of absence from the Blue Network production staff starting September 20, is Lindsay MacHarrie, production director, who is to go to London to write, direct and produce short wave shows for the Red Cross for Broadcast from England to the country. In addition, he expects to supervise transcriptions for direct broadcast use on this side.

# FOR VICTORY TODAY AND SOUND BUSINESS TOMORROW



## Get This Flag Flying Now!

This War Savings Flag which flies today over companies, large and small, all across the land means *business*. It means, first, that 10% of the company's gross pay roll is being invested in War Bonds by the workers voluntarily.

It also means that the employees of all these companies are doing their part for Victory . . . by helping to buy the guns, tanks, and planes that America and her allies *must* have to win.

It means that billions of dollars are being diverted from "bidding" for the constantly shrinking stock of goods available, thus putting a brake on inflation. And it means that billions of dollars will be held in readiness for post-war readjustment.

Think what 10% of the national income, saved in War Bonds now, month after month, can buy when the war ends!

For Victory today . . . and prosperity *tomorrow*, keep the War Bond Pay-roll Savings Plan rolling in *your* firm. Get that flag flying now! Your State War Savings Staff Administrator will gladly explain how you may do so.

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



Save With

## War Savings Bonds

This Space Is a Contribution to America's All-Out War Program by

RADIO DAILY



# Coast-to-Coast



**T**OTAL amount pledged via WREN, Lawrence, Kans., on the Blue Network's bond program recently was \$344,525, the station has announced. Figure represents approximately one twenty-eighth of the ten and half million dollars in pledges subscribed throughout the country during the seven and one-half hour show.

Rosemary Garbell, juvenile actress, has been recently added to the "Guiding Light" script show on NBC in addition to her work on "The Bartons" on the same network. Although only eleven years old, the youngster has more than 500 network broadcasts to her credit.

WMCA, New York, has inaugurated a new three-times weekly series titled "Women At War." Programs are aired from 11:05 to 11:15 a.m. EWT on Sundays, Wednesday and Fridays and feature news of women of the United Nations as presented by Mary Conway, British writer and lecturer. Series is sponsored by the Protestant Magazine.

Ralph R. Brunton, president of KJBS, San Francisco, and a former NAB director from the western district, has been named to represent radio on the advisory committee of the S.F. League for Service men. . . . KJBS production manager Harry Wickersham is back from a four weeks trek to the northwest.

WHBQ, Memphis, will again present the play-by-play broadcasts of all local high school football games as well as the home games of Memphis State and the visiting larger conference elevens.

Jack Conner, vibra-harpist who was with Matty Malneck's orchestra for more than a year and a half, has been added to the orchestra at KWK, St. Louis.

Mrs. Victoria Corey, coordinator of War Service programs on KDKA, has been named district chairman of the newly organized Directors of Women's Activities group of the National Association of Broadcasters. She will handle the area included in Pennsylvania and Delaware.

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

September 10

Don Briody	Emery Deutsch
Ira Herbert	Dorothy Lowell
Jess Pugh	Lyle Van
J. D. Van Amburgh	Emily Vass
Samuel Woodward	

Gordon Shaw, newsman at WJR, Detroit, has just received his Master of Arts degree from Wayne University. His final thesis was a history of WJR and the station's part in municipal, state and national affairs. He was heartily congratulated by members of the faculty under whom he had worked for the degree. Shaw got his A.B. from Otterbein College in Ohio. Before coming to WJR he was at WLW and WWJ.

WHN will resume A. L. Alexander's "Mediation Board" program, Friday, September 11, from 9:00-10:00 p.m., marking the program's fourth successive year of broadcasting over this station. The Boards, changed weekly, are made up of prominent persons from various fields who volunteer their services. Public discussions of the problems on hand by the participants and board members form an important part of the program, the decisions of the mediators announced at the end of each broadcast.

Winchester Repeating Arms Co. has renewed its weekly series of quiz programs aired on WELI, New Haven, Conn., for another 13 weeks. New series will feature a ten-piece orchestra, talented workers and playlets, with Charlie Wright, WELI program manager, acting as emcee. . . . Vincent Palmeri, WELI continuity editor, has resigned to accept the management of a local theater. He is succeeded at the station by Bud Finch, formerly announcer.

Jack Temple, brother of actress Shirley Temple, has begun a tri-weekly "Hollywood Star Parade" gossip show on KYA, San Francisco. . . . Kay Kyser, Russian soprano Maria Kurenko, and orchestra leader Neil Bondshu appeared on a special KYA "War Bond" program from a downtown San Francisco department store. . . . KYA is airing a new weekly program dealing with opportunities in the war effort for civilians. It is sponsored by the Building Service Employees Unions.

Geneva Beasley, receptionist for WJLS, Beckley, West Virginia, was chosen to represent Raleigh County at the First National Convention of the Methodist Youth Fellowship. The convention is being held at Miami University in Oxford, Ohio. . . . Howard Evans, Bob Morris and Harold Stone, have recently joined the staff of WJLS. WEBR, 250-Watter in Buffalo, raised \$626,710 on the bond night drive over the Blue Network. . . . Daniel H. Gray, formerly of WHLD, Niagara Falls, N. Y., has joined the staff of WEBR as announcer. . . . WEBR has introduced a contest with a sponsored newscast. Listeners decide who the most prominent personality is, by listening to the "Italian & French Wine Newscasts." Then they write in the reason for their choice. The prizes are tickets to the local newsreel theater.

George Bowdler, a citizen of Argentina, in Greenville, South Carolina to study at Furman University, has joined WFBC, Greenville, S. C. as a part-time announcer replacing Bill Miller who recently resigned to enter Citadel Military Academy. . . . Control Operator Wilson Pace has been appointed Chief Audio Engineer of WFBC. Pace has been with WFBC for two years. . . . Byron Jenkins of the WFBC announcing and production staff, has been transferred to the technical department and will handle control room duties. . . . Hubert Brown, for the past seven years Chief Audio Engineer for WFBC, left to take over new duties on the technical staff of WKRC, Cincinnati.

"Koy Bond-Bardiers" is the title of a new KOY-Phoenix Radio Club. Boys and Girls of high school age are urged to join with dues set at one ten-cent war stamp per week. Club activities include studio dances, parties and gatherings with war stamp assessments. Spot announcements support the enrollment in the club.

Noella Goulet, formerly with the head office of Northern Broadcasting Company, Timmins, Ontario, has taken over the duties of traffic manager at CKGB Timmins, Ontario. . . . Albert Aube, French announcer on the Sunday newscasts over CKGB, is now on the regular announcing staff of that station. At the moment, however, and for a month to come, he is on loan to VKVD, Val D'Or, Quebec, in charge of French newscasts. . . . Bert Pike, and Bert Wallace, have joined CKGB, Timmins, as salesmen. . . . Ted McAllister has left the sales staff of CHEX, Peterboro, Ont., and the Northern Broadcasting Company, while Andy Warlowe, a former newspaper man of Lindsay, Ontario, has joined the CHEX sales staff.

"Soldiers on Leashes" by Josef Israels II, discusses the training of dogs for the United States Army in the September 5 issue of the Saturday Evening Post. Article shows how work dogs will help win the war, and reports on the services of Dogs for Defense, Inc., which, with the active support of the Professional Handlers Association, and the American Kennel Club, trained 25,000 dogs for the U. S. troops.

Harry Woodworth, former radio director of the Minneapolis branch of Erwin, Wasey & Co., and associate editor of the Golfer and Sportsman, recently joined the sales staff of WCCO, Minneapolis. . . . Ralph Lautzenheiser, formerly of KSCJ, Sioux City, Iowa, joined WCCO as a transmitter technician. . . . Speaking on the subject, "A Midwesterner Looks At Hollywood Radio," William E. Forbes, WCCO general manager, was featured guest at the Minneapolis Advertising Club's "Climicker" on Wednesday, September 2.

"September on CKOC" is the title of this month's broadcast schedule of the Hamilton, Ont., station. A paper, air and local promotional advertising agencies have set up to carry out the theme. . . . has inaugurated three Colgate olive-Peet network shows, in order to rearranging several other programs for the Fall season.

A citation of merit was given to the Dayton Council for the excellence of its radio program, "The Meredith Family" citation was given by Dan T. director of the Fifth Region of Civilian Defense. "The Meredith Family" has been broadcast daily over WHIO, Dayton on days at 10:30-10:45 p.m. for the 16 weeks.

## FTC In Diathermy Edicts Against Coast Con

Los Angeles—George S. Moore and James Walker, trading as Health Appliance Co., engaged in the sale and distribution of a therapeutic device designated "Merit Short Diathermy," have been ordered by the Federal Trade Commission to cease and desist from false advertising and misrepresentation of product.

In advertisements in newspapers by radio broadcasts and other means the Commission finds, the respondents have represented that unsupervised use of their short wave diathermy device by the lay public for self-treatment of numerous ailments, including rheumatism, arthritis, and other ailments and for alleviation of pain resulting from such conditions, and that such use of the device is entirely safe and harmless.

The respondents are ordered to cease and desist from disseminating any advertisements representing their device is safe or harmless, that it constitutes a competent, effective treatment for, or will alleviate pain resulting from rheumatism, arthritis, neuritis, bursitis, or other ailment or disorder, unless such advertisement is limited to cases in which the condition is chronic rather than acute, and in which there is an absence of inflammation.

The respondents also are prohibited from disseminating any advertisement which fails to reveal clearly that their device is not safe for use unless a competent medical authority has determined, as a result of diagnosis, that use of diathermy is indicated, and has prescribed the frequency and rate of application of treatments, and the user has been adequately instructed by a trained technician in the use of the device.



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# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

Vol. 20, No. 52

NEW YORK, N. Y., FRIDAY, SEPTEMBER 11, 1942

TEN CENTS

## Clarify Gov't Campaigns

### New Program Balance Sought By MBS For Fall

Specially designed hour-by-hour program that wherein each 60-minute unit include a balanced program diet of news, music, variety and war-effort features, will go into effect through the Mutual network early in October, following the World Series broadcasts. Plan was announced by Ralph Opfinger, Mutual's Program Director, following a two day meeting of fifteen key station program managers and network executives in

(Continued on Page 7)

### St. Louis Radio In Drive To Aid Navy Recruiting

St. Louis, Mo.—Newly organized St. Louis Navy Recruiting committee is about to launch an extensive radio campaign in the interest of receiving Navy enlistments in Greater St. Louis, according to O. A. Scher, vice-president and local manager of Ruthrauff & Ryan, Inc., chairman of the radio division of the committee. Plans include a weekly half-hour radio broadcast from an auditorium in the city, with

(Continued on Page 2)

### Army Seeks Radio Women With Technical Experience

Washington Bureau, RADIO DAILY  
Washington—Women radio operators those with special knowledge in this field are among the groups specially invited to join the women's section of the U. S. Naval Reserve, it is indicated here yesterday. Applications blanks for enlisted personnel

(Continued on Page 2)

### CAB Gives FDR 55.8

President Roosevelt's fireside chat September 7, Labor Day, 9:30 p.m., over the four major networks, was heard by 55.8 per cent of set owners, according to a report made yesterday by CAB Inc. President's December 9 and February 23 addresses pulled 83 per cent. Figures for dedication of the general hospital and the youth congress were not released.

**AFM Suit Oct. 12**  
As indicated in yesterday's RADIO DAILY, the government's anti-trust suit against the AFM, which was to have begun September 16, in Chicago, has been postponed. New date is now Oct. 12.

### News Programs Lead West Coast Favorites

Appearance for the first time of four news programs in the top ten shows of the Hooper Pacific Program ratings reflects the continuing interest in radio news reporting on the West Coast. All the programs rated showed decreases in ratings as compared to the previous month's report. Three newcomers to the list, all news shows, are "Sizing Up The News," with Cal Tinney; "Alka-Seltzer News"; and the "March of Time."

Following are the programs in the

(Continued on Page 2)

### RCA Mfg. Buys Blue Net For "E" Award Rally

RCA Manufacturing Company is to present a big "War Workers Rally" over 101 Blue Network stations Sunday starting at 7:00 p.m., EWT, in a half-hour which will include addresses by Donald M. Nelson, chairman of WPB, and Colonel David Sarnoff, RCA president.

Program has been designed to launch second phase of the RCA's "Beat the Promise" campaign, and

(Continued on Page 2)

### Stress BBC-U. S. Radio Unity At Dinner To Cecil Graves

### Sammy Kaye Gets Nod On "Spotlight" Series

Coca-Cola Co. has signed Sammy Kaye's orchestra as a permanent Wednesday night feature starting September 30, on its Monday through Saturday "Spotlight Bands" program at 9:30-9:55 p.m. EWT on the Blue Network. Contract is for 26 weeks and is similar to the one given Harry

(Continued on Page 2)

### Revision Orders, "Regulation No. 2," Designed To Give All Programs OWI Check And Clearance

### Radio Officials Plan Solutions On AFM Ban

Amid trade confusion over AFM recording and transcription restrictions, network officials were approaching, yesterday, as workable an attitude and plan as can be mustered. Prevailing opinion indicated that broadcasters were resigned to a loss in revenue, temporarily, until program adjustments could be made,

(Continued on Page 6)

### Plough Inc. First Acct. On Atlantic Network

First commercial account on the Atlantic Coast Network, Plough Inc., signed a 52-week contract, last Friday, for the entire network, ten stations including the two supplemental stations. Deal, set by the Lake-Spiro-Shurman Agency, Memphis, Tenn.,

(Continued on Page 2)

### War Needs Radio Co-op Thomas Tells Newspapers

Omaha—Letter sent to "Editor and Publisher" this week by Art Thomas, secretary of the Nebraska Broadcasters Association, protests omission of the part that radio stations

(Continued on Page 2)

Washington Bureau, RADIO DAILY  
Washington — Long-anticipated order calling for funnelling of all government series, scripts and messages through one agency has come into being as "OWI Regulation No. 2," just signed by Elmer Davis. It is now being mailed out to all stations, networks, sponsors and advertising agencies.

This order, entirely devoted to broadcasting and expected to tighten and improve cooperation between the industry and government agencies,

(Continued on Page 7)

### Three More CBS Shows On Latin Amer. Sked

Three additional weekly programs will be broadcast to Latin America through CBS facilities in cooperation with the Office of the Coordinator of Inter-American Affairs. The first of the programs will be "Your Hit Parade," the program to be short-waved to Latin America simultaneously with its broadcasting here Saturday.

(Continued on Page 3)

### Additional FM Outlets Start Shows This Month

Washington Bureau, RADIO DAILY  
Washington — Program Service is scheduled to begin this month from the Westinghouse FM stations W57PH, in Philadelphia, and W49FW, in Fort

(Continued on Page 2)

**Apropos**  
What with all the controversy over who shall make recordings and when, ironic commentary was unconsciously made on WJZ all-night "Say It With Music" series when someone forgot to deliver record cabinets at appointed time. Frantic scurrying produced sufficient disks, first of which so hastily selected and played was "We Could Make Such Beautiful Music."



Vol. 20, No. 52 Fri., Sept. 11, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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

FINANCIAL

(Thursday, Sept. 10)

NEW YORK STOCK EXCHANGE

Table with columns: Bid, Asked, High, Low, Close, Net Chg. Rows include Am. Tel & Tel., CBS A, Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio, Farnsworth Tel. & Rad., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

St. Louis Radio In Drive To Aid Navy Recruiting

(Continued from Page 1)

local actors' and musicians' unions cooperating.

Attempt will be made to feature visiting "name" guest stars. First show in the series was aired on Thursday of this week. Visiting talent or their representatives wishing to cooperate are requested to communicate with Zahner.

Navy Seeks Radio Women With Technical Experience

(Continued from Page 1)

will be sent beginning today, to women from 20 to 36 who apply for enlistment at the nearest office of Naval Officer Procurement.

Four months' course in radio communications will be given 500 of the women at the University of Wisconsin.

Members of the WAVES will receive the same pay as Navy men in the same rating. Radio men rate as petty officers, whose base pay ranges from \$78 to \$138 monthly plus \$2.75 a day rental and food allowance for those living outside naval facilities.

War Needs Radio Co-op Thomas Tells Newspapers

(Continued from Page 1)

of that state played in the recent scrap drive there. Article, which was on the "Omaha World Herald's" contributions to the campaign, is reported as causing Donald Nelson to invite newspapers of the United States to back similar campaign in other states.

"Unfortunately your article did not tell the whole story," the letter said in part, "and you should tell the publishers who were influenced by your article, that they cannot duplicate the Nebraska plan unless they have the same whole hearted support of all the radio stations in their states, that the World Herald had in Nebraska.

"Ask the 'World Herald' if they did not solicit and get the help of all the radio stations of Nebraska. Your article gave radio no credit for the success of the scrap campaign and they are entitled to a great deal.

"Radio is used to this sort of treatment at your hands and I would say nothing about the matter were it not for the fact that your misleading article has helped get the newspapers of the United States behind a campaign which cannot succeed as it did in Nebraska, unless the newspapers have the same cooperation elsewhere that they had in Nebraska.

"We believe you should give your readers the full facts. If you feel I am prejudiced, make an investigation of your own."

Plough Inc. First Acct. On Atlantic Network

(Continued from Page 1)

home town of the sponsor, also, calls for twenty-four quarter hour programs a week, broken up into four a day, six days a week. Contract will go into effect either September 28 or October 5, plugging St. Joseph's aspirin and Penetro.

The quarter-hour programs which have been bought by Plough Inc. comprise four new shows, three of which will originate at WNEW, and one at WWDC, Washington, D. C. Schedule is as follows: 7:15-7:30 a.m.—"Let's Get Moving," recorded music and chatter 12:45-1 p.m.—"Radio Vaudeville Show," recorded variety; 2:45-3 p.m.—Woman commentator; 11-11:15 p.m., "Inside of Sports" with Jack Stevens, recently a sportscaster for Buyak Cigars on Mutual network, talking sports and interluding with college music.

Because of previous commitments, WCOP, net's regular outlet in Boston, will not be able to carry the "Let's Get Moving" and "Radio Vaudeville Show." Instead, WORL will carry those two.

Int'l Shows On WNYC

WNYC, New York has inaugurated a new series of trans-Atlantic re-broadcasts by arrangement with the British Broadcasting Corp. Programs, aired twice weekly on Tuesdays and Wednesdays at 6 p.m., EWT, feature discussions of British labor and farm problems.

Additional FM Outlets Start Shows This Month

(Continued from Page 1)

Wayne, Ind., it was reported here yesterday by FM Broadcasters, Inc. The Philadelphia station will go on a regular schedule on or about September 21. The Indiana station, its transmitter installed and studios completed, is expected to begin its programming before the end of the month with use of a temporary antenna.

The FM Association also has been informed by Lee B. Wailes, manager of Westinghouse broadcasting enterprises, that the antennas of W67B, Boston, and W75P, Pittsburgh, will soon be considerably improved "with greater range and clarity resulting from a five-fold boost in height for the Boston station and a seven-fold boost to the pinnacle of KDKA's 718-foot towers for the Pittsburgh station.

"Westinghouse FM picture isn't too bad," Wailes reports, although installations without priorities were difficult to make.

New York, station W67NY will begin feeding a special live show, the Perole String Quartet, and guest soloists, on or about Sept. 23 to five other stations via an FM radio relay without the use of land wires, FM broadcasters also announced. Each Wednesday night for 13 weeks, these programs, sponsored by the War Saving staff, will be relayed to W2XMN, Alpine, N. J.; W65H, Hartford; W67B, Boston; W39B, Mount Washington, and W57A, Schenectady.

New York's eighth FM station, W75NY, outlet of Metropolitan Television, Inc., is planning to commence daily operation November 1.

Sammy Kaye Gets Nod On "Spotlight" Series

(Continued from Page 1)

James for the Monday night spots. Kaye and James will be the only permanent bands on the series, the others being chosen for one-time stints. Saturday night spot will be played by the band receiving the most votes from men in the armed forces. Majority of the broadcasts, including those of James and Kaye, will originate in army, navy and marine posts. D'Arcy Advertising Co. is the agency for the account.

RCA Mfg. Buys Blue Net For "E" Award Program

(Continued from Page 1)

has as its slogan, "The Second Front Depends on the Home Front—Beat the Promise." Special portions of the program include show by Army and Coast Guard, and music by RCA Victor men's and girls glee clubs.

Show was set through Lord & Thomas.

Recording Men's Luncheon

This month's luncheon meeting of the Association of Recording Studios will be held Monday, September 21, at the Hotel Edison. Agenda is being prepared.

COMING and GOING

NEVILLE MILLER, president of the NA town last night for the dinner given by at the Ritz Carlton in honor of Sir Cecil G. of the British Broadcasting Corporation.

WILLARD SCHROEDER, sales manager WCAE, has returned to his Pittsburgh headquarters following a few days in New York.

J. W. BIRDWELL, owner and manager WBIR, Knoxville, Tenn., was here Wednesday and Thursday for conferences with the representatives of the station.

LT. COL. EDWARD M. KIRBY, of the formation branch of the War Department, in New York last night to attend the dinner given Sir Cecil Graves by NBC.

HAL SEVILLE, of WJEJ, Hagerstown, returning to Maryland after a short visit here station business.

EDWARD CODELL, general manager of Atlantic Coast Network, expected today in Boston, where he spent two days on business.

FRED WEIHE has returned to Chicago, home town, to direct "Lone Journey" on NBC.

EMILY HOLT, executive secretary of AFRA, back from a vacation trip of three weeks.

REX SCHEPP, commercial manager of WNBC outlet in Indianapolis, on a short trip to Chicago.

FLORENCE EIMER, secretary to John M. of Associated Recorded Program Service, back from a short holiday in the Poconos.

WILL JURGENS, brother and personal manager of Dick Jurgens orchestra, has returned from Pittsburgh.

ANN CORIO, off to Philadelphia for an engagement at Fay's Theater, Molly Picon is the same bill.

GINNA VANNA, Chicago soprano who has been auditioning here, has returned to Windy City.

FRANK SCHREIBER, manager of WGN, Chicago, is in Cleveland for the Mutual meetings.

WILLIAM T. LANE, station manager of WCAE Syracuse, was in New York yesterday on another of his frequent but brief visits.

JACK M. DRAUGHON, president and station manager, of WSIX, Nashville, has returned to his Tennessee headquarters after spending a week in town.

News Programs Lead West Coast Favorites

(Continued from Page 1)

first ten in the August program ratings on the West Coast: Walter Winchell, 16.7; "One Man's Family," 13.4; "Mr. District Attorney," 12.2; Kay Kyser, 12.1; "Sizing Up The News," 11.8; "Alka-Seltzer News," 11.7; Frank Morgan, 11.5; "Adventures of the Thin Man," 11.5; Major Bowes, 11.2; and "March of Time," 11.2. The Winchell program maintained its first place position despite the fact that the commentator was on vacation and guest news commentators were used to replace him.

HOOPER REPORTS ON KNOXVILLE

BETWEEN 12 & 3 P.M. WBIR RATES 42.6 IN KNOXVILLE, TENN., YOUR BEST DAY TIME BUY IS WBIR NAT'L. REP. BURN SMITH



# U. S. Radio Unity Stressed By Graves

(Continued from Page 1)

James G. Harbord, U. S. Army and followed by Niles Trammell, president, who in turn presented Bate, former NBC London office and correspondent who was killed during one of the British air raids. Bate told of the united efforts of the British through broadcasts to all nations regardless of conditions, and how always made good.

James Rowland Angell, education counselor to NBC, had guests with his humorous observations afterward turning to the seriousness of discussing radio's role in "galvanizing the morale" of a people. He predicted that in the war era, television would completely alter our way of living. He pointed out that the BBC and radio in the U. S. was jointly seeking the best use of the agency in helping prosecute the war successfully. Colonel David Sarnoff, RCA president attached to the U. S. Army Corps, paid Sir Cecil tribute reiterating that the spirit of cooperation between BBC and American radio was in evidence 24 hours a day not only as it concerns NBC networks.

### Fly a Speaker

Lawrence Fly, chairman of the NBC, followed Col. Sarnoff after being introduced by Gen. Harbord, on the occasion an indication of cooperation and attitude of mutual confidence between the two great nations. Chairman Fly paid particular tribute to the help BBC gave in carrying foreign broadcasts.

Sir Cecil Graves, the concluding speaker, paid tribute to his BBC predecessor, Sir John Reith, also Fred John Royal and others with whom he had had close contact during his association with the industry in the past 12 years or more. Sir Cecil pointed out that BBC was working with the beaming of 43 different shortwave foreign language broadcasts daily, although not dictating its policies. He said he was confident to confer on mutual problems, his effort uppermost in mind. American commentators are held in high esteem in England, Sir Cecil said, and the average listening audience of 300,000 adults per communique roughly four and one-half million adult listeners per day, according to their method of survey. He further stated that they hoped to exchange and create programs suitable for both the American and Eng-

# WARTIME PROMOTION

## Farm-Program Road Tour

One of the most complete farm promotions ever conceived in radio got under way this week in Oklahoma when KVOO, Tulsa, began its "Farm Fair of the Air" tour which will continue through October 21. Remote broadcasts will be made daily from 34 counties, including the 30 north-eastern Oklahoma Tulsa Magic Empire market area counties. Sam Schneider, KVOO farm editor; Hank Stanford, cowboy singer; "Doc" Hull, farm department announcer, and Howard Phillips, engineer, make up the caravan personnel.

Collapsible war bond and stamp booth has been taken along to set up each broadcast day in the respective county seats and the KVOO promotion department has hired trained interviewers to conduct a "Gallup" poll type survey on farmers' radio listening habits. Five 15-minute broadcasts daily consist of interviews with 25 to 30 local farmers and farm leaders to bring out what the particular county is doing toward the "Food for Freedom" program of the U. S. Department of Agriculture. One broadcast is strictly for entertainment.

The windup will come October 19, 20 and 21 at the county agents' annual meeting at Stillwater, Okla., where the KVOO crew will salute six counties who wished participation in the remote broadcasts, but which were outside the KVOO primary area and so Schneider devised the "salute" plan.

lish soldiers and were seeking to supply everything from baseball and other portions of the regular run of news.

### Guest List Impressive

Those on the dais, apart from those mentioned above were, Frank E. Mullen, vice-president and general manager of NBC; Neville Miller, president of the NAB; Lindsay Wellington of BBC; Mark Woods, president of the Blue Network and Maj. Gen. Thomas A. Terry. Those in attendance included: Jack Alicoate, John Almonte, Sir Robert Appleby, Judge A. L. Ashby, Maurice H. Bent, Dr. Frank Black, Charles B. Brown, Lt. Comdr. Robert Brown, Dr. Orestes H. Caldwell, Phillips Carlin, Jos. V. Connolly, Merle Crowell, Albert E. Dale, Hon. Charles G. Dawes, Gano Dunn, Sid Eiges, Barry Faris, Arthur Feldman, Dr. Sterling Fisher, Edwin S. Friendly, Don Gilman, Oliver Gramling, Lt. Col. Edward Glavin, John Hays Hammond, Jr., Horton Heath, William S. Hedges, Col. Gilbert Hodges, Dr. Chas. B. Jolliffe, Max Jordan, H. V. Kaltenborn, Lt. Col. Edward Kirby, Edgar Kobak, Lt. Col. Edward Knight, Charles McCabe, Wm. J. McCambridge, John McKay, C. L. Menser, W. B. Miller, Gordon Mills, Clay Morgan, Major Keith Morgan, Lt. Col. L. M. Nesbet, Major Wm. Ormerod, Verne Pribble, Arthur Pryor, Jr., Tom Revere, Bruce Robertson, M. H. Shapiro, Major R. H. Tate, John Vandercook, Col. Walter H. Wells, R. C. Witmer and others.

## Sponsor-Star Bond Co-op

Guest-stars and sponsors are cooperating with Dick Gilbert, singing record emcee on WHN, New York, in his campaign to sell war bonds by having listeners call him and his visitors during broadcasts on direct-wire phones. During Gilbert's 1-2:30 p.m. daily stanza, Sammy Kaye offered passes to the Strand theater to everyone buying one of the government securities during his guest appearance; Dick Todd, Gloria Swanson, Vincent Lopez, Ruth Lowe, and Margo promised their autographed pictures. Johnny Long set a record by offering a dinner for two to everyone who took a \$100 bond (later raising the ante to \$250 in bonds) and was swamped by more than 100 orders. Now Johnny has to make good some 200-odd dinners at the Hotel New Yorker, where he holds forth with his orchestra.

Gilbert is sponsored on Saturday nights, 10-10:45 o'clock, by Barricini Candies, which has given a pound box of its chocolates to persons purchasing war bonds during this period. This week's guests include Harry James, Bea Wain, Sammy Kaye (return date) and Ann Corio, former burlesque star now in films.

# Three More CBS Shows On Latin Amer. Sked

(Continued from Page 1)

tuesday nights. This will be done by fading out English announcements and substituting messages in Spanish. Possibly similar arrangements will be made later for Portuguese messages for broadcasts to the people of Brazil.

The second program series which will begin September 18 will be "The Twenty-Fifth Letter," a series of 26 half-hour programs based on the original English scripts of Ronald MacDougal. This series will feature a narrator, a cast of 14 actors, music and special sound effects. The third series, "Their Words Burn," will begin September 22. These programs will consist of dramatizations of the lives of famous European writers whose works have been burned by the Nazis and who have been persecuted by the Axis. Such writers as Thomas Mann, Emil Ludwig, Lion Feuchtwanger and Jacob Wasserman will be featured.

### All to Be Broadcast

All of these programs will be rebroadcast over a number of CBS affiliated stations in Latin America. NBC has, for the past several months, been producing shows in cooperation with the Coordinator's Office.

# HEADING STRAIGHT

## for their GOAL

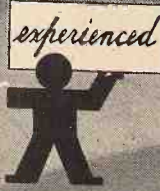
In Nature it is Instinct  
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Our experience is a constant asset to our clients

# WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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**WBNX NEW YORK**  
 THE MOST INTIMATE AND  
 EFFECTIVE PROGRAM APPROACH  
 TO AMERICA'S LARGEST MARKET

**50 WATTS Directional**  
 METROPOLITAN NEW YORK

## Los Angeles

By JAC WILLEN

PHIL SPITALNY and his "Hour of Charm" orchestra will originate from Hollywood, starting next Sunday. General Electric Co. sponsors the well-known airshow.

Chuck Lewin surprised his many friends by announcing his engagement over the week-end. His intended bride is Barbara Katz, secretary to Lieutenant-Colonel Frank Capra.

Kate Smith's first "America Sings" picture shorts received a lusty ovation from an appreciate Hollywood audience who literally sang themselves to the pinnacle of patriotism as the short unfolded on the screen.

Almost a half-century of experience in broadcasting was represented when two Chicago airline pioneers, Fibber McGee leader Billy Mills and Bobby Brown, WBBM executive, got together during Brown's current Hollywood visit. Both were on the air from the Windy City in the crystal set days of the early twenties.

Enlistment of star Rudy Vallee in the Coast Guard has set off a small avalanche of enrollees from the program and has producer Dick Mack working day and night to find replacements for his staff. Already gone are one writer, basso Thurl Ravenscroft from the Sportsmen quartet and six musicians from Eddie Paul's orchestra, while announcer Tom Hudson checked out with last week's show.

The Danish-born Victor Borge, "Kraft Music Hall" pianist-comedian, this week will wax the hilarious hour-long one-man show he has been doing in Army camps on the West Coast, so the disks can be used for entertaining service men in the east.

Starting September 13, the famous "First Nighter" program will make its debut over the Mutual Don Lee net. The dramatic show will be heard here via KHJ from 3-3:30 p.m., PWT.

Sergeant Lew Kerner, talent agent formerly with CBS Artists Bureau and William Morris Agency in Hollywood, has been assigned to the Santa Ana Army Air Base.

"Breakfast at Sardi's," Blue Net's exceedingly popular West Coast morning show, and currently heard transcontinentally, has been drafted to open the two-day convention sessions of the California Retail Grocers and Merchants Association to be held in Del Monte (California) on Monday and Tuesday, September 28 and 29.

## Helen King Resigns To Become Radio Editor

Buffalo, N. Y.—Helen King has resigned as promotion director of WEBR of this city to become radio editor of the Buffalo "Evening News" and publicity director of WBEN, station owned by the newspaper. She will be replaced by Albert H. Zink at WEBR, while Esther Huff takes over her women's program on the same station starting Monday.



### Radio Is My Beat . . . !

● ● ● You can't keep a good man away from the mike—which is the tip-off that Elmer Davis, one of the foremost newscasters before becoming chief of the OWI, will return to the air shortly with a quarter-hour spot weekly on all networks simultaneously. Dates are now being worked out . . . "Judy and Jane" bought by Ted Bates for Carter's Little Liver Pills. Show will be tested on several West Coast stations starting Oct. 5th . . . Glenn Miller was sworn in the army yesterday as a Captain and goes in Oct. 7th, disbanding his crew on that date . . . "Captain Midnight," which was heard on Mutual for two years, switches to the Blue Sept. 28th . . . New producer on "Lum 'n' Abner" is Bob Dwyer, who replaces Arnold MacGuire, who replaced Ed Cashman on the Kay Kyser show . . . Bendix Corp. reported interested in "Cheers From the Camps," which Gen'l Motors gives up Sept. 29th . . . In order to take on the "Readers' Digest" show, Lyn Murray was forced to give up "They Live Forever," one of CBS's top sustainers. In his place goes Ben Ludlow, conducting his first network show . . . Wm. L. Shirer returns to CBS Sept. 20th . . . As itemed here yesterday, Lockheed Aircraft bought "Flight of Time" through Lord & Thomas . . . Chicago agency auditioning Oscar Levant for a CBS spot of his own . . . Frank Forrest has been signed for Oscar Hammerstein's "Show Boat."



● ● ● Critic's Corner: When you hear us yelling for "Moore, Moore," you know we've been listening to Garry Moore, who sets a fast pace for the local emcees. The New York air hasn't dampened the wit that formerly crackled through Chicago transmitters . . . "Mr. D.A." always follows the same format—but individual episodes are brightened by such performances as that turned in by Betty Garde last week . . . Keep your ears on Jean (NBC) Durelle, as fine a singer of pop tunes as we've heard in a long time. Combine her chanting with the music of Paul Martin and you've got a darb of a show . . . And a bouquet for the "Gay 90's" commercial spiels—almost as good listening as the rest of the show.



● ● ● New high in journalistic interviews was Jerry (PM) Franken's word juggling on Henry Nemo, the Manhattan Mahatma of jive, who occasionally bobs up on Alan Courtney's WOV show as a record reviewer. Self-styled as the "assistant King of everything," the Neem is one of Broadway's favorite characters—and if he didn't invent jive, he certainly helped carry the ball. What tickled us the most was the description of the Neem meeting Bing Crosby in a 52nd Street den. Bowing from the hips, he said: "Greetings, great one. King of all you survey, meet your assistant king. Chenille type with a rug-piece, you come on prehistoric. You make me feel so far-fetched. I could play a split week on Mars." (Translated, that means: Chenille type with a rug-piece—one who wears a wavy, high-pile wig. You come on prehistoric—you hit me like a caveman. I could play a split week on Mars—you send me out of the world.) In Nemo's book, a wrong guy is a "stale character." Boring conversation is "dislocated spiel" and a poseur has "got an attitude"!



● ● ● About Faces About Town: Donald Dixon wearing an American flag in his lapel. Yankee Doodle Don D . . . Lucy Monroe getting her star-spangled throat sprayed at the medico's. Monroe Doctorin' . . . Irene Dunne looking over the financial district downtown. Dunne on Broad Street . . . Doc Marcus, the comedy magician, sips a daiquiri at the Hickory House. Hickory, Daiquiri, Doc . . . At an Italian Restaurant on W. 48th St., Fred Allen, Dick Himber and Ed Gardner. Fred, Red and Ed . . . The FBI chief passes Georgie Tapps and Portland Hoffa on B'way. Hoover, hooper and Hoffa . . . Harry Von Zell in a pair of violet tan slacks. Harry with the light brown jeans.

## Chicago

By FRANK BURKE

BILL IRVIN, who writes as Don F. ter, radio editor of the Chicago "Times," back on the job after ceiving an honorable discharge from the United States Army because of physical disabilities. Lotti Storvo who handled radio while Bill was in the service, has resumed editorial department assignments as a byline feature writer.

Vaughn Monroe grossed \$15,000 first four days of the current week at the Riverside, Milwaukee, setting record.

Wyler & Company, through Gooding, Joice & Morgan agency, has signed a 52-week contract "John Holbrook and the News" WGN, for the 1:45-2 p.m. per Mondays, Wednesdays and Fridays. Spectacular upturn in billings occurred here this week with NBC leaving off with some important network renewals and WMAQ, WBBM, WJ and WJJD reporting nice sales in new and spot business.

Joe "Curly" Bradley, "Club M. nee" singer and comic on the B. Network show originating here, took on added duties Thursday, Sept. 10, when he becomes emcee on Thursday, Friday and Saturday shows.

Shep Fields displays a little service flag in front of his band stand with two service stars on it.

Captain Wayne King of the Service command who used to announce the title of "The Waltz King" was interviewed on WGN's "Man in His Army" show on Wednesday, September 9, from 12:05-12:20 p.m. Captain King is a member of the Army Specialist Corps.

Colgate-Palmolive-Peet Company, through Sherman & Marquette, renewed Bill Stern's "Sports News reel of the Air," broadcast Saturday from 9-9:15 p.m., for another week effective October 3. Contract also calls for 59 additional stations setting an NBC network of 25 stations.

## Going to NEW YORK

Stay "Where Radio City Meets Times Square"

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

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

Reasonable All-expense Tours. Write for details.

HOTEL VICTORIA

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

**WEST-ING**

**BLOCK**, secretary of the Industry Salvage Committee, "Money Man" program, (BC Red, 6 p.m.).

**ALEMAN**, Mexico's Secretary, on "Calling Pan-American" tomorrow (WABC-CBS, 6:15 p.m.).

**A FOLEY**, author and editor, discussing Howard K. Smith's "Fun from Berlin," on "Of Men and Gods," tomorrow (WABC-CBS, 6:15 p.m.).

**THOMASON**, publisher of Chicago "Times," and **RICHARD DON**, dean of the division of Arts at the University of Chicago, on the "University of Chicago Available," Sunday (NBC Red, 6:15 p.m.).

**SAIND RUSSELL**, **COLONEL ZANUCK**, **SIDNEY BUCHHEIT**, president of the Screen Writers Guild, **ARTHUR UNGER**, editor of "Variety," and **IRVING THOMAS**, director, discussing "How the Movies Best Contribute to the War Effort," on Theodore Grant's "American Forum of the Air," Saturday (WOR-Mutual, 8 p.m.).

**KAYE**, soprano, and **ROSANSKA**, pianist, on "City Music Hall on the Air," Saturday (WJZ-Blue Network, 12:30 p.m.).

**ANAH B. WISE**, of the Central Synagogue, New York, on "Columbia Church of the Air," Sunday (CBS, 1 p.m.).

**COOGAN**, now a sergeant in the S. Army Glider Corps, and **BERESFORD**, merchant seaman, was torpedoed three times Monday, on "We the People," Saturday (WABC-CBS, 7:30 p.m.).

**MUND A. WALSH**, S. J., president of the University of Lowell and Regent of its School of Foreign Service, on "Mutual's Soap," Sunday (WOR-Mutual, 11:45 a.m.).

**Georgia 'U' Games Se On GBS By Nehi Co.**

Columbus, Ga.—J. W. Woodruff, executive manager of the Georgia Broadcasting System, has announced that fall plans for the Georgia Sports Network include the broadcasting of all the games of the University of Georgia by a 15-station pickup under the sponsorship of the Nehi Bottling Co. Games will be headed by Jack Gibney, James and Tony Barrett of the sports WRBL, Columbus. Offered sponsorship is the "Dodo Club" program a 15-minute break-down of the previous game, with WRBL characters and a guest.

**NEW PROGRAMS—IDEAS**

**Cooperative Salute**

Six Philadelphia stations, KYW, WCAU, WIP, WPEN, WDAS and WFIL, joined in a salute to Rear Admiral Milo Frederick Draemel in a special program last Sunday, welcoming him to his new post as commandant of the Fourth Naval District. Rear Admiral Draemel made his first local radio appearance on the program. As one of the features of the broadcast he received the rear-admiral's traditional "13-gun salute" in the form of 13 pledges for the purchase of war bonds from workers and various departments of the Philadelphia Navy Yard. Furnishing a musical background to the program was Horace Heidt and his orchestra who were broadcasting from the stage of the Stanley Theater, Camden, N. J.

**First-Aid Television Show**

First-aid team of five Western Union employees demonstrate the proper methods of handling major emergencies when they appear on CBS television station WCBW tonight from 8:30-9 p.m. Program is another in a series presented by WCBW in cooperation with the American Red Cross. Group from the Western Union is said to be an outstanding example of the type of well-equipped and efficient first-aid teams required to insure safety during air raids.

**Need Not Report Address, FCC Tells Soldier 'Hams'**

Washington Bureau, RADIO DAILY — Holders of amateur station licenses now in the armed forces are being informed by the FCC that it is not necessary for them to report any of their changes of address incidental to military service. Notification was deemed necessary since many of the "hams" had not been aware that the Commission order No. 101, of last June 19, requiring notification to FCC within five days of any address changes was meant to apply only to permanent addresses.

**Magazine Ad Index Down**

The Magazine Index for August, 1942, out today in "Printers' Ink," is down 6.8 per cent from the previous month. Actual August lineage advanced less - than - seasonally; hence, the decline in the index after adjustment for the usual August rise. The index for August also registers a drop-off of 2.7 per cent from the corresponding month of 1941. In July, magazine advertising was 1.4 per cent below last year.

**Dramatize Niemoeller's Life**

The life of Martin Niemoeller, German religious leader who was an outstanding U-boat commander in the First World War, will be dramatized on the "This Is Our Enemy" series to be heard Sunday from 10:30-11 p.m., on the Mutual network.

**WFIL's "Fun With Food"**

"Fun With Food," under the sponsorship of the Philadelphia "Record," daily newspaper, will call all housewives, cooks and would-be culinary experts, out of the kitchen and into the studios of WFIL, Philadelphia, every Thursday starting this week for 25-minutes of entertainment and education, in the form of an audience-participation quiz show. Contestants, picked from the studio audience, answer questions about food and its preparation, with prizes for the winning contestants, as well as those submitting questions. Program will also employ a guest star policy.

**Local Politics**

Wally Reef, news editor of KFEL, Denver, is now doing a weekly "Political Column Of The Air" fifteen minute show. The program is devoted to the local political scene, with Reef pulling no punches. The newsman is well known in Denver and has a complete knowledge of home-town politics. He served several hitches as managing editor of local blats and has had his own hat in the politics during one mayoralty race. Reef, respected among local citizens and politicians, causes considerable comment because he hits hard and during his many years in newspaper and radio work in this section has always had something real to say.

**War Poem By David Ross On CBS "Workshop"**

To arouse war-complacent Americans, David Ross, announcer on CBS, has written a symbolic verse drama which will be presented as a "Columbia Workshop" production next Monday from 10:30-11 p.m. Well-known as a poet, Ross has called his latest work "Proclaim the Morning." It draws a parallel between the fighting cockerel that liberates daylight from darkness and those who are fighting to keep the world free from the darkness of Axis domination.

**Evans On "E" Program**

Wilbur Evans, tenor, who sang the male lead in many of the recent Carnegie Hall revivals of famous operettes, will participate in the Blue Network program incidental to the presenting of the Army-Navy "E" award to the Independent Lock Co. of Fitchburg, Mass. Evans will open with the singing of "America" and will close with a rendition of "The Star Spangled Banner." The program will be heard from 4:30-5 p.m.

**New "Radio City" Guide**

Pictorial guide to the new "Radio City" plant of WTMJ, Milwaukee, and its sister FM station, W55M, is being used as a promotion piece. Booklet reproduces pictures of the building, individual offices, studios, control rooms, equipment, etc. Minimum of copy is used to explain each photo.

**AGENCIES**

**HAROLD L. IVES**, secretary-treasurer of Anderson, Davis & Platte, Inc., has been called to the colors. His duties at the agency will be taken over by L. G. Van Akin, vice-president. It has been erroneously reported vice versa.

**CLAIRE WOLFF** will be the guest speaker at the luncheon-meeting of the Advertising Club of New York on Monday. Her subject will be "The Pulse Beat of the American Woman or are Housewives Morons?" Minna Hall Carothers, chairman of the business and professional women's group, will preside.

**H. A. SALZMAN, INC.** has been named advertising counsel for Dover Breweries, Hartford, Conn. Radio and other media will be used.

**KENNETH C. GUNTER**, production manager of Anderson, Davis & Platte, Inc., has also been appointed office manager of the agency.

**NEEDHAM, LOUIS & BRORBY**, Chicago, has been appointed to handle the Swift & Co. account for the latter's soap, ice cream, and oleomargarine products as well as institutional advertising.

**MCDONALD GILLESPIE**, will succeed F. Kenneth Beirn as account executive of Pedlar & Ryan on the Camay account. Latter is taking a leave of absence to join the Office of War Information, Bureau of Campaigns, effective October 1.

**Stork News**

Los Angeles—Jack Latham, KFI-KECA announcer, is passing around cigars in honor of the birth of his daughter. Baby, weighing seven pounds, was born in the Queen of the Angels Hospital.

Donald P. Campbell, salesman of the Blue Network, has announced the arrival of his first child. Boy has been named Donald Keith.

Barbara Sue Jampel, daughter born to Mr. and Mrs. Carl Jampel this week. Jampel recently joined NBC Press headquarters in Radio City, N. Y.



## NEW BUSINESS

**KNX, Los Angeles:** Plough Sales Corp., Memphis, thru Lake, Spiro & Shurman, "Don't You Believe It," Saturdays on the Columbia Pacific network; Vick Chemical Corp., (Vap-O-Rub), thru Morse International, 15-minute programs, Tuesdays, Thursdays and Fridays; Campbell Cereal Co., thru H. W. Kastor & Sons, Chicago, three 15-minute programs weekly, Mondays, Wednesdays and Fridays; Beaumont Laboratories (Four-Way Cold Tablets), thru H. W. Kastor & Sons, Chicago, two 15-minute programs weekly, Tuesdays and Thursdays.

**WCBI, Columbus:** Gillette All-Stars professional football games, six programs during September from the Mutual network; Alex Loeb, Inc., Meridian, Miss., 200 anns., direct; Swift Refinery, Memphis, 150 spots, direct; Ashworth Chemical Co., Memphis, 300 spots, direct; Ballard & Ballard Co., Mobile, Ala., 40 spots, direct; Terre Haute Brewing Co., Terre Haute, Ind., wrestling bouts, two hours on Monday nights, direct; Purina Mills, St. Louis, Mo., three quarter-hour programs weekly; Dr. Pepper Bottling Co., 30 spots per month, direct; Peggy Joy Victory Slogan Contest, five-minute periods daily for 16 days, direct.

**WKRC, Cincinnati:** RKO Theaters, thru Frederick W. Ziv, Inc., 50-word and 100-word anns.; Berkshire Knitting Mills, thru Geare-Marston, Inc., one-minute anns.; John Mullane Candy Co., thru Walter Haenle Agency, 100-word anns.

## Salvation Army Workers Judge 'Army-Navy' on Blue

"Army-Navy Game," Sunday half hour contest between soldiers and sailors, will start its second thirteen week cycle Sunday, September 13, 5:30 p.m., on the Blue Network, featuring as judges ten distinguished Salvation Army workers. List includes Mrs. Bruce Barton, Grantland Rice and Mrs. Francis H. MacAdoo. Dramatic guest on the program will be Bill Bendix, star of the "Wake Island" picture. Program is written and produced by Allen A. Funt; emceed by Fred Uttal, and directed, musically, by Joe Rines.

## Solada Joins WSBA

York, Pa.—Appointment of Allen Solada as commercial manager of WSBA, new outlet located here has been announced. Solada has been in radio since 1927 and has been associated with WHP, Harrisburg, Pa. as well as WICC, Bridgeport, Conn., KFEL, Denver, Colo., and WNAC, Boston, Mass.

## Holy Day Recordings Offered

Asch Records have available religious recordings of music for the Jewish holidays. Records include famous "Kol Nidre," "Eli, Eli," "Hatikvah" and "Techezakna."

## WORDS AND MUSIC

By SID WEISS

**TUCKER TAPE:** Del Casino returns to N. Y. Sept. 16th when he opens at the Rainbow Room with his new ork... "The Great Gildersleeve" gets an additional writer this week with the signing of Sam Moore to assist John Whedon... It's Herb (WOV) Landon's idea to have a different nite club present its show over that outlet, paying for the time with War Bonds... Johnny Long's vocalist, Helen Young, has entered the "Miss Rheingold" contest... Johannes Steel celebrating his 7th anniversary on the air this week... Geo. F. Putnam doing the narration on a short to be made for the army tagged, "This Is the Army Hour"... Jack Stevens putting the finishing touches to a book on sports called, "One I'll Never Forget"... New Dave Rose-Vick symphonic piece, "Busy Rhythm," was inspired by the dial buzz of the telephone!... Herb Vigram, a full-fledged lawyer who prefers comedy, is an addition to "Those We Love"... Jess Oppenheim and Bob Weiskopf, of the Vallee writing staff, enlisting in the service shortly.

**TOM HUDSON** back from the coast where he was announcing the Vallee show among others and enlisting in the service here... Charlie Cantor signed for "Duffy's Tavern," which makes sense, inasmuch as Charlie proved himself very big-timey on the Fred Allen stanzas... "Needle in the Haystack," due to open on B'way New Year's Eve, was penned by Phil Rapp, who does the scripting for Fanny Brice and Frank Morgan... Dwight Weist has loaned out his plane to the Civilian Air Patrol... Gladys Gwynne back from Hollywood after three years of writing, producing and acting out there... Geo. Crandall, newly-appointed CBS press chief, and Elliott Stewart, mgr. of WIBX, Utica, are old buddies—so when Crandall's appointment was made public recently, Stewart made it headline news over his station... John Gunther will do a personalized history of Raymond Gram Swing Sept. 25th on the Blue, guesting in Swing's spot... Ray Heatherton is introducing the new Elmo Russ-Guy Bagor tune, "Say, Have You Found Heaven."

**JACK WYATT,** former WNEW production man, becomes the new Radio Director at Buchanan Agency—a great break for a great guy... Title of "Miss WEAF" falls to Katherine Donaldson, picked at a Waldorf Luncheon by judges McClelland Barclay, Arthur Murray, Mrs. Sophie Gimbel, John Powers, Dick Liebert and Doc Morton... Fred Vosberg, Treasury Dep't director, is spotting movie names on network sustainers in the War Bond Drive. Vosberg is writing special material for the acts and injecting "cute" stuff like having someone appear on "Swap Night," for instance, and offer to swap a \$25 bond for only \$18.75!... Personal vote for the most colorful personality on the Blue Production staff: Cottonseed Clark, Texas' contribution to the local scene... We were wondering when some quartet would grab up the name, "Three Dots and a Dash." In fact, if memory serves us correctly, we suggested the tag in this space. Now comes word from the coast that Mary Sperzel, former N. Y. chorister, has formed a foursome with that title... Jackie Kelk proving his versatility by doing an hilarious Homer on the "Aldrich Family" and then turning around and doing a dynamic Jimmy on "Superman."

AS A GENERAL rule, this dept' strictly minds its own P's & Q's—but today we're going to break loose and pay mind to the business of P. & G. During the past year, Irene Beasley has proven that she can sell a product as effectively as she sells a tune. She has sent P. & G.'s Ivory Flakes sales soaring with daily programs of only a minute and a quarter each. And this is where we come in, mebbe leading with our chin. Irene has, during the past decade, not only established her voice with her listeners, but her name as well. She has proven what a terrific appeal she has with her voice alone. Why not give her name billing on those miniature broadcasts, Mr. P. & G., and watch the dynamite explode into dollars!

—Remember Pearl Harbor—

## PROGRAM REVIEW

### Edgar Bergen

On Sunday, 8-8:30 p.m., Edgar Bergen, Charlie McCarthy, with Don Ameche and Dale Evans back to sell the "Chase & S. Hour" for Standard Brands, WEAF-NBC network. Comm were divided between the coffee and Tender Leaf Tea. Charles guested.

Show displayed vitality and business, living up to the best standard of entertainment. Comedy was planned and the production was a finished job. If all the returning new shows come along as well as early bird, radio will take on revivim, and audiences will increase.

The return of Don Ameche emcee on the "Chase & S. Hour" seemed a natural booking. gushed just properly, kept the humming and unified. Dale the new vocalist on the program meets the program's song requirements. Fall radio sounds, couraging.

## Radio Officials Plan Solutions On AFM Ban

(Continued from Page 1)

they are of no mind, however, seek a compromise with James Petrillo at present.

Course being adopted by broadcasters involves substituting background, dubbing, and elimination of incidental music recorded and transcribed shows that are predominantly musical will either be abandoned, or replaced by entirely different format trend being toward the dramatic.

Sponsors, through their agencies, will probably make these concessions toward change slowly, particularly where musicals have proved very successful. Job will be one of selling on the part of producers and broadcasters. Program departments are going ahead, thus, with alternate productions, confident they can sell.

Sydney Kaye, special NAB counsel in charge of the trade's fight against the union, returned from Washington, yesterday. Local office of the NAB is currently preparing a list of programs which are being affected by the AFM restrictions.

## Block, Bond Salesman, Sets Vogue At Strand

Radio personalities will appear four nights a week to sell bonds at the Strand Theater, New York, in accordance with a decision made by Manager Zeb Epstein following the appearance of Martin Block, WNEW luminary, on the stage of the theater very recently. Block, with the assistance of 28 AWVS girls, sold \$30,000 in Bonds in 15 minutes.

Representatives of the U. S. Treasury were present Friday night in search for ideas which might be utilized in other sections of the country.

# Order 'Funnels' Gov't Programs

(Continued from Page 1)  
Explicitly that, effective October 1, 1942, all programs or proposals for new or revised series or for individual programs developed by, or for the use of, the headquarters of the several government agencies for local radio networks will be submitted to the chief of the Radio Bureau, for clearance.

The first OWI regulation to be issued since its organizational reorganization of July 10, dubbed "No. 1," is but one of its many second radio. "Regulation 2," exacted concerned with the mechanical outline or placing Government material, makes it plain the OWI Radio Bureau has taken the job of clearance. It is estimated that four persons will have been assigned to the bureau to carry out this task.

**Four Sections Listed**  
Part of "Regulation 2" deals with the radio programs proposed at the headquarters of Government agencies. Headings of second, third and fourth sections deal respectively with Government material supplied to the headquarters to establish radio programs, "Government programs now on the air program for national headquarters of radio activities of Government offices." Clearance system that which will function will be worked out for material developed by representatives of other agencies must be cleared through OWI representatives.

Members Victory Council met yesterday that this new clearance system will take a "load off the shoulders of stations' directors, will check duplication and avoid contradiction or emphasis. Balanced, pre-empted to be result.

He commented: "The object of this should be apparent to program director who has authority in his office and found that the station has deposited a variegated requested spots, announcements, photographed scripts, sundry tips, and other aspirant material on top of his 'incomprehensible.' Although more and more material was cleared through a difficult share still cut the material went to stations direct."

Throughout the country will be established by OWI in a major fuel campaign drive, it was learned yesterday. Radio background of the campaign will shortly be extended to all stations.

It is expected to be a major campaign which will probably tie in with other media as worked out by OWI campaign bureau.

**Porterfield's New Post**  
Sale of Philip D. Porterfield National Spot Sales to radio network sales in New York announced yesterday.

# To The Colors

**KARL W. SCULLINGER**, in charge of radio advertising for the American Tobacco Co. account for Lord & Thomas, has been commissioned a first lieutenant in the Army Air Corps. He is replaced at the agency by Ed Cashman.

**HOLLISTER NOBLE**, director of publicity for KNX, Los Angeles, and the CBS-Pacific Network, has been commissioned a captain in the U. S. Marine Corps.

**CARL CAMPBELL**, engineer at KNX, Los Angeles, has been inducted into the U. S. Army.

**ALFRED RYDER**, "Sammy" in the "The Goldbergs" programs on CBS, has been written out of script in order to join the U. S. Army.

**JIMMIE McKIBBEN**, staff writer of KFI-KECA, Los Angeles, Calif., has signed up with Uncle Sam.

**VERNON BROOKS** and **ALLAN SCOTT** supervisor of announcers and news commentator respectively of WGN, Chicago, have left the station. Former has reported as an ensign to the U. S. Navy and will be replaced by Milton Newton, former night studio manager of the station. Latter has reported to the Naval Training Station at Newport, R. I. to begin training as a lieutenant junior grade.

**ALFRED E. TEACHMAN**, assistant to WEEI's chief engineer, has been commissioned a First Lieutenant in the Army Air Force. He left September 3, for six weeks at Officers' Training School, Miami, and then to Bowman Field, Ky.

**MARTHA JANE SHUGG**, transcription librarian for WWJ, Detroit, leaves in October for training at Smith College as an officer in the WAVES. Miss Shugg's father was a Second Lieutenant in the first World War and her brother is an Air Force Cadet.

**EDWARD HOPPER**, WHN studio supervisor, appointed first lieutenant in the Army Air Transport, reporting for duty at Officers Training School, Miami Beach. Edward L. Myers, WHN engineer, is now on active duty as first class Petty Officer, U. S. Coast Guard.

**HERB HERZENBERG**, veteran emcee of KQW's Service Stripes and The Other Fellow programs, has reported for duty with the Army at Stockton, Calif.

**DICK FISHELL**, sports director of WHN, New York, has been sworn in as a first lieutenant in the U. S. Marine Corps and reports for duty at Quantico, Va., on September 20.

**ROBERT PROVAN, JR.**, announcer of WDRC, Hartford, Conn., leaves September 11 to join the U. S. Army as a Volunteer Officer Candidate. He is the sixth staff member to leave the station in recent weeks; the others are Elliott Miller, announcer, Stanley Peer, control operator, and transmitter engineers Kenneth McLeod, Carl Milner and Larry Grant. Slated to leave soon are announcers Robert Barrett and Ed O'Connor.

**EDWARD M. GROHS**, purchasing agent of the Mutual Broadcasting System, New York, has received his commission as a first lieutenant. He is stationed at Philadelphia.

**CAPTAIN EDWIN P. CURTIN** has been advanced to the rank of major. Curtin, former director of radio publicity at BBD&O, is stationed at Camp Wheeler, Ga.

**WALTER E. EKhardt**, chief announcer of WAJR, Morgantown, W. Va., has enlisted in the U. S. Navy.

**KNOX MANNING**, CBS network announcer on the West Coast, has reported to Miami where he is a captain in the First Motion Picture Division.

## Open Chicago Offices For 3 Bulova Stations

WOV, New York; WORL, Boston, and WPEN, Philadelphia, in conjunction with each other, have opened offices in Chicago to handle mid-Western and Western sales. The office will be managed by Dana Baird, formerly of the sales staff of WORL, and will be located on No. Michigan Boulevard.

## Latin Amer. Brochures

Pan American Broadcasting Co., Latin American station representatives located in New York, has announced that a number of brochures on radio advertising in different countries in Latin America are available through its offices. Free copies may be obtained on request.

## Michelson Distributor For Western Agencies

Charles Michelson Radio Transcriptions has been appointed exclusive eastern distributor for Brisacher, Davis & Staff, Ed McConnell and Grace Gibson, Artransa. Current releases of the three newly-acquired accounts are "A Toast To America's Allies," "Hymn Time With Smilin' Ed McConnell" and "Doctors Courageous," respectively.

## Buy Football Forecasts

Baltimore, Md.—Arrow Beer will sponsor the Dick Dunkel Football Forecast over WRC, Washington, D. C., and WFBR, Mutual and Maryland broadcasting outlet in Baltimore, it was announced yesterday by the Joseph Katz Agency of this town.

# New Program Balance Sought By MBS For Fall

(Continued from Page 1)  
Cleveland, Wednesday and Thursdays of this week.

## Newscasters Listed

To achieve this layout, network will add, in the Fall, six half-hour variety musical shows during the daytime, two children's series between 5:15 and 6 p.m., and war effort programs devoted to national rationing orders. By adding Frank Singiser to the whole network as a newscaster (Sheelah Carter was signed early in August) program plan will be able to present news every hour, on the hour from 10 a.m. to 10 p.m. Extensive newscast schedule is practically in effect already, with thirteen different newscasters reporting as per the following schedule: 10 a.m.—Washington Bureau commentators consisting of Singiser and Sheelah Carter; 11 a.m.—Sydney Moseley, as is currently; 12 noon—Boake Carter, as is currently; 1 p.m.—Q. E. D., as is currently; 2 p.m.—Cedric Foster, as is currently; 3 p.m.—Frank Singiser; 4 p.m.—Walter Compton, as is currently; 5 p.m.—Sheelah Carter, as is currently; 6 p.m.—Philip Keyne-Gordon, as is currently; 7 p.m.—Fulton Lewis Jr. as is currently; 8 p.m.—Cal Tinney (Mon., Wed. and Fri as is currently; 9 p.m.—Gabriel Heatter as is currently; 10 p.m.—Raymond Clapper and John B. Hughes to replace Raymond Gram Swing.

The new war effort programs, to be announced later, will originate, primarily, in the cities of New York and Buffalo.



## RADIO? It's In

# THE 1942 RADIO ANNUAL

The 1025 page Radio Annual is distributed at no extra charge to all subscribers of Radio Daily. Your check for \$10 will bring you the Radio Annual plus the next 260 issues of Radio Daily.



# Coast-to-Coast



**I**RENE BEASLEY returns to the air for Ivory Flakes in the shortest complete program on the networks on Saturday, following "Abie's Irish Rose" on CBS. The 30-second musical announcement, which calls for a special studio, engineer, director and accompanist for Irene Beasley, will follow the early and repeat broadcasts of "Abie's Irish Rose." Ivory Flakes is a Procter & Gamble product. Agency is Compton Advertising.

Claire McMullen, formerly in the advertising service department of the Chilton Company, has been added to the staff of the promotion department of WFIL, Philadelphia, as copywriter... Edgar T. Darlington, WFIL engineer, formerly secretary-treasurer of A.C.A., Broadcast Division, is now vice-president of the American Communications Association in charge of broadcasting... Robert Snyder, WFIL's 18-year-old engineer doing summer relief work at the WFIL transmitter, plans to enter Purdue University in October... Annemarie Ehlers has been added to the WFIL continuity department, replacing Rosalind Largman... Leo Lakjer has been added to the WFIL engineering staff, replacing Charles Colman, now a Lieutenant at Miami Beach.

Richard Dorf, from the FM program department of WHN, New York, has reported for duty at Camp Upton to be followed this week by Dick Fishell, station sports director, to Quantico, as First Lieutenant, U. S. Marines. Other WHN travellers are Roland Hamel, publicity, resigned to take a defense berth at the U. S. Navy Yard, Philadelphia, and Ray Winters, announcer, to Chicago, to await an army call... Sid Walton, previously with WHN as announcer, has returned in the same capacity.

Five programs have been scheduled by W2XWV, television station operated in New York by Allen DuMont Labs, for this Sunday night. Beginning at 8:30 p.m. program schedule consists of "Instrumental Serenade," narrated by Jack Kelsey; "Musical Brevity," a film short; "Your Pet in Wartime," an educational feature presented under the auspices of the American Society for the Prevention of Cruelty to Animals; a salute to Czechoslovakia, and Sam Cuff with news comments.

Karl R. Sutphin, former member of the advertising and editorial departments of "Golfing-Golfdom" magazines, has joined the staff of WLS, Chicago, as sales service manager. He succeeds Wells Barnett, Jr., who leaves shortly to enter the Army Air Force. Barnett's father is president of the Weston-Barnett, Inc., advertising agency, Waterloo, Iowa... William J. Nelson of the WLS promotion department, and Mary Jane Dewey of Oak Park, Ill., were married August 29 at Oak Park. Following a reception at Oak Park Club, the newlyweds made a wedding trip to New York City.

Two new announcers have been added to the staff at WKBN, Youngstown, Ohio. Ray Edwards, formerly with station WCOL, Columbus, Ohio, and Ed Langdon, of WTTM, Trenton, N. J., are the new men. Both have been assigned to regular announcing shifts.

C. L. "Chet" Thomas, program director at KXOK, St. Louis, is confined to his home because of illness. The medics expect him to return to his desk within the next week... In order to assist the St. Louis Motion Picture Industry in their sale of war bonds, KXOK has agreed to donate the services of Stan Daugherty, the KXOK orchestra, the KXOK sextette, vocalist Jean Webb, commentator Virginia Davis, news editor Harry Renfro and sports announcer Jack Starr for a huge war bond rally featuring Edward Arnold and Frances Dee at the Municipal Auditorium. Admission to the rally is a war bond. Top price is a \$5,000 bond for box seats.

The latest "Musical Radio Script Books For Children" written by Molly Donaldson, free-lance organist, and Madge Tucker of NBC, New York, are being released this week by Musette Publishers. These books tell in music and drama the lives of George Washington and Benjamin Franklin. They are the ninth and tenth records of the series written by the Donaldson-Tucker combination. Miss Tucker is nationally known for her children's programs on NBC and Mrs. Donaldson is heard daily as the organist on "David Harum" and "Stella Dallas." Mrs. Donaldson also composes and plays the music for the "Jack and Jill Singers."

Dave Elman, conductor of CBS's "Hobby Lobby" program, heard each Tuesday at 8:30 p.m., is the author of a featured article in the current issue of "Mechanix Illustrated" magazine. The story, entitled "Turn Your Hobby Into Cash," explains how several guests of the radio program have realized appreciable profits from their pastime activities, in addition to the relaxation and education values derived.

Newest addition to the staff of WQAM, Miami, is Richard O'Connor, announcer. A pre-medical student at the University of Miami, this is O'Connor's first flight into the radio field... A novel approach to the sale of more U. S. War Bonds is the WQAM "Bondwagon" group of entertainers who perform at Miami Service Clubs in return for bond purchases. A performance at the Miami Lion's Club netted \$2,000 in sales and another a week later at the Miami Exchange Club brought in a \$3,150 total. Cast of the show is made up of "Echoes From the Hills" series, regularly heard on WQAM each morning at 7 a.m. Solo performers include Faye Barres, Andy Boyette, Luke Law, Jimmy Davenport and Dick Hinman.

"Eating Should Be Fun," a series of programs geared to wartime nutrition needs and designed to keep America fit under all food rationing conditions, will bow over WMCA, New York, on Monday, September 21, from 10:30-11 a.m., for daily airing, Mondays through Fridays. The broadcasts will be conducted by Carleton Fredericks, a former college instructor and associate of Dr. Casimir Funk, originator of the name "vitamins," and founder of vitamin therapy. The program series was adopted by WMCA in anticipation of food rationing as a wartime measure.

Les Hacker, general manager of KVEC, San Luis Obispo, Calif., has announced the acquisition of the 24-hour AP radio news wire from Press Association, Inc., radio subsidiary of The Associated Press. The 250-watt Mutual-Don Lee affiliate will use Associated Press news for its many newscasts.

Steve Ellis, special events director of WPAT, Paterson, N. J., has just been appointed the official "North Jersey Reporter" for the New Jersey State War Savings Committee by John E. Manning, director of war bond sales in the state. A letter from Mr. Manning, informing Ellis of his appointment, stated that the committee is appreciative of his efforts in behalf of the Treasury Department. Ellis emcees the "WPAT Victory Bond Wagon," a weekly program feature which sells war bonds from towns throughout the area, and he also handles a daily show, "North Jersey Reports," which informs 10 North Jersey counties on progress of sales.

Jean Adams, director of programs at WEIM, Fitchburg, has been granted leave of absence to join the production staff of a new program of War Information, Foreign in New York City... Ken Hooper, formerly assistant program director of WJHP, Jacksonville, Fla., announcer-producer at WWJ, has been appointed as WEIM program director... Bob Reynolmer, newspaperman and sports announcer of WHAI, Greenfield, is now in charge of special programs at WEIM.

"House of Bonds," a war-bond motion picture of KROD, El Paso, ceases a month of existence this week. It consists of a half-hour daily program sponsored by different advertising service organizations assisting in the sale of bonds... Arthur B. Smith has been added to the KROD staff to handle publicity.

Ed Begley, staff announcer of WNBC, Hartford, for the past two years, has resigned to go to New York to act on the Broadway and radio... Tom Carr, WNBC announcer, has transferred his position to WTIC, Hartford. White is the latest addition to WNBC announcing staff. A newcomer is Bob Mooney, a radio veteran returned to WNBC from Kanna, program director, and Berkowitz, news editor.

## Post-War Problems In New OWI Pamphlet

Washington Bureau, RADIO DAILY, Washington—First of a series of pamphlets on post-war problems issued this week by the Office of Information under the title, "The New Horizons—The World After the War."

Included in this first collection are statements and speeches defining and illuminating the developing problems of the United Nations are recent speeches of Vice-President Henry A. Wallace, Under Secretary of State Sumner Welles, Ambassador John L. Winant and Milo Perkins, Executive Director of the Board of Economic Warfare.

OWI Director Elmer Davis said "Selection of these speeches was made because of the light they throw upon the development of American thinking on the post-war world from their various points of view. In addition to their varied fields of responsibility these American leaders speak out the problem and suggest lines of attack upon it. They are not, however, speeches which will be of interest only to scholars and historians. Individual citizens as well will find in these speeches clarification of their personal relation to the winning of the war and to the peace which will follow."

Copies of the pamphlet are available from OWI.

### 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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September 11

Gus Arnheim	Herb Hollister
Al Reiser	Anne Seymour
Anne Seymour	Charles Stark

Sept. 12

Bev Barnett	Adelaide L. Carrell
Helene Daniels	John G. Gude
Eddy Howard	David S. Leistner
Richard Maxwell	John Taylor
Miriam Traeger	Jack Treacy

September 13

Margaret Banks	Bob Miller
James L. Clemenger	Ann Richardson
John McNamara	Michael M. Sillerman
Gretta Palmer	Leith Stevens
Leith Stevens	Kenneth Trietsch



O. NO. 53 NEW YORK, N. Y., MONDAY, SEPTEMBER 14, 1942 TEN CENTS

# United Nations Bureau

## AFM Hearing Set For Thursday

Washington Bureau, RADIO DAILY  
Washington—Exploratory hearing before the subcommittee of the Senate Commerce Committee concerning the resolution of Senator D. Frank of Idaho for a congressional investigation of the AFM music racket is set under way on Thursday afternoon. It had originally been postponed.

Those who have conferred with Senator Clark are Neville Miller, president; Sydney Kaye, attorney.

## Succeeds Miller On Chesterfield Show

Chesterfield cigarettes (Liggett & Scott) has engaged Harry James to succeed Glenn Miller, starting September 14, on CBS, Tuesdays, Wednesdays, Thursdays, 7:15-7:30 p.m. James was sworn in as a captain in the Army Thursday, and will return to duty October 7. Harry James is also on the permanent Monday night spot for Coca-Cola's "Spotlight Bands" series on the Blue, starting September 30. Newell-Emmett is the account.

## Circuit Confab Due Coca-Cola Show

A promotional plan for build-up, interest and cooperation in the Columbia series, "Spotlight Bands" will be discussed at a Blue Network conference on September 21 for entertainment of service, is coast-to-coast closed conference talk which will include the Army, Navy, WPB and WPA.

## Veteran

After ten years on one network is a great accomplishment for anyone in the radio business. The case of broadcasting activity. A symphony conductor, it's Howard Barlow, however, celebrates his 15th anniversary on Sunday. He mounted the program to lead his musicians in his first symphonic program over the network on September 14, 1927.

### Families

Pittsburgh—With the booking of Jimmy Spitalny, son of Maurice, KDKA's musical director, and his orchestra as staff band on WCAE of this city, the Spitalny clan is slowly approaching the Patt brothers' claim to being the largest family in radio. In addition to the Pittsburgh branch of the family, there is Uncle Phil, musical conductor of "The Hour of Charm," and Uncle H. Leopold, who conducts symphonies on NBC.

### Small Outlets Average \$19,000 Bond Sales

Early survey of station activity in selling bonds since acting as issuing agents for the Treasury Dept. reveals that 122 small outlets have already reported sales of \$2,380,171 in bonds during August. This is exclusive of bonds sold the latter part of July or the Blue Network Bond Night which resulted in \$10,666,000 as already reported. Above figures are actual sales and do not include pledges. Above figures also represent applications.

### Leading Artists Accept OWI Committee Invite

Fourteen top-flight radio artists already have wired their acceptance of OWI's invitation to join the new "Committee of 25" being organized by the OWI Radio Bureau under the leadership of...

## See OWI Setting Itself Up As Agency To Clear Global Activity; Davis' Org. Subject Of Praise-Raps

### Radio's 2-Week Job Doubled 'V' Mailings

Washington Bureau, RADIO DAILY  
Washington — Radio's special two-week promotion job to popularize the use of V-Mail has about doubled the volume of such mail, and brought high praise to broadcasters from the War Department over the weekend. Commenting on the success of this campaign for the Army's revolutionary new system of handling letters...

### RCA Names Dr. Jolliffe V. P. And Chief Engineer

Dr. Charles Byron Jolliffe, assistant to the president of the Radio Corporation of America, and chief engineer of RCA Laboratories, has been appointed vice-president and chief engineer of RCA Manufacturing Company, Camden, N. J., according to a...

### Humble Oil To Bankroll Southwest Football Games

Fort Worth, Texas—Southwest Conference football games will be bankrolled by Humble Oil & Refining Co., beginning September 26 on both the...

Washington Bureau, RADIO DAILY  
Washington—Information circles here express admiration at the dispatch with which the office of War Information has become, at least on paper, an agency as global as the war itself. OWI Director Elmer Davis has just made two profoundly significant moves which add up to OWI's emergence this week as a "supreme information command."

By coincidence, both these moves...

### Ad Club Studies Ways To Boost War Effort

Simultaneously with the OWI's announcement last week that all government programs would be funnelled through that agency before being broadcast, organization of the War Activities Council of the Advertising Club of New York spurred at a special meeting. With radio playing an important integral part in the new campaign, it was indicated by OWI representatives that it might well set...

### Aug. Contracts On WNEW New High For Station

The placement of fourteen new accounts on WNEW during August, and the return, during the same month, of six clients who had discontinued schedules for the summer established...

## ★ THE WEEK IN RADIO ★

... Disk Confusion Mounts

LATEST development in the AFM recording ban portends a long dragged-out affair, with last week's request by the AFM to postpone the anti-trust suit against the union until October 12. Delay granted by Federal Judge John P. Barnes, was requested by the AFM in order to permit its chief counsel, Joseph Padway, who is in England, to represent the union on his return. Meanwhile hearings by a Senate sub-committee were scheduled to begin today.

The National Association of Broadcasters continued its efforts to seek means to combat the Petrillo ban, which, by a recent union decree, now includes the making of electrical transcriptions for one-time use, previously allowed in the original AFM ruling; interpretation of this latest order, it is understood, allows such one-time recordings provided the musician, who contracts for such productions, applies for permission from...

### He Settled!

Aftermath of "Blue Bond Night" after totals were neatly made, was called by New Yorker, ultimately transferred to Bob Hennig, Blue's assistant treasurer, who wanted to buy \$10,000 War Bond tickets to "Iccapades," one-night participation presentation already over. He settled for 10 tickets to NBC's "Cities Service Concert" and submitted the check.



★ THE WEEK IN RADIO ★

... Disk Confusion Mounts

(Continued from Page 1)

Vol. 20, No. 53 Mon., Sept. 14, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL

(September 11)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

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

RCA Names Dr. Jolliffe V. P. And Chief Engineer

(Continued from Page 1)

joint announcement made Friday by G. K. Throckmorton, chairman of the executive committee and Rober Shannon, president of RCAM.

Dr. Jolliffe, born November 13, 1894, at Mannington, West Va., was graduated from West Virginia University in 1915, and achieved the M.S. degree at West Virginia in 1920, and the honorary degree LL.D. from his Alma Mater this year. He was awarded the Ph.D. in 1922 at Cornell University, where he was instructor of physics from 1920 to 1922. From 1922 to 1930 he served as a physicist in the radio section of the Bureau of Standards, and left that post in 1930 to accept the appointment of chief engineer of the Federal Radio Commission, the position he also held under the FCC in 1934.

Dr. Jolliffe resigned his FCC position in November 1935 to join the engineering staff of the Radio Corporation of America as engineer in charge of the RCA frequency bureau. In 1941, he was appointed chief engineer of RCA Laboratories, and early in 1942 his appointment as assistant to the president of RCA was announced.

the AFM to make such platters rather than the recording company... Stations, networks, sponsors and advertising agencies, all, have received "Regulation No. 2" of the Office of War Information, which is entirely devoted to broadcasting and is expected to tighten and improve cooperation between the industry and government agencies; long-expected order calls for the funnelling of all government series, scripts and messages through the OWI in order to unify and clarify government agency campaigns.

Big news on the commercial front last week was the reversal of a decision of the Atlantic Refining Co. not to sponsor football during the coming season; the oil company sponsor announced that it would sponsor the games of from 12 to 14 colleges, with seven already set... Mutual Broadcasting System's gross billings for the first eight months of 1942 were reported at \$6,384,634, an increase of 58.6 per cent over the previous year's figures; billings for August, however, showed a decrease of 2.61 per cent over August 1941... Survey of war effort copy presented by affiliates of the Keystone Broadcasting System during the month of August revealed a total of 11,036 hours of transcribed programming.

War Production Board issued an order restricting radio station construction to \$1,000 unless specific authorization is obtained... New six-

station Connecticut Broadcasting System made its formal debut into the broadcasting picture of regional networks.

Radio broadcasting in the New York metropolitan area experienced its first operations under an air-raid alert... Kay Kyser, appointed as a consultant to the Office of War Information, formed a "Committee of 25," made up of "name" entertainers to mobilize radio entertainers in a unified war effort... Chicago University announced an advance course in radio, electronics and microwaves as part of its war training program... Meeting of program directors of the Mutual Broadcasting System in Cleveland evolved a specially designed program format for balanced broadcasting schedules... NBC played host to Sir Cecil Graves, joint director general of the British Broadcasting Corp., at a dinner at which BBC-U. S. radio unity was stressed... CBS, in cooperation with the Office of the Coordinator of Inter-American Affairs, scheduled three additional weekly programs to Latin America.

FCC activity during the past week: New orders with respect to the silencing of radio stations by the Army Fighter Command were issued; sale of KICD, Spencer, Ia., to Lawrence W. Andrews was approved; Crosley Corp. filed an application for the daytime operation of WLW with a power of 500,000 watts.

Humble Oil To Bankroll Southwest Football Games

(Continued from Page 1)

Lone Star Chain and the Texas Quality Network. Sponsor has contracted to carry 12 of the conference's gridiron contests on a 6-station hook-up of the Lone Star Chain; and contracts have already been signed with the 4-station Texas Quality Network to air ten games, with a possibility of more to be added as the season progresses.

Lone Star stations include KGKO, Fort Worth; KXYZ, Houston; KRIS, Corpus Christi; KTSA, San Antonio; and KRGV, Weslaco.

Four stations of the Texas Quality Network are WFAA, Dallas; KPRC, Houston; WBAP, Forth Worth; and WOAI, San Antonio; Kern Tips, KPRC manager, has been named schedule coordinator for the TQN series. Franke-Wilkinson-Schiwetz, Houston is the agency for Humble Oil & Refining Co.

Junket Spots On WEVD

Chr. Hansen's Laboratory, Inc., has contracted for ten-minute spots, Monday through Fridays for the airing of a series titled "The Junket Folks" over WEVD, New York. Programs are produced by the Joseph Jacobs Jewish Market Organization and the business was placed by Mitchell-Faust Advertising Co., agency for the account.

Closed Circuit Confab On Blue Coca-Cola Show

(Continued from Page 1)

network officials tomorrow from 3:30 to 4:00 p.m., EWT.

Though conference is not to be broadcast, general objective is to emphasize not only to bottlers and distributors of the product, the job which they are trying to do in presenting the series, but to heighten interest among the 137 stations which are to carry the program to be presented six times weekly from 9:30 to 9:55 EWT.

The conference will feature Lt. Colonel Ed Kirby speaking for the Army, Commander Robert W. Berry for the Navy and Clyde Vandenburg of the WPB. Harrison Jones, vice-president of Coca-Cola Company speaks from Atlanta, as will Deloney Sledge, the firm's advertising manager. Talks will be prefaced by a brief address by Edgar Kobak, executive vice-president of the Blue.

New Morgan Beatty Series

New series of news commentaries by Morgan Beatty, veteran AP correspondent, will go on five times a week over NBC stations at 1:45 p.m., EWT, starting this afternoon. Beatty has covered the present war from the early Manchukuo campaign, and is said to be the only American reporter observing the Battle of the Atlantic from ships of both the U. S. Navy and the Royal Navy.

COMING and GO

MERRITT SCHOENFELD, sales manager central division of the Blue Network on Friday to attend the meetings of place today at Rockefeller Center.

HULBERT TAFT, JR., general manager WKRC, Cincinnati, in town for a few station and network business.

JENNINGS PIERCE and JUDITH W. the NBC public service division, left for their respective headquarters following semi-annual meeting of the public servants at the network offices. The former to Hollywood via Washington, D. C., Mexico; the latter goes direct to Chicago.

JOHN W. NEW, commercial manager of Norfolk, was in town Friday for conference with the New York representatives station.

MAJOR HAROLD KENT, of the Warrenton is at Madison, Wis., to attend convention of the National Association of Broadcasters. LT. JOE THOMAS at Ft. Des Moines, Iowa, where, last he participated in the airing of the Hour.

HUGH FELTIS, of the station representative of the Blue Network, left week-end for Oklahoma City, where attend a business meeting of the Q. Network today. This will be followed 10-day trip among the Blue affiliates thru the Midwest.

JOHN SHEPARD, III, president of the Network and of WAAB, Mutual outlet town, visiting Friday at the MBS offices.

DORIS CORWITH, assistant to Dr. Rowland Angell, NBC public service counselor, leaves on Wednesday for City, where she will address the national convention of the American Legion Auxiliary.

GEORGE CRANDALL, acting press officer CBS, is back from Hancock, N. Y., where spent the week-end.

TED HUSING is en route to Camp Tenn., where tomorrow he will conduct "Cheers from the Camps" program of CBS and CBC networks.

HERBERT KRUEGER, of WTAG, was in town on Friday with the local representatives.

ED BROWNE, of the publicity division National Concerts and Artists Corp., accompanied by DON McNEILL, JACK BAKER and MARTIN, will appear tomorrow at the Auditorium, as the first stop in the personal appearance tour of the Blue Network "Breakfast Club" program company.

VAUGHN MUNROE and his orchestra are in Cleveland today to start an engagement at the Rainbow Room of Carter's Hotel.

PARKS JOHNSON and WARREN HULL of the Aberdeen Proving Grounds in Maryland, from that point they will broadcast night's stanza of their "Vox Pop" program.

HORACE HEIDT, FRANKIE CARLE and other members of the NBC "Treasure program company, are expected in town tomorrow for the first of four broadcasts which originate on the East Coast.

Dioxygen Cream On WJZ

Thirteen-week participation WJZ's "Breakfast In Bedlam" been bought for Dioxygen Cream starting today. Wortman, Bartlett, Gould is the agency.

WANTED: RECORDING EQUIPMENT

one or two tables, with or without Amplifier.

WAKR - AKRON, OHIO



WSAR is one of more than  
500 stations turning music  
costs to *music profits* through  
the ASCAP Radio Program Service.

Studios and Offices  
ACADEMY BUILDING

# WSAR

Telephones 7-9477 - 7-9478  
FALL RIVER, MASS.

ESTABLISHED 1921  
1450 KILOCYCLES 1000 WATTS  
Affiliated With  
MUTUAL-YANKEE-COLONIAL  
NETWORKS

Aug. 14, 1942

Mr. Robert L. Murray, Director,  
Radio Program Service,  
American Society of Composers, Authors and Publishers,  
30 Rockefeller Plaza,  
New York, N. Y.

Dear Mr. Murray:

In response to your bulletin of August 12th last in which  
you ask if we are using the scripts sent to us by your society,  
we are making the following report.

We have used every script that you have sent to date and find  
that the clever wording combined with the excellence of the music  
have built up a large listening audience for the series. Responses  
to the broadcasts have expressed unanimous praise for the continu-  
ity which maintains a continuous thread of thought throughout. We  
find it a welcome relief from cliches which we encounter in other  
script and music services. Your continuities present a refreshing  
approach to the script writer's headache---how to introduce a  
selection without being redundant or hackneyed.

Please continue the good work, and be assured that we'll  
gladly snap up any future continuity service you may send us.

Oh, yes---"You Shall Have Music" has been sponsored by three  
local merchants on a participating basis from the very first broad-  
cast.

Sincerely,

*Joseph J. Welch*  
Promotion and  
Publicity Dept.

JJW: j

## Los Angeles

By JAC WILLEN

**DICK JOY** has been set to take over the Knox Manning-CBS Mode O'Day airings which run until October 4th, with a renewal of the account expected. Manning was forced to leave his broadcasting commitments upon entering service with the First Motion Picture Unit of the Army Air Forces. He is a Captain, and is stationed at Miami, Florida.

Ben Alexander, who has quite a fan following of his own among motion picture and radio fans was heard as the announcer on the Seal-test-Kraft Rudy Vallee program, starting Thursday, September 10. He replaced Tom Hudson, who is now in the Armed Forces. Alexander should prove an asset to the stanza—and should be kept on as a regular.

Zero Mostel seems to be "in-the-groove" with Hollywood movie moguls, judging from the reaction of some top executives at an informal luncheon group before whom he performed last week. His part in "Dunbarry Was a Lady" has been enlarged as a result.

Within a half-hour after John Nesbitt had read his challenging commentary on "Mein Kampf" on the Johnson Wax program last week, NBC studios in Hollywood had received more than 50 telephone calls requesting copies of the address.

That daily visitor at the hospital bedside of the ailing William Farnum, film star of the silent days, is the very busy but-never-forgetting Hedda Hopper. The CBS commentator broke into pictures 25 years ago, playing opposite Farnum in a cinema titled "Battle of Hearts."

Lum and Abner, who move their radio broadcast from the Blue Net studios in Hollywood to a motion picture studio set on September 21, starting date of their third film, have hit upon a new and most provocative title for the picture. It will be titled "Two Weeks to Live." Tentative title was "Wonderful World."

Sam Moore, comedy writer, joined the "Great Gildersleeve" company last week as assistant to John F. Whedon, who master-minds this year's series. Franklin Bingham, well-known NBC announcer, is the new spieler on the show.

### Palmolive To Ted Bates; No Radio Plans On Tap

Effective October 1, Ted Bates, Inc. will handle the Palmolive soap advertising of Colgate-Palmolive-Peet Co., according to an announcement of Robert E. Lusk, vice-president of the soap company. Product, which has been sponsoring "Bachelor's Children" on MBS, was previously handled by the Ward Wheelock Co. With the switch in accounts, the Bates agency is transferring the "Bachelor's Children" series to CBS under the sponsorship of the Continental Baking Co. Present plans for Palmolive Soap, it is understood, do not include the use of radio.



### A Reporter's Report Card . . . ?

● ● ● **SECY STIMSON:** When the Sports Writers Committee meets early this week with the Army Emergency Relief Fund, they will decide whether or not the Louis-Conn fite will go to an exclusive sponsor or be split up on a non-exclusive basis among the four networks. The asking price of 60 G's will probably be too steep for one sponsor—and, if so, will be under-written by four clients. . . . **OSCAR HAMMERSTEIN 2nd:** Understand "Show Boat" is being shelved. Casting trouble. Incidentally, did you sign a picture contract while you were on the coast for the Ascaph meeting? . . . **KENNY BAKER:** The Andrews Sisters, touted as taking your spot on the Fred Allen show, won't. We're even willing to lay odds your spot won't be filled by anybody. . . . **ABE SCHECHTER:** Ken Fry, who prefers remaining in the Windy City, confides to intimates that he won't accept that NBC post. . . . **WM. WRIGLEY, JR.:** Sgt. Gene Autry's activities for the rest of the year will be confined to radio only. His rodeo and movie work are out for the duration. . . . **CHARLIE MCCARTHY:** Your boss, Edgar Bergen, will air shows from Annapolis, West Point and Quantico Marine Base this fall. . . . **AMOS 'n' ANDY:** Agency now figures personal appearances are what the Doc ordered, so they're lining up studio broadcasts from N. Y.

★ ★ ★

● ● ● **PHIL BAKER:** Take it from us, "Take It Or Leave It" shifts to Hollywood in Oct. . . . **HI BROWN:** "Joyce Jordan" fades at the end of its current 13 weeks. . . . **GEO. JESSEL:** Jack Pearl gets that Mutual show for that wine company and will retain his character of the "Baron". . . . **BILL STERN:** Bill Davidson, your former writer, is now one of the editors of "Yank". . . . **JACK BENNY:** Because of his work in the film, "Cabin In The Sky," Rochester won't be able to join you in your opening show here. . . . **DIANE COURTNEY:** When Dinah Shore starts with Eddie Cantor Sept. 30th, it will mark her third season with the pop-eyed comedian. So keep your fingers crossed, baby, and the similar path you are following may soon lead to greener pastures. . . . **WM. L. SHIRER:** CBS war commentator, Harry W. Flannery, starts a long series of lectures this week concerning his experiences as a radio reporter while in Nazi Germany.

★ ★ ★

● ● ● **HORACE HEIDT:** First troop carrier command with Col. Reed Landis in charge will try and clear the way for your "Treasure Chest" troupe to be flown to inland camps visiting one a day, following your three-week booking at the Strand which starts on the 25th. . . . **ED WYNN:** One combination that has been suggested if you return to radio this fall is to have your son, Keenan, act as your foil, he having proven himself on the Frank Fay stanzas. . . . **BERNARD BARUCH:** The big gasoline companies won't be using their usual spot campaigns in Florida this fall. . . . **JOHN MCKAY:** "Front Page Farrell" was scripted by one of the lads in your press dep't. Bob Shaw. And in addition he was even assigned to do the publicity on it! Another of your staff, Jane Peck, is auditioning for the role of a gal reporter in an air series. . . . **GEN'L ARNOLD:** Now that they're taking women into the air force, what will they be called—"Ceiling WAACS"? . . . **SOL LESSER:** Understand you're looking for an unknown to play the lead in the movie version of "Stage Door Canteen." Has Louie Shurr told you about Jay Meredith yet?

★ ★ ★

—Remember Pearl Harbor—

## Chicago

By FRANK BURKE

A SERIES of original drama ten by members of the Writer's Guild of Chicago announced by volunteer artists from AFRA will be heard on the "Victory Matinee," starting today. First original script will be "The Couldn't Wait," written and acted by George Roosen, president of Guild and staff producer at V. Other writers who will provide original scripts are Sid Gerson, Pattus, Sidney Marshall, Rutliser, Sherman Marks, Lou S. and Pauline Hopkins.

Marion Claire, WGN soprano John Charles Thomas will appear the big top when they graduate soloists at the Passavant Hospital benefit of the Ringling Circus. Phil Stewart's "Dealer in Diamonds" program has been renewed on for four weeks by the Holland Radio Company through Rocheliam & Cunyngnam, Inc. A renewal is Clifton Utley's "Fifty Affairs," broadcast for Karl Stevens Company for 13 weeks. program is heard Tuesdays from 8:15 p.m.

The Victor H. Lindlahr program health talks will be resumed on Monday, Sept. 21, on a Monday-through-Friday schedule.

"Bachelor's Children," perennial popular serial, will be heard over CBS beginning Monday, September 14, under sponsorship of Continental Baking Company, Mondays through Fridays, from 9:45-10 a.m.

Charles Flynn, son of the late Bess Flynn, will have the role of "Michael Kent," a new character in the script.

"Reveille Roundup," early musical show featuring Louise Sey and the Westerners has been renewed for another 52 weeks, starting October 5, on 86 NBC station, Grove Laboratories, Inc., through Russel M. Seeds Agency.

NBC and WGN publicity departments sending out reams on the coming marriage of Barbara L. to Ned Le Fevre, Chicago radio announcer. NBC identifies her as star of "Lonely Women" and emphasizes her starring role in "First Nighter" program.

Lou and Ginger Dinning, thirds of the Dinning Sisters heard each Saturday on the "National Barn Dance," have enrolled at Town School in Chicago.

Joe Kelly, the "Quiz Kids" star is giving private tips in microphone technique these days to his son, Kelly, Jr., an NBC guide who enrolled in the NBC announcing school.

Have You Met The Voices

of  
**GILBERT MACK**  
?

LEX. 2-1100

**PROGRAM REVIEWS**

**JOHNNY PRESENTS"**

Philip Morris & Co.

WEAF-NBC, Tuesday, 8-8:30 p.m.

The Biow Co., Inc.

PHILIP MORRIS' NEW FALL SHOW HAS AN UNBEATABLE COMBINATION OF SONG AND ENTERTAINMENT.

Mr. Knight should be proud of his Fall production which stars Ginny Simms, features Dave Rose's orchestra, and offers "The Three Guest Stars in the World," a soldier, sailor and marine who have been cited for valor, in an attractive show. The guests have the privilege of telephoning their mother, father, sweetheart or favored friend, with the radio audience eavesdropping only the service man's half of the conversation. Idea is similar to the stunt which maintained the crowds at the one buildings at both the New York World's Fair and Treasure Island in San Francisco. The device is used to give the program its war patriotic air, because of the presence of the service men, yet the subjects are nicely restrained, and the "Guests" appear in favorable light at all times. And with all this, there is plenty of entertainment too.

Typically the program is really Ginny Simms' warbling has a glow. Each song she acquires a renewed personality character. As mistress of ceremonies, another part of her job, she has an ability to catch the finer of the art of introducing guests, making them feel at home and part of the show. Her's is a gentility which pleases the realist as well as the sentimentalist.

"Ginny" is used advantageously at proper intervals to announce the phone calls which are being put through for the guests. Using the trademark this way, instead of for a commercial is a great concession, and, on the part of the sponsor, if in the long run it will probably sell more cigarettes. Regular commercials, in view of the Readers' Digest article and FTC actions against advertising firms, might be adjusted further in certain delicate phases, to maintain public confidence in the product.

The quality of the music, its general appeal, the service men, and Ginny Simms comprise a combination which will be outstanding in its field. It is an attraction for a pretty cross-section of the night time listening audience. The public will undoubtedly show its appreciation for the programs.

**New CBS Personnel**

New additions to staff of CBS in New York are Bernard F. Dudley, news announcer with WNAC and as staff announcer, and Lehman Otis, former news editor of United Broadcasting Co. as writer of the news room.

☆ **PROMOTION** ☆

**Five-Point Tieup**

A five point extensive promotional tie-up campaign among the Mutual Broadcasting System, Howard Clothes and Macfadden Publications is being readied for the new series of dramatic shows which will start on Mutual, September 23 based on True Story Magazine, and sponsored by Howard Clothes. Promotion includes the following: 1—House ads in all Macfadden publications ranging from one column to full pages, drawing attention to the program, and listing the call letters of the Mutual stations which will carry the program. 2—Macfadden publications, which have an aggregate circulation of about 30 million, will give the show editorial support. 3—Stickers highlighting the program and stations will be on True Story Magazine. 4—News stand posters will announce station listing for the Howard program. 5—Banners for trucks delivering Macfadden Publications, will also feature the new series.

Program is being sponsored over the following Mutual affiliates: WOR, New York; WNAC, Boston; WIP, Philadelphia; WCAE, Pittsburgh; WGN, Chicago; WEAN, Providence;

**Dining The Client**

WNEW is tendering a luncheon to executives of the Howard Clothing Stores, Inc. at the Hotel Waldorf Astoria tomorrow, to discuss promotional plans for the radio campaign of three hours per week currently sponsored by Howard over the station.

Among those who will attend for the Howard Company are — Joseph Langerman, president; Henry Marks, treasurer; Irving M. Cohen, advertising manager, and Carl Rossow, Nat Langerman, Louis Sodokoff, Samuel Sennett and Alvin Marks, vice-presidents. WNEW will be represented by Herman Bess, sales vice-president; Ernest Walker, account executive; John Sullivan, sales promotion manager; Jack Banner, studio publicity director. L. L. Redfield, Norman Livingstone and Ben Rock will represent the Redfield-Johnstone Agency, advertising representatives of the Howard Company.

WAAB, Worcester; and WAGE, Syracuse. Balance of Mutual stations will carry the program on a sustaining basis.

**RCA Mfg. Lists 6 Names As "Honor Workers"**

RCA Mfg. Co. plants in Indianapolis and Camden contribute six names, one a woman's, to the list of 17 "soldiers of production" in American war plants who are receiving the first awards of Certificates of Individual Production Merit, announced here this week by War Production Drive Headquarters.

Suggestions made by these winners, the initial group ever to receive such recognition from the Government, were chosen from among hundreds forwarded by Labor-Management War Production Drive Committees in 1,300 war plants employing 3,000,000 workers. Selections were made by the Board for Individual Awards, a committee of distinguished technicians.

**WINS Navy Originates From Lt. Comdr. Offices**

"Fly With the Navy," new daily program emanating direct from the desk of Lieutenant Commander A. F. Rice, member of the Naval Cadet Selection Board of the Third Naval District, was inaugurated last week on WINS, New York. Programs are aired daily at 9:00-9:15 a.m. and cover the orders of the day of the Naval cadets in addition to giving full information concerning candidate requirements for the Naval Aviation Corps and other important messages. Broadcasts, which include actual recruiting and examinations for the cadets during the airing, are put on in cooperation with the United States Navy.

**Leading Artists Accept OWI Committee Invite**

(Continued from Page 1)

chairmanship of Kay Kyser as OWI consultant.

Bob Hope, Red Skelton and Eddie Cantor offered their services yesterday. Others who have joined the committee, formation of which was announced in RADIO DAILY Wednesday, are Jack Benny, Edgar Bergen, George Burns, Gracie Allen, Nelson Eddy, Clifton Fadiman, Jean Hersholt, Frank Morgan, Hal Peary, Lanny Ross, and Major Bowes.

In addition to the conferences which the "Committee of 25" will hold with networks and advertising agencies in New York on September 18, and in Hollywood September 24 and 25, there will be a meeting in Chicago September 21.

The group of entertainers is expected to function in close cooperation with four other committees now aiding OWI in the broadcasting field. These are the network committee, the committee of government radio chiefs, the advertising council committee in New York, Chicago and Hollywood and a committee of leading stations operators.

**Wedding Bells**

Raleigh, N. C.—Sam Lyles, transmitter supervisor of WPTF of this city, married Daphne Sherrod in a private ceremony, recently. Groom has been with WPTF for 11 years. The bride is employed by the War Department in Washington, D. C.

Schenectady, N. Y.—Gustave Coopersmith, member of the control room staff of WGY of this city, was married recently to Barbara Pittman of Mount Vernon, N. Y.

Dominant **NBC** Basic Red Network Station on the Delmarva Peninsula



1150 K. C. • WILMINGTON • DELAWARE

**A Better Sales Buy Than Ever**

5,000 Watts day and night.

In one of the country's foremost war production areas.

At exceptionally low cost, covers the Delmarva Peninsula and southern New Jersey. Write direct or to:

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

## Aug. Pacts On WNEW New High For Station

(Continued from Page 1)

the month as one of the best 30-day periods in the history of the station. Increased advertising appropriations of some of the station's accounts was an important development in the month's business. The fact that the increased radio advertising was among regional retail stores, added impetus to the development, which it is felt, helps to dispel earlier belief that tightening of consumer credits would curtail advertising schedules.

### Contracts Listed

New business on the station during August was as follows: Adler Shoe Stores Inc., participation on Zeke Manners Hillbilly program, 13 weeks, one hour each day, through Consolidated Advertising Agency; Beech Nut Chewing Gum, spot announcements, through Newell-Emmett Agency; Bond Bread, transcribed announcement campaign, through Newell-Emmett Agency; Grove's Bromo Quinine, two five-minute programs per week, and a series of two-minute spot announcements daily, through Russel M. Seeds Agency; Antiphlogistine, six 10-minute periods weekly through Badger, Browning & Hersey Agency; Douglas Shoes, a spot campaign, through the Cabot Agency; French's Bird Seed, on "Make Believe Ballroom" three times a week, through Foley Advertising Agency; Mustérole, three fifteen-minute periods on "Make Believe Ballroom" a week, through the Erwin, Wasey Agency; O'Sullivan Rubber Co., a spot campaign, through Birmingham, Castleman & Pierce; Quaker Oats Co., three 5-minute periods weekly on "Aunt Jemima" through Sherman K. Ellis agency; Wesson Oil, transcribed spot campaign through Kenyon & Eckhardt; Seamprufe Slip Co., participation on "Hollywood Pass-Time" through the Gray Advertising Agency; Howard Clothes Co., three hours weekly; and the Francis Rogers Department Store, the daily program conducted by Kathryn Cravens under the head, "News Through a Woman's Eyes."

### Several Renewals Included

Renewals for the month include Barney's Clothes for the eighth consecutive year on the station, through Emil Mogul Agency; National Shoe Stores through Mogul Agency; Pinex Cough Remedy through Russel M. Seeds, Gulden's Mustard through Charles W. Hoyt Agency and Vimms Cough Syrup through Batten, Barton, Durstine & Osborn on "Make Believe Ballroom"; and Bulova Watch Co., a spot campaign, through the Biow Agency.

Roma and Mission Bell wineries doubled its station appropriation during the month, while other increases were awarded by three New Jersey regional jewelers—Abelson's, Tappins and Howard Jewelers.

On the September list of accounts, is the All State Insurance Co., for 17 weeks, three broadcasts a week, on Bob Considine's sports program, through E. H. Brown Advertising Agency of Chicago.

## NETWORK SONG FAVORITES

This weekly survey is based on the copyrighted Audience Coverage Index report of the Office of Research—Radio Division, covering the period of Sept. 3-9, inclusive. The survey provides a scientific index of the relative extent to which these popular songs have been heard by a nation-wide sample of radio audiences.

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

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

SONG TITLE	PUBLISHER	ACI	ACI (Preceding Week)
Jingle Jangle Jingle (Paramount)		863	518
Idaho (Mills)		853	615
I Left My Heart At The Stagedoor Canteen (Army)		850	656
Be Careful It's My Heart (Berlin)		772	573
Dearly Beloved (Chappell)		686	327
I've Got A Gal In Kalamazoo (Bregman-Vocco-Conn)		651	785
He Wears A Pair Of Silver Wings (Shapiro-Bernstein)		619	683
I Met Her On Monday (A B C)		618	351
At Last (Feist)		615	766
My Devotion (Santly-Joy-Select)		576	438
Sleepy Lagoon (Chappell)		521	389
This Is The Army Mr. Jones (Army)		482	163
This Is Worth Fighting For (Harms)		422	271
He's My Guy (Leeds)		392	280
Love Is A Song* (Broadcast Music)		378	317
I'm Old Fashioned (Chappell)		346	194
Serenade In Blue (Bregman-Vocco-Conn)		339	239
Who Wouldn't Love You (Music World)		336	265
Take Me (Bregman-Vocco-Conn)		324	627
Wonder When My Baby's Coming Home (Crawford)		314	307
Daybreak (Feist)		312	189
Army Air Corps (Fischer)		279	288
Singing Sands Of Alamosa (Remick)		277	—
When The Lights Go On Again (Campbell-Loft-Porgie)		274	378
Ten Little Soldiers (Lincoln)		270	—
Conchita Lopez (Famous)		259	437
Always In My Heart (Remick)		255	235
Just As Though You Were Here (Yankee)		244	292
Can't Get Out Of This Mood (Southern)		231	—
South Wind (Witmark)		231	245
By The Light Of The Silvery Moon (Remick)		223	232
I Came Here To Talk For Joe (Shapiro-Bernstein)		223	289
Ev'rything I've Got (Chappell)		213	256
Jersey Bounce (Lewis)		212	195
Johnny Doughboy Found A Rose (Crawford)		206	—
Light A Candle In The Chapel (Mills)		199	194
Do You Miss Your Sweetheart (Paramount)		197	145
Was It Worth It (Melody Lane)		194	167
Humming Bird (Robbins)		188	181
There Will Never Be Another You (Mayfair)		182	168
I Get The Neck Of The Chicken (Southern)		187	—
Any Bonds Today (U. S. Treasury Dept.)		181	162
Rolleo Rolling Along (Miller)		181	—
Strictly Instrumental (Cherio)		178	239
Where The Mountains Meet The Sky (Republic)		174	—
Paper Doll (E. B. Marks)		173	—
Manhattan Serenade (Robbins)		159	—
Under A Strawberry Moon (Witmark)		159	145
Massachusetts (Miller)		139	177
You Were Never Lovelier (Chappell)		139	183

\* Publisher of "Love Is A Song" was incorrectly listed in last week's report.

(Continued on Page 7)

## Ad Club Studies Way To Boost War Effort

(Continued from Page 1)

a pattern for other cities throughout the nation. Copies of the organizational chart for avoiding duplication and for arranging the utmost in operation in war effort publicizing have already been requested by sent to other cities through the Advertising Council.

Prominent among those delving further into radio's part in the plan for encouraging efficiency and effectiveness of allocation of such appeals, were Ken R. Dyke, chief of OWI's bureau of campaigns and former sales manager of NBC; G. S. Thomas, sales manager of WC and Morris Novik of WNYC, who has been active of late in the organization of radio stations in the city in distributing war effort campaign messages.

War Activities Council, which came into existence last January, indicated that there is still some building to be done before the setup will be completely effective, and emphasizes that its concern is purely with the local phases of national campaigns dealing with important phases of our war setup.

As a coordinating agency, the group has the basic objectives of exchanging information, cooperating through all media for dissemination of information and scheduling campaigns in their various phases to avoid conflict.

It was stressed at the meeting that the council does not seek to raise funds for time on the air nor for publication space, but will confine its work to preparing campaigns, notifying members of dates chosen for them and distribution of necessary materials.

## Lone Ranger-Picture Firm Settles \$250,000 Action

Detroit—The \$250,000 suit which was filed against Republic Pictures by Buck Jones, cowboy movie star, over the use of the name "Silver" for horses in western moving picture serials, has been abrogated, according to word received here by Lone Ranger Inc., of the "Lone Ranger" radio program.

Documents state that Jones will not renew his complaint against any party connected with the production of future "Lone Ranger" pictures, giving Lone Ranger Inc. a signed release from such action for all parties it might contract with or license in the making thereof.

George W. Trendle, president of Lone Ranger Inc., and operator of WXYZ where the radio serial originates and the Michigan Radio Network announced also, that contractual relations with Republic Pictures had been terminated.

## Sheffield On WJZ

Latest sponsor participant in WJZ's "Woman of Tomorrow" is Sheffield Farms Co., Inc., which takes ten periods in first two weeks and three weekly thereafter for seven weeks. Agency is N. W. Ayer & Son, Inc.

# Senate AFM Hearing Is Set For Thursday

(Continued from Page 1)

and Jos. L. Miller NAB Labor Relations Director. Also conferring with the Idaho senator were justice department lawyers handling the Chicago action pending against the

Previously announced by Senator Davis, his early witnesses will include Davis of the OWI and James Lawrence Fly, FCC chairman who is back at his desk from a West Coast trip. Fly will probably be heard on Friday of this week. Thurman, chief of the anti-trust division of the Justice Dept. is expected to be a third witness when the hearing begins on Monday Sept. 21. After three days of preliminary hearings Senator Clark told RADIO DAILY he hopes to get the resolution passed out to the Senate sometime next week.

## Philco Gets New "E" Awards

More Philco Corporation have been awarded the joint Navy "E." They are the plants in Trenton, N. J., and Sandusky, Ohio. The Philadelphia plant had already received the award. Special ceremonies for the presentation of the award will be arranged in the near future. Philco is now entirely concentrated on war work.

## NETWORK SONG FAVORITES

(Continued from Page 6)

FAVORITE STANDARDS OF THE WEEK \*

SONG TITLE	PUBLISHER	ACI
Anchors Aweigh (Robbins)		485
I Know That You Know (Harms)		398
Oh Lady Be Good (Harms)		325
Caissons Go Rolling Along (Shapiro-Bernstein)		306
Marines' Hymn (E. B. Marks)		251
Embraceable You (Harms)		201
Over There (Feist)		197
Blue Skies (Berlin)		185
What Is This Thing Called Love (Harms)		170
We Must Be Vigilant (Bregman-Vocco-Conn)		149

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

## Building Permit Granted For S. F. Int'l Station

Washington Bureau, RADIO DAILY  
Washington—License to cover construction permit for a new international outlet to be built by Associated Broadcasters, Inc., of San Francisco, operating KWID, has been issued.

Using 100 kilowatts power, the station will operate on the following frequencies: unlimited time on 7,230 (subject to modification); 15,290, 17,760, and 21,610 kilocycles; 6,060 kilocycles, sharing time with WCBX, WCDA, and WCRC; and sharing time with WBOS on 9,570 and 11,870.

In another Commission action WLAC Broadcasting Service, Nashville, Tenn., was granted a license to

## Three Daytime Renewals; Replacement, Set On CBS

Renewal of two CBS serials and replacement of another has been announced by the network. New contracts for first two, "Romance of Helen Trent" and "Our Gal Sunday," over coast-to-coast facilities, marks 12th year of American Home Products' broadcasting over the network. Shift in serial is sponsorship by Continental Baking Co., Inc., of "Bachelor's Children" on 46 stations, instead of "Maudie's Diary."

cover a construction permit for a new transmitter in a new location, for a power increase to 50 kilowatts and installation of a directional antenna for night use.

## Small Outlets Average \$19,000 Bond Sales

(Continued from Page 1)

approximately 80 per cent of the stations filing their report, about 20 per cent having yet to be tallied. The "E" Bonds represented the bulk of the sales, the "F" and "G" series amounting to \$97,224.50 of the total sum.

According to officials of the War Savings Staff of the Treasury, the result obtained is highly satisfactory and is expected to improve greatly once the stations have had time to interchange ideas and methods of selling. Monthly cards being received from the stations reveal growing strength in sales and it is realized that the local stations in many cases have yet to hit their stride.

With additional outlets preparing to act as issuing agents and others getting their machinery in smooth running condition, it is predicted that the month of September will be a much better barometer of the small stations' effort.

Treasury Dept. figures give the small stations an average sale of \$19,000 each during August.

## Tele Society Meeting

Board of Governors of the American Television Society will hold a special luncheon meeting, today, at 12 noon, to decide upon future policies and activities of the organization.

## Reply to Reader's Digest —

In the August issue of Reader's Digest Robert Littell threw some fancy baked goods at radio and at its so-called commercial "plugs." You probably read the story.

Because of the far-reaching implications arising from this attack on radio commercials Advertising & Selling asked Paul Hollister to present the other side of the case. He accepted the challenge and his article appears in the September issue of Advertising & Selling.

It is packed with sound arguments and facts and is an indictment against careless listening.

You must read this story on Page 17 in the September issue of Advertising & Selling. Get a copy at your favorite newsstand or send 25c to

## ADVERTISING & SELLING

9 EAST 38th ST., NEW YORK, N. Y.

P. S. A wise investment: Forget about the 25c and send \$2.00 for a personal one year subscription to begin with the September issue!

# United Nations Bureau Receives Praise, Raps

(Continued from Page 1)

took place the same day as OWI was rounding out its second month of existence. That was the day on which the information representatives of the United Nations, already coordinated in the Inter-Allied Information Committee with headquarters in New York, held its first meeting here with a battery of OWI key men, headed by Davis. Official release stated that the United States Government, with the creation of the OWI, in effect joined the committee. As this union is expected to operate in relation to the mechanics of distributing information about the anti-Axis nations both in this country and abroad through our international radio programs, radio circles here think it might be more accurate to say that the Inter-Allied Information Committee on its second birthday "joined the OWI."

### Common Front Established

At any rate a common information front has been set up, to nail every Axis attempt to sow mutual distrust among the nations allied against the Axis. On the basis of the agreement it was announced that the Inter-Allied group would "continue" to maintain a New York clearing house where United Nations material would be coordinated, prepared, or made available for radio and other media. It was also stated that the committee's policy and programs would be consistent with those of OWI and OWI would have representation in connection with all committee activities. The practical effect of this move, as rumored here, will be to shift the center of United Nations information activities to Washington from New York. Only skeleton offices would be necessary in New York hereafter, it is believed, while most of the major material will be funneled through OWI, probably under its own imprint.

### Some Skeptical

While allied propaganda chiefs are understood to approve this coordination in principle, more than one had adopted a "show-me" attitude regarding OWI performances. Various questions were raised at the conference regarding policies in short-wave programming. Moreover, at least one of the allied chiefs who had already entered into a preliminary arrangement with OWI to distribute some news of his nation's war activities domestically, is said to feel this got

## One-Minute Announcement

Uncle Sam's Air Corps is seeking to absorb as many radio "hams" as possible. Right now there is a special drive on for the handy type of man who is skillful enough to go right to work and do something useful toward "keeping 'em flying."

The Air Corps would greatly appreciate stations using the following one-minute announcement whenever convenient; it is not in conflict with any OWI allocation and is officially approved for broadcast:

For the first time since the war began, experienced mechanics and radio men are being hand-picked for direct enlistment in the Army Air Forces. These men must be experienced in the use of hand tools—must be able to go right to work maintaining and repairing airplanes, engines and instruments. They must be skilled mechanics so that they can quickly get the feel of the job. They must be capable of becoming non-commissioned officer specialists. It takes more than skilled pilots to "Keep 'Em Flying."

For every plane in the air it takes 10 trained specialists on the ground for their maintenance. Their job is vital to the success of those pilots. If you are between 18 and 45, and fill these requirements, why not serve where your mechanical knowledge will play a vital part for Victory. Enlist today to serve your country by helping to "Keep 'Em Flying."

far less attention than if he had handled it himself.

The other major OWI move taken Sept. 9, is of significance only to the domestic broadcasting industry, which it is expected to vitally benefit. For issuance of the long predicted OWI Regulation No. 2, just released to all stations, means that the OWI Radio Bureau will take over from program directors the burden of deciding just how much attention is merited by the constant deluge of scripts, announcements, and requests which now reach individual stations, helter-skelter, from various government agencies. With this clearance at the source, which will probably mean elimination as well, much time saving should be effected at the receiving end.

### Scripts Cleared Individually

New regulation calls, first, for headquarters of all other government agencies, to submit to the OWI plans for new programs, or series. Purpose, method, costs, and proposed dates are

among the details which must be furnished. OWI will submit to the networks any program ideas approved for their consideration, give priority ratings to those approved for transcriptions, and then either handle or clear distribution by the agency of all scripts and transcriptions, each of which must also have been individually cleared.

### Single Talks an Exception

Only in connection with time requests for single talks may other government agencies contact stations or networks without OWI clearance. The actual texts, however, must be approved, as at present, by the OWI Bureau of Publications and Graphics.

Any government proposals for contributions of official material to commercial or sustaining features will be channelled to the proper outlets, beginning next month, at the discretion of the OWI Radio Bureau.

In addition to calling upon all federal departments and agencies to sub-

# Radio's 2-Week Job Doubled 'V' Mailing

(Continued from Page 1)

to and from our armed forces overseas, Major H. F. Ambrose, of Army Postal Service, said that sharp upswing in the use of V-Mail began immediately after the drive was opened on the "Army Hour" August 23. With spots and announcements on hundreds of established commercial and sustaining programs on local stations and networks, rise was noted in all sections of the country. Major Ambrose went on

### Microfilm Used

"For the week ending August 23, a total of 111,196 V-Mail letters were dispatched on microfilm from the country. For the following week (August 24-August 30, including there was an increase of 32.9 per cent the total for the week being 147,177 V-Mail letters. For the week ending September 6, 219,972 V-Mail letters were dispatched. This total represents an increase of 95.22 per cent over the week immediately preceding the August 23 broadcast.

"Inasmuch as the full effect of broadcast on the public would not be reflected in the writing of their letters and their arrival at points of embarkation on both coasts, it is believed that the latter period offers the best comparison. In other words, as a result of the 'Army Hour' broadcast and the subsequent spot announcements, there has been an increase of nearly 100 per cent in the use of V-Mail facilities."

The per cent per week of increase in use of V-Mail prior to the current campaign did not exceed 10 per cent it was pointed out.

mit scripts of all their broadcasts under the OWI, Regulation No. 2 states that Radio Chief William B. Lewis, will hold conferences with representatives of these agencies "to review the importance of such programs to the war effort."

OWI field offices are to clear material placed on local stations before or for the field offices of other federal agencies. Proposals originating with the latter for new regional or national network programs, or for the inclusion of their material in already established broadcasts answering that description, must be sent in to their respective national headquarters here for clearance with OWI. National headquarters here must even get OWI's OK on any radio instructions which they may wish to send out from their field offices.

### Ultimately Advantageous

This regulation will probably require several weeks operation before a smooth delay-free routine can be worked out. Undoubtedly, too, some government radio people outside of the OWI won't like the new system. In fact, elimination of material may cost some of them their jobs. But there can be little doubt that Regulation No. 2 will be a great boon in clearing station decks for closer and more essential cooperation between the industry and the government in the war effort.

## New And Returning Network Shows

(Week of September 14)

Name and Date of Show	Sponsor	Network	Time	Agency
Mon., Sept. 14		CBS		
LUX RADIO THEATER	Lever Bros.		9-9:30 p.m.	Thompson
Mon., Sept. 14		NBC		
JUST PLAIN BILL	Am. Home Prod.		5:30-5:45 p.m.	B-S-H
Mon., Sept. 14		NBC		
FRONT PAGE FARRELL	Am. Home Prod.		5:45-6 p.m.	B-S-H
Tues., Sept. 15		NBC		
RED SKELTON	B. & W. Tobacco		10:30-11 p.m.	Seeds
Wed., Sept. 16		Blue		
MORNING MARKET BASKET	C. F. Mueller		10-10:15 a.m.	Jones
Fri., Sept. 18		CBS		
KATE SMITH HOUR	General Foods		8-8:55 p.m.	Y. & R.
Sun., Sept. 20		Blue		
DOROTHY THOMPSON	Trimount Clo.		9:45-10 p.m.	Mogul

**BIRTHDAYS**

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

September 14

- Ann Barbine
- William Meikle Christy
- Mose Gumble
- Polly Shedlove
- Harry Salter
- Edna Whittington

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



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20, NO. 54

NEW YORK, N. Y., TUESDAY, SEPTEMBER 15, 1942

SEPT 15 1942

TEN CENTS

## Study 'Channel' Decision

### Advices Caution Using Up Material

Washington Bureau, *RADIO DAILY*  
Washington—Insisting that no im-  
mediate prospect of silencing radio  
stations or of limiting their service  
has been made, FCC Chairman James Law-  
rence Fly yesterday pointed out, how-  
ever, that the need for conservation  
of broadcasting materials is "present  
and urgent," because the ability of  
the war production board to make  
substantially available indefinitely, in the  
event of military need is "our big ques-  
tion mark."

Materials are consumable, and in sub-  
stantial quantities, and that is the  
basis of a pretty serious problem."

(Continued on Page 5)

### Group Sets Agenda for Next Week's Confab

The addresses dealing with record-  
ing studios' wartime operation and  
recent development and designing of  
recording studios, and the election of  
its permanent slate of officers  
will comprise the agenda of the Sep-  
tember meeting of the Association of  
Recording Studios, Wednesday, Sep-  
tember 23. Meeting, originally, was  
to have been Monday, September 21,

(Continued on Page 2)

### Miles Laboratories, Inc. Renews Two Net Shows

"Quiz Kids" and "Lum and Abner,"  
currently on the Blue for Miles  
Laboratories, Inc., have just been re-  
newed. Effective September 27,  
"Quiz Kids" will continue on 68 Blue  
Sundays, 7:30-8:00 p.m. EWT,  
and recorded repeats at 11:30 p.m.  
(Continued on Page 2)

### On The Job

Montreal—Virginia Fair Bauman,  
familiar to Montreal radio audi-  
ences as "The Dow Girl," singing  
soloist of CFCF was the first volun-  
teer attested when the Canadian  
Women's Army Corps opened its  
recruiting office here Friday.  
She left Saturday for Ste. Anne De  
Belevue for four weeks of basic  
training.

### Mobile Studio

Probably first studio audience to  
ride en masse on a train to hear a  
broadcast will be in seats on flat  
cars of New Haven R. R. moving  
from New Haven station to freight  
yards to hear "Vox Pop" broad-  
cast Monday on railroad's part in  
war effort. Audience is 1,000 em-  
ployees of the road.

### Mutual Nearing Deal With Big Wine Acct.

What is perhaps the first wine spon-  
sored network show neared comple-  
tion of negotiations yesterday, with  
the lining up of talent for a 45-minute  
variety program to be sponsored on  
Mutual Broadcasting System by  
Cresta Blanca Wine, a product of  
Schenley Import Corp. Program, to  
be billed as the "Cresta Blanca Car-  
nival" will feature Jack Pearl, in his  
original role of Baron Munchausen,  
Morton Gould and a 37-piece orches-  
tra, and two vocalists—Jean Merrill

(Continued on Page 5)

### NBC Promotes Brown To Head Advt. Promotion

Appointment of Charles B. Brown  
as NBC's director of promotion and  
advertising has just been made, it  
was learned yesterday, as Ken R.  
Dyke, who formerly held the post and  
recently took a leave of absence to  
go with the OWI, resigned the position  
to continue his work in Washington.

(Continued on Page 2)

## Wartime Problems Discussed At Blue's Management Meet

### Conn. Regional Network To Carry Dem. Convention

Hartford, Conn.—Opening session of  
the Democratic State Convention will  
be carried this evening from 9:30 to  
10:00 p.m. by the newly formed six-  
station Connecticut Broadcasting Sys-  
tem. Network will also carry the ac-  
ceptance speech of Governor Robert

(Continued on Page 2)

## Washington Experts View FCC Reversal As Favoring Eventual Legislation; Court Split On Many Points

### Hollister Made V.-P. In CBS Promotion Post

Appointment of Paul M. Hollister  
as vice-president of CBS in charge of  
advertising and sales promotion, was  
announced yesterday  
by Paul W.  
Kesten, gen-  
eral man-  
ager of the  
network. Hol-  
lister's ap-  
pointment is  
effective im-  
mediately. New  
vice-presi-  
dent has a  
strong back-  
ground of agency experience, includ-  
ing that with H. K. McCann Co.;



Paul M. Hollister

(Continued on Page 2)

### WOR's New Food Forum Starts With 9 Sponsors

Nine sponsors, on a participating  
basis, will back the debut of "Dr.  
Walter Eddy's Food Forum" on WOR,  
Monday, September 28, for a daily  
half hour, 4:30-5 p.m. Show had been  
on WHN for three years. Dr. Eddy,

(Continued on Page 2)

Washington Bureau, *RADIO DAILY*  
Washington—Experts in radio law,  
here, studying the unusual decision  
issued yesterday by the U. S. Court  
of Appeals for D. C. in the NBC-KOA  
appeal against the FCC for not per-  
mitting KOA (Denver) to intervene  
before granting Boston station WHDH  
unlimited time and increased power  
on the Denver station's channel, are  
pretty well agreed that the case offers  
the most striking evidence to date of  
the need for new radio legislation.

The six justices of the court split  
(Continued on Page 6)

## OWI Star Committees Ready Org. Details

Program details for the New York,  
Chicago and Hollywood organiza-  
tional meetings of OWI's new indus-  
try group, the Committee of 25, were  
announced here yesterday by the  
OWI Radio Bureau.

New York meeting opens Friday  
with a luncheon at the Uptown Club  
for the members of the committee  
now in the metropolis, for the radio

(Continued on Page 7)

## Feldman On NBC Leave For BBC Assignment

Leave of absence for Arthur S.  
Feldman, NBC supervisor of special  
events, has been granted so that he  
may take a war assignment with BBC  
(Continued on Page 2)

### Despite "Dem Bums"

War Bond appeal by Red Barber  
to fans at Ebbets Field, and dur-  
ing his WHN broadcast of the  
Dodgers-Cincinnati double header,  
Sunday, brought pledges totalling  
\$325,000. Air subscriptions came  
to \$287,000; the field, \$38,000. Bar-  
ber's previous record was \$100,-  
000 for the Dodgers-Giant game  
August 5.



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JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : Editor

MARVIN KIRSCH : : : Business Manager

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

# FINANCIAL

(Monday, Sept. 14)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	117 3/4	117 1/2	117 1/2	.....
Gen. Electric	26 5/8	26 3/8	26 3/8	.....
Philio	8 3/4	8 5/8	8 3/4	+ 1/4
RCA Common	3 1/4	3 1/4	3 1/4	.....
RCA First Pfd.	56 1/4	56 1/8	56 1/4	+ 1/4
Stewart-Warner	6 5/8	6 1/2	6 5/8	.....
Westinghouse	71	70 1/2	70 3/4	.....
Zenith Radio	14 1/2	14 1/2	14 1/2	+ 1/2

	Bid	Asked
Farnsworth Tel. & Rad.	1 5/8	2 1/8
Stromberg-Carlson	5 5/8	6 5/8

### WQXR's New Contracts

Six contracts were signed last week for business on WQXR. Charles Gulden Inc. will return to WQXR to sponsor Associated Press news, for one year, starting October 12, through Charles W. Hoyt Co. Inc. Essex House signed for the same program through October 11, via Kelly-Nason Inc. Germaine Montel Cosmetics Corp. will sponsor a live-talent musical show, 6-6:15 p.m., Sundays, starting September 27, for a year, through The Clements Co. of Philadelphia. Emanuelina Pizzuto, pianist, will be the solo artist.

The Belgian Information Center will return to the station, sponsoring a quarter hour recorded concert for thirteen weeks. Account placed through Gotham Advertising Agency. Other business includes two new spot announcement campaigns by Sheffield Farms Co. for 62 spots per week for nine weeks, through N. W. Ayer & Son Inc., and Lever Bros., 63 flashes per week for six weeks, for Vimms Tablets, through BBD&O.

## REEVES

Sound Recording Studios Inc.  
1600 Broadway New York City

33mm. 16mm.  
Film Acetate and Wax Recording Facilities.  
Complete Location Equipment for Film, Business Meetings and Specialty Recordings.

### WOR's New Food Forum Starts With 9 Sponsors

(Continued from Page 1) who is at present expert consultant to the Office of Quartermaster, United States Army, will be assisted by Ella Mason, home economist, in conducting the program on nutrition. Three more sponsors are expected to sign later this week.

List of sponsors for the opening of the "Forum" are as follows: Junket, Mitchell-Faust Advertising Co., Chicago; Broadcast Read-Meat, Arthur Meyerhoff & Co., Chicago; Mrs. Grass's Noodle Soup Mixtures, R. B. Silver; Saratoga Geysler Water, Moser & Cotins, Utica, N. Y.; Aristocrat and Dolly Madison Ice Cream, Scheck Agency, Newark, N. J.; Kitchen Charm Wax Paper, direct; Smith's Puritan Brand Split Peas, S. R. Leon Inc.; Petal Soft Facial Tissue (Barclay Corp.), Grey Advertising Agency; Hellman's Mayonnaise and New Nuco, direct.

### Hollister Made V.-P. in CBS Promotion Post

(Continued from Page 1) BBD&O and J. Stirling Getchell, Inc., vice-presidency of which he recently resigned. For eight years Hollister was executive v.-p. and publicity director of R. H. Macy & C.

Statement by Kesten yesterday read in part: "CBS had known and dealt with Mr. Hollister for many years past, both as collaborator in his agency and retail connections, and as friendly competitor when he was a director of a New York radio station. His knowledge of practical radio goes back to its early days. He has had a hand in evolving certain of radio's progressive forms, and he knows selling from both sides of the retail counter. As a creative advertising man CBS has regarded him as one of the leaders in his profession."

### NBC Promotes Brown To Head Advt.-Promotion

(Continued from Page 1) In place of Brown, who held the title of the network's sales promotion manager, will be Joseph A. Ecclesine.

Brown joined NBC in 1938 as sales promotion manager of KGO-KPO, San Francisco, successively being placed in charge of such operations for NBC's Western Division and then for the network's M&O stations. Following that, he took over the duties he is just leaving.

### Conn. Regional Network To Carry Dem. Convention

(Continued from Page 1) A. Hurley, who is expected to be renominated. Political broadcasts of the state regional web are handled by Milt Berkowitz, WNBC news and special events man, and Michael J. Goode, WELI political commentator.

### WGBR to Forjoe

Forjoe & Co. has been named as exclusive national representative of WGBR, Goldsboro, N. C. Appointment is effective immediately.

### Feldman On NBC Leave For BBC Assignment

(Continued from Page 1) in England, it was announced yesterday. He is leaving for England early in October. Successor has not yet been designated.

Feldman's chief duties will be to arrange short-wave programs to U. S. and other countries, and will work closely with Lt. General Dwight B. Eisenhower, commander of American troops in British Isles. He will also be an official consultant for Lt. Colonel Edward M. Kirby, chief of radio for the War Department public relations. Final details were arranged at conference with Sir Cecil Graves, BBC director now in New York; Lindsay Wellington, BBC New York representative, and Lt. Colonel Kirby.

### Disk Group Sets Agenda For Next Week's Confab

(Continued from Page 1) but its postponement was announced yesterday by Hazard E. Reeves, chairman. Session will be held in the Floral Room of the Hotel Edison, at 1 p.m.

Talks will be delivered by E. V. Brinckerhoff, president of General Sound Corporation, who will handle the subject of the participation of recording studios in government business, and the present outlook in Washington as regards recording studios, and Ray Lyon, manager of the WOR recording studios, who will talk about recent developments and designing of recording studios. Lyon will also conduct the sound men on a tour of the WOR studios which have just been expanded, renovated and equipped with the latest in equipment.

### Miles Laboratories, Inc. Renews Two Net Shows

(Continued from Page 1) Other series' renewal is effective September 28, with same schedule it previously had. Wade Advertising Agency, Chicago, handles the account.

### "Wishing Well" Cuts Time

Chicago—Carson Pirie Scott & Co. are continuing for the third year. "The Wishing Well" program conducted by Mary Paxton on WBBM. Copyrighted series has been reduced to 15-minute programs daily and is now being placed through Wade Advertising Agency instead of Stack-Goble Advertising Agency. Account is contemplating the additional use of WGN in Chicago, with Miss Paxton, who also writes the show, handling both stints.

**WBNX NEW YORK**  
WITH THE MOST INTIMATE AND EFFECTIVE PROGRAM APPROACH TO AMERICA'S LARGEST MARKET

**5000 WATTS Directional**  
OVER METROPOLITAN NEW YORK

## COMING and GOING

HERBERT L. KRUEGER, commercial of WTAG, Worcester, in New York for days.

JOHN P. HART, commercial and sales tion manager of WBIR, Knoxville, Tenn., ing the week in New York.

G. G. WHITE, commercial manager of Frederick, Maryland, in town.

JACK STEWART, general and sales of KCMO, Kansas City, Mo., came to New over the week-end.

JOHN MAYO, sales manager of Ass Recorded Program Service, is back at hi after a business trip.

BILL BOCKMAN, program director at Columbia, S. C., visiting with Otto Bra the Mutual station relations department.

TED ENNS, national advertising mana the Iowa Broadcasting Company, arrived in York yesterday.

RALPH MILLER, commercial manager of Oklahoma City, Oklahoma, in town for the

GORDON GRAY, manager of the Kans branch of Katz Agency, conferring with New York office.

JOHN J. GILLIN, JR., manager of Omaha, Nebraska, in town at the St. Regis

JAMES MURRAY, publicity director and al events head for KDKA, Pittsburgh, ba his desk following trip to New York.

RAY C. JENKINS, sales manager of KST Paul-Minneapolis, spending the week in York.

JACK KEASLER, of WQAI, NBC affilil San Antonio, Texas, viewing New York few days.

HARRY CAMP, local sales manager of Cleveland, visiting at the CBS offices here

JOHNNY NEW, WTAR commercial ma leaves New York for Norfolk, Va. today.

HARBEN DANIEL, vice-president and manager of WSAV, Savannah, Ga., is in

RICHARD G. ROBINS, commercial manag WHLD, Niagara Falls, New York, arriving couple of days on station business.

### Stork News

Fort Wayne, Ind.—Two member the WOWO-WGL staff are celebra the arrival of additions to their spective families. Jack O'Mara, motion manager, is the proud fa of a girl, named Patricia. J Brown, musical director of the tions, has returned to her desk follo ing the birth of her son in July.

St. Louis—Dorothy Mullen, sec tary in the KXOK news departm until recently, has given birth to baby girl.

What about WOL?

...it's first in news  
...first in sports  
...first in music!

Get the facts from WOL—WASHINGTON, D. C.  
Affiliated with MUTUAL BROADCASTING SYSTEM  
National Representatives:  
SPOT SALES, Inc.



# Something in the Air...

The greatest force that man has ever known for moving men's hearts and minds is in action daily behind the American scene—a household device that brings into tens of millions of living rooms the latest news of our fighting men on all fronts . . . the sublime gifts of inspiring music . . . the quick tonic of comedy and laughter . . . the welcome relaxation of popular song . . . blessings all to a nation occupied with the grimmest of tasks.

Today, as America's manpower and industrial might begin to make themselves felt on foreign fields, American radio is functioning smoothly, quietly, efficiently,

to strengthen morale on the home front and solidify the national purpose for the great drive to victory.

Fittingly, America's oldest network begins its 1942-43 season with the finest parade of programs in its history—many of them shortwaved to the fighting forces by advertisers glad to provide the boys in the field with these tangible links to home, many others fresh from successful summer tours of leading military camps across the country\*.

They'll be listened to this year more widely, more eagerly, more gratefully than ever.

## **The Network Most People Listen to Most** *a Radio Corporation of America Service*

\*Sixteen advertisers have already taken advantage of the new NBC Full Network Plan to bring 23 of their programs to the audiences of all 125 NBC stations. A great many are also participating in NBC's unique "Fall Parade of Stars," a preview audience build-up campaign being conducted by all NBC stations.

Los Angeles

By JAC WILLEN

THINGS We'd Like to See—Ed (Archy) Gardner remain here on the Coast and do his inimitable characterizations for the benefit of the flicker fans.

Maurice Morton in his new Marine uniform again stalking through the corridors of NBC-Hollywood greeting his many friends.

Zero Mostel's first rehearsal for his new West Coast Blue airshow when he gets a glimpse of those gag-tags.

John Guedel swapping places with Irvin Atkin on the "People Are Funny" street-stunts that always draw a crowd.

Shirley Dinsdale and her "Judy Splinters" radio act settle into an afternoon time slot for the enjoyment of kids and grownups alike, and to the advantage of some good food sponsor.

Phil Rapp finally get all the credit due him for his years of high-gear radio writings.

An "open-door policy" at the local and national studios for the striving good-caliber talent that could and would lessen the headache due to the draft and enlistments.

Less of an eye towards the films and more of an eye on their bread-and-butter (meaning radio) by some of our local talents that have developed beyond the partly-interested film-struck stage.

Hedda Hopper head a "Round Table of News Commentary," with invited guests on pertinent facts of the day's news on one of the nets.

More support and quicker action on some of the "goodwill" shows for public morale and war educational purposes, that gain stations' sanction and attention and then are left waiting around for air time.

Meredith Willson directing a combined studio symphony orchestra in an original Willson composition built around radio's solidarity in its effort to win the war—its vital voice and force—ending in a dirge for Hitler, and peace forever after.

Phyllis Parker's interpretation of radio, and her talent, put to active use along the local Rialto.

Noel Corbett's San Francisco double, that seems to have all the boys talking.

John Scott Trotter turning down a "good" meal because of the fact that he was not hungry.

The Crosby clan gathered at one luncheon table at the Derby, with "papa" Crosby, Larry, Everett, Bob, El Bingo and the Mrs. and family, etc.

A satisfactory working agreement between all songwriters, Ascapi, BMI, AFM, all musicians' unions, all networks, and all talents.



Reporter At Large . . . !

Final decision on comedian to be added regularly to the R. Vallee stanzas falls to Gil Lamb, whom Broadwayites know as an eccentric comic. . . Ed Byron has enlisted in the Army, with Jerry Devine taking over his "Mr. D. A." chores. . . Dick Coogan, who played "Abie" in "Abie's Irish Rose" last week, hasn't been signed permanently for the role yet. Ann Nichols wants to get a "visual" cast together so she can take the whole troupe to Hollywood when they make a re-issue of the film. . . Dinah Shore will need an alarm clock to get her on time to all her activities during the week of Sept. 25th to Oct. 2nd. On the 25th, she switches her time on the Blue from 9:30 to 8:15. On the 30th, she starts with Eddie Cantor and on Oct. 1st she begins work on her first picture for Warners. . . Bill Stern's Sportsreel renewed for 52 weeks, effective Oct. 3rd. . . Henrietta Van Horn takes over the radio column for the N. Y. "World-Telly" starting with today's edition. . . "Joe & Mabel," which has been on the verge of a sale a dozen or more times, gives up the ghost in two weeks. . . New weekly organ recitals start Sunday on CBS by E. Powers Biggs, originating from Harvard University's Germanic Museum, now being used by the Army as a training center for Chaplains. . . First few broadcasts in Arch Oboler's "Lights Out" series will emanate from N. Y. . . Metro scouts seen at the Caravan show for the past few weeks looking over Lanny Ross for the film version of "Show Boat". . . "Bulldog Drummond" renewed thru Dec. 7th. . . It's a boy at the Danny (Ascapi) McNamaras.



Critic's Corner: Allen Funt's "Army-Navy" WJZ quizzer is first-rate diversion. Furthermore, it treats soldier contestants with the respect they rate and doesn't strive for a cheap laugh at anybody's expense. . . Our pet baseball reporting is being turned in by keen-eyed, soft-spoken Mel Allen, who has proven himself one of the country's top sports commentators. Mel oughta be in big demand when the pigskin season opens up. . . With the big show being lined up for Al Jolson, we hope the powers-that-be let Jolson do plenty of singing. When Al is in there doing his "April Showers" and "Mammy" stuff, he's in a class all by himself.



THE MORNING MAIL: Bob Novak writes in to remind us about the "Cavalcade of Stars" this Thursday nite at Manhattan Center. Mark Warnow will furnish the music and celebs will be all over the place. Coin will go to USO and "Save the Children Federation". . . Ted Cott calls our attention to the fact that his "Sounding Board" sessions for RCA-Victor over WEAJ have been pulling heavy fan mail. One week alone lured over five thousand letters just from the N. Y. area. Show has the same lively pace of his "So You Think You Know Music" with the same array of "name" guests. . . Gwen Davis postcards that she's been renewed as "Betty" in "My Daughter Betty." Also that Henry Gladstone has been signed to announce the "Dr. Eddy" program on WOR. . . Lillian Okun informs us that Sydney Moseley's time on WJCA is being changed to 6:30 p.m. daily. His 11:00 ayem spot on Mutual remains as is. Lillian's own show "Civilian Defense News" program, also has a new time—6:03-6:15 p.m. Tuesdays and Thursdays. . . A note from Sid Walton to the effect that RKO is readying a scenario of his novel, "Journey to Battle". . . Harold J. Reilly, who operates the trade's favorite gymnasium, confides that his two latest "customers" are Dan Topping and Dick Fishell, who are polishing up for the Marines. . . And Robert R. Feagin, manager of WPDQ, writes that he has appointed Cy Newman as their new program director down there.



Remember Pearl Harbor

Chicago

By FRANK BURKE

HARRY F. DE LARME of the Bley, Dement and Company is doing special exploitation for Permo photograph needles among radio band leaders.

Jim Conway will handle the net on a revival of WBBM's "Meet Missus" show which is broadcast Mondays through Fridays from 2:45 p.m., CWT, from the Home Guild in downtown Chicago.

Albert Wiese, infatigable paralytic, who is a wheel chair expert in radio repairs at the Belmont Radio Corporation, recently accepted Army and Navy production award on behalf of the Belmont employ Wiese also was the guest of Tom Hunter on "The Midwest Mobilization" broadcast over WBBM last week.

Ben Bernie recently had a hand selling \$1,200,000 worth of war bonds at a \$2,500 a plate war bond dinner at the Sherman.

"Farnsworth Prison," mythical men's reformatory which is an important part in the current episode of the Irna Phillips' serial drama "Right to Happiness," is patterned after the Illinois State Reformatory for Women at Dwight, Ill. Miss Phillips visited the Illinois institution got first-hand information on its operation for treatment in her script.

Earle Tanner, radio tenor, gets singing assignment on the Blue work's "Club Matinee" shows Mondays, Tuesdays and Wednesdays.

WEVD

NEW YORK'S STATION OF DISTINCTIVE FEATURES

NOW 5000 WATTS

The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by—

- 1 The feature boxes of newspaper radio program pages.
2 The large number of famous advertisers on the station continuously year after year.

Ask for "Who's Who On WEVD" . . . sent on request.

WEVD

117-119 West 46th St., New York, N. Y.

RADIO ARTIST? Call LExington 2-1100 FIRST AND FOREMOST

## Advise Caution Using Up Material

(Continued from Page 1)  
 "However, it ought to be clear that, up to present time, the WPB has been able to supply tubes with the necessary tubes. There is no doubt from information which we have had that we will continue to do that for a period—perhaps I should say a substantial period if the conservation of materials is practiced wisely."

### Disregard Rumors

Any event according to the statements recently emanating from other sources questioning the ability of maintaining present production can be "safely disregarded."

At his press conference that day, statements gave him confidence that he was confident that the ability of maintaining the present production can be "safely disregarded."

and this was a question of national policy and would be decided, such rather than by "isolated private officials."

Complimented stations for "very good cooperation in answering the tube questionnaire, a report which is now in the hands of the Federal Broadcasting Committee of the Board of War Communications. The committee is expected to meet next week to consider the data and recommendations to the BWC."

### Questionnaires Being Studied

The CC head remarked, "the data revealed by the report is really very good because it goes pretty thoroughly into the status of tube supply among all broadcasters and will provide a very substantial basis for such recommendations as it will want to take."

When the BWC receives the Committee recommendations, Fly indicated, would consider all of the various suggestions that have been made in materials conservation. He went on to say, "I have every confidence that the problem will be worked out to give the industry the confidence and security which it deserves."

Fly said a great deal of progress had been made toward solution of the industry's man-power problem, now being the cooperative attention of the BWC, the War Manpower Commission, Selective Service and the U. S. Employment Service.

Data compiled from the manpower questionnaire for the communications industry will be turned over to the respective committees of the BWC for advice and recommendation, according to the Chairman. Considera-

## NEW PROGRAMS—IDEAS

### CHML's "Lucky Lady"

Produced in the interests of radio station goodwill, CHML, Hamilton, presents "Lucky Lady" every Monday through Friday at 12:55 p.m. Chosen at random from the city directory, the lucky lady for the day receives the following favors absolutely gratis: a corsage, a taxicab ride to one of Hamilton's best downtown restaurants, a dinner, admission to a prominent theater, and a ride home in a taxicab. Incidentally, this five-minute feature already has one of Ontario's best program ratings.

### WIL's Recruiting Program

"America Calling," daily program heard on WIL, St. Louis, is dedicated to the recruiting of men into the armed forces, and the inclusion of added manpower in various government agencies. Many inquiries from potential enlistees are reported in response to the exploitation of offers from the Army, Navy, Marine Corps, and Coast Guard.

### WCKY's "Navy Time"

More than a score of Cincinnati navy enlistees are sworn in daily on a new program on WCKY, Cincinnati, called "Navy Time." Voices of all the recruits are heard as they take the oath of allegiance, and recruits are brought to the microphone by Al Bland, promotion manager, for short interviews and conversation about the navy. Officers from the Cincinnati Naval Recruiting Station appear on the program in the role of adminis-

tration will be given, he indicated, to problems of possible shortage rate of turnover, recruiting possibilities and already existing or proposed training programs.

Referring briefly to the results of the AFM music ban, Fly said the problem was today more intensive and more serious than ever.

He went on "under present conditions, there is a serious question as to whether our broadcasting service and other public services, which are after all part of the over-all war machine, will be able to move along in the national public interest, or whether they are going to be hampered by monkey wrenches thrown into the machine."

Fly expressed enthusiasm over the work of the fire field stations, especially of the radio intelligence division which he visited during his recent cross-country trip. He said the staffs of these stations have "hearts and souls" in their work, and that it is being "well tied in" from the military point of view.

trator of the oath for the recruits. Most frequently heard is Ensign Lawrence Buckmaster.

From time to time prominent naval figures visiting Cincinnati appear on the program and administer the oath. Most recent of these is Rear Admiral Clark H. Woodward. The program originates from the downtown Cincinnati Fountain Square where a model destroyer, USS Victory, is used for recruiting and war bond sale purposes. Scores of Cincinnatians, parents and friends of recruits, are in the audience daily.

### WWSW Industry Salutes

Local industry is sponsoring a new half-hour program on Wednesday evenings at 8 p.m. over WWSW, Pittsburgh, a show designed to put the spotlight on industrial war workers. The initial broadcast of the contemplated series, titled "Industry Presents," was aired last week, with a program that will pretty much set the format for the entire series. A narrator and announcer, working with transcribed and recorded patriotic music, present the history and war efforts of various local industrial plants. First program was under the sponsorship of Hubbard & Company, Pittsburgh industry now engaged in the manufacture of vital, specialized products used in the transmission of utilities and communications.

## Mutual Nearing Deal With Big Wine Acct.

(Continued from Page 1)  
 of the Metropolitan Opera, and Brad Reynolds, of stage and radio. Program is the first radio sponsorship for the product.

Contract, thus far, calls for a 26 week airing on at least 64 Mutual stations. Series was to have started late this month, but difficulty in clearing time on the network has set date closer to second week in October. Day and hour of broadcasts are still part of negotiations. Arthur Daly, of the William H. Weintraub Company, Inc. which is servicing the account, will produce and write the production, except the Jack Pearl script which will be handled by his own writers.

### RCA Declares Dividends

Quarterly dividends on the outstanding shares of RCA \$3.50 First Preferred stock and outstanding shares of "B" Preferred stock, have been declared by the board of directors, and announced by Lieut. General J. G. Harbord, Chairman of the Board. The dividend on the First Preferred stock is 87½ cents per share, and the dividend on the "B" Preferred stock is \$125 per share. These dividends are for the period from July 1, 1942 to September 30, 1942, and will be paid on October 1, 1942 to stockholders of record at the close of business September 21, 1942.



## "IT'S A CINCH!"

explains Suzy our Steno. "To ride away with sales in the Cincinnati area, put your money on the favorite—WSAI. WSAI's unique sales aids get your program off to a fast start—and keep it out in front! WSAI has proved itself hundreds of times in past performances. If you're playing to WIN Buy WSAI!"

### WSAI'S SALES AIDS

1. Street car and bus cards.
2. Neon Signs
3. Display Cards
4. Newspaper Ads
5. Taxicab Covers
6. Downtown Window Displays
7. House-organ
8. "Meet the Sponsor" Broadcast

IT SELLS FASTER IF IT'S  
**WSAI IDENTIFIED**  
 CINCINNATI'S OWN STATION

NBC & BLUE NETWORKS • 5,000 Walls Day and Night • Represented by Spot Sales, Inc.

## WHAT'S WHAT IN BOSTON

1 WCOP plays 3 roles in campaigns: (a) primary force by itself, (b) supporting force with others, (c) mopping up force.

**WCOP**

**BELONGS ON YOUR SCHEDULE**

WCOP - REPRESENTED BY HEADLEY-REED CO.

# Court Of Appeals "Channel" Decision Portends Future Radio Legislation

(Continued from Page 1)

five different ways in their opinion. While four were in agreement to the extent of reversing the Commission and remanding its order of last year because NBC had not been permitted to intervene in the interests of its Denver station, these four justices diverged in three directions as to the degree of the intervention which should have been permitted, and at just what point in the proceedings this intervention should have been sanctioned. The two justices dissenting from the majority opinion to uphold the Commission also disagreed on major points, to produce two minority opinions.

## New Law Needed

"When six Federal Judges of the Appellate bench have to write five separate opinions based on interpretation of the present radio law, it is time somebody sat down and wrote some radio law someone could understand," one well known member of the Communications Bar Association here asserted. While FCC general counsel Telford Taylor and the aides who prepared the Commission's brief would not comment on the decision, general belief was that the agency would have no other recourse than to carry the case, through the Solicitor General, up to the Supreme Court, by a writ certiorari. Were this not done, it was doubtful how the Commission could proceed to carry out the decision of the Appeals Court since the three divergent majority opinions offer three differing types of procedure.

## "Operating Interest" in Channel

Despite the divergence regarding procedure that distills from the three-way reversal of the Commission, belief here is that the decision, if sustained, would advance the cause of clear channel stations as a class. By giving them the right to appeal before action that would revise their status quos is taken by FCC, this case would establish the right of such stations to certain operating interest in their channels. This would enable them to be heard whenever revision of their status was up for consideration, instead of merely at FCC's discretion. Appeal was based on the FCC order of April 7, 1941 granting to Matheson Radio Company, Inc., operating WHDH, Boston, night use and construction permit for a 5 kw station on the channel which it had been sharing since 1940, during daytime hours and with one kw power, with KOA, Class One station, operating since 1928 with 50 kw. power. KOA complained that this would create new and additional electrical interference after sunset in its secondary service area about 700 miles east of Denver; that it would degrade its status from a clear channel (Class One) to Class Two station, and in effect would modify its license. While the Commission as a matter of discretion permitted NBC to file an appeal for KOA after

issuing its proposed findings in the case, and then decided to go ahead with grant to WHDH, NBC appealed not for substantive redress but to establish its standing to the right to intervene.

## Uncertainty In Law

Indicating the uncertainty raised as to the meaning of the original law, Justice Rutledge, who wrote the ranking majority decision, observed, "The case therefore raises again the troublesome question concerning who is entitled to appeal from the Commission's orders and upon what showing under the nebulous provisions of the statute in this respect: and the equally difficult, perhaps more unsettled inquiry, who, if anyone, may intervene as of right in its proceedings, for granting, denying or modifying a license under the equally cloudy provisions relating to these matters." Justice Rutledge also held that KOA had the right to appeal even though it had not claimed financial injury from the grant to WHDH. Holding that the Sanders case vs. FCC does not establish that economic injury was the sole criterion given by the present law for right of appeal, he pointed out that such an assumption would ignore the fact that public interest and not private right is primarily at stake, and would prevent non-profit stations from taking appeal, "either absolutely or in practical effect."

Rutledge went on to make this digression: "Unfortunately, commercial enterprise has taken over the lion's share of the field, because, when radio was in its infancy, many persons hoped that much of its work would be done by educational, religious and eleemosynary institutions more than the event has permitted. Notwithstanding the policy which has so favored commercial operators, there is a considerable volume of non-commercial broadcasting. It takes place through stations supported not by advertising or 'plugs,' but by churches, universities, colleges, charitable foundations and others who have no profit-making revenues. Many still hope that the evils apparently inherent in commercial broadcasting yet may bring about a larger allocation of frequencies to licensees whose objects are not primarily the making of money."

## Profit Motive Unfair

"Limiting appeals to persons financially injured would have the practical effect of denying them to non-profit-seeking broadcasters. Conceivably, in very rare instances, such operators could show financial injury. But obviously they could not do so in the circumstances in which commercial stations are able most frequently to demonstrate its possible incidence. The view cannot be accepted that these stations can appeal only when some action of the Commission has the practical effect of destroying their capital investment. Such a view would not be consistent with the public interest and right which is the foundation of all broadcasting and which primarily the commercial broadcaster's appeal is designed to protect."

On the other hand, Justice Miller, who dissented to uphold the FCC, argued that the Supreme Court in the Sanders case intended to limit right of appeal to stations which could claim financial injury (which KOA did not claim). Miller observed: "While intangibles such as prestige or position in the broadcasting world may seem valuable to a licensee, still they are unimportant—in view of that free competition which Congress intended should exist in the field of broadcasting—unless injury to them would result in financial injury. If, for example, loss of prestige should result in loss of advertising then, perhaps, a tangible injured interest would appear which would give standing to appeal. But if there is no interest, of such character that it will reveal itself in terms of financial injury, then there is no sufficient interest to give standing to appeal."

## Nonprofit vs Profit

He said this was true even of a licensee operating on a non-profit basis, since financial backing is required to maintain such a license. If the injury threatened dangers that financial backing then the licensee should have standing to appeal, otherwise not. "Where else could the line be drawn?" he asked. "Would it be sufficient

that a Methodist organization was aggrieved by hearing Baptist doctrine preached in the same listening area; or that one college should be disturbed by the songs and cheers of a rival institution of learning?"

Justice Edgerton, who wrote the second minority opinion, pointed out that interference is an "elastic" term, and that KOA had alleged "Neither substantial injury nor any facts which constitute substantial injury." He concluded, therefore, that it had not established its right to appeal from the Commission's grant to WHDH.

## Free Competition

Edgerton likened KOA's position to that of "the owner of a licensed garage or liquor store who is subjected to new competition by the licensing of a similar business near his own that would not have been possible under the regulations which were in force when his own license was issued."

While upholding KOA's right to intervene, Justice Rutledge maintained that it should have been given this right only after the Commission had completed all preliminary proceedings stemming from WHDH's application and had issued its proposed findings. He called for reversal of the FCC order for the "error of excluding the appellant from participation as a party in the final and controversial stage of the proceedings," on the basis of Section 303 of the Radio Act.

Justices Gronel and Vinson held that KOA should have been permitted to participate in the proceedings from the beginning, as one of the interested parties. They observed, "To allow a hearing only after proposed findings of fact have been made is to deprive appellant of participation during the crucial period of the proceedings, that is, when the evidence is being taken and the record being made up. The appellant's interest existed from the beginning, and it is not enough that the interest was considered by the Commission."

## Recognition of Courts

Justice Stephens, maintaining the like opinion, held also that, even if the Communications Act were "doubtful" in recognizing existence of rights of licensees in its provision, the courts should recognize those rights and provide for such hearings. He gave two reasons for this as follows: "First, in the absence of indubitably clear language requiring such a conclusion, it would be unthinkable to conclude that the Congress would provide for the granting of station licenses for radio broadcasting contemplating, in connection with operating a station, investment in building space and equipment, the hiring of talent, the contracting for advertising, and the employment of labor, but at the same time fail to recognize that by whatever technical name they might be called, whether property rights or license rights, interests would arise, in the persons to whom licenses were granted, which should as a matter of fact play not be impaired or destroyed by the Communications Commission without a hearing upon the question whether the public interest would be served by their impairment or destruction. Right to a hearing before injury by the government in the public interest is one of the fundamental decencies guaranteed by Democratic institutions. It is safeguard of the Anglo-American legal system against arbitrary or capricious action by public authorities. No purpose should be attributed to Congress to deny such a right."

## Invalidate Fifth Amendment

"Second, to construe doubtful language of Congress as permitting the impairment or destruction of a licensee's interests without a hearing would be to invalidate, under the due process clause of the Fifth Amendment the action of Congress; that that clause protects against the arbitrary impairment or destruction of substantial rights even though they are limited by the Public interest, is not open to doubt."

Decision will not have any immediate effect upon operations of WHDH, unless NBC moves for injunction pending reconsideration of the commission's grant made last year of increased time and power on the 850 kc frequency. Such action is not considered likely. Rumor here is that WHDH invested in the neighborhood of \$250,000 following this grant. However, it is pointed out that it proceeded with full knowledge of all eventualities of the KOA appeal.

## GUEST-ING

ARTHUR ZAIDESBURG, author of "Anyone Can Draw" and "Anyone Can Paint," on the "Living Art" program, today (CBS 4:30 p.m.).

ANN RUTHERFORD, screen actress, on Dorothy Kilgallen's "Night of Broadway" today. (CBS 6:15 p.m.)

THE PAUR CHORUS, Negro chorus, on "Great Moments in Music" tomorrow. (CBS 10 p.m.)

CORPORAL ERWIN CRANDY, Tommy Dorsey's program, tomorrow (NBC, 8:30 p.m.).

JOHN D. MORSE, of the staff of Metropolitan Museum of Art, on "Living Art" series, today, (WABC, 4:30 p.m.).

JIMMY DOLAN, on Ted Hussey's "Thirty Minutes to Play," Thursday (WABC-CBS, 8 p.m.).

LEONARD SHURE, pianist, on "Keyboard Concerts" series, tomorrow (WABC-CBS, 3:30 p.m.).

MRS. OSWALD LORD, assistant regional director of the OCD in New York area, and MRS. W. THROP ALDRICH, organizer of junior division of the Civilian Defense Volunteer Office of Greater New York, on "Children Also Are People" tomorrow, (WABC-CBS, 4:30 p.m.)

## Special WMCA Broadcast Re London's Big Blitz

A special world-wide broadcast "There'll Always Be an England" will be presented tomorrow, 5:05-5:30 p.m. to mark the second anniversary of the great London Blitz of September, 1940. The broadcast will originate from Freedom House, and shortwave to Europe and Australia by WRU, the 50,000 watt World Wide Broadcasting Foundation outlet. WMCA will handle the local airing. The following persons will participate in the broadcast: Quentin Reynolds, Hendrik Willem Van Loon, Tallulah Bankhead, H. V. Kaltenborn and William L. White, son of William Allen White. William Agar, educational director of Freedom House, will preside.

## Reed Joins WBBM

Chicago—Harland Eugene Reed, former St. Louis newspaper man and more recently attached to the Treasury Department's War Savings Staff in Washington, has joined WBBM as a news commentator. He will be heard Mondays through Saturdays from 10:30-10:45 p.m.

## Milling Co. On WLS

Chicago—Little Grow Milling Co. of Warsaw, Ind., has contracted for a regular schedule of 15-minute programs six times weekly to be aired on WLS of this city starting October 12. Rogers & Smith is the agency.

# Star Committees Ready Org. Details

(Continued from Page 1)

Committee of the New York Advertising Council and OWI Radio Chief William B. Lewis and his aides, including Meservey, Nat Wolff and Seymour Morris. Heagen Beylis is chairman, and Chester La Roche, president of the Advertising Council, is in charge of the agency-star cooperation. The OWI allocation program committee chairman Kay Kyser will discuss plans for the committee.

The following members are expected to attend: Major Andre Kostelanetz, Lanny Clifton Fadiman, Kate Smith, and Andy, Fred Allen and possibly Jack Benny. Seymour Morris will review the allocation plan.

**General Meeting In Afternoon**

At 1:00 o'clock Friday afternoon about 350 persons, including agency executives and radio writers and others invited by the agencies and networks, will meet with the luncheon group in NBC Studio 6B. Chester LaRoche, Radio Chief Lewis and Kay Kyser will speak.

LaRoche will attend the Chicago meeting next Monday with Kyser and OWI executives. A morning luncheon and luncheon will be held at the Drake Hotel, with a general meeting at CBS headquarters. The eight-man radio committee of the Chicago Council is now being organized with four network representatives: Kyser, Lewis and LaRoche as scheduled speakers.

**Two-Day Hollywood Meet**

A separate two-day conference scheduled for Hollywood will open Sept. 16 with a morning meeting for the member radio committee of the advertising council. They will be invited for the OWI by Radio Chief Lewis, while Seymour Morris will outline the allocation plan as it has developed in the other two cities. They will suggest how Hollywood talent can contribute to it. Kyser will accompany the OWI radio troupe to Hollywood and address this meeting. Hollywood speakers will be Sidney Hillman of NBC and Nat Wolff, who as vice president will be in charge of the West Coast program.

A meeting of the Hollywood members of the Committee of 25 will take place the same evening at the Beverly Hills Hotel with Strotz, Lewis and Kyser as the speakers. Advertising agency representatives, writers and producers will attend a meeting the following morning, probably at one of the film studios. Some are expected to hear Kay Kyser, Strotz, "Bill" Lewis and Seymour Morris. Nat Wolff will be chairman.

**WANTED**

Man in program and barn dance M. C. by Midwest regional network basic station. Radio and personal appearance experience necessary. Writing ability desirable. State experience, references and draft status in first letter. All replies strictly confidential. Box 572, Radio Daily, 1501 Broadway, New York City.

# PROMOTION

## WHN Football Schedule

Official schedule of all pro National League Football games is offered listeners by WHN, New York, to tie in the station's coming broadcasts of all New York Giants home and away games. Red Barber and Alan Hale now doing the Dodgers baseball games over WHN for Old Gold cigarettes, will continue with the football chores for the same sponsor. Printed on heavy stock for self-mailing, the schedule plugs the Barber airings with special copy and art. For convenience of home town rooters, home games of all teams are listed in bold type.

## Red Barber For Elson On "Series" Broadcasts

Chicago—Red Barber, who has handled this season's baseball broadcasts of the Brooklyn Dodger games over WHN, New York, has been named to replace Bob Elson at the mike during the World Series contests to be sponsored by the Gillette Safety Razor Co. on the Mutual Broadcasting System. Presumed that Bill Corum and Mel Allen will complete the setup.

Appointment of Barber was announced following the disclosure that Bob Elson, WGN-MBS sportscaster who had been previously assigned to handle the World Series, had reported for duty at the Great Lakes Naval Training Station as a lieutenant senior grade. Elson has been assigned as a desk volunteer specialist and his appointment came as a surprise as he was expected to handle the World Series stint for the 13th consecutive year.

## G. F. Sets "Night Editor"

Dramatic serial, "Night Editor," will be sponsored by General Foods over NBC Pacific Coast network Thursdays, at 8:15 p.m., PWT, starting October 1. Benton & Bowles, Inc., is the agency.

## WEIM Appoints Burn-Smith

Fitchburg, Mass. — WEIM of this city has appointed Burn-Smith Co., Inc., to act as the station's national representatives, effective immediately.

## Reminder

Paper book-cover jacket of "Sound and Fury, An Informal History of Broadcasting" by Francis Chase, Jr., is used to promote "Grand Ole Opry" program on WSM, Nashville. Using the cover exactly as it appears on the book, station reprinted on the inside excerpts from the history that deal with its long-standing series. Attached to the jacket is a brief note from Harry Stone, WSM general manager, which states: "Here's the reprint I was talking about. I'm sure it will be of interest to you."

## Night Audiences Climb In N. Y. Metropolitan Area

Gas rationing and the war are given as the reasons for the increase in evening radio listening in the New York metropolitan area during July and August of this year as compared to the same period of 1941, according to the "Continuing Measurement of Radio Listening" survey released by C. E. Hooper, Inc. Survey is sponsored jointly by New York commercial stations and is a study of evening listening from 6:00 to 10:30 p.m. According to the latest release evening listening this summer has been consistently higher than last summer.

Average "Sets-In-Use" for July-August 1941 were 20.4 while the comparable figure for 1942 is 22.0, a gain of 8 per cent over last year. Two factors appear to be responsible for this gain: First, a "Not At Home" Index shows that more people are at home, probably as a result of restricted travel; second, people who are at home are listening more this year as indicated by the "Recruiting Efficiency" Index, which shows the percentage of people at home recruited as listeners to radio programs.

## Murdock Heads WCAU Press

Philadelphia—Henry T. Murdock former drama editor of the defunct Philadelphia "Evening Ledger" and recently appointed assistant to Kenneth Stowman, publicity director of WCAU, has taken over the directorship. Stowman becomes general manager of the Pennsylvania Network.

# Discuss War Problems At Blue Web Meeting

(Continued from Page 1)

day, with luncheon and dinner followed by a reception.

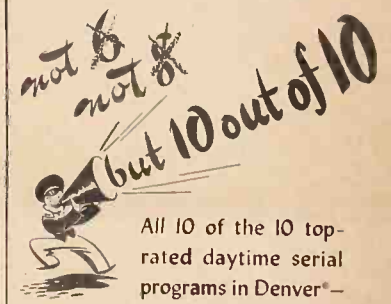
Among those who spoke were Mark Woods, president; Edgar Kobak, executive vice-president; Keith Kiggins, vice-president in charge of stations; Phillips Carlin, vice-president in charge of programs; Don E. Gilman, vice-president in charge of the western division; E. R. Borroff, vice-president in charge of the central division; Charles E. Rynd, treasurer; Fred M. Thrower, general sales manager; Robert Saudek, assistant to the executive vice-president; John McNeil, manager of Station WJZ; Charles Barry, Eastern program manager; G. W. Johnstone, director of news and special features; George Benson, Eastern sales manager; Bert J. Hauser, sales promotion manager; Edward F. Evans, research manager; William Ryan, manager of Station KGO; Kenneth Berkeley, Washington manager.

Also James Stirton, central division program manager; H. B. Summers, public service manager; Dorothy Kemble, continuity acceptance editor; Robert Swezey, secretary and legal counsel; George Milne, chief engineer; E. C. Horstman, Chicago engineering manager; Alexander Nicol, controller; Kevin Sweeney, Hollywood promotion manager; John H. Norton, Jr., station relations manager; Murray B. Grabhorn, national spot sales manager; and Earl Mullin, publicity manager.

## OWI Names CBS "School"

"School of the Air of the Americas," sent by CBS to stations in this country and in Latin-America, has been designated by OWI as an official news channel for that governmental agency, it has been revealed by Lyman Bryson, CBS director of education. "News, information and instructions for civilian activities to the children and young people, teachers and parents of America" are to be conveyed under the new regime.

• My name is ~~redacted~~. I am 31 years old, married and have a 2½-year-old daughter. Been in radio since 1934 as a radio trade paper salesman—time salesman for large national rep—and also time salesman for 50,000 watt New York station. Would be very happy to discuss many further qualifications with any reputable New York company. My present employer knows of this ad. Box 574, RADIO DAILY, 1501 Broadway, N. Y. C.



All 10 of the 10 top-rated daytime serial programs in Denver\*—on KOA! More listeners cost less on KOA.

**KOA**  
50,000 WATTS

\*Source: Hooper Survey

**FIRST**  
IN DENVER

Represented nationally by Spot Sales Offices

# ★ ★ Coast-to-Coast ★ ★

**N**EW program, Vick's "Memory Lane," on WDRC, Hartford, was inaugurated yesterday by the Vick's Chemical Company. The five-minute program, to be heard each Monday, Wednesday and Friday late afternoons, was placed by Morse International, Inc., agency, New York. The contract will expire March 12, according to commercial manager William F. Malo.

**Gene Reynolds, former announcer and assistant production director for WBAP-KGKO, Fort Worth, has moved into production director post left vacant by A. M. "Woody" Woodford. Woodford is now stationed at the Farragut, Ida., Naval Base as a warrant officer.**

**Comings and going at WKY, Oklahoma City: newest additions to the announcing, news and dramatic staffs are Robert Karnes and Burton Wright; Frances Pounds, receptionist, has resigned to await blessed event and has been replaced by Viola Mehr; Jim Bray, WKY engineer, resigned to join the Navy and is now stationed in New Orleans; Dean Wood, news department, has resigned to return to school at Oklahoma University.**

**New staff additions to WSB, Atlanta, are Jessie Ruffner and Edwin Howard. Both are assigned to the clerical department. Letters of appreciation from former WSB staff men now in the armed forces continue to come to news editor Walter Paschall for his "Letters To the Boys In Service" sent out from the station every week.**

**WOL, Washington, D. C., has just welcomed a new announcer to its staff. The new spieler is Bill Jefferay, who came to WOL from WAAT in Jersey City, N. J. Russ Hodges is adding another chore to his broadcasts of the Washington Redskins games. Every week, after he has finished broadcasting the game, Russ will broadcast a short program called "Let's Give Credit." He will point out high points of the day's game and give a war bond to the Redskin who was the outstanding player of the game.**

**Official bulletin of the WPB's tin salvage unit, "The Tin Cannoneer," devotes a full page of its current issue to a publicity-promotion idea advanced by Mitzi Kornetz of WTAG, Worcester. Plan consists of formation of Tin Can Alley Clubs as a means of spurring the tin drive. A "morale" poem on tin submitted by WTAG's Miss Kornetz was also included in the publication.**

**Louis L. Jordan, radio chairman of the "Appreciate America" series on KLLX, Oakland, recently staged a successful bond-selling drive through the medium of the program, several thousands of dollars being voluntarily subscribed by listeners. Malcolm Battison has been named the new KLLX organist, and a new weekly war series is being KLLX-ed by the Oakland Defense Council.**

**Bob "Happy" Hunter, former WEBQ, Harrisburg, Ill., announcer and assistant manager, has been added to the WHOP, Hopkinsville, Ky., staff as announcer. He will also handle special events and publicity for the station. Ben A. Smith, chief engineer, left September 11, to join the civilian branch, U. S. Signal Corps, Belmar, N. J. Smith has been with the station for the past two years. Bonnie Bessire, program director, has inaugurated a new series of programs for women. Program title is "Women of the Farm and Home." WHOP is "in the army now," so to speak. It recently started a series of programs featuring soldiers from Camp Campbell. The show is conducted entirely by the boys in khaki. A second series, to be broadcast direct from the camp, is planned for an early date.**

**Featured with 14-year-old Olivio Santoro, boy yodeler, on his new commercial which started Sunday on NBC, will be 12-year-old Marion Loveridge, who sings patriotic songs, and four-year-old Bobby Hookey, who becomes what is believed to be the youngest artist on any network series. All are graduates of NBC's "Children's Hour." Olivio has been featured in previous seasons in a cycle of Western and mountain songs, sprinkled with novelty tunes of a universal flavor. His unique voice is considered all the more remarkable because of his extreme youth.**

**A second new program giving local farm news from Illinois, Indiana, Wisconsin and Michigan has been started over WLS, Chicago, by Liddy (Doc) Burlingham. The program, sponsored by the DeKalb Agricultural Association, was placed through the Western Advertising Agency, Racine, Wis., for 13 weeks. Burlingham recently started a noontime program on Tuesdays, Thursdays and Saturdays which is directed exclusively to dairy farmers. The latter account was scheduled for 52 weeks on WLS through the Presba, Fellers & Presba advertising agency.**

**Newcomer to the talent staff of WINS, New York, is Joanne Jeffries, vocalist. She is one of the featured soloists on the staff band under the direction of Henry Sylvern and is heard on Tuesdays from 10-11 a.m.**

**Marilyn MacLean is the new traffic manager at KRE, Berkeley. She formerly held the same post at KROW, Oakland. Ken Burkhart has left KRE's announcing staff to enter business. Two new KRE war programs have been launched—"Berkeley at War," emphasizing air warden's activities, and "Handle With Care," a show devoted to Victory Gardens.**

**Rose Pescik, secretary to Franklin M. Doolittle, general manager of WDRC, Hartford, on Sunday observed her fourth anniversary with the station. Miss Pescik recently took a course of training as a control operator, and is capable of operating the WDRC controls in case of an emergency.**

**Mildred Rhodes Flippen, former fashion coordinator connected with the advertising department of John Gerber Co., has joined the program department of WMPS, Memphis, Tenn.**

**Earl Allen, graduate of Ontario Agricultural College, has taken charge of the "Farm Forum" program aired daily on CHML, Hamilton, Ont. at 1:15 p.m. He also presents a subsidiary five-minute "Farm Forum" show on the station daily at 7:30 a.m.**

**Volunteering his services at the launching of Worcester's "Salute to Our Heroes" War Bond campaign last week was WTAG announcer Bob Dixon who served as master of ceremonies at a three-hour long program. Newcomers to WTAG, Worcester, Mass., include Gladys Tomajan, music librarian, and Madeline Sohlstrom, who will be in charge of the music clearance department.**

**James H. Garrett, of Lima, O., joins the staff of WDRC, Hartford, as an announcer today. Garrett formerly was connected with WLOK, Lima, Ohio.**

**Coming and going on the schedule at WRBL, Columbia: Billie Wismer, Helen P. and Gertrude Handley return holidays; Jack Gibney, sportsman, on annual leave and Jeff of engineering staff to the through reception center in Tenn. Tony Barrett, who is life is known as Ray Adkins, of WNOX, Knoxville and Nashville and many other stations is latest addition to WRBL. Barrett, who has more than ten years experience in radio, to WRBL as program director sportscaster.**

**Benny Walker, KGO ventriloquist has joined the cast of the "Light and Mellow" variety program for which he has created a new act, "Dr. Malarky," an operator. Marvin Graham joined the KGO newsroom staff.**

**Edward Randall and Louis are now writing KFRC's early morning "Breakfast Club" variety. Ec-writer Adrian Gendot has the Army. Jack Desch, new to KFRC's mike staff, has been signed to the news staff. A newcomer to the announcing at KFRC is Howard Culver of land.**

**THIS LITTLE BUDGET WENT TO THE "920 CLUB"**

**WORL BOSTON, MASS.**

**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

September 15

Robert Benchley	Phil Bilo
John Conte	Jackie Cooper
William Hard	Russ Johns
Donald Langan	Joe Lopez
Lee Meyers	Jack Robbins
T. F. Seawell	James Wallington
Johnny Wolf	

**KWKW**

**PASADENA**

**1430**

**IS NOW**

**ON THE AIR**

★

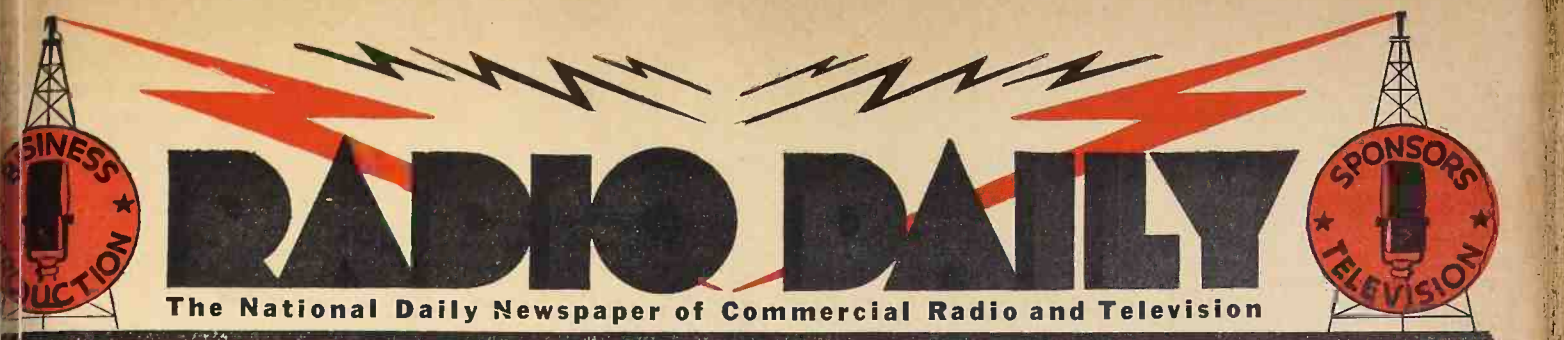
**SERVING THE**

**LOS ANGELES**

**METROPOLITAN AREA**

**3,000,000**

**HIGH WAGE EARNERS**



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

20, NO. 55

NEW YORK, N. Y., WEDNESDAY, SEPTEMBER 16, 1942

TEN CENTS

## Protect Key Radio Jobs

### NBC Fall Sponsors Using Preview Disks

Reception of NBC's "Fall Parade of..." series embodying previews of upcoming programs has made it necessary to increase original transactions, numbering 10, to 21. NBC's contribution to the war effort and building of national morale is a note of the editorial matter and is in form finally delivered to artists, recordings and their accompanying scripts provide total of 10 of entertainment, especially contributed for the purpose, by toping artists.

Material required to present (Continued on Page 2)

### War Savings Bonds and Stamps Serutan Renews Pearson for 52 Weeks Over Blue

Law Pearson, "Washington Merry-Go-Round" writer, has been renewed for 52 weeks on the Blue Network and the sponsorship of Serutan. Renewal is effective October 11. News commentator, who was heard with Robert Allen before latter returned to active Army service, is on Sunday 6:30 p.m., EWT, with recorded repeat at 8:45 p.m., EWT. Agency is Raymond Spector Co., New York.

Buy War Savings Bonds and Stamps

### Fairbanks Joining OWI; Allocation Bureau Post

Designation of William Fairbanks as NBC's sales promotion department was made known yesterday as he is ready to join the OWI as assistant chief of the Allocation Bureau, Allocation Division. His duties will be taken over by Arthur L. Forrest. (Continued on Page 2)

### Near-East Message

Mary Brock, NBC's Teheran, Iran, reporter, recently received a kiss from the way from Ankara, Turkey. Her husband, Ray, is N. Y. "Times" correspondent. Bearer of message was no less a person than Wendell Willkie, who said husband had sent love by him. Mrs. Brock returned back. "Mission carried out satisfactorily."

### Bondwagon

Pittsburgh — The KDKA Bondwagon which travels to various communities in the station's coverage area continues to pile up an impressive record of cash sales. Through Monday Sept. 14, actual sales of War Savings Bonds at which the Bondwagon troupe has appeared have reached \$186,546.

### File Music Test-Suit On Broadcast Rights

Suit testing the inclusiveness of early mechanical rights contracts, to ascertain whether or not broadcasting rights were implied, was filed in the New York Supreme Court yesterday by Karczag Publishing Co., Inc., against Leo Feist Inc. Action seeks to restrain Feist from granting broadcasting rights for musical selections from the operetta, "Blossom Time," and for an accounting of all moneys (Continued on Page 2)

Buy War Savings Bonds and Stamps

### Halverstadt Media Head For Procter & Gamble

Cincinnati — William G. Werner, manager of the advertising division of Procter & Gamble, has announced the appointment of Albert N. Halverstadt to the position of director of media. Halverstadt, well-known in media circles, has handled for a number of years the coordination and analysis of radio-time, publication, (Continued on Page 2)

## Continue 'Cheers From Camps' As CBS-OWI Sustaining Show

### REC Exec. Committee Planning New Season

Officers and executives of the Radio Executives Club will hold a special meeting today at the offices of J. Walter Thompson Co., New York, at 5:30 p.m. Meeting has been called by Tom Lynch, radio time buyer of William Esty & Co. and president of the group for the 1942-43 term. Plans for (Continued on Page 2)

## Employers' Okay Needed For Holders To Enlist In Any Armed Forces According To New Rule

### Victory Labor Group Forces FCC Rehearing

Washington Bureau, RADIO DAILY Washington—In an unusual action yesterday, the FCC decided to reopen hearings on the proposed grant of a construction permit to Northeastern Pennsylvania Broadcasters, Inc. for a 100-watt, Wilkes-Barre station. The order designating further hearings from which Commissioners Craven (Continued on Page 6)

### Buy War Savings Bonds and Stamps "Time"—"Life" Sponsors Own WQXR News Period

"World Wide News Reviews," the quarter-hour news program on WQXR which writers and editors of "Time" Magazine have been preparing as their first experiment in radio will be sponsored by "Time," and (Continued on Page 2)

### Buy War Savings Bonds and Stamps KMPC's 18-Hour Program Dedicated To Bond Sales

West Coast Bureau, RADIO DAILY Los Angeles—Coincident with the first day on which it will use its new 10,000 watt transmitter, KMPC, Beverly Hills, Cal., will present 18 (Continued on Page 2)

Key civilians in radio broadcasting and television will not be accepted for commission or enlistment without written release from their company heads, according to a newly announced Army-Navy policy just adopted on recommendation of their joint personnel board. In the "key" classification are executives, heads of major divisions or departments and principal sub-divisions and technical experts whose major duties involve design, planning or research.

The list of 34 essential activities issued in connection with this policy statement, with broadcasting and television classified under "Commur- (Continued on Page 3)

### Buy War Savings Bonds and Stamps Feen-A-Mint Account Buys Full MBS Network

First regular program series to buy a full network on Mutual under the new discount plan incorporated in Rate Card Number 10 is "Double or Nothing" sponsored by Pharmaco Company, makers of Feen-A-Mint. (Continued on Page 6)

### Buy War Savings Bonds and Stamps New Orleans Firm Expands Tube-Rebuilding Factory

New Orleans—Freeland & Olschner, Inc., local company which has been engaged the last several years in rebuilding vacuum transmitting tubes. (Continued on Page 2)

### Beats Ivory Soap

Twelve teletypists in NBC's New York headquarters, turn out millions of words yearly and think nothing of it. For many months they've been operating at 99 per cent efficiency. This week it was revealed that from July 24 to Aug. 31, they handled 76,000 messages without an error. No garbles or losses, either.



Vol. 20, No. 55 Wed., Sept. 16, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : Editor

MARVIN KIRSCH : : : Business Manager

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

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

# FINANCIAL

(Tuesday, Sept. 15)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	118 1/4	117 1/2	118 1/8	+ 3/8
CBS A	11 3/8	11 1/8	11 3/8	+ 1/8
CBS B	11 1/2	11 1/2	11 1/2	+ 1/2
Gen. Electric	26 3/4	26 1/4	26 1/2	+ 1/4
Philco	8 1/2	8 1/2	8 1/2	- 1/4
RCA Common	3 1/4	3 1/8	3 1/4	+ 1/8
RCA First Pfd.	56 1/4	56 1/4	56 1/4	+ 1/4
Stewart-Warner	6 3/4	6 3/4	6 3/4	+ 1/8
Westinghouse	71 1/4	71	71	+ 1/4
Zenith Radio	14 1/8	14 1/8	14 1/8	+ 3/8

NEW YORK CURB EXCHANGE

	Bid	Asked
Hazeltone Corp.	17	17
OVER THE COUNTER		
Farnsworth Tel. & Rad.	15 1/2	17 1/2
Stromberg-Carlson	5 1/2	6 1/2
WCAO (Baltimore)	17	20
WJR (Detroit)	19	21

## File Music Test-Suit On Broadcast Rights

(Continued from Page 1)  
acquired by Feist since 1919 through broadcasting licenses.

According to the complaint, publishing firm did not grant broadcasting rights in as much as commercial broadcasting was not established, nor was the grant contemplated back in December, 1919 when contract was signed. Plaintiff holds that the defendant has assumed the right to license broadcasting, and has all these years been collecting large fees therefor. If the court holds that broadcasting rights were included in the mechanical rights license transfer, plaintiff asks for two thirds of the royalties on the original music and one half on the interpolated music.

Fact that suit is filed in the New York Supreme Court precludes argument of copyright infringement, for such litigations would be handled by a Federal court.

### Frank To Walker Co.

John Frank, formerly of Howard Wilson Co., is now affiliated with The Walker Company, station representatives.

## New Orleans Firm Expands Tube-Rebuilding Factory

(Continued from Page 1)

has announced immediate expansion of its facilities in a move which may play a critical part in keeping American radio stations on the air for the duration. The firm's plant expansion has been encouraged by engineering and other assistance from CBS, it is understood. With the added facilities, the corporation expects to be able to serve a much greater sector of the radio broadcasting industry.

William T. Freeland, Jr., company president, indicated that some time would be necessary to put the expanded facilities into smooth operation, since the firm's new employees will require a breaking-in period and, before that, the new facilities will take some time for installation.

Freeland hoped the nation's broadcasters would bear with the company during this period. He also emphasized that, with the rapidly decreasing availability of new tubes and the critical part which rebuilt tubes will play in keeping stations on the air, the country's broadcasters should hold their used tubes for reconstruction instead of discarding them.

Freeland pointed out that it is not possible to rehabilitate every type of tube at the present time—particularly those in the smaller classifications. He hoped, however, with the new facilities at the company's disposal, that future developments would permit the rehabilitation of a constantly increasing variety and number of tubes.

## "Time"—"Life" Sponsors Own WQXR News Period

(Continued from Page 1)

"Life," contract, regular commercial deal, having gone into effect yesterday. Contract is for 13 weeks, but "Time" has series of options available which could keep the sponsorship for a long run. Yesterday's commercial was the first on which the World Wide News Bureau of "Time" and "Life" received air credit. Completion of negotiations between "Time," which recently became a minority stock holder in the station, and WQXR indicates the reason for the turning down of a tobacco commercial for the program recently. Al Grobe is the voice on the program.

## Halverstadt Media Head For Procter & Gamble

(Continued from Page 1)

outdoor and other media recommendations of the advertising agencies placing Procter & Gamble business.

## Fairbanks Joining OWI; Allocation Bureau Post

(Continued from Page 1)

formerly with WBT, Charlotte, N. C., and the Lewis Ayer advertising agency of that city. Fairbanks was with NBC 11 years, starting on the page staff.

## KMPC's 18-Hour Program Dedicated To Bond Sales

(Continued from Page 1)

unbroken hours of salutes to American heroes wherever they may be in an effort to sell a minimum of \$10,000 worth of War Bonds and Stamps an hour next Saturday.

On the program which will start at 6:00 a.m., all commercial advertisers have relinquished their time to aid the drive, which will present radio and screen stars, civic leaders, war workers, union heads and industrialists.

All stars, artists, guest speakers and announcers, in addition to selling bonds themselves, have agreed to buy at least one bond themselves during the day.

Cooperating with KMPC will be WJR, Detroit, and WGAR, Cleveland. Both will make program contributions to KMPC in recognition of the long non-commercial broadcast and in salute to KMPC's newly authorized increase in power.

Each hour, from 6:00 a.m. until midnight, will be dedicated to an American hero or heroine. Unique feature will be that the only identification made of each hero will be by sound effects. His voice will not be heard nor will his name be spoken.

## 21 NBC Fall Sponsors Using Preview Disks

(Continued from Page 1)

and promote "Fall Parade of Stars," is contained in the portfolio delivered to each subscribing station. Included are car and counter cards, editorial matter, suggestions for window displays, photographs and mats of the stars, together with numerous other publicity ideas designed to insure maximum merchandising value.

Series has six main objectives: to create interest in fall programs and build up listening audiences for them; to strengthen good-will ties between advertisers and stations; to strengthen ties between advertising agencies and stations; to build prestige for stations by identifying each outlet with the network's most popular program features and their stars; to build up an inventory of human interest material from which popular local programs may be constructed; and to create newspaper goodwill by supplying topical newsworthy stories, photographs and mats of celebrated radio personalities.

## REC Exec. Committee Planning New Season

(Continued from Page 1)

the forthcoming season are to be discussed. First luncheon meeting of the Radio Executives Club is scheduled for Wednesday, October 7 at the Hotel Lexington.

## Stork News

Cincinnati—Jack Sheldon, announcer on WKRC, is the father of a son born late last week to Mrs. Sheldon at Jewish Hospital. The baby, which is the Sheldon's first, will be named Stephen.

# COMING and GOING

JIM MARION, NBC announcer, left yesterday on vacation to his home town, Spartanburg, S. C.

EDWARD TREVOR, radio actor, in Washington, D. C. discussing his narration of several S. Army morale films in Spanish.

CHARLIE BARNET and band left New York for an extended tour, opening at Earle Philadelphia.

TOMMY REYNOLDS opened at Rainbow deyu, Salt Lake City, Utah, with KSL remote.

FRANK KING, president and station manager of WMBR, Jacksonville, Florida, in New York for the week.

RALPH GOTTLIEB, of WGCI, Scranton, Pa., visiting CBS offices in town.

ROBERT KENNETT, program director of WLW, Louisville, Ky., spending a few days in New York.

E. Y. FLANIGAN, commercial manager of WSPD, in New York for a couple of days before returning to Toledo.

JIMMIE LUNCEFORD, vacationing in St. Louis, Mo. for two weeks after finishing his 1941-42 tour.

DAN JAYNE, general manager of WELM, Bay City, Mich., arrived in New York yesterday.

JOHN MAYO, sales manager of Associated Recorded Program Service, left yesterday for business trip through New Jersey for a few days.

JACK STEWART, general and sales manager of KCMO, going back to Kansas City, Mo. today.

MARTIN CAMPBELL, managing director of WFAA, Dallas, Texas, expected in New York next week.

WILLIAM L. SHIRER, news-analyst, returns from his first vacation since the start of the war for his broadcast Sunday.

JERRY LESTER, to New Haven for the premiere of "Beat the Band," new musical series in which he has a leading role.

## Blue Coco-Cola Junket To Parris Island Sunday

Some 25 newspaper representatives, together with Blue Network executives, and Harry James' orchestra will travel from New York to the Marine base at Parris Island, S. C. to witness the opening show of the new Coco-Cola "Spotlight Band" series, which will entertain soldiers, sailors and marines at camps and bases throughout the country. Party leaves Sunday night, and will be transported by Marines to the base Monday afternoon for the evening broadcast. Group will start back shortly after the program.

140,518 prosperous families boost year 'round buying income.

Nat'l Rep. George F. Hollingsberry

50,000 Watts... Clear Channel...

Time... NBC Blue and Red Networks

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



## Radio-Tele Men Need Okay To Enlist

(Continued from Page 1)

Services," was originally re-  
several weeks ago by the U. S.  
Employment Service. It is used as  
guide by local Selective Service  
in connection with problems  
occupational deferment, and by  
United States Employment Ser-  
in determining which types of  
ties should be regarded as hav-  
rior claim to workers available  
referral to job openings.

Civilian employees of these essen-  
industries whose jobs are out-  
the above "key" classifications  
who are Selective Service regis-  
must be released by their local  
before they can be accepted  
enlistment or commission. New  
policy also sets forth that, ex-  
in furtherance of definite mobili-  
plans, no personnel other than  
ants will be commissioned and  
led and then be permitted to re-  
on inactive status and keep  
civilian employment.

### Cooper Blades on WEBR

Salo, N. Y.—Cooper Safety Razor  
has started a series of daily  
announcements on WEBR as part of  
contribution to the national steel  
campaign. The Heffelfinger  
agency is the advertising agency for  
count.

# PROMOTION

## 6-Point Bond Promotion

Six-point program has been inaugu-  
rated by WCCO, Minneapolis, to pro-  
mote radio's current bond-selling  
campaign. The campaign will "sponsor"  
such popular programs as "Red  
River Valley Gang," a half-hour vari-  
ety show with northwestern flavor;  
"Smorgasbord," a quarter-hour mus-  
ical-comedy program; "Yours Truly,  
Darragh Aldrich," a quarter-hour  
afternoon strip broadcast Mondays  
through Fridays, featuring narration  
by one of the northwest's most prom-  
inent feminine radio personalities; and  
"Let's Be Friends," the folksy pro-  
gram with Ed Randall.

Again, in cooperation with WCCO  
advertisers, messages will be broad-  
cast during sponsored broadcasts such  
as Cedric Adams' two news strips;  
Clellan Card's "Almanac of the Air";  
Rollie Johnson's "Sports Thru the  
Keyhole"; John Raleigh's news  
broadcasts; Lou Brock's "Sunrisers";  
"Saturday Morning Open House,"  
with Hayle Cavanor and the WCCO  
orchestra; and Hale Byers' news re-  
ports. The campaign will also be  
substantially advertised by announce-  
ments preceding and following im-  
portant network and local programs.

Special personal appeals to listeners  
will be broadcast by outstanding  
personalities, who are making brief

talks (in addition to their regu-  
lar programs) to explain the drive  
and ask their fans for bond pur-  
chases. Rural listeners will be  
reached particularly by one of the  
most prominent farm experts in  
northwest radio, WCCO's farm ser-  
vice director Lawrence Haeg. Because  
of transportation difficulties at pres-  
ent, this approach will be stressed,  
so that people living away from pop-  
ulated centers will know how bonds  
may now be conveniently purchased.

Aside from regular broadcasts, the  
sixth point of the program revolves  
around stunts and special events. For  
example, WCCO maintained a bond  
booth at the Minnesota State Fair,  
where bonds were sold.

## Civilian Handbook

Answering the question "What Can  
I Do," WTAG, Worcester, is currently  
urging listeners to send for the citi-  
zen's handbook for war, a booklet  
just issued by the Office of Civilian  
Defense. Announcements at all avail-  
able station breaks plug the handbook  
and its war-effort instructions, while  
M. H. Williams, managing editor of  
the "Telegram and Gazette" and com-  
mentator on station's "Beyond the  
News" program, and Mildred Bailey  
and Isabelle Whitaker, WTAG mike-  
women, allot a minute of their shows  
to boost the booklet.

## "Cheers From Camps" As CBS Sustaining

(Continued from Page 1)

cast time, Tuesday, 9:30-10:00 p.m.,  
EWT, will be retained under the new  
setup. Productions will continue under  
the supervision of Henry Souvaine,  
whose organization has handled the  
program in this phase since the be-  
ginning.

Series, which remains open to com-  
mercial sponsorship, has risen from  
its first CAB, reports of 3.5 subse-  
quent to the initial broadcast of June  
9, to its present CAB high of 7.7  
Figure tops many institutional pro-  
grams which have been long-estab-  
lished.

### Same Format Continued

Format of the program has been in  
the nature of a letter to the people  
at home from their boys at camp,  
and presents to the audience, a pic-  
ture of life in the barracks. All par-  
ticipants, with the exception of Hus-  
ing, are selected from the roster of  
each camp where a broadcast origi-  
nates. A trained production staff will  
be maintained for the work involved  
in weaving together shows into pro-  
fessional productions.

### R. J. Smith To Mutual

Robert J. Smith, a member of the  
sales staff of WOR for the past six  
years, has joined Mutual Broad-  
casting System's sales department.


there's a far simpler way


The advantage (and a rare one indeed) of buying WMCA lies  
in getting a station with such a wide reputation for good  
programming at such a low cost. Proving that the price of  
effective radio need not be computed in Social Security figures.

We know.

We've got good programs with good audiences.

Our clients know.

They've bought plenty of them. 

 Sach's Quality Furniture bought one  
SEVENTEEN YEARS AGO this September...  
that just completed its 6,000th CONSECU-  
TIVE broadcast!

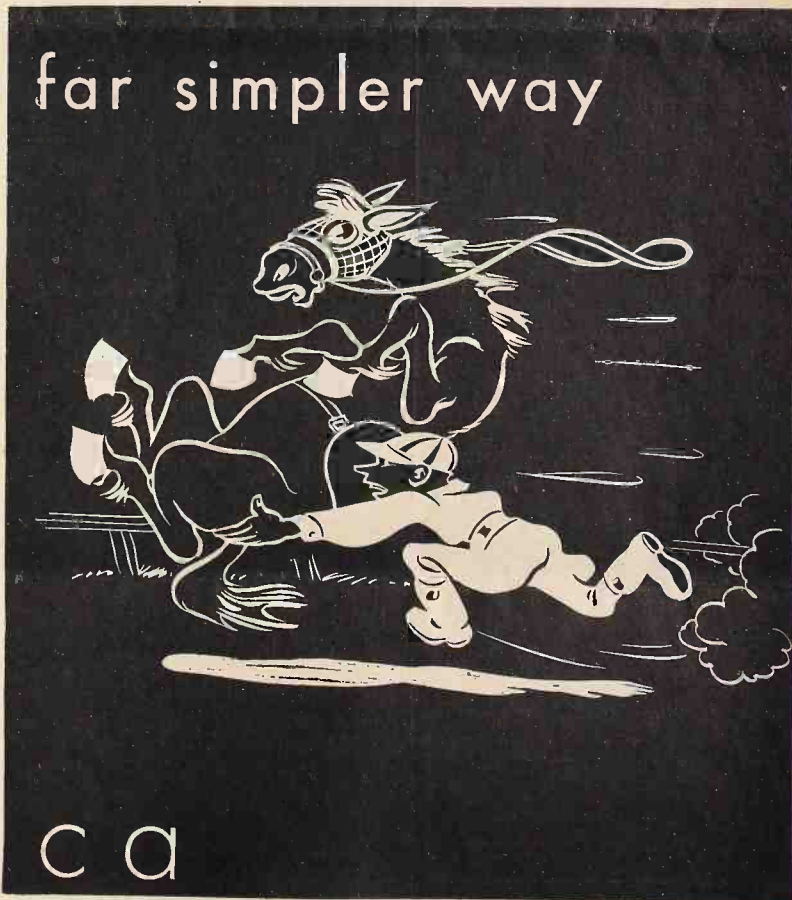
AMERICA'S LEADING INDEPENDENT STATION



changing new york radio scene

Western Rep.: Virgil Reffor & Co., Chicago

w m c a



Los Angeles

By JAC WILLEN

**H**EDDA HOPPER took her Columbia network listeners on a studio tour by proxy on Friday, Sept. 11 on her "Hedda Hopper's Hollywood" program. Miss Hopper described a visit to Columbus Pictures' "The Frightened Stiff" set, where Loretta Young and Brian Aherne are starred. Universal also was honored with a description on "Nightmare," with completion of the descriptive movie tour on 20th Century-Fox's "Quiet Please, Murder."

A parade of screen stars, headed by Ray Milland, Edward Arnold and Fay Bainter, starts within the next few weeks for New York to appear with Ted Collins on the Kate Smith program. Milland will appear in a 12-minute dramatization on September 18th broadcast, based on Paramount's "Wake Island." Arnold and Miss Bainter will do a dramatization of "The War Against Mrs. Hadley," M-G-M story of an isolationist, on September 25. Others are scheduled to follow.

Virginia Weidler "child star" was the guest of honor on Walter White, Jr.'s "Nobody's Children" broadcast over the Mutual Don Lee net Sunday, September 13.

Walter Pidgeon, Donald Crisp and Maureen O'Hara star in "How Green Was My Valley" on C. B. DeMille's second week of the new Lux Radio Theater season over the Columbia Network at 6:00 p.m. PWT. Monday, September 21.

Harry W. Flannery, author, and commentator over CBS, became a member of a West Coast American Legion Post last week. He served in the Army during the last war, but traveled too extensively to join a club in any city before.

Connie Haines, John Nesbitt-Meredith Willson singer, has that coveted spot as vocalist on the Camel-Abbott and Costello airshow.

Entertainment at the Musicians' Union Labor Day picnic in L. A. featured Billy Mills and his Fibber McGee band and the show's quartet, "The King's Men."

First casualty of the "Gildersleeve" broadcasts of this season was a broken toe sustained by Walter Tetley, who plays the role of nephew, Leroy, on the program.

KWKW, Pasadena, California, started broadcasting from their Pasadena Athletic Club studios Saturday, September 12, at noon. The station operates on 1,000 watts power-directional at 1,430 kilocycles. Marshall Neal is the station's manager.

Sara Berner most likely will be the most surprised person of all when that certain show offers her the spot that she built herself up to, and has deserved for some long time past.

RAY WINTERS  
ANNOUNCER

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

LA 4-1200



Notes From An Aisle Seat . . . !

● ● ● **Pabst** auditioned two more shows last week—one with Hedda Hopper and the other with Alfred Hitchcock, the English director. Latter has come up with an idea similar to the Lux Hour. . . "Show Boat," reported being shelved, will merely be put off 'til January. . . Bitter feud going on between Eddie Cantor and the Mad Russian, which may end their radio association. . . Ray Block will learn here that he's been signed for the new Edelbrew Beer show on WOR. . . That Gracie Fields-ciggie deal is colder than a mother-in-law's kiss. "Molasses 'n' January" said to have the inside track. . . Connee Boswell walks off the Camel show Oct. 2nd. . . Phil Spitalny signed new iron-clad contracts with all of his girls when he learned that other leaders were seeking femme musicians. . . Aside to the networks: Be prepared for the strictest sort of censorship before the year is out. It is even possible that OWI men will be moved in as permanent members of your staffs. . . One of the oldest soap operas—attempting a comeback shortly—is having script and agent trouble already. . . Bob Hope has a piece of the Crosby brothers new business venture—an airplane equipment factory. . . Zeppo Marx invalidated with a serious back ailment. . . Latest to join the Coast Guard: Perc Westmore and Jack Egan, Alvino Rey's manager.



● ● ● **Press** comments on the Ginny Simms show should make producer Vick Knight blush with joy. Harry Cohn, Columbia Pictures prexy, reported interested in buying it for a series of three-reelers. Vick also got a letter of praise from Fred Allen, who closed the note with: "It would be a great idea to have Crossley drafted. It would give a lot of our shows a chance for their lives" . . . The Andrews Sisters' first radio shot in three months will be on the "Stage Door Canteen" this week. . . Greg Bautzer, Hollywood's No. 1 glamour boy, leaves his Washington desk for active service at sea. . . Have you seen Tommy Dorsey's new marcel yet? Film bosses made him do it for his next film. . . Bob (Daily News) Sylvester took his Navy physical this week. . . Bill Koblenzer (Ed Wolf's sales-manager) sworn in the Army Air Corps Reserves and starts Civilian Pilot Training at Matamoras, Pa., this week. . . Geo. (The Real) McCoy, who did a lot of sharp-shooting on the airplanes, had to go in the army to get a medal for it. Geo. is acting corporal in an anti-aircraft division down at Fort Eustis, Va.—and if we know our Mac, he's probably buddying around with the Col. by now.



● ● ● **John McMillan**, head of radio at Compton's will replace Alfred Stanford (who goes into the Navy) as vice-president in charge of creative work. McMillan's former chores will be taken over by Storres Haynes. . . James C. Petrillo sent a check for \$100 for tickets to the Russian War Relief Popular Music Committee luncheon. The chairman of that committee is Edward Wallerstein, prexy of Columbia Recording Corp. . . Chick Vincent will handle the directorial assignment on "The O'Neills" . . . Mildred Fenton Chicagoing for a few days. . . Recommended: Jimmy Jemall's sock "Inquiring Reporter" spots which Para. is using to plug "Wake Island" . . . Dick Rodgers busy with two show coming up—"Green Grow the Lilacs," which he's doing with Oscar Hammerstein II, and "Muchacho," which he and Larry Hart are putting together. Hart is in Mexico now gathering up local color. . . Add nice gestures: Mort Davis, (Charlie Barnet's manager) who left for the army recently, will be retained on Charlie's payroll for the duration. . . Orson Welles has signed a new Metro contract. . . Have you heard the gag about the radio actor who paid his doctor bill so promptly he made the doctor say "Ah!"



Remember Pearl Harbor

Chicago

By FRANK BURKE

**A** SPECIAL appeal for musicians and orchestra leaders has been issued by Captain Wayne special service branch, Sixth S. command, United States Army, erstwhile "Waltz King" is endeavoring to round up all old instruments for distribution among the bandsmen in the midwest area. Saxophones, clarinets, trumpets, trombones or any other band instruments are acceptable. They can be sent to Captain Wayne King, Special Service Branch, New Post Office Building, Chicago, who will acknowledge receipt with the gratitude of the United States Army.

"Sportsmen's Spotlight," a new program featuring Bob Becker, Tri-City outdoor editor, has started a WGN series. Program will be sponsored by Illinois Commercial Music Association and was placed by L. Ramsey Company.

Del Courtney, orchestra leader, stopped off in Chicago for a boogie with Cress Courtney of William Morris agency. Del's banjo en route to an engagement at Green's Casino in Pittsburgh later will play midwest theaters.

Mauri Cliffer, Chicago comedian, gets the master of ceremonies assignment on WGN's new amateur show called "Stars of Tomorrow." The program will be produced by Jack Frandre.

Mary Ann Mercer has reversed order of "adoption" usually accorded a singer at army posts. Instead of getting an honorary title or being adopted, Miss Mercer is "adopting" the whole 88th division at Camp Forrest, Tenn.

**The ALABAMA TRIO**

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

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

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

**WSGN** BIRMINGHAM  
**WSFA** MONTGOMERY  
**WALA** MOBILE

REPRESENTED BY HEADLEY-REED CO.

QUEST-ING

JAM BENDIX, featured in... "Wake Island," on Stella... "Your Hollywood Newsgirl," (NBC Red, 6:30 p.m.).

LUNDBERG, assistant to the... national director for serv-... the armed forces, on the... "We Live" program, tomorrow, (CBS, 9:45 p.m.).

BURKE, on the Rudy... program, tomorrow, (NBC,

MERKEL, ANDREWS SIS-... and FRANK FAY on "Stage... anteen" program, tomorrow... (3:30 p.m.).

ALFRED E. FISCHER, on... "ays to Health" program, to-... (CBS, 4:30 p.m.).

Y DOLAN, on "Thirty Min-... Play" program, tomorrow, (p.m.).

ATER WANGER, motion pic-... ducer, ERIC SEVAREID, CBS... commentator, JONATHAN... LS, of the OCD, and DOUG-... UTHALL FREEMAN, editor... Richmond (Va.) "News-... de" on "America's Town Meeting... air" program, tomorrow (Blue,

ABEL L. QUEZON, President of... Philippines, on "March of Time"... tra, tomorrow (NBC, 10:30

Two Benny Shows Will Come From Coast

Plans will hold Jack Benny... wood for first two programs... series, while Edgar Bergen... his last West Coast broadcast... 27, coming to New York... rd for a series of four. Benny... low eastward after his open-

Watts To Dublin

Richard Watts, Jr., drama critic on... New York "Herald Tribune" and... leave of absence in England,... be named to head the Office of... formation branch to be estab-... a Dublin, Ireland. Watts will... in dual capacity as press attache... the American legation at Dublin... as OWI representative in... ant.

Wylie To N. W. Ayer

Max Wylie, former script director... and more recently vice-pres-... in charge of radio of Blackett-... Hummert, will join the radio... ment of N. W. Ayer & Son, Inc.,... executive capacity effective... September 21. Wylie is the... of an annual volume published... Whiteley House. The third edi-... "Best Broadcasts of 1940-41" will... ed in the next few weeks.

WAR-PROGRAM IDEAS

"Texans On The Alert"

More than a half million Texans are engaged in civilian defense activities. All citizens have evidenced much concern over the success of the work as it relates to the protection of life and property. Just what is being done by the various groups of the OCD in Texas is depicted in a series of 13 weekly programs entitled "Texans On The Alert," originating in the studios of WFAA, Fort Worth, and carried through the channels of the Texas Quality Network.

The scripts, written by Blythe Hamilton Beal, have received the endorsement of Governor Coke Stevenson, Chairman of the National Defense Committee for Texas. Each contains a dramatic episode dealing with the actual procedures and activities of each civilian defense group which includes aircraft warning services and systems, warden duties, fire fighting methods, medical and health services, the Texas Defense Guard, salvaging, rationing and price control. W. E. Naylor, a real life Texas Ranger, is narrator and master of ceremonies of the entire series.



"Salute To New England Patriots"

New air program under the auspices of the Jordan-Marsh Company of Boston made its debut on the air this week over WNAC, Boston. Entitled "Salute to New England Patriots" series pays a tribute to the men and women of New England who are contributing outstanding services to the war effort in backing up the fighting men. The program will be aired five nights each week, Monday through Friday, from 6:55 to 7 o'clock. Each night some personality from New England whose work is a notable contributing factor to victory will be honored. Cedric Foster, Mutual's coast-to-coast commentator, will pay the tribute and the recipient will accept the accolade on the air. The following will be hon-

Atlantic Net Managers Open Conferences Today

Managers of the eight stations combined in the Atlantic Coast Network will meet today, starting at 11 a.m., at the Madison Avenue headquarters of the network, for the first managerial meeting. Ed Codell, general manager, will preside. Conference will run into a luncheon session, conferees ironing out time clearances and other network problems.

Venuta Readies Daytime Script

Benay Venuta, star of the Broadway musical revue, "By Jupiter," is currently readying a daytime script show entitled "The Brave In Heart" in which she will have a singing and dramatic role. Show is written by Miss Venuta in collaboration with John Young and is available for immediate sponsorship.

ored this week: Captain Francis W. Cronan, U. S. Army; Captain Victor D. Herbster, U. S. Navy; Captain Bradford Perrin, U. S. Marines; and Captain Derby, U. S. Coast Guard



"Salute To Peru"

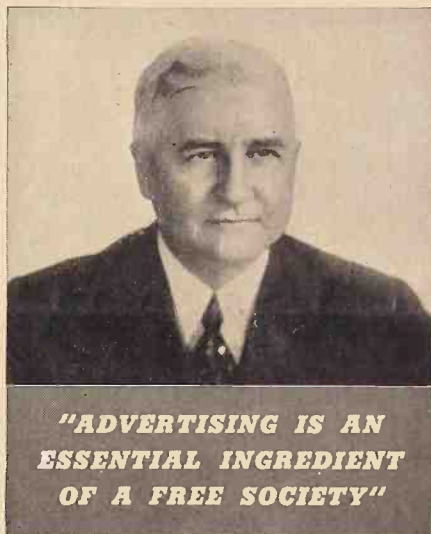
"A Salute to Peru" during KQW weekly Inter-American Forum broadcast recently was the occasion for an outpouring of San Francisco consular representatives, in formal attire. The event was held in the KQW studios, with a brief reception following the program. Around the microphone in the salute to hemispheric solidarity were Fernando Berkemeyer, Peruvian consul-general, and one-time dean of the Consular Corps in San Francisco, and well-known San Francisco newspaper columnists.

AGENCIES

ROBERT SALTER, formerly with the Buchanan Advertising Agency, has joined the staff of the D'Arcy Agency. He will act as assistant to Paul Dudley, radio director of D'Arcy. Dudley is currently writing, directing and producing the new "Spotlight Bands" program.

ANFENGER ADVERTISING AGENCY, St. Louis, has named Walter Winius as manager of its New Orleans office to replace Roy Lang, who has accepted a commission in the United States Naval Reserve.

NU-OX PRODUCTS CO. of Long Island City, has engaged Walter Kaner to handle advertising and promotion for the firm's cleaning productions. Kaner will retain his publicity and promotion post for WWRL.



says JESSE JONES, Secretary of Commerce of the UNITED STATES.

"American advertisers have done, are doing and we are sure will continue to do a highly effective job of proving the many values of advertising to a free nation fighting for its freedom.

"If there were no other reasons why the Department of Commerce believes in advertising, the contributions to speeding war work, which the press and the radio of the country are making, would be sufficient explanation of our faith in advertising as an essential ingredient of a free society." (from a letter to the N. I. A. A., June 29, 1942)

★ To those whose fortitude in total war adds another shout of defiance to the enemies of free American enterprise and democracy... this space is dedicated by The Nation's Station. ★

Advertisement for WLW station with logo and text: 'THE NATION'S MOST MERCHANDISE-ABLE STATION'

## Victory Labor Group Forces FCC Rehearing

(Continued from Page 1)

and Case dissented, was adopted to determine the "qualifications" of the company, its officers, directors and stockholders. It is understood here that further hearings were asked by the Wyoming Valley Labor Victory Committee on the basis of charges that Northeastern's president, Robert J. Doran, had arranged speaking dates for Mrs. Elizabeth Dilling and Col. Eugene N. Sanctuary, who were indicted on June 28 for "conspiring to interfere with, impair and influence the loyalty and morale, of U. S. military forces and on other charges of disloyalty." Representatives of the CIO, AFL and Railroad Brotherhood affiliates comprise the Wyoming Valley Labor Victory Committee.

Yesterday's action automatically cancels oral argument on the proposed grant originally scheduled for September 23 before the Commission by Northeastern Pennsylvania Broadcasters, Inc. and the three unsuccessful contenders for use of the 1240 kc. frequency being vacated by WBAX, because of cancellation of the operating license of John H. Stenger, Jr. The three other companies which were to have argued next Wednesday on the FCC's proposed assignment of these facilities to Northeastern were the Wilkes-Barre Broadcasting Corp., Central Broadcasting Co., and Key Broadcasters, Inc. WBAX has been operating under a temporary license since the FCC denied its application for renewal of license on March 31, 1941.

Last June 23, in answer to Stenger's petition for renewal of this temporary license, Commission extended it until taking of final action upon applications of the four companies bidding for WBAX facilities, but stated that in any event extension was not to go beyond Sept. 30, 1942. It could not be ascertained yesterday whether this order would now be modified.

### Other FCC Action

Other radio broadcasting actions taken by the Commission yesterday included the following: granting extension to Sept. 30, 1943, of the special service authorization of KOB, Albuquerque, New Mexico, in accordance with its present authorization of 770 kilocycles, using 50 kilowatts day, and 25 kilowatts night power; granting consent to the acquisition of control by Roy G. Terry of the Oil Capitol Broadcasting Association, licensee of KOCA, Kilgore, Texas from his wife, Ruth G. Terry and brother-in-law, J. E. Neal. No money was involved in transfer; designated for hearing applications for construction permits from KOBH, Black Hills Broadcast Co. of Rapid City, South Dakota, from WFLA, The Tribune Co., Tampa, Fla., and from KFXM, Lee Brothers Broadcasting Company of San Bernardino, Calif.

KOBH wants a permit to change from 1400 to 610 kilocycles, increase its power from 250 watts to 5 kilowatts, install a new transmitter in another location, with directional an-

## PROGRAM REVIEWS

### RADIO READER'S DIGEST

Campbell Soup Company

WABC-CBS, Sunday, 9-9:30 p.m.

Ward Wheelock Co.

**CAMPBELL'S NEWEST DEBUTS WITH CONSIDERABLE POMP BUT THE STORY MATERIAL WILL NO DOUBT MAKE THE SHOW.**

Material from the "Reader's Digest" forms the backbone of this new series. That which finally comes out of the loud speaker is an adaptation of a condensed version of an original article published somewhere else. It will take hardy subjects to survive all this processing with a measure of their original intensity.

As an inaugural offering, the program dramatized another version of "Casey Jones," the story of penitent thieves who built a church to their patron saint, St. Desmas, and then it tossed in a couple of do's and don'ts to help listeners avoid being duped by con-men, and a sentimental bit about an adopted child. The only clear, definite contribution was the St. Desmas story. All the others were shrouded in folderols and fancy gabbing before, after and in between. The scripts spent too much time telling

the listeners that the show and magazine were wonderful instead of allowing the dramatizations and excerpts speak for themselves. If these are cleared away, and the superplugging of the "Digest" is boiled down, musical comities will be adequate, and stene. comprehension will be accelerated.

Conrad Naal, as emcee, had to bear the brunt of most of the superfluous, confusing chatter which was to have guided listeners through the pages of the publication. Fortunately his narrative style is easy, almost on the restraining side, and his diction careful. The results would have been bad had the narrator been less accomplished. In Lyn Murray's musical arrangements and direction, the program gained color and character.

There is no doubt that the "Digest" contents will provide a rich vein of broadcast material with an almost unlimited variety of tones and styles. Selection shouldn't be a problem, so long as the production doesn't go off to a tangent with extraneous embroidery. William Spier is in charge as director of the series which, it is reported, will feature, in the future, guest stars from the stage and screen to enhance the dramatic roles.

### McCall In Active Charge Of NBC News-Events

Francis C. McCall has been placed in active charge of news and special events of NBC with the title of manager, effective immediately. Though permanent successor to A. A. Schecter, who resigned to go with OWI, has not been designated, McCall is taking over the complete assignment. Further appointments include Adolph J. Schneider as assistant manager for news and Lathrop Mack as assistant manager for special events. Prior to the promotion, McCall was assistant to Schecter, and since the latter's departure, has been acting head of the department.

### McDonnell To KSFO Sales

New director of national sales for KSFO, San Francisco, is Frank R. McDonnell, whose appointment became effective yesterday. McDonnell comes to the station from CBS, New York, where he was eastern sales representative for WBBM. Prior to that he worked on spot sales assignments and was with WHN also.

tenna for day and night use. WFLA is applying to increase its night power from 1 to 5 kilowatts, with changes in directional antenna for night use.

Other action taken included the dismissal without prejudice of the application of KPRC, Houston Printing Corp. of Houston, Texas for modification of a construction permit to install a 10 kilowatt transmitter and use 10 kilowatts day power. Similar action was taken on the application for a construction permit by the Utica Observer Dispatch, Inc. of Utica, New York.

### Four More Clients Signed For Spot Anns. Over WJZ

Four additional advertisers have signed for participation and chain break spots over WJZ. Graham Company, for its Redbow food products, will participate twice weekly in "Woman of Tomorrow" with Nancy Craig, beginning Sept. 22. Programs on from 9 to 9:30 a.m., EWT. Blaine-Thompson, Inc., New York, is the agency. Beginning Sept. 28, Carleton & Hovey, for Father John's medicine, will sponsor five 25-word chain break announcements weekly for 26 weeks. John W. Queen & Co., Boston, handles the account. A Goodman & Sons, Inc., will sponsor three 25-word chain break announcements weekly for its noodles and macaroni products beginning Oct. 6 and continuing for 52 weeks. Al Paul Lefton Company, New York, is the agency. Griffin Mfg. Company, in behalf of its shoe polishes, has begun participation in "Ed East in Breakfast in Bedlam," sponsoring three one-minute announcements weekly for a period of 52 weeks. Agency is Birmingham, Castleman & Pierce, New York.

### Picon's WHN Programs For General Foods, Inc.

Molly Picon will be featured in a new Fall and Winter program, "Molly Picon's Theater of the Air," for Maxwell House Coffee and Diamond Crystal Salt, via WHN starting October 6, for a weekly Tuesday airing at 8 p.m. Account was set by Benton & Bowles Inc.

## Feen-A-Mint Account Buys Full MBS Network

(Continued from Page 1)

Show will be extended over 10 stations, to bring the total to Friday, September 25, 9:30-10:00. The quiz show enters its third on the air. A special broadcast being planned to mark the occasion of welcoming the additional coast hookup.

### No Change In Cost

"Double or Nothing" co-star emcee Walter Compton, and host Alois Frank Forest. Alois H. Brusiloff, the musical director. The program instituted the saluting the various United States and war services at each broadcast to contribute further to the war. For this phase program has recommendation from the U. S. Army Department, Mayor La Guardia, New York City Defense Recruitment Committee, and Fawcett Public Program will continue to originate from the Mutual Radio Playhouse, New York.

### AFM Local 802 Votes For New Ballot

Three of the proposed twenty changes to the Constitution and laws of Local 802 of the American Federation of Musicians were accepted by the membership at the annual law meeting held Monday, at Garden. The first one, proposed by the Executive Board, resolves the local's bi-annual election conducted by the Honest Ballot Association of New York City. The other two, numbering three and four, place the executive and trial members on a weekly salary basis instead of the per diem basis, require that they devote full time to their union posts and remove themselves from the professional market. None is to accept professional engagements.

### Hollinger KDB Manager

Santa Barbara, Calif. — Finlinger, formerly commercial manager of KDB, here, has been appointed general manager of the station. Finlinger's appointment follows the motion of Daniel J. Donnelly, manager, to KFRC in San Francisco as assistant manager. Both stations are owned and operated by the Lee Broadcasting System.

### Wedding Bells

Chicago — Barbara Luddy, star of "First Nighter," and Ned LePore, local NBC announcer, will be married here on September 18. Joseph Ainley, known to radio as Betty Lou Gerson, will be Barbara's matron of honor and William K. Jr., of Indianapolis, will be best man. Michael Roy and Dave Garrows, NBC announcers, will act as ushers. The wedding will take place at home of Mr. and Mrs. Luther Walden in Winnetka, Ill.

**NEW BUSINESS**

Sacramento: Mennen's Com-  
 (having products), Bob Gar-  
 wscasts, through Russel M.  
 agency; Par Soap Co. (Par,  
 d soap), Galen Drake com-  
 s, through Tomaschke-Elliott  
 Plough, Inc. (St. Joseph's  
 "Don't You Believe It,"  
 Lake-Spiro-Shurman, Inc.;  
 lger & Co. (coffee), "Amer-  
 ne Front," through Raymond  
 an Co.; Peter Paul (candies),  
 arred's news, through  
 ar, Davis & Staff.

Hartford: Burma Shave, 8  
 one-minute ETs, Sept. 14 to  
 12, through MacFarland  
 & Co., Chicago; Bond  
 renewal for one year from  
 3 weekly 15-minute early  
 programs, through Neff  
 New York; Whipple's &  
 other's Mincemeat, 14 one-  
 anns, Oct. 28 to Dec. 22,  
 Harry M. Frost Co.

**Bob Tells Members  
 about Disk Procedure**

front page box of the Sep-  
 tember issue of the International  
 official journal of the AFM,  
 Petrillo, president, notified  
 members that "apparently confu-  
 sion and misunderstanding have  
 led to necessary permission for  
 the use of canned music of any  
 kind, and that "all requests for  
 permission to make canned music  
 should be sent to the President's  
 office, and in turn will take the  
 matter to the International Execu-  
 tive Council."

organ, also, reprints a letter  
 from the Federation of Musicians of  
 America, reporting that body had  
 approved the move made by Petrillo,  
 who ordered the discontinuation  
 of commercial recordings, spots,  
 and stated, too, that the or-  
 gan had plans of inviting the  
 composers' and singers' guilds in Cuba  
 to adopt the same  
 plan.  
 Petrillo mentioning its legal battles  
 with the American Guild of Musical  
 Artists, the AFM also reveals that  
 it has completed the unionization of  
 solo artists bringing to a  
 final conclusion the campaign  
 which began two years ago. Final list in-  
 cludes Yehudi Menuhin, Artur  
 Schnabel and a dozen other pianists,  
 and violinists.

**"Mediation Board"  
 Resumes Friday Night**

Alexander comes back to the  
 air with his "Original Mediation  
 Board" Friday night over WHN, 9:00-  
 10:00 p.m., and will be heard with  
 the series at the same time  
 weekly. Program format will be simi-  
 lar to other programs of this  
 kind and will stress cases which  
 have been brought about by war  
 conditions.

**WORDS AND MUSIC**

By SID WEISS

**TICKER TAPE:** Stripper Ann Corio sold over \$50,000 worth of bonds during a half-hour broadcast via WFIL... Edward Trevor signed to narrate Army morale films... WAAT's Alice Munday is network material... "Sing For Dough" luring plenty of mail. Studio audience demand so big they had to move it into one of their biggest studios, an unprecedented thing for a sustainer... Louise Wilcher replaces Gene Parazzo at the organ on "Stories America Loves" on CBS... Larry Elliott doing the narration on "Eye Witness News"... Charlie Michelson has signed Bob "Tex" Allen for the title role in the new "Sonny Tabor, The Arizona Ranger" transcribed show... Another show we hated to see leave the air was "Keeping Up With Rosemary," the summer replacement for "Abie's Irish Rose." Jerry Adelman and Jack Hill did the scripting on it... Bob Chester begins a six-week booking at the Casa Manana in Hollywood this week.



A CHILD'S VOICE, when used intelligently, is always a popular radio gimmick. That's why the new Sunday ayem NBC series started off so big. It features 14-year-old Olivio Santoro, the boyodeler; 12-year-old Marion Loveridge, the patriotic songstress, and the world's youngest jitterbug—four-year-old Bobby Hookey. These kids, all grads of the Horn & Hardart Children's Hour, make a great entertainment package.



THE BLUE network's unique mike marathon recently made radio history, and, incidentally, peddled some 14 million dollars worth of war bonds. It all made the Treasury Dep't deliriously happy—and, as patriotic Americans, we're all happy when Mr. Morgenthau is. But let's get right to the point. We'd like to discuss the entertainment end of that performing vigil into the historic night. For a long time, wise men of the show world have argued that this country can be made bond-conscious only by the fabulous film names. Get the Lamarrs and Greer Garsons out. Stampede the country with the Ronald Colmans, Irene Dunes, the Jimmy Cagneys. Radio names? They merely drew polite acknowledgment and not much in the way of active assignment. So what happened? So radio decided to do something on its own and lined up a roster almost entirely grooved in air channels almost all of whom had earned their star chevrons from behind a mike. Orson Welles, Dinah Shore, Lanny Ross, Jack Pearl, Amos 'n' Andy, Barry Wood—all of their collective genius was forged via radio. That medium spawned them and made them what they are today—and they certainly should be satisfied. On that show, they peddled war bonds at a rate well over a million dollars worth every hour. All of which is a nice jolt in the smug teeth of the would-be sages who claim that only movie names are close to the public, close enough to make 'em really dig down and buy the coupons which build the bombers. Radio has a tremendous stake in the affections of Mr. and Mrs. America, too. The Blue's epochal stanza happened some weeks ago—but it's never too late for merited salutations.



REMEMBER THE over-zealous radio sponsor who used to have his announcers talk and talk and talk until public opinion forced the sales gab down to a minimum? Well, he's in again. This time he has his spieler start his spot announcement with a phrase like: "The American war effort requires that every man, woman and child be as fit as a fiddle..." You get set for a bit of war information—and then you hear him wind up: "...so use Gummo Tooth Paste, and keep in the best of health!" Advertisers who exploit the war effort to lead into a commercial—are kidding themselves!



**To the Colors!**

BOB FINE, regular and maintenance engineer at Miller Broadcasting System and Advertiser's Recording Service, has been made a Staff-Sergeant in the United States Marines and will leave this week for active service.



J. WESLEY KOCH, chief engineer of KFEQ, St. Joseph, Mo., has been commissioned a Lieutenant in the Signal Corps of the U. S. Army. He will be succeeded at the station by Fred Damm, formerly assistant chief engineer.



HOWARD BARNES, assistant director of music for CBS, is an Ensign in the Naval Reserve.



ALICE MARTENS, secretary in NBC's international sales department, was one of 43 WAVES sworn in last week as apprentice seamen. After she completes the four-month course at Naval Officer's Training School, Smith College, she will be commissioned an ensign and assigned to shore tasks.



BILL GREGORY, of the KXOK, St. Louis, news department, has resigned to become a Naval Flying Cadet. Jean McDuff, the first woman to join the KXOK news staff, will replace Gregory.



EWING JULSTEDT, who left engineering staff of WFIL, Philadelphia, in May to work for the government in Washington, is awaiting orders in Philadelphia to report for duty as a Lieutenant in the U. S. Navy.



WALTON MCKINNEY, staff tenor artist with KOIN and KALE, Portland, Ore., for six years, has volunteered for service with the U. S. Navy and was sworn in on a broadcast August 31st.

**WABC Adds 3 Clients**

Three new sponsors have just been added to the WABC commercial schedule. "Odd Side of the News," Monday through Friday, 8:20-8:25 a.m., EWT, for Penick & Ford in behalf of My-T-Fine dessert started this week. Major Vitamins, Inc., also inaugurated participations thrice-weekly on Arthur Godfrey's early morning programs this week. Beech-Nut Packing Co. returns to the station September 17 to sponsor "Music of Today" Tuesdays, Thursdays and Saturdays, 8:15-8:20 a.m., EWT. Agencies are BBD&O, Grey Advertising Agency, Inc., and Newell-Emmett, respectively.

**Morgan In Satevepost**

Henry Morgan, radio's bad boy, whose daily program on WOR is known for its iconoclastic character, is being featured in a special article by John Durant in the September 19 issue of the Saturday Evening Post. Article describes Morgan's background, and makes an attempt to explain his style. It is entitled, "Morgan the Maleficent." P. S. His best sponsor also gets a break.

# ★ ★ Coast-to-Coast ★ ★

**WALTER SHEFF**, bass baritone, has joined the vocal staff of Hank Sylvern's staff band at WINS, New York. Sheff, a finalist in the Cincinnati Opera Co. auditions, will be aired with the band daily Monday through Saturday from 10-11 a.m.

Staff members at KXOK, St. Louis, Mo., have organized a bowling team to roll in "The Curfew League." According to present plans, the team, in addition to bowling in the local league, will roll match games for the benefit of various charities throughout the KXOK listening area. John C. Roberts, general manager, is in charge of the team... Stan Daugherty, KXOK musical director, is slated for a berth at the Lutheran Hospital where he will undergo an operation. Emmett Schuster, pianist and conductor of the KXOK Sextette, will take over Daugherty's spot during the interim.

Clarence Leisure, formerly of KYA, San Francisco, has joined the announcing staff of KQW of the same city. Leisure has been in radio for several years and his work at KQW will be in the general announcing and special events field.

Beginning a fall lecture series that will last until the holiday season, John B. Hughes, Mutual-Don Lee news commentator, will leave Hollywood, September 18 for a five-day stay in San Francisco. Hughes will speak at the Oakland Athletic Club and at the Petaluma, California, auditorium. Until his return September 24, Hughes will make his broadcasts from KFRC, the San Francisco Don Lee affiliate.

Lillian Lane, former WOWO-WGL singing star who is now featured vocalist with Claude Thornhill's orchestra, paid a return visit to her Alma Mater the other day and was greeted on her arrival with the loud speaker giving out with some of her recordings. Mary Conn, emcee of "Anything Goes," afternoon transcribed show, played a half-hour of Lillian's records as a "welcome home" gesture... Eldon Campbell, WOWO-WGL program director, has returned to his desk from a two-weeks' vacation, most of which was spent at the bedside of his wife who was ill with tracheal bronchitis.

**BIRTHDAYS**

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

September 16  
Mary Hunter James W. Ingoldsby

Studios of WGBR, Goldsboro, N. C., have just undergone a face lifting with the addition of a newsroom, an office and the enlarging of one of the studios. Complete layout was given a new paint job and new reception room furniture has been added... Paul Madeley and Charles Thompson, both new to radio, have joined the WGBR transmitter crew.

KUTA, Salt Lake City, honored Robin Burt of this city, with a special 15-minute program immediately following a recent "Quiz Kids" program, since Robin was the winner of the Quiz Kid Boy of the Month. Fred Tedesco, city commissioner, awarded young Burt with a key to the city, a certificate and a portable radio. Frank C. Carman, manager of KUTA, presented Robin with a \$25.00 War Bond.

"Colonel Bill" Galleher, familiar children's radio personality in Philadelphia, has started a new series of programs on KYW... Ernest H. Gager, KYW chief engineer, and his assistant, George Hagerty, are instructors of a radio course given at Drexel Institute; Frank Carver, also of the KYW engineering staff, is teaching government-sponsored courses at Temple University; and another KYW engineer, Marshall Soura, has resigned from the staff to teach in a local high school.

James A. Mount, salesman at KEX-KGW, Portland, Ore., has been appointed state apparel director for the Office of Price Administration. He has already left for San Francisco to confer with Federal officials before taking over his new position in Portland.

WTRY, Troy, N. Y., has acquired a new continuity writer in the person of Marjorie McClure, formerly of WAGE, Syracuse, N. Y.

The United States Navy Personnel Division, learning of the interest of Ronny Liss, 12-year-old network actor, in modelling airplanes, has asked Ronny to contribute his talents to Uncle Sam. They opened a workshop for the special purpose of demonstrating their requirements to Ronny, and when he completes one plane according to specifications he is eligible for a cadet rating. Models are used in training Navy pilots and in teaching plane spotters to identify planes.


WIL, St. Louis, is now using the 24-hour radio news wire of the Associated Press, making it the first station in the St. Louis area to offer this service to listeners... WIL, St. Louis, through the cooperation of KWK, recently carried three of President Roosevelt's important addresses on the Mutual network. WIL is also carrying the weekly Sunday afternoon MBS-Government feature, "I Hear America Singing."

Ralph Berton, disc jockey has started a new program, "Jazz University," on WBNX, New York. Program will be heard every night from 10:30-11 p.m., except Sunday, and also from 11:30 to midnight every night except Thursday and Sunday. Berton left WINS to give WBNX its first record program since Art Ford's stint six months ago. He'll approach jazz as a university subject, discussing individual works both hot and commercial, and plans to devote half an hour to one record if necessary.

WRAC, Williamsport, Pa., is scoring a city championship golf tournament. Station is presenting trophy for the winning contest.

Lehman E. Otis, former news of the United Broadcasting Co. joined CBS as a writer in the room... Marion Mitchell, CBS ion service, joins the Army Transport Command next week as a civilian cryptographer... B. F. Dudley, formerly with WNAWAA in Boston, is a new ad to the CBS announcing staff.

**PRESTIGE**  
the Reward of *20 Years* of Progress



On September 15th, 1942, WSYR enters its twenty-first year. Through two full, eventful decades this station has come to mean certain things to the people of Central New York.

Noah Webster has a meaningful word for what we feel we've earned over these twenty years. He defines it as "a commanding position in men's minds." The word is Prestige. There is no substitute for this in any community. It's the final seal of approval.

To our neighbors, here in this big, thriving, busy community, WSYR has real meaning, tested by time.

**WSYR stands for True Service** to the neighborhood... service that is felt gratefully by hundreds of organizations and hundreds of thousands of people in our community.

**WSYR stands for Integrity**... it enjoys the trust and confidence inspired by twenty years of sincere patriotism in the very best traditions of radio... by twenty years of fair, accurate news reporting... by unflinching high standards of entertainment—the best that money can buy. brains can create and talent can devise.

**Finally WSYR stands for Friendliness**... a quality that this neighborhood feels and understands—and generously returns.

We, here at WSYR, are deeply grateful to the people of Central New York whose loyal support of this station has given it such prestige. We are grateful, too, that we have the responsibility of maintaining this reputation for the next twenty years.

1922 **WSYR** 1942  
Syracuse, N. Y.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

NO. 20, NO. 56

NEW YORK, N. Y., THURSDAY, SEPTEMBER 17, 1942

TEN CENTS

## OWI's 'Language' Plans

### Further FCC Hearings on 3 N. J. Renewals

Washington Bureau, RADIO DAILY  
Washington—Applications of three New Jersey stations for renewal and modification of their licenses have been designated for further hearing, announced yesterday. The issue will determine the qualifications of the applicant, WOAX Inc., its officers, directors and stockholders, to continue the operation of WTNJ, as presently operated or as proposed.  
WOAX, Inc., operating  
(Continued on Page 2)

### The Blue Gave 112 Hours In Aug. To War Effort

The Blue Network increased its contribution to the war effort in August by a total of 112 hours were devoted to programs and announcements designed to stimulate morale or increase production. Time devoted to these purposes on the Blue has increased steadily. For example in August the total was 73 hours and 45 minutes, and in July, 105 hours and 45 minutes.  
In August alone, the war effort on  
(Continued on Page 2)

### Test-Program On WINS To Review Commentators

Criticism of commentators on all stations in the New York metropolitan area will be the basis of a test program scheduled Sunday to be aired by WINS, New York, under the auspices of the National Radio Reports, Inc., publisher of a weekly and daily digest of radio commentators. Test will be made as part of the "Mayflower Guest Book" program on Sunday at 1:30 p.m. at  
(Continued on Page 2)

### Special Mission

George Hicks of the Blue Network's news and special features staff, will leave shortly on a confidential mission as the net's war correspondent with the Navy. Hicks will be relieved of his daily assignment of "Men of the Sea" following tomorrow's broadcast. Program will be continued by Joan Harding from Washington and Bill Baldwin from San Francisco.

### War-Show 'Managers'

Washington—If OWI has its way every station in the country will soon have a special "War Program Manager." Principal function of individuals so designated would be to serve as contact man between their stations and the OWI Radio Bureau on policy matters, use of official material and the like. Proposal will be outlined in a special communication which will go out to stations within the next few days from the radio bureau.

### Indpt. Canadian Radio Backed By CAB Head

Vancouver, B. C. — Canada's independent stations were stoutly defended here at the Western Association of Broadcasters by Glen L. Bannerman, of Toronto, president and general manager of the Canadian Association of Broadcasters. Speaking before the session held at the Vancouver Sales and Advertising Club,  
(Continued on Page 3)

### GOP's Dewey Campaign Sets Basic Radio Plans

Basic radio plans for radio portion of Republican State Committee's backing of Thomas E. Dewey for Governor in the forthcoming elections were revealed yesterday as a series of Monday evening talks by the candidate were set over combined state networks of CBS and the  
(Continued on Page 2)

## RCAF Would Welcome Co-Op Of U. S. Artists And Sponsors

### War-Script Discussion At the Writers' School

Type of radio scripts required to stimulate the sale of war bonds will be described by Shirley Burke, supervisor of the script department of "The Treasury Hour Parade" programs, to an audience of writers, teachers and students at the Writers' School, New York, tomorrow at 8:30 p.m. Talk is  
(Continued on Page 2)

## Strong Anti-Axis ETs Being Readied In Six Languages; Best Available Talent To Be Utilized

### Louis-Conn On NBC; Old Gold Sponsors

Coming into the clear from a swirl of competitive bidding with the high bid of \$71,200, NBC was awarded exclusive broadcast rights yesterday for the Joe Louis-Billy Conn title fight at Yankee Stadium, October 12, for Army Emergency Relief. Sponsorship of the fight, which will be heard over full NBC network as well as many  
(Continued on Page 6)

### Congress Cigar Acct. To Schwimmer & Scott

Chicago—Schwimmer & Scott, have been appointed to handle advertising of Congress Cigar Co., Inc., makers of La Palinas. The agency takes over account on October 1, and is readying a comprehensive campaign for radio and newspapers with R. J. Scott as account executive.

### Richardson Appointed London NBC Manager

Post of manager of London office of NBC is to be filled by Stanley P. Richardson, former AP correspondent, confidential secretary to Ambassador  
(Continued on Page 2)

Washington Bureau, RADIO DAILY  
Washington—Transcribed series of foreign language spots, to be known as "Voices of America" is now being developed by OWI's foreign language division, it was learned yesterday. Speakers will be locally prominent citizens in several different language groups, and are now being selected in various parts of the country with the cooperation of stations carrying foreign language programs. Already working on this are Mario Hutton, WOV program manager; Harry Bur-  
(Continued on Page 3)

## Atlantic Coast Net In First Big Confab

Second contract, which adds a half hour a week to the six commercial hours already acquired by the Atlantic Coast Network, was announced yesterday, following a meeting and luncheon here of executives representing the network affiliates. Contract was signed by the Gospel Taber-  
(Continued on Page 6)

### Blue Net Picks Wismer To Handle Football Sked

Harry Wismer, midwest favorite sports announcer, has received the nod from the Blue Network and will cover its Fall football schedule opening with the Fordham-Purdue game at Lafayette, Ind., on Sept. 26. Wismer, a former star quarterback of  
(Continued on Page 6)

### V-Mail Fan Letter

Wheeling, W. Va.—Fan mail via the recently inaugurated V-Mail letters from men in the armed forces abroad was received by Lew Clawson, WWVA sports editor, who is transcribing a local sports news to be shortwaved by the Office of War Information. Local boy informed Clawson via the V-Mail letter that he heard the program while stationed in Australia.

(Continued on Page 2)



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M. H. SHAPIRO : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Wednesday, Sept. 16)

NEW YORK STOCK EXCHANGE

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

Test-Program On WINS To Review Commentators

(Continued from Page 1) which time E. F. Loomis, president and publisher of Loomis Reports Inc., P. R. Rieber, editor, Rea Lubarsky and Aaron Nadell, digest analysts, will do an air show along the same lines as the printed publication. Subject of the test broadcast is the "History of Radio Commentating." Program is believed to be the first to present analyses of commentators on competing stations.

"Dr. I. Q." Adds 64 On NBC

Chicago—"Dr. I. Q." show adds 64 NBC stations to network for a total of 129 and moves on to the Hippodrome Theater, Baltimore, next Monday, where Jimmy McClain will originate the broadcast.

YOUR SALES TARGET... WCOL COLUMBUS NBC in Central Ohio's Richest Market WRITE OR WIRE DIRECT FOR STATION DATA

RCAF Welcomes Co-Op Of U. S. Radio Artists

(Continued from Page 1) effort in Canada and help from the U. S. would be heartily welcomed.

Instance of the type of broadcast that would help is cited in the June 14 broadcast by Kate Smith on her "Spirit of '42" program which CBS originated at Trenton, Ontario, RCAF flying school.

Traveling bands which see their way clear to doing a broadcast, all other okays received, would be welcome to Canadian nearby points when passing through northern parts of the U. S., especially in the middle west. RCAF would be glad to furnish planes for transportation both ways if the orchestra in question is near any of the northern airports, or even further inland.

Canada as yet has been unable to arrange programs of the type, much less on the scale done in the U. S. toward aiding the war effort, McDermott stated and any help proffered by U. S. sponsors or artists on their own would be a great help. Broadcast facilities will be arranged as requested by the artists, network or sponsor seeking to aid.

GOP's Dewey Campaign Sets Basic Radio Plans

(Continued from Page 1) Blue, totalling 16 stations, together with WQXR, New York City and WENY, Elmira. Time of the addresses, as currently scheduled are 7:15-7:30 p.m., EWT, starting October 5, and continuing through November 11.

In addition to this schedule, pickups from various rallies throughout the state will be carried over the special Blue Network setup October 14, 15, 16, 20, 21, 22, 23, 27, 28, 29 and 30.

Repeats of the first group of broadcasts, according to an announcement by Henry Turnbull of the Duane Jones Company, in charge of the radio phases of the campaign, will be rebroadcast from 7:45-8:00 p.m., EWT. Additional special broadcasts are also scheduled for October 31 and November 2 over the network and independent station grouping.

War-Script Discussion At the Writers' School

(Continued from Page 1) being given as a preliminary to the opening of the school term on September 30. In addition, Hyde Partnow will read wartime sketches as a sample of his forthcoming workshop course in gathering fiction, feature and radio materials at all centers of war activity in the New York area. An analysis of wartime changes in markets will be made by the faculty. Bob Rosson, well known Hollywood writer will discuss the war activities and writing of the west coast writers. The Writers School has adjusted its courses in radio writing, documentary films, poetry, the novel, short story, articles, publicity, juveniles and advertising copywriting to wartime requirements. Catalogues may be obtained from Registrar Nan Golden.

Further FCC Hearings Re Three N. J. Renewals

(Continued from Page 1) WTNJ in Trenton, the other parties involved are WCAP, operated by Radio Industries Broadcast Co. of Asbury Park and WCAM, the Camden Municipal station. The three stations share time on the 1,280 kc frequency.

On April 21, 1941, WCAM and WCAP filed application for use of that frequency to the exclusion of WTNJ. WTNJ petitioned on July 17, 1941 for unlimited use of the same frequency. Previous hearings were held in Oct. and Nov., 1941, and commission indicated others will be necessary before "proper determination" can be made in the case.

At the same time FCC announced it had denied the petition of WOW, Omaha, Neb., that it order KDON to discontinue its program testing and other operations on 1,490 kilocycles, and designate for hearing the latter station's application for a license. KDON is also in Omaha, and WOW had claimed interference.

Blue Gave 112 Hours In Aug. To War Effort

(Continued from Page 1) the Blue during the second half of the month spurred far ahead of the first half. Network sustaining time in the second half was 42 hours and 29 minutes compared with 29 hours and 55 minutes in the first half, making a total of 72 hours and 24 minutes. Network sponsored time increased from two hours to five hours and 55 minutes, making a total of seven hours and 55 minutes.

Total local time was 31 hours and 39 minutes.

Richardson Appointed London NBC Manager

(Continued from Page 1) Joseph E. Davies and short-wave coordinator for the division of which he is now taking command was announced yesterday by John F. Royal, NBC vice-president in charge of international broadcasting.

He left AP in 1938 to go with Ambassador Davies, and with him saw the outbreak of war in Europe. Subsequently he was assigned to the State Department of Washington, and in January, became special advisor to the Director of Censorship.

COMING and GOING

MARK WOODS, president of Blue Network in charge of sales at WIP, Philadelphia, in Washington yesterday. Expected to return.

GEORGE TRENDLE and H. ALLEN CAMERON of WXYZ and the Michigan Radio Network in town on business.

MAJOR EDWARD N. DAVIES, vice-president in charge of sales at WIP, Philadelphia, in New York on a three-day business trip.

WILLIAM F. MALO, commercial manager of WDRG, Hartford, in Boston on station business.

AL LEARY, station and commercial manager of WXYZ, Toronto, in New York for conferences at Manhattan.

RAY P. JORDAN, station manager of WJRN, Roanoke, Va., visiting CBS offices here.

FRANK GAITHER, national sales-promotion manager of WGST, leaving for Atlanta after few days in New York.

LEN NASMAN, sales and sales promotion manager of WFMJ, Youngstown, Ohio, in New York today for home.

CLIFFORD HARRIS, technical supervisor, at WIP, Philadelphia, after a week's vacation on his yacht, the "Little Eva."

C. W. "JOHNNY" JOHNSTONE, director of news and special features for the Blue Network, flying to Detroit today to make arrangements for Earl Godwin's broadcast there.

HARRY WISMER, sports announcer for the Blue Network returned to Detroit tonight from New York trip.

FLYING OFFICER ANDY A. McDERMOTT, Radio Liaison Officer for the RCAF, Public Relations at Ottawa, in New York for several days on official radio biz; stopping at Chatham.

BENN POLLACK, has arrived in Chicago on the Coast for advance work on new Marx orchestra which debuts at the Blackhawk Oct. 7, with a WGN-Mutual wire.

Kenny Baker For USO

Kenny Baker is joining the USO Camp Shows "Going To Town" resort for a two-week volunteer guest-tour of southwestern military posts opening yesterday at Camp Robinson, Little Rock. Tour was arranged by the Motion Picture Division of USO-Camp Shows and is as follows: September 16-17, Camp Robinson; September 18-19, Camp Wolke, Mineral Wells, Texas; September 20-21, Sheppard Field, Wichita Falls, Texas; September 24-26, Fort Sill, Lawton, Okla.; September 28-30, Camp Barkeley, Abilene, Texas.

THIS LITTLE BUDGET WENT TO THE "920 CLUB" WORL BOSTON, MASS. (Includes image of a piggy bank)

When you buy time—BUY AN AUDIENCE WTAG WORCESTER (Includes map of Massachusetts)



# 'Language' Plans Being Completed

(Continued from Page 1)

of Albuquerque, New Mexico; and Hartley of WGES-WSDC, Chicago; Mervin Dobyne, of KGER, Branch, Calif., and others.

proposed two-minute transitions in at least six languages to be sent to the stations for as prompt use as possible, in much the manner as the radio bureau's "Old Nations" announcements are being exploited, according to talk, radio chief of the foreign language division.

subject matter of these "Voices of the World" will be definitely thematic and political, it was said. For example, Italian-American speakers will be in opposition to Fascism.

### Details German Series

also announced details of the German series, "We Fight Back," four weekly transcriptions which are described as "the most ambitious multi-language show ever attempted in this country." It will be broadcast Sunday evenings at 7:30 P.M. (probably beginning September 27) as a "live" show and will be put on wax for distribution to other stations by OWI.

Aufricht, theatrical director, in charge of the production, by Oscar Karlweis, Viennese dramatist; Heinz Pol and others. Man-George, New York editor, is also

## PROGRAM REVIEWS

### "Molasses 'n' January"

Between 9:55-10 p.m., EWT, on the Blue, "Molasses 'n' January," known in the past too, as "Pick and Pat," load the air with continuous patter which, usually, remains in the traditional style of these black-face characters. Once or twice there were evidences during their broadcasts Monday and Tuesday nights that the scripters are trying to introduce a modern note to some of their old faithfuls. The results were not spectacular enough to warrant the attempt to change the character of their corn, because their delivery is not in keeping with the modern angle.

But the script factor is not the major problem for this interlude. There is no showmanship in the presentation of the program from the point of view of production. The entry and windup of the comedy patter is abrupt—too abrupt for average comprehension. A little finesse in an

introduction and closing would give the feature a semblance of completion. It needs rounding out. A dialer tuning in on the station even at the quarter-hour is left wondering at the hour what it is all about.

The comedians themselves might reduce their clip a trifle, because their speed and dialect become too thick for easy listening. Even though their bit is only five minutes, the program could take a half minute break midway, for some music or some such, to give the listener a chance to catch up, and to give the comedians a better front. A five-minute comedy bit within a quarter-hour may not seem lengthy, but when the unit has no frame, it can get tiring, particularly in the rapid fire, gag after gag style of presentation. "Molasses 'n' January" have enough merit, in themselves, and their known stock and trade to make it worth someone's while to touch up this program and make it a going proposition.

collaborating.

Karl J. Friedrichs, Harvard University professor of government, is scheduled speaker on the first program.

Karlweis will present a satirical monologue by Johann Nestroy, classical Austrian playwright, and a dramatic version of Thomas Mann's "Freedom" will be given by Arnold

Korff and Herbert Berghof, Broadway actors. Works of Schubert, Brahms and Offenbach will be presented.

Reinhold Niebuhr and Vicki Baum are among speakers scheduled for later programs, along with Fritz von Unruh, former tutor of the Hohenzollern princess who fled the Gestapo in France.

# Indpt. Canadian Radio Backed By CAB Head

(Continued from Page 1)

Bannerman said that government monopoly of all broadcasting in the Dominion would imperil free speech just as much as if the government controlled all newspapers. Bannerman also told his audience that while his organization which was comprised of independently owned outlets differed materially with the CBC on occasion, he believed that currently the CBC had contributed greatly to Canadian radio.

On an angle which may be interpreted as being at variance with the Dr. Thomson theory of less advertising and more educational programs for the CBC, Bannerman believed that radio's greatest value was in the entertainment field. Educational possibilities, he stated, were comparatively limited and few such speakers held an audience for more than a quarter-hour unless of utmost import.

The WAB itself during its annual conference, issued a statement to the effect that all private broadcasters would cooperate to the fullest extent with the CBC in any effort to improve the Canadian broadcasting setup.

Other business taken up included the question of priorities on manpower and the training of military exempt men for various jobs. Serious scarcity of batteries for battery-operated receiving sets also came in for discussion.

Things Do Change!

# KMPC

STEPS UP TO 10,000 WATTS and Changes DAY AND NIGHT DIRECTIONAL

the Entire Radio Picture for Southern California!

There's a new "balance of power" among Los Angeles stations! KMPC's 10,000 watts, directional, beams approximately 38,000 watts throughout Southern California on a national II clear channel, giving absolutely unexcelled coverage of this entire market area and making KMPC one of the "first three" in coverage, power and prestige. Yet KMPC is only *fifth* in cost!

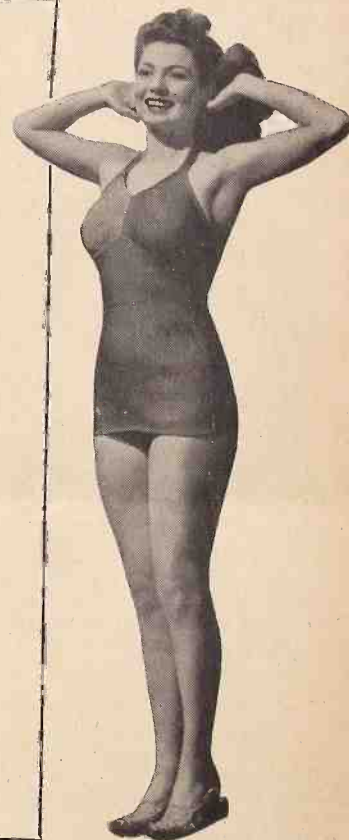
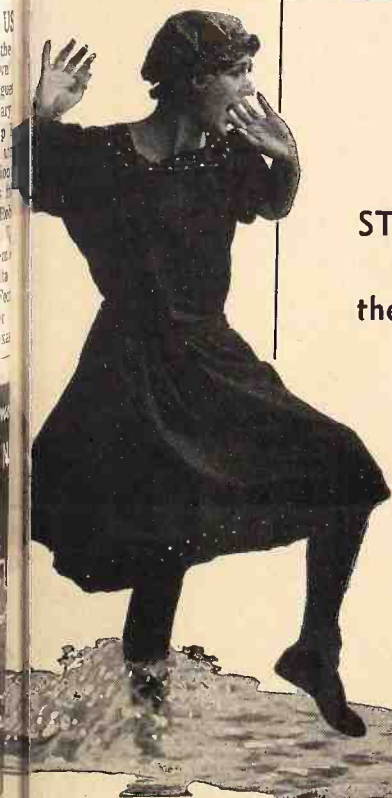
If you have a selling job to do in Southern California on a limited appropriation, learn how KMPC can give you more results for your money.

For Southern California

# KMPC

LOS ANGELES ★ 710 KC

Affiliated in management with WJR, Detroit and WGAR, Cleveland. National Representatives: Paul H. Raymer Company, New York, Chicago, Detroit, San Francisco



Chicago

By FRANK BURKE

CHIC FREEMAN, WLS sales manager, reports "fall business at WLS looks better than ever," and lists an impressive line up of spot sales for the coming months. The new business includes: Ball Brothers, Muncie, Ind., five spots weekly through Applegate agency, Muncie; Manhattan Soap Company, three participation announcements weekly, through Franklin Bruck Advertising Corp., New York; Lane Bryant, Inc., Indianapolis, Ind., six spots weekly, through E. H. Brown Adv., agency, Chicago; Campbell Cereal Company, Chicago, one spot daily, through H. W. Kastor, Chicago; Quaker Oats Company, 7 one-minute announcements and three chain breaks per week, through Ruthrauff & Ryan, Inc., Chicago.

Chicago has become focal point of phonograph needle industry with several manufacturers vying for the transcription, juke box and dealer trade.

Larry Koerner, William Morris Agency contract clerk, off to the army. Koerner goes to Camp Grant, Ill., induction center.

Al Kavelin, orchestra leader, back in town with a new band. It was in Chicago that Kavelin's band first rose to fame from the Blackstone hotel on WGN in 1935.

Ben Bernie's son, Jason, is undergoing officer training in the Army Air Force at Maxwell Field, Montgomery, Ala., and the "Ole Maestro" is very proud.

Jane Webb, who plays "Minerva" in "That Brewster Boy" is taking Spanish lessons with an eye on a job in South America.

Fletcher Wiley, CBS broadcaster from the west coast, recent visitor to the WBBM studios where he huddled with his former Pacific coast friend, Paul Gibson. Gibson now airs "Housewives Protective League" broadcasts from WBBM, Chicago.

New spot announcement business at WMAQ includes an order from Lever Brothers, through BBD&O, for 30 one-minute transcribed announcements during a six-week period beginning September 14; an order from the Trianon Amusement Company for five one-minute transcribed announcements between September 15 and 29 and an order from the Schulze Baking Company (Butternut Bread) through R. J. Potts & Company, for a total of 357 transcribed time signals during a 17-week period.

Femme Promotion Head Appointed By KQW

New sales promotion manager for KQW, CBS San Francisco affiliate, is Anne Director, according to announcement made by Ralph R. Brunton, president. Miss Director, formerly with J. Walter Thompson in charge of radio advertising, promotion and publicity for San Francisco, Seattle and Los Angeles, and with Erwin Wasey & Co., Inc., succeeds C. W. Reed, who is joining BBD&O.



Bigtown Small Talk . . . !

● ● ● Washington, as we hear it, is trying to discourage top movie names from enlisting—feeling they can be of far greater service where they are now. . . . Agency handling the Al Jolson show no longer has the jitters about his not signing yet. Al, who had skipped off to London without the formality of signing his forthcoming radio contract, wired his lawyers power-of-attorney to sign for him. . . . One of the big ciggie shows will be replaced in Oct. with a new idea headed by Mark Hellinger. It will be a coast presentation. . . . 25 NBC execs and dep't heads leave tonite for Hot Springs, Va., for an annual three-day session to discuss 1943 plans. Niles Trammell heads the party. . . . Paramount News being readied for a package show by Ed Wolf. It'll be a half-hour show a la March of Time, with three commentators being used—Gil Martyn, Capt. Tim Healy and a sportscaster. . . . The Bing Crosby-Bob Hope flicker "Road to Morocco" will be previewed at midnight tonite at the Ziegfeld theater. . . . That traffic-slopper in town these days is Patricia Hill, 2nd runner-up in the "Miss America" contest. Pat is radio-bred, being currently heard on "The Lone Ranger" and "Green Hornet"—and is Allen Campbell proud! . . . Ted Pearson gets the announcing assignment on "Mr. Adam and Mrs. Eve," which is the title of the new Sanderson and Crumit quizzer starting on CBS Oct. 3rd for Tums. . . . Stork market getting a big play from two actresses heard on "Mr. D. A."—Joan Banks and Frances Cheney. . . . Blue reporter, Geo. Hicks, leaves soon for war correspondent's mission with the Navy. He'll be gone several weeks. . . . Poor health forced Ted Steele to drop out of the Stork Club with his band.



● ● ● Cass Daly, who is making a radio click via the Kraft Music Hall, lives in North Hollywood on Klump Street. While others of Hollywood's professional fraternity have given fancy names to their homes, Cass merely has a sign stuck in her front lawn reading: "Dump on Klump."



● ● ● Add seasonal musings: There's a chill in the air, which means many things to many men. To sports fans, it's World's Series and football time—to school kids, it's a return to text book chores. To a radio reporter, it's a calendar reminder that the comedians are brushing up on their punch-lines, bearing down on their gagmen and preparing to romp to town. We don't intend to get maudlin about this—but most of these boys have a pretty sober obligation this winter. War-time is a time of heart-ache. Parents of boys in the service are depending more and more on radio as a vehicle permitting them to drop their sorrow for a precious few moments. Comics have got to keep remembering this parlor and arm-chair picture all the time; it's got to be reflected in their work. Another thing, we have a hunch that the traditional picture of Army life—the comic caricatures of top-sergeants, the gags about Army food, the routines about affection-starved soldiers—is on the way out. Beating the Axis is a dead serious business. American air fans are not going to embrace material which makes a Shubert musical comedy operetta out of a fight for the life of democracy.



● ● ● We're still laughing at Lou Holtz's gag about the man who met a genie and was granted three wishes—(1) to have all the suits he wanted—(2) to have enough money to retire on—and (3) to have a chance to kill Hitler. When he arrived home, he found his closet lined with suits and his desk piled high with bank-notes. Just then his phone rang. "This is your draft board," said the caller. "You're 1-A in the army and now you've got your chance to kill Hitler!"



— Remember Pearl Harbor —

Los Angeles

By JAC WILLEN

MARJORIE DAVIES, New radio actress formerly from the East Coast in the part "Meet Mr. Meek," "Life Can Be Beautiful," "The Shadow," "Oh, Annie," and others, now in Hollywood on the "Red Ryder" show. . . . and ing tests at local motion picture. Rumor has it her first flicker will be in "Stage Door Canteen."

Buster Collier is reported as with the William Morris agency department, under George Grusk. Frances Knowles, Hedda Ho writer, died Saturday, September at Hollywood Hospital after operation.

Norman Morrell, Lord & Taylor Hollywood radio head, to promote Bob Hope ainer, which tees off in Seattle, September 22. Tom Sawyer is scheduled to direct the opus.

Phyllis Parker of "Meet Miss J. renown seems certain to land radio-scripting chore for that men's program" being prepared one of the local agency offices.

Robert D. Hussey, Paramount radio department head, resigns reports to the Frank Vincent of as head of radio.

KMPC, Beverly Hills station, 10,000 watts Saturday, September and celebrates inauguration with all-day bond sales drive.

Sara Berner is soon to be asked to dig up that "Mrs. Finnegan and Goldberg" script for presentation an audition for a sponsor.

Stephen F. Healey replaces Barr, resigned, in NBC publicity department under Hal Bock. He was formerly with the Treasury department on special duties. Barr reports to KFI-KECA as Harrison B. liway's publicity department head.

Tony Hart in from New York assist Stan Joseloff, director of Young & Rubicam "Eddie Cantor" show. Jean Holloway, scripter Y&R also trained in to assume duty on "Mayor of the Town," Lio Barrymore-Rinso feature, which to its current writers Martin Gosch. Howard Harris to Abbott & Costello within the next few weeks. Chas. Taswell will assist Miss Holloway the writing chores.

Jack Hurdle remains in Hollywood to carry on the Mann Holiner production duties for the Maxwell House "Coffee Time" ainer instead of reporting to the New York offices Benton & Bowles as formerly reported. Holiner takes leave of absence to report for duty as a Captain in the Special Service Branch of the Armed Forces.

ALWAYS A GOOD SHOW KQW ASK FOR JOE CHICAGO NEW YORK SAN ANTONIO

**NEW BUSINESS**

New York: National Shoe Family Shoes) through Emil three times weekly 15-minute programs on Alan Courtney "1280" 9 times; Stanback Co., (head-powders) through Klinger 12 anns. weekly (this is in 10 to 10-minute programs six weekly on Courtney show) 624 Servus Clothes (Men's wear) Klinger Agency, six 15-minute programs per week on Court-ney, 312 times; Walter I. Super, (insurance counsel) through Su-Advertising, 312 times; Bar-men's clothes) through Emil Hans Jacob news program times a week, 78 times; Stella Co., through Commercial Service, six times a week, 312 Sachs Furniture, 10-minute programs five times a week, 78 times; O'Sullivan Rubber Heels, Birmingham, Castleman & six spot anns. a week, 78 B-C Remedy Co., (headache pills) through Charles Hoyt Co., prescriptions a week, 1,456 times; Hall Mfg. Co., (perfume) 15-minute programs on Courtney show, 78 times weekly, 78 times; Procter & Gamble, (Oxydol) through B-S-H, spot anns. 15 times weekly, 78 times; Institute of Practical Drafting through Louis Herman, Newark, 5-minute programs on Court-ney, 39 times; Bridge Apparel (men's wear) through Klinger Agency, six 10-minute programs weekly on Courtney show, 156 times; Cabin Co., Inc. (Red Bow food products) through Blaine, Thompson, 10-minute programs weekly, 312

**New Spot Clients Get Campaigns On WJZ**

The more advertisers launched campaigns this week on WJZ. They include: Bern's Nurseries, Geneva, N. Y., running two live one-minute announcements weekly for a period of several weeks in behalf of its fruit and berry bushes. W. L. Wright Agency, Rochester, is the agency. Blair Bros., Inc., for Vimms, using transcribed one-minute anns. for six weeks, through Penick & Co., for My-T-Fine desserts, is sponsoring five one-minute transcriptions through Dec. 31. Batten, Durstine & Osborn is the agency for both accounts. Dohen & Palmer, Long Island City, will begin participating in "Woman Tomorrow" with Nancy Booth, starting Sept. 25 once weekly for 13 weeks in behalf of its Gravymaster. Samuel C. Croot Co. is the agency.

☆ **PROMOTION** ☆

**Local Scrap Collection Drive**

WTBO in Cumberland, Maryland, went all-out for Uncle Sam last Sunday, broadcasting almost exclusively from 12:30 p.m. until sign off for the Cumberland Scrap Rally. A committee had worked for several weeks making plans for the gigantic scrap metal collection—publicity was given through the local newspapers and WTBO. Requests for volunteers to help in the actual collection of the scrap had been aired, and the response was more than gratifying from the standpoint of number as well as of spirit.

During the collection, itself, spotters followed each of the 36 trucks which took part in the collection, keeping WTBO informed by phone as to what was happening right on the scene. The city had been divided into zones, and in each zone was a car equipped with a radio. Information about any scrap which had been missed was relayed through WTBO to these supervisors. Particularly large collections in front of any one home were called to the public's attention, and messages were directed to the people in any area where it appeared that there had been some laxity about getting out scrap. Result: friendly competition was aroused between different sections of the city, and scrap was still being raked out of cellars, attics, garages, etc., at nine o'clock Sunday evening. Over 250 truck loads were collected. The afternoon of broadcasting was climaxed by a round-up by members of the committee in charge as well as several of the volunteer workers. The round-up brought to light a rough estimate of the results plus amusing incidents and human interest angles, all of which tended toward a "We're all in this together" feeling.

From reports coming in, it was evident that most of the radios in the area were tuned to WTBO throughout the afternoon and evening. The

**Wallace West's Book Re So. Amer. Out Oct. 1**

Some of the means which have been used by radio to bring about fuller understanding between the peoples of the two American continents will be revealed in an elementary school text, "Our Good Neighbors In Latin America," written by Wallace West of NBC's New York news room staff, and based on the network's programs beamed to that part of the Western Hemisphere. Book is to be published October 1 by Noble & Noble, New York.

rally brought out nearly one million pounds of scrap metal from thousands of cellars, attics, garages, etc. The complete drive was conducted at no cost, and the proceeds from the sale of this scrap will be equally divided between the Red Cross and the USO.

**CBS Program Data File**

CBS is sending out a file-folder promotion piece to radio editors of daily newspaper and the trade press. Folder contains publicity material for each individual show. Thus far, two programs have been released: "Lux Radio Theater" and "Kate Smith Hour." Material as presented in its new form is titled "Columbia's Fact Folio" and is suitable for handy reference by those who have occasion to need information about shows for logging, news stories or background material for news stories. Folder contains news stories, features photos and brief bits about its particular show.

Among the data presented is the "fax" page, giving time, sponsor, number of stations, starting date, originating point, product, producer, cast, etc. Other material includes biographical data from Columbia Biographical Service; "Starlines" another CBS publicity feature; and all of the publicity releases for the individual show prepared by the network. Promotion is neatly bound in folders for easy-filing and reference.

**"Big Aggie"**

Carrying out their "Big Aggie" theme, following the recent contest to name the fat girl trade character, WNAX, Sioux City-Yankton, has issued a brochure featuring "Big Aggie" and the noon-time "Dinner Bell Roundup" program. Incidentally, "Big Aggie" is still drawing comments from interested persons wondering about whether or not there is a real true-life Aggie.

**Second of WPA Series Receives AFM Approval**

Local 802 of the AFM has sanctioned the second in a series of symphonic concerts by the WPA Symphony Orchestra over WMCA, tomorrow at 9-10 p.m., in conjunction with the Treasury Department for war bond appeal.

**'Grand Ole Opry' Renewed**

R. J. Reynolds Tobacco Co., Winston-Salem, N. C., has renewed "The Grand Ole Opry" on a 60-station NBC network, in behalf of Prince Albert smoking tobacco. William Esty & Co., placed the account.

**WNEW Program For Cuff**

Samuel H. Cuff, former commentator on NBC and the Blue, has been booked by WNEW for a new weekly program, "The Armchair Strategist" which will be broadcast Sundays, 1-1:15 p.m., starting September 20.

**GUEST-ING**

KARL LUNDBERG, assistant to Red Cross national director for services to the armed forces, on "Thus We Live" program, (CBS, 9:45 a.m.).

ORSON WELLES and CHRISTOPHER MORLEY on "Information Please" program, tomorrow, (NBC, 8:30 p.m.).

RAY MILLAND, screen actor, on the Kate Smith Hour, tomorrow, (CBS, 8 p.m.).

CARROLL L. BRYANT, assistant to the Red Cross national director, on "Thus We Live" program, tomorrow,

EDITH SCHILLER, pianist, on the Russian-American Festival program, tomorrow, (CBS, 3:30 p.m.).

CLAUDE RAINS on the "Philip Morris Playhouse" program, tomorrow, (CBS, 9 p.m.).

RAY MILLAND, screen actor, on "Theater of Today" program, Saturday (CBS, 12 noon).

CLAUDIA MORGAN, and LESTER DAMON, of "The Adventures of the Thin Man," on Nellie Revell's program Saturday (NBC, 10:45 a.m.).

**WEVD**

**NEW YORK'S STATION OF DISTINCTIVE FEATURES**

**now 5000 WATTS**

The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by—

- 1** The feature boxes of newspaper radio program pages.
- 2** The large number of famous advertisers on the station continuously year after year.

*Ask for "Who's Who On WEVD" ... sent on request.*

**WEVD**

117-119 West 46th St., New York, N. Y.


**WHAT'S WHAT IN BOSTON**

2 WCOP has proven to be the most convenient and economical testing station in the East.

**WCOP - REPRESENTED BY HEADLEY-REED CO.**

**WCOP**

BELONGS ON YOUR SCHEDULE



## Louis-Conn On NBC; Old Gold Sponsors

(Continued from Page 1)

Canadian stations, will be taken over by P. Lorillard & Co. for Old Gold cigarettes.

This is believed to be the first daytime heavyweight championship bout since Gibbons fought Dempsey in the famous Shelby, Montana, fight in 1923.

Award was made after days of swift moves by the four major networks, by War Boxing, Inc., radio committee, acting for the War Department. The committee, composed of Art Flynn, chairman; Jimmy Dawson, Wilbur Wood, and Joe Cumminskey, received four sealed bids which were opened in the presence of respective organizations which offered them.

NBC's bid is believed to be an all-time high for broadcast rights of a boxing contest. Network said that it was willing to set this figure because it "considers the Army Relief an extremely worthy cause and in keeping with its policy of bringing all listeners the outstanding events transpiring in the world today."

Title bout will be heard by servicemen overseas through GE stations WGEA and WGEO, it was announced from Schenectady headquarters, as a result of exclusive shortwave rights arrangements.

No comment was offered either by Gillette Safety Razor or Mutual web officials. Gillette and MBS had Louis bouts through contract prior to the Brown Bomber as a member of the armed forces, doing the fight for the Army Emergency Relief.

## Blue Net Picks Wismer To Handle Football Sked

(Continued from Page 1)

Florida University, who up to last year covered the Detroit Lions games at home and abroad for WXYZ, Detroit, will do the play-by-play descriptions of each week's standout contest for the Blue.

Wismer has a notable background in football and broadcasting as well. Born in Fort Huron, Mich., June 30, 1912, Wismer attended Fort Huron High, St. John's Military Academy, University of Florida and Michigan State. A career in sports beckoned until a leg injury, sustained in a Florida U.-Georgia Tech game in 1932, intervened. He moved to Michigan State in 1933 when Florida coach Charlie Bachman took Jim Crowley's vacated post with that school. He tried to get back in the game but the injured leg precluded it. He began broadcasting over WKAR, in 1933, while a sophomore, covering all college sports for the next three years.

In 1935, Dick Richards, owner of the Detroit Lions and WJR, Detroit, engaged him as a Lions cub reporter, broadcasting personal items and news of the team's activities in nightly programs. All that season he hitch-hiked from Lansing to Detroit—80 miles each way—getting back each morning for class.

Wismer quit college in 1936 to be-

## Washington Front

Washington Bureau, RADIO DAILY

Washington—An anti-red tape order which OWI News Bureau Director Paul Smith has issued to his staff in Washington and in the field received vociferous approval from the radio and press corps here. Instructing his staff to give news out fast, and to give it out right, the hard-hitting news chief went on, "Every minute wasted with red tape and other bureaucratic nonsense is a minute added to 'the duration' and it is delaying victory. Anybody who delays victory ought to be slashed along with the red tape."

Next NAB board meeting will be held shortly in Chicago, it was announced here Friday at national headquarters. Developments in the music situation will determine whether the date will be September 24-25, or October 1-2.

An eight-part proposed statement for stations to use as the basis for filling out selective service form 42-A, or as an attachment to it to be submitted to local draft boards, has been prepared by the NAB. Number of points are suggested which stations might incorporate into pleas for temporary deferment of "key" men to maintain maximum efficiency of broadcasting in accordance with its designation last July as one of more than 30 industries deemed "essential to the support of the war effort."

Both the Navy Department and the Office of Civilian Defense have come out with high praise for the aid

## Music Committee Meets On Russian War Relief

Popular Music Committee of Russian War Relief, Inc., held a luncheon meeting at the Hotel Astor, New York, yesterday for the purpose of organizing the music industry behind this war effort. Meeting was presided over by Edward Wallerstein, president of the Columbia Recording Co., who is the chairman of the group composed of practically all the top names in the music industry. Quentin Reynolds, recently returned from the European war front, was the guest speaker at the luncheon.

come sports director for WJR. He began covering Michigan State games on Saturdays for WJR and the Michigan State network and did the Detroit Lions games on Sundays. When the Detroit Lions games moved over to WXYZ, under manager H. Allen Campbell, Wismer went along. He continued his rigid schedule, covering both teams until last year.

Wismer made his network debut in 1938 and last year covered the Rose Bowl game at Durham with Bill Stern.

broadcasters are now giving in connection with their current campaigns. The Navy, which made a new high in recruiting last month, gives radio a big share of the credit for making that record possible. While the exact total for the month cannot be revealed, according to Admiral Randall Jacobs, chief of naval personnel, the equivalent of a peace time Navy is now being enlisted monthly.

So speedily did stations meet the OCD request for distributing its new "What Can I Do" booklets that in less than a week after the mailing of the original issue on August 29, a new printing of 4,000,000 copies had to be ordered.

Designed to control the flow of all electronic equipment for essential purposes by limitation at the source of manufacture, the War Production Board's general limitation order L-183 is understood to be ready for release within the next few days.

Effective 15 days from the date of issuance, no broadcasting equipment will be available without rating. Manufacturers of such equipment will be prohibited by the order from releasing transmitting equipment and parts, and both receiver and transmitter tubes except on rated orders of A-3 or higher. However, WPB Order 129, issued several months ago, assigned the higher rating of A-1-J to broadcasters for repair and maintenance materials.

It is expected that tubes will continue to be the tightest item. Distributors will not be affected by L-183.

## Vicks Time On WCCO: Thrice Weekly Series

Minneapolis—"Yours Truly, Darragh Aldrich." WCCO's daily fifteen-minute women's program, has been sold three days a week to Vicks Chemical Company for Va-tro-nol and Va-po-rub. Presented Monday thru Friday at 2:15 p.m., the show features the Northwest's prominent novelist in a widely diversified women's bill-of-fare—stories of women in the news, simple philosophy, and interviews with prominent people. Musical entertainment is offered by "Two Boys and Two Girls," a modern mixed quartet, and "Twenty Flying Fingers," Ramona Gerhard and Bee Bailey at the two pianos. Business was placed by Morse International, Inc.

## Grew Talk On Mutual

Ambassador Joseph C. Grew will broadcast over Mutual, Friday, September 18, 1:35-2 p.m., from the Army Relief Luncheon Rally, Syracuse, N. Y. Broadcast will originate with WAGE.

## Atlantic Coast Net In First Big Con

(Continued from Page 1)

nacle of New York, for 37 covering the program, "Word of Fellowship" Saturday evenings, 11, starting October 17, on seven of the network's ten outlets. M also covered the problem of clearance for several other commercial prospects, and cooperative motion and publicity among the stations for the network. Seventeen stations attended the conferences.

The new commercial program consist of material directed at a people of the churches, and was presented with an interdenominational appeal. Sanctioned by 250 New York pastors, the show will be conducted by Jack Wyrzten, and air over the following stations: WCOP, Boston; WFCL, Pawtucket, Providence; WPEN, Philadelphia; WFBR, Baltimore; WJEF, Hartford; WBOS, Salisbury, and WJ Washington, D.C. Contract is on basis of the Southern Unit plus two New England stations. Om are WNEW, New York; WNBC, Hartford; and WELI, New Haven.

Time clearances for morning, afternoon and evening programs were ranged at the conferences to facilitate network sales. Promotion program has still to be worked up completely embodying such plans as ACN relations and tie-ups in affiliate advertising and publicity.

Personnel attending this first work conference and luncheon, which was held at the Ambassador Hotel, was as follows: Harold Lafo, president of the ACN; Edward Co, general manager; Sylvia Kalie, traffic manager; Robert Scholle, Claire Feit, sales department; Har Batchelder, vice-president and treasurer of WFBR, Baltimore; Rob Maslin, Jr., assistant treasurer, WFBR, Baltimore; T. F. Allen, sales manager, WFCL, Pawtucket-Providence; Bennett Larson, manager, WJ Washington, D. C.; Richard Dav, manager, WNBC, Hartford; Jack Milne, manager, WELI, New Haven; Arthur Simon, manager, WPEN, Philadelphia; Bernice Judis, manager, director, WNEW; Herman Bess, sales manager, WNEW; Walter Duncan, national sales manager, WNEW; M. Armstrong, manager, WCOP, Boston and Fred Deinert, sales manager, WPEN, Philadelphia.

## Wedding Bells

Philadelphia—John Joseph Hantschetz, WIP engineer and previously with WHAT of this city, and Dorothy Marie Passaur, were married last week. Bride was also connected with WHAT in the continuity department. Joe McCauley, announcer-conductor of WIP's "Dawn Patrol" was best man at the ceremony.

## Straeter Resume On Smith Hour

Ted Straeter has been signed as vocal director of the Kate Smith Hour on CBS for the sixth consecutive season. Series starts its new fall season beginning September 18.

**TO EXECUTIVES:**

**NOW YOU CAN HELP**

*Even More...*

**New Treasury Ruling Permits Purchases  
UP TO \$100,000, in any Calendar Year, of  
Series F and G WAR BONDS!**



The Treasury's decision to increase the limitations on the F and G Bonds resulted from numerous requests by purchasers who asked the opportunity to put more money into the war program.

This is not a new Bond issue and not a new series of War Bonds. Thousands of individuals, corporations, labor unions, and other organizations have this year already purchased \$50,000 of Series F and G Bonds, the old limit. Under the new regulations, however, these Bond holders will be permitted to make additional purchases of \$50,000 in the remaining months of the year. The new limitation on holdings of \$100,000 in any one calendar year in either Series F or G, or in both series combined, is on the cost price, not on the maturity value.

Series F and G Bonds are intended primarily for larger investors and may be registered in the names of fiduciaries, corporations, labor unions and other groups, as well as in the names of individuals.

The Series F Bond is a 12-year appreciation Bond, issued on a discount basis at 74 percent of maturity value. If held to maturity, 12 years from the date of issue, the Bond draws interest equivalent to 2.53 percent a year; computed on the purchase price, compounded semiannually.

The Series G Bond is a 12-year current income Bond issued at par, and draws interest of 2.5 percent a year, paid semiannually by Treasury check.

Don't delay—your "fighting dollars" are needed *now*. Your bank or post office has full details.

Save With . . .

**War Savings Bonds**









★ THE WEEK IN RADIO ★

... Clear-Channel Decision

(Continued from Page 1)

Vol. 20, No. 57 Mon., Sept. 21, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(September 18)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., CBS A, CBS B, Gen. Electric, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio, Farnsworth Tel. & Rad., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit). Includes High, Low, Close, Net Chg., Bid, and Asked columns.

NAB Appoints Avery Advt. Dept. Director

Washington Bureau, RADIO DAILY Washington—Appointment of Lewis H. Avery as director of NAB's Broadcast Advertising Department was announced this weekend. Avery will take over his new post Oct. 1, succeeding Frank Pellegrin, now an Army captain. The new director, who comes to NAB from Free & Peters, whom he has been serving in the midwest, started his radio career in his native Seneca Falls, New York, where as a high school student in 1917 he built and operated a half-watt station. After two years as part-time announcer and publicity representative for WGY, and another period as advertising manager of Mohawk Power Corp., Avery in 1930 joined Batten, Barton, Durstine & Osborn. Two years later he became affiliated with WGR-WKBW, Buffalo. He has been active in NAB's sales managers' division since its inception six years ago.

Pub. Firm On WHN

Ideal Publishing Corp., handling Movies, Movie Life and Movie Stars Parade, has just purchased 13 weeks of Adrienne Ames' Hollywood news and gossip broadcasts on WHN, Tuesday, Thursday and Saturdays.

Allied Information Committee, an agency to coordinate the propaganda and news of the United Nations in this country, the OWI established an office in Ireland headed by Dick Watts, New York "Herald Tribune" drama critic, in what may lead to even further extension of its activities. The OWI foreign language division announced that it is developing a transcribed series of spots to be known as "Voices of America" in which locally prominent citizens would cooperate. Also OWI's new industry group, the Committee of 25, announced its plans for meetings in New York, Chicago and Hollywood for the purpose of organizing its work. It was also revealed that OWI in cooperation with other war-effort groups and CBS, would continue "Cheers From the Camps" series on sustaining when General Motors drops the program this week.

In addition to working on various OWI activities, Elmer Davis, the Office's chief, appeared as the first witness before the Senate subcommittee investigating the AFM recording ban; in his testimony Davis expressed the OWI's concern over the ban which was undermining the country's radio courage, stating that he was in agreement with Senator Clark, sponsor of the investigation, that "something should be done".... U. S. District Court in Wilmington, Del., denied a petition of the Department of Justice to vacate an anti-trust consent decree now in effect between the Federal Government and the Radio Corporation of America.... New Army-Navy policy, just adopted, prevents key civilians in radio broadcasting and television from enlisting obtaining commissions without written release from their employers; purpose of the new policy is to alleviate the growing shortage of manpower in civilian radio and other industry. War Activities Council of the Advertising Club of New York accelerated its work on an administrative

CBS' Discount Plan Benefits 85 Outlets

(Continued from Page 1) or more programs to their sked. Many of the 85 benefiting by a considerable number of such additional shows, which now number 22 and represent a total of 29 program periods. Two new shows taking the full net are sponsored by P. Lorillard & Co. (Old Gold cigarettes) and Celanese Corp. of America. J. Walter Thompson Co. and Young & Rubicam are the respective ad agencies.

CBS announced its two-way discount plan on June 10, last, it then being the first important change in the network's rate structure since August 1939. That the advantages revealed at the time to sponsors taking the full network, were attractive is indicated in the fact that CBS clients are continuously making themselves available of the plan.

setup for avoiding duplication and for arranging the utmost in cooperation in war-effort publicizing; other cities throughout the country are expected to pattern their respective organizations along the same lines as the New York group.... Paul M. Hollister was named vice-president in charge of advertising and sales promotion of the Columbia Broadcasting System.... Blue Network held its first management meeting at which the complexities in programming, engineering and other phases of operation, as affected by present conditions, were discussed.... MBS signed its first sponsor, the Pharmco Co. (Feen-a-Mint) to a full network under the net's new discount plan.... Atlantic Coast Network, newly formed regional, held its first conference at which time progress was reported to affiliates.

NBC, in competitive bidding with the other networks, was awarded exclusive broadcasting rights to the Louis-Conn heavyweight boxing title bout, which will be sponsored by P. Lorillard & Co. for Old Gold cigarettes; bid of \$71,200 is believed to have set an all-time high for the broadcast rights of a boxing contest and proceeds will be turned over to the Army Emergency Relief.... Independent Canadian broadcasters, through Glen Bannerman, president of the Canadian Association of Broadcasters, went on record as defending the Canadian Broadcasting Corp. and the latter's contribution to radio.

FCC activity: Chairman Fly advised caution in the using up of materials, although he insisted that there is no immediate prospect of silencing radio stations or the limiting of existing service.... Wyoming Valley Labor Victory Committee of Pennsylvania succeeded in having the FCC reopen hearings on the proposed grant of a construction permit to Northeastern Pennsylvania Broadcasters, Inc., Wilkes-Barre. Further hearings were designated to determine the qualifications of the company and its personnel.

Three New Studio Shows Being Readied By WOR

(Continued from Page 1) analysis program, for weekly hearings, under the title "Impact." Cherne will emphasize the home front, noting how wartime economies and legislation affect the daily lives of listeners.

Another, "Daddy and Rollo" by J. P. McEvoy, one of the earliest family serials which played CBS about a decade ago, will be brought to WOR. Monday, September 28, 10:45 p.m., for airing Mondays, Wednesdays and Fridays. A third, the "Cisco Kid" a half-hour dramatic shot, will start October 2, 8:30-9 p.m., for a weekly broadcast Friday nights.

Other programs which WOR built since its new policy was established include "Murder Clinic," "Dark Destiny" and Roger Bower's old time Vaudeville Show.

COMING and GOING

BILL LEWIS, DOUG MESERVEY, NAT and SEYMOUR MORRIS of the OWI, from York to Chicago over week-end for local mittee of 25' meeting being held today.

LINUS TRAVERS, Yankee Network in town late last week.

CHESTER LaROCHE, chairman of the of Young & Rubicam in Chicago for OWI meeting, as member of the Adv Council.

EDWARD TREVOR, actor, back from ington, D. C., where he conferred with officials regarding a special morale which may take him to South America.

G. W. "JOHNNY" JOHNSTONE, direct news and special features for the Blue work, returning from Detroit where he arrangements for Earl Godwin's broadcast.

J. B. CONLEY, general manager of WGI Wayne, Indiana, is in New York for days on business and will be in Phila for a managers' meeting of Westinghouse tions, Inc. next week.

BILL BOCKMAN, program director at left Friday for Columbia, S. C.

WALTER KOESSLER, general manager WROR, Rockford, Ill., left New York, S after spending the week in New York.

DAN JAYNE, general manager of WEL returned to Battle Creek, Michigan.

JOHN P. HART, commercial and sales tion manager of WBIR, back at his d Knoxville.

CHARLES WINTON, JR., president of Minneapolis-St. Paul, in New York on Fri

BRUFF W. OLIN, JR., general manag WKIP, Poughkeepsie, in town Saturday for day only.

LORELLA VAL-MERY, publicity direct the American Theater Wing War Service in Washington, D. C., to help launch that Stage Door Canteen.

HELEN WOOD, of WIBX, Utica, New Yo town for business.

Three Agencies Appoin New Time Buyer Person

(Continued from Page 1) McCann-Erickson for years, and for the past two years had been a buyer, has joined the station relat staff of the Blue Network, effective today. In his post at the agen McCann-Erickson Inc. has eng Willard Butler, who had been w Erwin, Wasey & Co. Hal Winter, replacing Dan Rodgers, who is now the army air corps, as time buyers, Raymond Spector Company Inc., effective today, also.

CBC Finally Gets Okay To Build Int'l Out

(Continued from Page 1) of the Empire direct. CBC or the Canadian transmission to England, currently handled via RCA commu cations. Site of the new internation station will be at Sackville, N. B.

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



# PROMOTION ☆

**Blue Network's Retail House Organs**  
 Comprehensive merchandising job Blue Network programs is being accomplished by KBUR, Burlington, via a weekly mailing piece to drug and grocery stores in its piece to druggists, called "Briefs" and mailed to 365 weekly, includes news items of the trade and lists programs sponsored on the Blue by drug stores which are aired on KBUR. "Briefs," mailed to 525 stores does the same for grocery stores on the Blue. Both mailing list local programs sponsored or grocery advertisers.

In addition to this, Blue Network programs are promoted by trailers, every two weeks, in all local

## WSYR's Birthday

WSYR, Syracuse, celebrated its 20th Anniversary recently with the emphasis on birthdays. "Birthday Breakfast" brought together for novel broadcast 20 kids from 1 to 20, each having same birthday as station. Suzanne Gloger, Syracuse U. co-ed, born with station Sept. 15, 1922, was named "Birthday Girl" and presented a \$50 War Bond to baby Earl Coon, born on morning of Sept. 15, 1942. Station played "Happy Birthday" behind all station breaks and featured half-hour birthday show at night. Both breakfast and war bond presentation made Syracuse papers. Each breakfast guest was given \$5 bill and each person with Sept. 15 birthday, writing to station, received \$1 in war stamps.

## Client's 20th Year: Spent Over \$1,000,000

(Continued from Page 1)  
 station presenting a special broadcast, 9:30-10 p.m., of ideas which the sponsor down through the years. In weeks of continuous advertising radio, Sachs has spent over in local broadcasting. Firm, locally, supplemented its WMCA efforts with budgets on WABC, WOV, WEVD, WBNX, WBYN and WIS.

Introduction to radio started at experimental station owned by Stanford, back in 1922, in Bronx. Stanford, short of funds to continue his experiments, proposed to president of Sachs that in exchange \$50 a week, he could broadcast sales messages a day, plus which Stanford would furnish. Sachs acted as engineer, announcer and musician. Station later became a station to being one of the first commercial radio accounts, Sachs, in remote control broadcasting airing from a window in the store. Every time an "EL" train chimes over head, broadcasts had to

20 years of radio merchandising, the sponsor has tried a variety of programs, including comedy teams, broadcasts, poetic readings, and dramas, crooners, variety

## War Show-And Operetta Among Mutual Premieres

(Continued from Page 1)  
 presented in cooperation with the U. S. Chamber of Commerce, for Thursday airings, 9:15-9:30 p.m. EWT, and will probe the question, "What will tomorrow's world—the world we are fighting for—be like?" Eric Johnston, president of the C of C, will appear on all six broadcasts, while others, who will participate include Alfred P. Sloan, Jr., chairman of the Board of General Motors Corp.; Dan. W. Kimball, president of Associated General Contractors of America, Inc.; Donald W. Douglas, president of Douglas Aircraft Co. and president of The Aircraft War Production Council; Roy F. Hendrickson, Administrator, Agricultural Marketing Administration, Department of Agriculture; R. V. Fletcher, vice-president and general counsel, Association of American Railroads, and Charles E. Wilson, president, General Electric Co. The programs will come from WOL, Washington.

The returning production replaces "America Loves a Melody" which winds up September 26, for regular Saturday night features, 9-10 p.m. The first in the series will present Romberg's "New Moon" starring Marion Claire and Thomas L. Thomas.

shows, spot campaigns and mystery productions.

Most prominent, in the talent array for Sachs was the "Three Little Sachs." Others who have appeared under the Sachs banner are N. T. G., Norman Pearce, Ted Husing, Clayton, Jackson and Durante, Reis and Dunn, Cross and Dunn, Gus Van, Billy Jones and Ernie Hare, A. L. Alexander, David Ross, John Frazier, Frank Knight, Norman Brokenshire and others. Currently, Sachs sponsors Patsy Flick and Sid Gary, on WMCA, in a Sunday variety program.

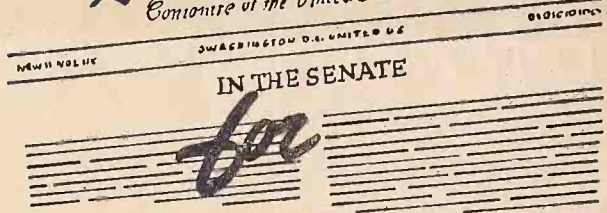
Among the guests who will be honored at the anniversary dinner are Israel Sachs, president; William Sachs, vice-president; Nathan S. Sachs, treasurer and secretary, Jack Dumont, director of public relations.



WFDF Flint, Michigan  
 "an' no udder station!"

# Another Congressional Record

Companion of the United States Senate



## FULTON LEWIS, JR

12 PAGES IN ONE ISSUE OF THE CONGRESSIONAL RECORD WERE DEVOTED TO FULTON LEWIS, JR. BROADCASTS ON THE SYNTHETIC RUBBER PROBLEM.

**"A MODEL COMMENTATOR" says U. S. SENATE**

No other commentator in the history of radio has had the distinction of being quoted so greatly in the Congressional Record. 100% of Fulton Lewis, Jr.'s broadcasts pertaining to his investigation of the synthetic rubber situation have been inserted in the Senate proceedings. Surely, no other radio personality is so highly regarded.

## NOW ON 180 MUTUAL STATIONS

THE LARGEST HOOK-UP OF ANY RADIO PERSONALITY ON THE AIR

Currently sponsored on 69 stations, Fulton Lewis, Jr. is available for sponsorship over YOUR STATION, at YOUR OWN ONE TIME QUARTER HOUR RATE PER WEEK. This should be the easiest thing you ever sold. Wire, phone or write WM. B. DOLPH, WOL, WASHINGTON, D. C.



ORIGINATING FROM **WOL** WASHINGTON, D. C.  
 Affiliated with the **MUTUAL BROADCASTING SYSTEM**

## Los Angeles

By JAC WILLEN

VAL BROWN, announcer, formerly with KIEV, Glendale, KFEL, Denver, and WLAV, Grand Rapids, Mich., is now with KHJ-Done Lee.

Edgar Bergen's Chase & Sanborn opener last Sunday, which hit "tops" in listener appeal, headed for the East Coast after last Sunday's airing for several eastern broadcasts beginning September 27.

Dick Powell is reported due back on the air for a fifteen minute song-fest, with Matty Malneck's ork, under the Campana aegis.

Martin Lewis, New York-Paramount publicity aide, comes to Hollywood to fill vacated spot of Bob Hussey in local Paramount radio department under George Brown.

Hedda Hopper drops her Sunkist broadcasts, effective October 28, and immediately becomes available for new night-time show, which La Hopper has been most anxious to accept due to its wider station coverage than the 42 allotted her Sunkist airer. Fade in October will mark ending of a three year exclusive broadcast agreement with Sunkist. Replacement for the show has not been announced.

Latest Hollywood radio and film circle fad is the booking of "Hollywood Blue Models" for appropriate dress and leg art backgrounds. The Sunset Strip professional model agency and school has been doing business quietly for past two years under aegis of Emmeline Snively and Jean Ryan, with more than a few of the lovelies now adorning screen sets and radio platforms.

Southern California Broadcasters Association elected at their annual meeting (14th) Lawrence McDowell, KFOX manager, president of the organization for the ensuing term. He succeeds Harry Witt, KNX Sales Manager.

Duke Hancock, KGFJ manager, was elected vice-president; Harry Maizlish, KFWB manager, secretary-treasurer, and, Ethel Bell, aide to Richard Connor, coordinator for Broadcasters Assn., assistant secretary-treasurer.

Bill Lawrence, Pedlar and Ryan agency producer for Dinah Shore's "In Person" Blue program is the envy of the Coast with his little red midget automobile racer that gets Bill better than 50 miles to the gallon of gasoline... and that ain't hay... with rationing of gas just around the corner.

The Mann Holiner-Roberta Nichols tune, "A Love Like Ours," which made its debut as one of Meredith Willson's "lost music" selections this summer will probably go into a New York show this winter. Irving Berlin is publishing the song.

## WANTED

ANOTHER EXPERIENCED  
ANNOUNCER. SEND DETAILS AND  
TRANSCRIPTIONS TO  
WRDC HARTFORD, CONN.



## A Reporter's Report Card . . . !

● ● ● WM. S. PALEY: CBS' gesture in cooperating with the War Dept' in keeping "Cheers From The Camps" on the air deserves the plaudits of the entire industry. It's the most important show on the air so far as linking the soldiers with the folks back home is concerned. . . . JACK BENNY: Eddie Cantor's first broadcast, Sept. 30th, will come from Camp Callan, Calif. This will be the first stop in a tour which will have him airing from a different camp each week. . . . CONNEE BOSWELL: Decision will be made today on your replacement on the Camel Caravan. It's between Jane Froman, Bea Wain, Carol Bruce, Mary Small and Ethel Merman. . . . WILL HAYS: Hollywood stars are now riding second-hand scooters that cost \$250 each. They used to cost less than that new. . . . MYRON SELZNICK: One of Hollywood's biggest agents refused to let his nephew, a corp. in the army, into his office the other day. Was afraid it was a touch—but the lad only wanted to invite him to hear him on a radio show. . . . SONNY WERBLIN: Jack Burton will handle the Coca Cola band shows from the west coast. . . . BERNIE SCHUBERT: Did you know that the OWI has given its official sanction to have your show, "Special Agent," represent their security campaign (the hush, hush, don't talk stuff)? I also see you've signed Fred Brady to a Metro contract.

★ ★ ★

● ● ● ED SULLIVAN: Andre Kostelanetz will conduct one of the most hilarious singing combinations yet during the Army Emergency Relief show, "We're All In It," at Madison Sq. Garden on the 30th. His soloists will be Lily Pons, of the Met, and Danny Kaye, of the laugh brigade. . . . ARNOLD MOSS: Warners are paging you for the role of Hailie Selassie when they film "Mission to Moscow". . . . ALAN REED: You're also wanted by Warners—for a leading role in "Merchant Marine". . . . SANDY STRONACH: Alfred Hesse, one of the mike's foremost Nazi impersonators, is back from a 16-week tour with "Arms For Victory," in which he played the role of Hitler. . . . WALTER GROSS: Marjorie Knapp, the "Bunny" girl in "Star and Garter," makes her CBS debut tomorrow afternoon with your crew. Take our word for it, the kid's a comer! . . . MAXWELL DANE: Understand you organized WMCA 100 per cent for blood donations to the Red Cross. . . . BILL MURRAY: On Aug. 17th, we itemed that a live-wire agent could make another Will Rogers out of Sol Lewis, the small-town editor who sparked up a recent "Town Hall Meeting." Word has just come in from Seattle that KJR will offer him in a 15-minute weekly spot starting on the 28th under co-op sponsorship. Our guess then and still is that Sol Lewis is definitely bigtime air timber.

★ ★ ★

● ● ● HENRY FORD: Is it true that you're considering buying Sergei Koussevitzky and the Boston Symphony ork for a Blue Network show? . . . BEN BERNIE: Pabst Beer, your one-time sponsor, will pick a Hollywood variety lineup for its new commercial, we hear. . . . GEN'L ARNOLD: Ring Lardner, Jr., has enlisted in the Army Air Force. . . . MARY PICKFORD: The old-timers of movies may not get the breaks they deserve in pictures—but have you noticed how many of them are being used on radio shows from the coast? . . . OSCAR HAMMERSTEIN II: Richard Rodgers will join Uncle Sam's armed forces after collabbing with you on "Green Grow The Lilacs" and with Larry Hart on "Muchacho". . . . JOAN EDWARDS: What are you going to do with those 23 pairs of silver wings that pilots have given you since you sang, "He Wears A Pair Of Silver Wings" on the "Hit Parade"? . . . TO WHOM IT MAY CONCERN: Geo. Lottman, one of the street's greatest press agents, is out of the hospital at last and operating out of his home, 405 E. 72nd Street. . . . SEC'Y MORGENTHAU: The Andrews Sisters have opened a Dressing Room Bond Canteen backstage at the Paramount.

★ ★ ★

Remember Pearl Harbor

## Chicago

By FRANK BURKE

RANDY BLAKE, formerly WHAS, Louisville, and Hollywood, has been added to WJJD announcing staff.

Joy Hodges, former singer with several name bands who is in to the star of a new musical show, "Foot Forward," has been viewed on several stations the week. Joy sang with the Ted Rito, Jimmy Grier and Ozzie N bands.

Seven personalities from the Network's famed "Breakfast" made a personal appearance. They played Ottawa, Can., on the 16th; Providence, R. I., 17th; Haven, Conn., 18th, and Pitts on the 19th. Don McNeill, headed the cast which included Baker, Nancy Martin and Escort Betty.

Freeman "Amos" Gosden of team of "Amos and Andy" took out recently to enter his son, man, Jr., at Culver Military academy at Culver, Ind.

Studio guest of Ben Bernie was Eddie Oliver, whose orchestra now playing at the Blackstone's fair room. Eddie was former member of Bernie's band.

WBBM's commercial department announces sale of the show "Whatcha Doin'?" Monday thru Saturday, 8:15-8:30 a.m., to Baking Company for 13 weeks, started last week. Program is a local potpourri, with the added feel of a telephone monologue with Chicagoans chosen at random from the phone book. Announcer question "Whatcha Doin'?" and distributor prizes for best answer. W. E. Company is agency.

New business calling for a total one hour and fifty minutes week and a renewal for another 45-minute show were reported by WMAQ. It assumes sponsorship of a five-minute news broadcast featuring the voice of Dave Garroway, Mondays, Wednesdays and Fridays on WMAQ. Contract is for 26 weeks and was placed by Morse International Agency. P. Beer, through Newby, Peron & Crafts, ordered a five-minute program to be heard following football game on WMAQ beginning Sept. 26 for 13 weeks. Campbell Cereal Company through H. W. Kastor & Sons, will begin a sponsored five-minute program, Mondays through Saturdays at 6:55 p.m., starting Oct. 5 and continuing for 21 weeks; Beaumont Oratories, Inc., through the K&S agency, placed a time order on WMAQ for Wednesdays 10-10:30 p.m. beginning Oct. 7, for 22 weeks. Program has not been determined.

Have You Met The Voice

of  
GILBERT MACK

?

LEX. 2-1100

**GUEST-ING**

BY MILLAND, screen actor, on the "Voice of Broadway" program, Tuesday (CBS, 6 p.m.).

WARD S. ROGERS is the chairman of the board of Sterling Drugs, Inc. in reporting the death of William E. Weiss, described him as the board chairman of the drug company. The latter resigned in August 1941, as chairman of the board of general manager and at the time of his death had no association with the company.

LAWRENCE TIBBETT, on the "That Artist Series" program today (CBS, 9 p.m.).

ENGLISH DUO SINGERS, on the "Coloring Music" program, today (CBS, 3:30 p.m.).

ATILIO BAGGIORE, tenor, on the "Music That Endures" program, today (MBS, 9:30 p.m.).

MUREEN O'HARA, WALTER BRIDGEMAN, and DONALD CRISP in "Green Was My Valley" on the "Radio Theater" program today (CBS, 9 p.m.).

YOUNG COMMANDER DAVID MITCHELL MALDEN, RAF pilot, on the "Any Hour" program, Sunday (NBC, 10 p.m.).

GEORGE W. FOARD, DR. LEONARD HIRSHBERG, JIMMIE WEBB, JOSEPH MELTON BARNETT, and ELEANOR KNIGHT, on the "Lobby" program, Tuesday (CBS, 8:30 p.m.).

**RCA-Victor Sponsoring AP News In Latin Amer.**

RCA-Victor will inaugurate a new five-days-a-week campaign featuring AP news on five stations in Latin America beginning October 1. Programs, titled "Your RCA Foreign Correspondent" will be aired in the early evening, Monday through Saturdays, will feature the slogan "Today in war, tomorrow in peace, remember RCA-Victor" and are centered around the latest news of the world as well as national and local news received through the news service stations, which will air the newscasts are Radio Nacional, Rio de Janeiro; Radio El Mundo, Buenos Aires; Radio Nacional de Agricultura, Santiago, Chile; XEQ, Mexico City; and CMQ-COCQ, Havana.

The purpose of the newscasts, according to J. D. Cook, vice-president in charge of the RCA International Division, is to make unbiased news available and to explain the RCA story to the public during a period of acute scarcity and shortages.

"There is nothing to sell," said Cook, "and these programs will explain why, in order to retain the good will of the Latin American public which has been built up over the past four years."

**NEW PROGRAMS-IDEAS**

**Children's Commentary**

Institute of Oral and Visual Education, in cooperation with Boston University Radio Institute, returns to WHN, New York, tomorrow. A series of transcribed dramatizations entitled "Lest We Forget—America Determines Her Destiny" will be initiated, dealing with highlights of the contemporary scene. First of the weekly episodes, "Two Worlds in Conflict" is aimed to "emphasize America's answer to the divide-and-conquer strategy of the Axis nations." Devised primarily for the interest of school children, the program material is said to possess sufficient significance to claim adult attention.

**Old-Time Recordings**

WDRC, Hartford, today, inaugurates a new show, entitled, "Do You Remember?", to run five days weekly from 1:05 to 1:15. The new program replaces the "Inside Page," a feature conducted by chief announcer Ray Barrett, who has left to join the army as a Volunteer Officer Candidate. "Do You Remember?" is a record show of old-time hits, and will be sponsored on three of the five days by Howard's Cleaners and A. C. Peterson's Milk. The other two days will be sponsored by the Treasury Department for war bonds.

**NET Libraries In Nov. To Feature New Songs**

(Continued from Page 1)

will be premiered soon. Songs were recorded during July in anticipation of the AFM halt, and include the following major tunes in the pictures: "Moonlight Becomes You," and "Constantly," from "Road to Morocco," and "It Might Have Been," and "You'd Be So Nice To Come Home To," from "Somethings to Shout About."

Transcription execs stated that these were a small percentage of the new songs recorded up to August 1, and set up as a back log until the AFM licenses for recording situation was ironed out. Estimated that libraries would be able to furnish subscribers a half dozen new platters with each release, so extensive is the new stock on hand, and that the supply of new transcriptions could run for months to come. Firms which prepared themselves with these advance recordings appear unperturbed by the recent postponement of the government's suit against the AFM, and indicated that rumors of still further delay was not worrying them.

New October releases were reported in these columns recently.

**John Gunther Returns**

Rejoining the Blue Network's staff of news reporters, John Gunther starts a new series of commentaries to be heard Fridays and Saturdays, 10:30-10:45 p.m., EWT. Last regular radio series of the roving correspondent and author was carried over the network from March 21 to June 13 of last year.

**"Music for the Smart Set"**

Occupying the six o'clock spot on FM station, W47NY, New York, is a new half-hour show labeled "Music For the Smart Set," which replaces the "FM Follies," which rang down its curtain for the last time recently. Program runs the gamut of musical diversion, offering a rare variety of guest entertainers, both vocal and instrumental. The series adds a new twist to recorded show: whenever possible it features artists seldom heard on the air elsewhere. For example, the program made its debut with the surrealist swing rhythms of the Alec Wilder Octet, a group that has yet to make a public appearance, in radio or in person. Among other performers spotlighted in the first week of "Music For the Smart Set" were Fats Waller, Al Goodman and orchestra in a program of "memories," and Freddy Martin's orchestra in a rendition extraordinary of the "Nutcracker Suite." Scheduled for future presentation on the program are the mouth-organ melodies of Larry Adler, favorites from "Your Hit Parade," "Songs from Shakespeare's Plays," and "Hits from Ziegfeld's Follies," to name a few highlights.

**AGENCIES**

LARRY TRIGG, associated with Ruthrauff & Ryan for the past four years, has joined Cecil & Presbrey, Inc., as copy director. Triggs was also employed for several years with Charles Daniel Frey Co., Chicago.

COMPTON ADVERTISING, INC., has announced several changes in the personnel of its radio department. Storrs Haynes has been named head of the radio program department; Hal James has been appointed new program manager; and Mary O'Meara, formerly of J. Walter Thompson Co., has joined the copy department.

AFFILIATED PRODUCTS, INC., has named Erwin, Wasey & Co. to handle the advertising for Edna Wallace Hopper cosmetics. Blackett-Sample-Hummert formerly handled the account.

RAYMOND JONES, radio department of Compton Advertising, Inc., has resigned in order to join the U. S. armed forces.

DUANE JONES CO., has been appointed to handle the advertising of Joseph Tetley Co.

**Another WHN advertiser reports...**

(Fourth in a series of comments from letters written by leading ad-men.)

"As you know, we featured a 10c offer on the Dick Gilbert program currently sponsored by ~~XXXXXX~~. The results were so overwhelmingly surprising to us that everyone concerned was very happy. The result of this offer was very instrumental in renewing this program."

--S. G. A.

\*Any WHN Sales representative will "uncensor" this letter from his portfolio of advertiser-success stories. He will show you how a similar WHN-planned program will do an "overwhelmingly surprising" sales job for you. Call us in today.

America's most powerful independent station

**WHN** 50,000 Watts • 1050 Clear Channel  
**NEW YORK**  
Chicago Office: 360 North Michigan

# Ascap Sets New Plan For Pub. Dividends

(Continued from Page 1)

and the other advancing the effective date of the provisions regarding background music to October, 1942, instead for the first quarter of 1943.

### Describes 1943 Plan

Plan of publisher distribution to become effective as of the first quarter of 1943 are as described in the following resolution:

**RESOLVED**, That the present method of distribution be continued with the following modifications:

1. The amount allocated to seniority is changed from 20 per cent as heretofore, to 15 per cent, with no ceiling. Seniority is to commence after two years of membership.

2. The amount allocated to availability is to remain as heretofore—30 per cent. Availability is to be classified by 12 publisher members of the Board, instead of the present elected 7.

3. The amount allocated to performance is to be increased from 50 per cent as heretofore, to 55 per cent.

In determining performance credits, the following values are to be given:

a. Performance on a night commercial rate program—one point.

b. Performance on any other commercial rate program—three-quarters of a point.

c. Performance on a sustaining program at any hour of the day or night—one-half point.

d. Theme Songs—A theme song will only receive one credit on one program, irrespective of the number of uses on that program, as follows:

A theme song on a commercial rate program will receive the same credit as any other song on such commercial program.

A theme song on a sustaining program will receive one-tenth of a point, irrespective of the hour or day of the week when such program is given.

e. Copyright arrangements—All works in the public domain—The Committee recognizes that these arrangements are of different character and are consequently entitled to different treatment, as follows:

The least important of these arrangements is of the type of "Home, Sweet Home," "Old Black Joe," etc. This type of arrangement will receive one-tenth of a point, irrespective of the program on which it is used.

The next classification will embrace arrangements usually orchestral in character, which represent the expenditure of substantial money by the publisher. It is not necessary to name illustrations, but all publishers recognize that frequently a very large work is condensed into form making it performable by small orchestras. Each such arrangement when submitted to and approved by the Classification Committee is to receive one-tenth of a point, irrespective of the program on which it is used.

The third classification will include works which, although based on public domain numbers, contain so much new material as to justify their classification as new works. This classification will include works such as "Reverie," based on Debussy and "Concerto for Two," based on Tschalkovsky. These works will receive the performance credit to which they would be entitled as new works, based on the program in which they are used.

f. Symphony and symphonic works — 3 points, irrespective of the programs on which it is used.

g. Background cue music, as hereinafter defined, shall be entitled to one-twentieth of a point credit. By background cue music is meant music written primarily for use as background or bridge music or excerpts from musical works other than well-known and recognized original musical compositions when used as background or bridge music (or similar uses) in dramatic programs, or programs of a similar character. In case there shall be any question as to whether any particular use or uses shall come under this category, the Classification Committee shall decide.

# NETWORK SONG FAVORITES

This weekly survey is based on the copyrighted Audience Coverage Index report of the Office of Research—Radio Division, covering the period of Sept. 10-16, inclusive. The survey provides a scientific index of the relative extent to which these popular songs have been heard by a nation-wide sample of radio audiences.

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

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

SONG TITLE	PUBLISHER	ACI	ACI (Preceding Week)
I've Got A Gal In Kalamazoo (Bregman-Vocco-Conn)		1027	651
My Devotion (Santly-Joy-Select)		864	576
Idaho (Mills)		770	853
I Left My Heart At The Stagedoor Canteen (Army)		719	850
At Last (Feist)		631	615
Serenade In Blue (Bregman-Vocco-Conn)		609	339
Be Careful It's My Heart (Berlin)		531	772
He Wears A Pair Of Silver Wings (Shapiro-Bernstein)		512	619
Wonder When My Baby's Coming Home (Crawford)		509	314
Jingle Jangle Jingle (Paramount)		488	863
He's My Guy (Leeds)		439	392
I Met Her On Monday (A B C)		411	618
Conchita Lopez (Famous)		406	259
Rolleo Rolling Along (Miller)		401	181
Just As Though You Were Here (Yankee)		385	244
This Is The Army Mr. Jones (Army)		362	482
Sleepy Lagoon (Chappell)		358	521
You Were Never Lovelier (Chappell)		351	139
Can't Get Out Of This Mood (Southern)		336	231
South Wind (Witmark)		336	231
When The Lights Go On Again (Campbell-Loft-Porgie)		311	274
Take Me (Bregman-Vocco-Conn)		305	324
By The Light Of The Silvery Moon (Remick)		293	223
Love Is A Song (Broadcast Music)		289	378
This Is Worth Fighting For (Harms)		288	422
You're A Grand Old Flag (Vogel)		285	—
Pennsylvania Polka (Shapiro-Bernstein)		282	—
Just A Letter From Home (Remick)		280	—
Strictly Instrumental (Cherio)		261	178
Nightingale (E. B. Marks)		259	—
One Dozen Roses (Famous)		250	—
Ten Little Soldiers (Lincoln)		241	270
Brazil (Southern)		237	—
Dearly Beloved (Chappell)		233	686
Singing Sands Of Alamosa (Remick)		230	277
Who Wouldn't Love You (Music World)		227	336
Massachusetts (Miller)		220	139
I Came Here To Talk For Joe (Shapiro-Bernstein)		211	223
Daybreak (Feist)		203	312
Hip Hip Hooray (Robbins)		194	—
There Will Never Be Another You (Mayfair)		185	182
When You're A Long Long Way From Home (Broadway)		185	—
Somebody Else Is Taking My Place (Shapiro-Bernstein)		173	—
I Get The Neck Of The Chicken (Southern)		163	187
People Like You And Me (Bregman-Vocco-Conn)		155	—
Put-Put-Put (Miller)		155	—
Where The Mountains Meet The Sky (Republic)		150	174
Amen (Leeds)		149	—
Boy In Khaki (A B C)		149	—
At The Crossroads (E. B. Marks)		145	—

(Continued on Page 7)

# Need Greater Effort OWI Tells Radio Me

(Continued from Page 1)

in the new plans tentatively laid by the government agency.

An informal and simple appeal Chester La Roche, of the Advertising Council and chairman of board of Young & Rubicam, Inc., this scene which resolved itself into a final call for manufacturers, advertising agencies, radio stations, publications and consumers alike to cooperate in building the consciousness of our current war peril.

Delayed by weather conditions, Ky Kyser, member of the newly formed OWI group "Committee of 25" arrived late, but recording of an appeal to consciousness of our position in the war as recently addressed to a large crowd in Atlanta, Ga., was present and received with enthusiasm.

Characteristic of the spirit in which these problems were discussed was the forceful indication that a real problem of helping people understand under wartime conditions boils down to the simplicity of injecting necessary messages into established series without insulting intelligence or sensitivities of persons listening.

Program request form, distributed to those indicating their desire to participate, is broken down under subjects such as "Title," "Length," "Time," "Purpose," "Agency Represented," "Subject Matter," and "Method of Treatment."

Topics listed under "subject matter" include: 1. United Nations; 2. Victory Homes; 3. The Nature of the Enemy; 4. Security (Don't Talk); 5. Merchant Marine; 6. Home Nursing and Nurse Aid; 7. Junk Salvage; 8. Manpower; 9. Price Control. Allotted as minor themes are: 1. Transportation; 2. Conservation; 3. Rationing, and 4. Rent Control.

Among those attending the meeting were T. D. Rishworth, NBC; Jack Mullen, Benton & Bowles; George Redman, McCann-Erickson; Kirby Hawkes, Benton & Bowles; Jack Finney, Pedlar & Ryan; John Anderson, McCann-Erickson; Emil Mogul, Mogul agency; Jerome Brooks, Benton & Bowles; N. R. Donaldson, Ward & Wheelock; Alan Ward, Arthur Kudner, C. H. Cottingham, McCann-Erickson; John Taylor, Pedlar & Ryan; T. Welk, Ted Bates, Ins.; A. K. Spencer, J. Walter Thompson, Inc.; Linus Travers, Yankee Network; Leslie Katz, Joseph Katz agency; R. Martini, Gardner; Gene Clarke, Roche Williams & Cunningham; Paul Rickenbacker, Young & Rubicam; C. M. Stanton, Lord & Thomas; George Heller, AFRA; S. Heagen Bayles, Ruthrauff & Ryan; Tom Revere, Benton & Bowles; Harold James, Compton Advertising, Inc.; William J. Thomas, Young & Rubicam, Inc.

## Grove Labs. On WLS

Chicago—Beginning September 22, Grove Laboratories will sponsor the Tuesday and Thursday newscasts made from 12:30 to 12:45 p.m. CWT by Julian Bentley, WLS news editor. The account was placed through Russell M. Seeds, Chicago.

# Fly Asserts Ban On Records Hits Over Half U. S. Stations

(Continued from Page 1)

full dress hearing of the music union and its leadership the commission head presented testimony dealing with more than sufficient evidence garnered from its recent radio music survey.

To prove how drastically the recording and transcription ban will affect the broadcasting industry regarding his recent appearance before the congressional committee to oppose proposed legislation, Fly gravely agreed with Senator D. Worth Clark, author of the resolution to meet the committee's action with congressional action in this case Congress itself should "do something" having written a bill without avail and having conducted its music inquiry among stations, the commission head advised that the FCC under the law should have to "exercise considerable authority to get in here and do anything further."

"The mills of the Gods grind slowly," he said in reference to the department's civil suit about the Assistant Attorney General Nathan Arnold will testify today and don't have to wait until Monday to form the conclusion that something ought to be done."

"I strongly favor union labor" Fly remarked. "I have every sympathy for musicians and the union musicians. They should have adequate wages and fair working conditions if these are deficient, then any and all appropriate steps should be taken to cure the deficiency. But I don't feel that impairment of essential public services is one of these."

## 796 Stations Testify

Percent of this impairment was accurately documented, in Fly's disclosure of the results of FCC's music survey based on its August questionnaire which throws wealth of new information on use of music and musicians nationwide. Testimony following is on basis of replies from 796 of the stations which were operating in last week selected for the study, August 5-12, 1942.

Recorded music, about two-thirds in form of electrical transcription constitute 42.6 per cent of the average station's broadcast time with 33.7 per cent devoted to live music. Broken down in other ways, recorded musical programs constitute 37 per cent of total time the average station devoted to all types of programs with music and about 40 per cent of all its commercial time. "These figures clearly show," Fly went on, "that the ban on recordings continues it will not be long before the broadcast industry is very seriously affected. You can't shut off the program source of over 40 per cent of radio time without striking at the heart of broadcasting. True, the stations have a supply of records on hand and they also have available the services of transcription libraries. But this doesn't solve the

situation. Recordings wear out. And of immediate importance, stations will lose their audiences if they can't get new tunes. Elmer Davis told you yesterday why it is of utmost importance that this should not happen."

The FCC chairman described cumulative effect of a continuing ban as follows:

Service would rapidly deteriorate, audiences would decrease as interest slackens, revenues would fall off. This situation, on top of the other industry wartime problems, would force many stations "to close down altogether."

## Studies Financial Data

This would be particularly true, Fly's figures indicated, in the case of the 298 non-network stations, all but 18 of which rely on transcriptions and records now for more than half of their music time, and 230 of which relied on recorded music between 80 and 100 per cent of their music time. (Twenty-two network stations also use recorded music more than four-fifths of their music time.) "Thus, whereas a goodly number of network stations will be seriously, and in some cases grievously, affected by the ban, the great bulk of the non-network stations face the drying up of the source of most of their program material," Fly asserted. Study of financial and data in the FCC study supported gave further weight of the Commission's conclusions as to the grave effects of the current AFM ban upon broadcasting. Charts were introduced showing that 288 of the 419 less prosperous stations, on basis of annual net time sales, took to recorded music for over half of their total musical time. Another financial breakdown shows that about the same proportion of the 331 stations which operated at a net loss last year, or which had a net income before taxes under \$5,000 devoted more than half of their music time to recordings.

Fly gave this composite picture of the type station which would take the full force of this blow: "He is the fellow who isn't on a national network; his power is 500 watts or less; he is located in a city which has a population of less than 50,000; his total annual time sales are less than \$75,000; and after he pays his expenses he has either lost money or has a net income for the year of less than \$5,000 and he still has to pay his taxes."

## 42 States "Affected"

Most seriously affected would be 167 stations in 42 states which use recorded music more than 80 per cent of their time and have less than \$5,000 net income before paying taxes. "It would appear that in view of their low earnings and their great reliance on record music, these stations may well find it difficult to continue in business if the ban continues," the witness said. "In fact, 80 of them lost money in 1941, and now they will be in even worse shape."

FCC engineers have estimated that of this latter group of 167 stations, 46 serve areas which have no other primary night time service and 24 in areas with no other pri-

mary day time service. This means, the FCC head pointed out, that many people throughout the country face a "very real" prospect of losing their only satisfactory night time service, and of being altogether deprived of day time service.

Fly observed "without music, it is doubtful whether this country could support more than a handful of stations, who would listen to the radio if all that came over the air was just talk and more talk. We must therefore recognize the vital contribution of the musicians to the industry, and the compensation they receive should be commensurate with that contribution. If the compensation received at present is not as much as they are entitled to, it is only fair that they receive more." Further he asserted that just as musicians are vital to broadcasting stations, so are the stations vital to the country because they are performing "a really great service, a service of great importance to the war effort, a service, therefore, we must make every effort to sustain unimpaired."

"Radio has become an essential feature in the home life of 100 million people," he said. "Entertainment itself has a real significance. With driving curtailed, wholesome form of diversion in the home, takes on added significance. Withdraw that service, or impair it, and the nation suffers a shock. Whenever this emergency messages, news of the world, information—propaganda, if you please, cannot reach people, or any great portion of the people, the national war effort is seriously handicapped."

## Problem Must be "Solved Quickly"

The problem, he said, must be "solved quickly." Other data given the Senate Committee by the FCC chairman dealt with the musicians themselves. A total of 2,171 full-time staff musicians, an average of 2.72 per station were employed by the 796 reporting stations.

He pointed out, however, 463 of these stations did not employ any full-time musicians, where there was only one piece for 124 other stations. A total of 1,171 part-time musicians, and 68 "hillbillies" also were employed by the 796 stations. Of the 76 per cent of total broadcast time devoted to music on the average station, found to have been on the air for 112 hours during the test week, 48 per cent was devoted to all-music programs, 13.8 per cent to programs in which music was "integral," and 14.3 per cent to programs where the music was only incidental.

While Fly said he considered electrical transcriptions absolutely essential to broadcasting. He expressed no concern over loss to stations of phonograph records.

He noted that the questionnaire disclosed that 31 stations in the past three years had kept amateurs off the air, "either because the union forbade the broadcast or because the station refused to employ the requisite number of standbys." Half of these instances involved high school orchestras or military bands. Another 36 stations reported that amateurs were permitted to broadcast when professional standbys were used.

This did not indicate that some of the other stations might not have had similar problems. Fly pointed out.

# Manufacture Of Tubes Limited In WPB Order

(Continued from Page 1)

branch. Its primary purpose is to channel equipment to essential uses.

Covering considerably more ground than L-44, issued last spring to prohibit manufacture of receiving sets for civilians, limitation order L-183 provides that no one may "manufacture, fabricate, assemble, or produce electronic devices in excess of a minimum inventory required to meet deliveries on orders rated A-3 or higher."

Forty-five day inventory permitted may not exceed 12½ per cent of last year's total sales. No transfers may be made except on orders with A-3 or higher rating. Most radio repair and maintenance material already has been assigned higher rating.

## Rated Order Unnecessary

Order makes no change in manner in which a person buys replacement tubes and parts for his home receiving set. No rated order is necessary. However, distributors of such parts may now obtain them only through the use of PD-1X, usual distributors' application for preference ratings.

Supplies of repair and replacement parts and tubes for this purpose are allocated to distributors on basis of past sales. These items may then be resold to civilian consumers without ratings. Material for maintenance and repair and operating supplies for essential civilian communications services may be obtained through the use of preference rating orders applying to specific use, such as P-129, covering radio communication. All other uses of electronic equipment must be approved through the medium of PD-1A or PD-200 and other forms of rating applications.

## Estimate 700 Items Affected

Estimated 500 manufacturers producing about 700 items will be affected by the order. Since a large portion of the electronic equipment covered by the order is used for essential requirements, it is not expected that raw materials savings will be great.

# 500 Honor Irving Berlin At Testimonial Luncheon

Show business joined the Army in turning out to pay tribute to Irving Berlin and the cast of "This Is the Army" on Friday at a testimonial luncheon given by the American Theater Wing War Service, Inc. Speakers at the luncheon included Solly Pernick, chairman, and Bert Lytell, toastmaster, as well as Paul Moss, Antoinette Perry, Gen. Philip Gage, Lieutenant Governor Polletti of New York, Maj. Simon Ambraz, Brock Pemberton, Paul Dullzell and Helen Hayes. Miss Hayes presented Berlin with a cigaret case from the American Theater Wing, which Berlin accepted for himself and the members of the cast of the show. Approximately five hundred, representing all phases of show business and radio were in attendance.

## NETWORK SONG FAVORITES

(Continued from Page 6)

### FAVORITE STANDARDS OF THE WEEK

SONG TITLE	PUBLISHER	ACI
Marines' Hymn (E. B. Marks)		312
Anchors Aweigh (Robbins)		255
Ol' Man River (Harms)		137
Blue Skies (Berlin)		130
All The Things You Are (Chappell)		127
Tea For Two (Harms)		126
St. Louis Blues (Handy)		125
Summertime (Chappell)		123
Caissons Go Rolling Along (Shapiro-Bernstein)		122
Begin The Beguine (Harms)		117

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



# Coast-to-Coast



**W**DR, HARTFORD, is putting on a whole series of shows from the State Armory at Hartford, Conn., this week, when the State Defense Council puts on a big exhibit of defense equipment. The major program is scheduled for today, when Governor Hurley, State Defense Administrator Wesley Sturges, Retiring Administrator Samuel H. Fisher, and other state dignitaries open the exhibit on the WDR program.

A report to the listeners of WLIB, Brooklyn, was aired Sunday morning, from 10:45-11 a.m. by Irwin Steingut, chairman of WLIB's board of directors. Steingut, who is minority leader of the New York State Assembly, reviewed the station's progress during the four months it has been on the air and also discussed the station's future plans.

Dr. Nicholas P. Mitchell, professor of political science of Furman University, has joined the staff of WFBC, Greenville, S. C., as news commentator to succeed James Dawson who has been appointed a Lieutenant in Naval Intelligence. Dr. Mitchell will deliver two commentaries daily at 8:40 a.m. and 6:45 p.m. Sergeant Robert W. Youmans, former WFBC staff announcer, has been stationed at the Greenville Marine Recruiting Office, following his training at Boot Camp. Youmans was the proud father of an eight pound baby girl, named Sheila Mae, born the day "sarge" completed his training.

Bob Nelson has been named as head of the continuity and publicity departments of WGBR, Koldsboro, N. C. He has replaced Arthur Madeley who has been appointed assistant to Ted Burwell, program director. New additions to the staff of WGBR are Verna Howell, who assumes the duties of secretary to the general manager, and Leland B. Nelson in charge of local sales.

William Lawrence Mesger, former program director of WSAM, Saginaw, Michigan, has joined the staff of the production department of WEEL, Boston. Mesger, a graduate of Oberlin College in 1938, was also formerly with the Tobacco Network, Raleigh, N. C. He replaces Jay Wesley, who is now with the OWI, New York City.

Bernie Adams, formerly with WMFF, Plattsburg and WBRK, Pittsfield has joined WPDQ, Jacksonville, as staff announcer and musical director. E. Screven Bond and Harry Herzog, both new to radio, have joined the sales department of WPDQ.

Personnel additions and shifts at WTAG, Worcester, include: Herb Edman, new mikeman, formerly announcer and program director at WMAS, Springfield, who returns to his home-town. Marilyn Noyes, continuity writer, who replaces Helen Winter. Miss Noyes was recently with the WHDH, Boston, staff, as writer and conductor of a "Just for the Ladies" program. Emanuel Martines leaves the Yankee Network to join the WTAG sales force. Eleanor Parmer takes over WTAG government coordination duties in place of Anne Lorentz now with the OWI.

Foreman & Clark, chain clothiers, have scheduled a series of announcements on KROW, Oakland-San Francisco for the rest of the year. Running six times weekly the spots are placed next to newscasts. Botsford, Constantine & Gardner agency of Los Angeles placed the business, which is handled by Hassell Smith, account executive. Philip G. Lasky, KROW general manager, has again been appointed radio chairman of the Oakland Chapter of the Red Cross. Lasky is also serving the radio committee of the San Francisco War Chest which embarks on its campaign in October.

Lovely actress Naomi Campbell, daughter of Sir Gerald Campbell, former British Minister to Washington, who has been playing the part of "Jean Osborne" in CBS's "Young Doctor Malone," recently left for England where she will undertake war work as a member of the now-famous Wrens. "Young Doctor Malone" is heard Mondays through Fridays over an NBC network at 10:45 a.m., EWT and over a CBS network at 2 p.m., EWT.

Condensations, in 23 languages, including English, German, Spanish and French, of President Roosevelt's notable Youth Day speech of Sept. 3, addressed to the world-wide International Student Assembly, will be broadcast for the next month by WRUL, non-profit shortwave station. Broadcasts will be beamed to Europe, the Middle East, Australia and the Western Hemisphere. The rebroadcasts for the next month will supplement the world-wide coverage given the speech on the day it was made. This included, in addition to the President himself, rebroadcasts on 19 programs in eleven languages, ranging from Serbo-Croat to Arabic. In addition, WRUL's newscasters, who broadcast daily in 24 languages, have made constant references to the address and its importance to the youth of the world.

Disc jockey Alan Courtney and Teddy Powell's orchestra are featured in the short motion picture subject called "Alan Courtney's 1280 Club" which opened at the Globe Theater on Saturday. Film was produced by Ted Lloyd for Columbia Pictures. Lloyd handled last season's "Star Spangled Theater" on NBC. He will produce a whole series of musical shorts featuring many of radio's name bands.

The characters of "Those We Love" will arrive at the end of summer and the conclusion of their microphone assignment as a vacation replacement for Eddie Cantor with the broadcast over NBC Wednesday, September 23, at 9 p.m., EWT. Virginia Sale plays the role of "Martha" in the series. Nan Grey and Donald Woods are the stars, supported by Francis X. Bushman as "John Marshall," Alma Kruger in the role of "Aunt Emily," Dick Cromwell as "Kit," Helen Woods as "Elaine Dascom," Ann Todd as "Amy Foster" and Mary Gordon in the part of "Mrs. Emmet."

Muriel Pollock, free lance organist and composer, was selected to handle the background music for the initial "Readers' Digest" program aired over CBS, Sunday, at 9:30 p.m. Miss Pollock is heard on "Stella Dallas," "David Harum," "Labor For Victory," and many other network programs.

Clair Weidenaar, announcer at WOWO-WGL, Ft. Wayne, and producer of WOWO's weekly dramatic shows at 10:30 p.m. every Thursday, was on the sick list for a few days. The Hon. Charles DeVault, former U. S. Consul to Japan, who is heard twice weekly on WOWO as an authority on foreign affairs, has in his possession every copy of "Time" Magazine which has ever been issued!

Two new shows have been scheduled on CHEX, Petersburg, Ont.: "Nazi Eyes On Canada," a 13-week half-hour weekly series for the Department of Finance started on Sunday; and an all-star variety show for five weeks for the same sponsor begins on October 7.

Ralph Knox of the news department and John Thomas, formerly WFAA, Dallas, will divide the new casting duties formerly handled Dick Reed at WIRE, Indianapolis. Reed has been inducted into the Army as a volunteer officers' candidate. Two newcomers to WIRE are Ernie W. Craven, who has joined the staff, and Bill Dean, formerly WDAY, Fargo, N. D., who has been named as publicity director and announcer.

WBIG, Greensboro, N. C., in the center of tobacco market, is breaking own record this year in broadcast from tobacco markets. Winston-Salem, Durham, Reidsville, Danville, Martinsville, Madison, Fairmont, Smithfield, Sanford, Oxford and South Eton are using the station in advertising to the tobacco planters the various market facilities for auction off the stimulating weed. Station programs giving advice to the farmers in planting, growing, marketing and advertising the finished product. Special tobacco programs are featured of WBIG's program service.

Members of the Special Libraries Association were initiated into the intricacies of radio broadcasting Thursday evening, when they toured San Francisco's new NBC Radio Club as the guests of the National Broadcasting Company. Kathleen Moore, who heads the KPO-NBC music library department acted as office hostess and tour conductor. Moore also addressed members of the group on the subject of "Radio's Place in the War Effort" at the business meeting which followed the tour.

"Radio Primer" Norman Corwin guided tour through the world radio, was presented as the final program in the "Corwin Cycle" WNYC, New York. The series was directed by Joel O'Brien, with the WNYC orchestra, conducted by Emerson Buckley, providing the background music. "Radio Primer" was the first program of the famous "By Corwin" presented by the author last year over the Columbia Broadcasting System.

**1942 BIRTHDAYS**

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

September 21

Louis Borin                      Del Courtney  
Daniel Goldblatt  
Fred Irving Lewis  
Jay Toney



## ★ TELEVISION ★

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# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



V. L. 20, NO. 58

NEW YORK, N. Y., FRIDAY, SEPTEMBER 18, 1942

TEN CENTS

# Davis Speaks On AFM

## AFM's Disk 'Defense' Draws NAB Rebuttal

Five-page rebuttal was issued yesterday by the National Association of Broadcasters, in reply to statements contained in advertisements with Local 802 of the AFM inserted in the New York City dailies over the week-end to support the recording restrictions established by James C. Petrillo, president.

NAB refuted the local's several claims involving unemployment and lowered music figures, stating, for example, that more than half of the

(Continued on Page 6)

## Diversified Client List Buying Pigskin This Year

With a line-up of the most diversified list of sponsors in its history, the "Dunkel Football Forecast" syndicated on stations on a coast-to-coast basis, made its 1942 debut last night. Show is also being heard on the greatest number of stations in its 12-year history, according to Joseph Koehler, president of Radio Events, Inc., national representatives for the series.

Record list of varied sponsors and

(Continued on Page 2)

## Station Relations Dept. Created By Assoc. Music

Associated Music Publishers has created a new station relations service department which will be headed by Gretl Urban, formerly assistant to Olin Downes, musical director of the New York World's Fair. Creation of the new department is to aid stations holding AMP licenses.

(Continued on Page 7)

## That's Different

For months, Dan Golenpaul, producer of "Information Please," has been after Orson Welles to participate. Actor, who once roused listeners to arms fearing mythical invasion, was afraid he'd go to pieces. This week, producer offered to buy a \$500 War Bond for every question Welles missed. The actor hesitates on tonight.

## Honor To Czechs

Montreal—Broadcasts carried around the world, including Axis receivers, will present International ceremony Oct. 25 naming Frelighsburg, Que., as Lidice, with President Roosevelt speaking from the White House, and Premier MacKenzie King, Premier Godbout of Quebec, and other notables attending. General de Gaulle and Edward Benes will speak from London.

## CBC Earlier Sign-Off To Save Equipment

Ottawa—Beginning Sept. 27, stations of the Canadian Broadcasting Corp. will sign off at 11:30 p.m. according to Major Gladstone Murray, general manager of the CBC. Major Murray stated that the move, contemplated for some time, is in the interest to conserve equipment. Each station of the CBC will sign off at the earlier hour as its local time zone hits the 11:30 p.m. mark. Stations in Canada privately owned are not as yet involved in any such move.

## Chotzinoff To NBC In Music Dept. Post

Appointment of Samuel Chotzinoff, newspaper and magazine music critic and musician in his own right, as manager of the music division of NBC's program department was revealed yesterday. Post will be taken over by Chotzinoff officially coinciding with the start of the new season.

(Continued on Page 2)

## Sponsored Program Audiences Shows Gain Over Last Year

### World Series Games Will Be Short-Waved

Schenectady, N. Y.—The World Series will be heard by sports-conscious U. S. servicemen overseas through exclusive shortwave coverage by WGEA and WGEO, General Electric's two international broadcasting stations here. The Series will be beamed directly to the boys sta-

(Continued on Page 2)

## Discussion Before Senate Sub-Committee Presents Views Of OWI Head In Exploratory Hearing

### Bond Spots Give Way To Fuel Conservation

Washington Bureau, RADIO DAILY  
Washington—With Treasury Department agreeing on substitution of fuel conservation messages for their bond spot announcements until October, OWI radio bureau has given AA rating to the fuel campaign until that date. OWI has sent a series of 10 one-minute spots on fuel saving to

(Continued on Page 2)

### Taft Jr. Joins Air Force; Church Gets WKRC Post

Cincinnati—Hulbert Taft, Jr., general manager WKRC, has been commissioned First Lieutenant in the Army Air Corps, and has received orders to report at Army Air Forces Training School, Miami, Florida, Oct. 1, for 6-weeks basic training. Taft will take leave of absence from duties

(Continued on Page 2)

### Midwest Milk Concern Buys 11 Blue Stations

Chicago—Wilson Milk Co. of Indianapolis, will begin sponsorship of "Smile Awhile with Jack Baker" over 11 Blue network stations three

(Continued on Page 2)

Washington Bureau, RADIO DAILY  
Washington—Stressing that fact that OWI would not "interject itself into any labor disputes between employers and employees" OWI director Elmer Davis yesterday told the Senate Interstate Commerce Subcommittee laying the groundwork for an investigation of the AFM recording ban that his agency's concern with that union's action stemmed from its "direct and vital concern" with maintaining the country's radio courage

(Continued on Page 6)

## Gov't Loses Action To Void RCA Decree

Wilmington, Del.—U. S. District Court here has denied a petition of the Department of Justice to vacate an anti-trust consent decree now in effect between the Federal government and the Radio Corp. of America. The petition was filed July 31 and argued at Philadelphia, August 7 by assistant attorney general Thurman Arnold who told the court that a new

(Continued on Page 7)

## War-Book Radio Rights Free For Sustainings

Radio rights to books pertaining to the war are to be made available without charge to sustaining radio programs, it was announced after a recent meeting of the Radio Committee of the Council on Books in War-

(Continued on Page 2)

## Marathon-Opera

Tenth year for daytime serial, "Romance of Helen Trent" starts on CBS next Wednesday after nine consecutive years of five-a-week broadcasts. Virginia Clark, still in the title role she created in 1933, has given more than 2,300 performances as Helen Trent. Part is the only one she has ever played in radio.



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JOHN W. ALICOATE : : : Publisher

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merse...

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

FINANCIAL (Thursday, Sept. 17)

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS, Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, and OVER THE COUNTER section with Farnsworth Tel. & Rad., WCAO, WJR.

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DON E. GILMAN, Blue Network's West Coast v.p., returns west after series of conferences N. Y.

PAUL DUDLEY, D'Arcy agency; EARL MULL and BOB KING, of Blue Network, to Philadelphia, S. C. for opening Coca-Cola "Spotlight Band" broadcast from Marine base.

WILLIAM BOCKMAN, of WCOS, Columbus, S. C., in town on station business.

JAMES STIRTON, Central Division program manager for the Blue, back to Chicago after New York conferences.

WILLIAM B. RYAN, manager of KGO leave for San Francisco today.

DAN JAYNE, general manager, WELL, Battle Creek, Mich., in the city on station business.

GEORGE NELSON, general manager, WSN Schenectady, to Scranton, Pa. on business.

HARRY C. KOPF, vice-president of the NBC Central Division, left Chicago yesterday Hot Springs, Va., to attend network's annual exec. meeting.

A. J. MOSBY, president and manager KGO, Missoula, Mont., arrives in town today.

H. ALLEN CAMPBELL, general manager WXYZ and Michigan Radio Network, leaving today for Detroit headquarters.

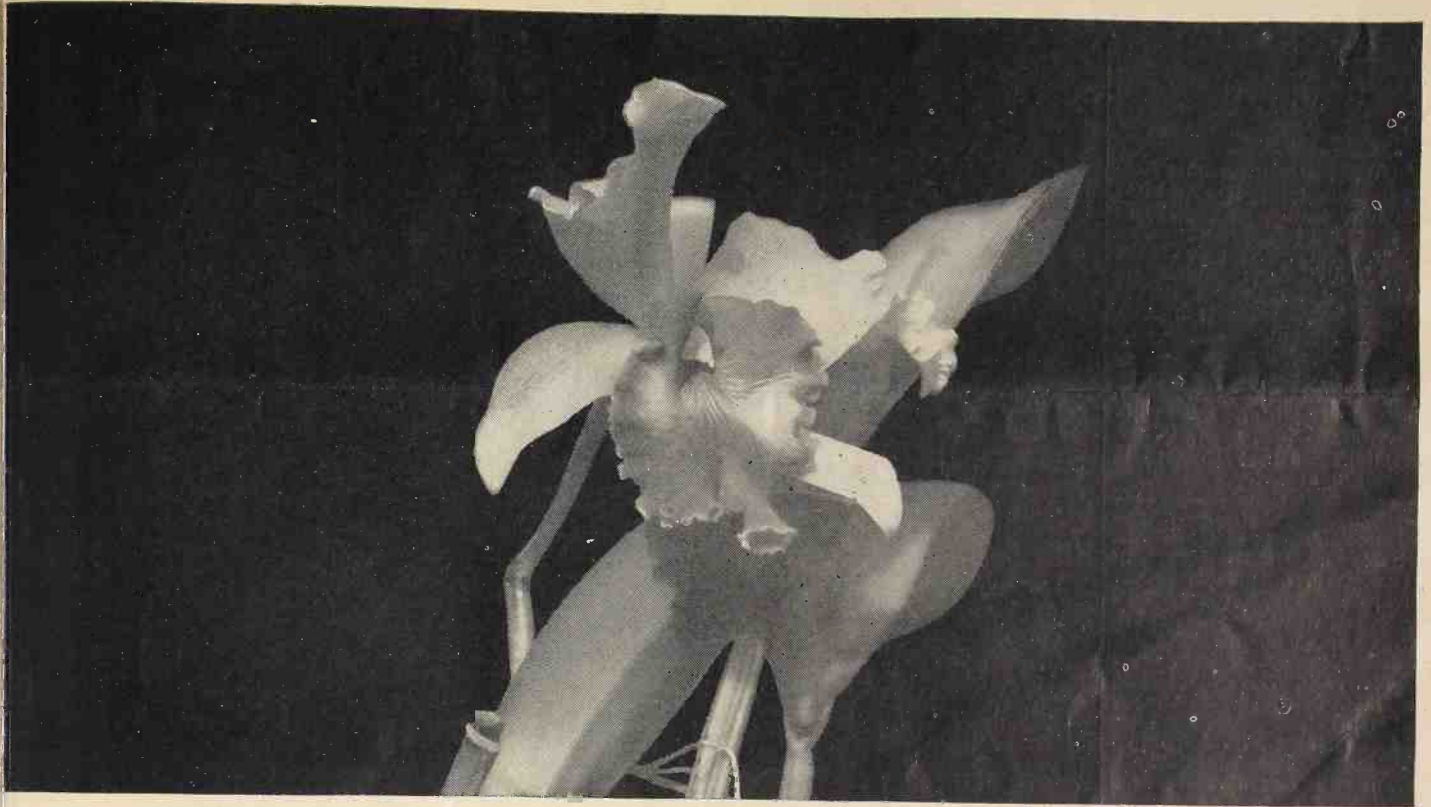
BILL LEWIS and DOUG MESERVEY, of the OWI Radio Bureau, in town for special artist committee meeting.

Midwest Milk Concern Buys 11 Blue Stations

(Continued from Page 1) times weekly starting Monday, Oct. 5. Show will feature Baker, tenor. "Breakfast Club," supported by announcer Don Dowd. Broadcast originating in Chicago will be heard over KXOX, KQV, WSAI, WING, WISN, WISH, WWVA, WCOL, WINN, WFMJ and KFRU.

DETROIT AREA COVERAGE at 800 K.C. 5000 WATTS (Day and Night) Mutual Broadcasting System CKLW





# *This is an Orchid . . . .*

## **FOR JOHN BLAIR AND HIS MEN**

We're making this posy public . . . because we think it's the kind of tribute that ought to be shouted from the housetops.

WFBR appointed John Blair on March 1st, 1942.

And as our books close for July 1942, on national spot announcements, **OUR NEW REPRESENTATIVES PRESENTED US WITH THE BIGGEST MONTH IN OUR HISTORY!**

For July 1942, *WFBR is 64% ahead of July 1941 and 63% ahead of July 1940!*

And we said **JULY!** One of the poorest radio selling months known.

So to you and your associates, John Blair . . . WFBR expresses its appreciation for your enthusiasm, hard work and intelligent presentation of the WFBR sales facts.

RADIO STATION **WFBR** BALTIMORE



# Coast-to-Coast



**W**DRC, HARTFORD, is putting on a whole series of shows from the State Armory at Hartford, Conn., this week, when the State Defense Council puts on a big exhibit of defense equipment. The major program is scheduled for today, when Governor Hurley, State Defense Administrator Wesley Sturges, Retiring Administrator Samuel H. Fisher, and other state dignitaries open the exhibit on the WDRC program.

A report to the listeners of WLIB, Brooklyn, was aired Sunday morning, from 10:45-11 a.m. by Irwin Steingut, chairman of WLIB's board of directors. Steingut, who is minority leader of the New York State Assembly, reviewed the station's progress during the four months it has been on the air and also discussed the station's future plans.

Dr. Nicholas P. Mitchell, professor of political science of Furman University, has joined the staff of WFBC, Greenville, S. C., as news commentator to succeed James Dawson who has been appointed a Lieutenant in Naval Intelligence. Dr. Mitchell will deliver two commentaries daily at 8:40 a.m. and 6:45 p.m. ... Sergeant Robert W. Youmans, former WFBC staff announcer, has been stationed at the Greenville Marine Recruiting Office, following his training at Boot Camp. Youmans was the proud father of an eight pound baby girl, named Sheila Mae, born the day "sarge" completed his training.

Bob Nelson has been named as head of the continuity and publicity departments of WGBR, Koldsboro, N. C. He has replaced Arthur Madeley who has been appointed assistant to Ted Burwell, program director. New additions to the staff of WGBR are Verna Howell, who assumes the duties of secretary to the general manager, and Leland B. Nelson in charge of local sales.

William Lawrence Mesger, former program director of WSAM, Saginaw, Michigan, has joined the staff of the production department of WEEL, Boston. Mesger, a graduate of Oberlin College in 1938, was also formerly with the Tobacco Network, Raleigh, N. C. He replaces Jay Wesley, who is now with the OWI, New York City.

Bernie Adams, formerly with WMFF, Plattsburg and WBRK, Pittsfield has joined WPDQ, Jacksonville, as staff announcer and musical director. ... E. Screven Bond and Harry Herzog, both new to radio, have joined the sales department of WPDQ.

Personnel additions and shifts at WTAG, Worcester, include: Herb Edman, new mikeman, formerly announcer and program director at WMAS, Springfield, who returns to his home-town. ... Marilyn Noyes, continuity writer, who replaces Helen Winter. Miss Noyes was recently with the WHDH, Boston, staff, as writer and conductor of a "Just for the Ladies" program. ... Emanuel Martines leaves the Yankee Network to join the WTAG sales force. ... Eleanor Parmer takes over WTAG government coordination duties in place of Anne Lorentz now with the OWI.

Foreman & Clark, chain clothiers, have scheduled a series of announcements on KROW, Oakland-San Francisco for the rest of the year. Running six times weekly the spots are placed next to newscasts. Botsford, Constantine & Gardner agency of Los Angeles placed the business, which is handled by Hassell Smith, account executive. ... Philip G. Lasky, KROW general manager, has again been appointed radio chairman of the Oakland Chapter of the Red Cross. Lasky is also serving the radio committee of the San Francisco War Chest which embarks on its campaign in October.

Lovely actress Naomi Campbell, daughter of Sir Gerald Campbell, former British Minister to Washington, who has been playing the part of "Jean Osborne" in CBS's "Young Doctor Malone," recently left for England where she will undertake war work as a member of the now-famous Wrens. "Young Doctor Malone" is heard Mondays through Fridays over an NBC network at 10:45 a.m., EWT and over a CBS network at 2 p.m., EWT.

Condensations, in 23 languages, including English, German, Spanish and French, of President Roosevelt's notable Youth Day speech of Sept. 3, addressed to the world-wide International Student Assembly, will be broadcast for the next month by WRUL, non-profit shortwave station. Rebroadcasts will be heard to Europe, the Middle East, Australia and the Western Hemisphere. The rebroadcasts for the next month will supplement the world-wide coverage given the speech on the day it was made. This included, in addition to the President himself, rebroadcasts on 19 programs in eleven languages, ranging from Serbo-Croat to Arabic. In addition, WRUL's newscasters, who broadcast daily in 24 languages, have made constant references to the address and its importance to the youth of the world.

Disc jockey Alan Courtney and Teddy Powell's orchestra are featured in the short motion picture subject called "Alan Courtney's 1280 Club" which opened at the Globe Theater on Saturday. Film was produced by Ted Lloyd for Columbia Pictures. Lloyd handled last season's "Star Spangled Theater" on NBC. He will produce a whole series of musical shorts featuring many of radio's name bands.

The characters of "Those We Love" will arrive at the end of summer and the conclusion of their microphone assignment as a vacation replacement for Eddie Cantor with the broadcast over NBC Wednesday, September 23, at 9 p.m., EWT. Virginia Sale plays the role of "Martha" in the series. Nan Grey and Donald Woods are the stars, supported by Francis X. Bushman as "John Marshall," Alma Kruger in the role of "Aunt Emily," Dick Cromwell as "Kit," Helen Woods as "Elaine Dascom," Ann Todd as "Amy Foster" and Mary Gordon in the part of "Mrs. Emmet."

Muriel Pollock, free lance organist and composer, was selected to handle the background music for the initial "Readers Digest" program aired over CBS, Sunday, at 9:30 p.m. Miss Pollock is heard on "Stella Dallas," "David Harum," "Labor For Victory," and many other network programs.

Clair Weidenaar, announcer at WOWO-WGL, Ft. Wayne, and producer of WOWO's weekly dramatic shows at 10:30 p.m. every Thursday, was on the sick list for a few days. ... The Hon. Charles DeVault, former U. S. Consul to Japan, who is heard twice weekly on WOWO as an authority on foreign affairs, has in his possession every copy of "Time" Magazine which has ever been issued!

Two new shows have been scheduled on CHEX, Petersburg, Ont.: "Nazi Eyes On Canada," a 13-week half-hour weekly series for the Department of Finance started on Sunday; and an all-star variety show for five weeks for the same; sponsor begins on October 7.

Ralph Knox of the news department and John Thomas, formerly WFAA, Dallas, will divide the new casting duties formerly handled by Dick Reed at WIRE, Indianapolis. Reed has been inducted into the Air as a volunteer officers' candidate. Two newcomers to WIRE are Ernie W. Craven, who has joined the staff, and Bill Dean, formerly WDAY, Fargo, N. D., who has been named as publicity director and announcer.

WBIG, Greensboro, N. C., in the center of tobacco market, is breaking own record this year in broadcast from tobacco markets. Winston-Salem, Durham, Reidsville, Danville, Martinsville, Madison, Fairmont, Smithfield, Sanford, Oxford and South Boston are using the station in advertising to the tobacco planters the various market facilities for auctioning off the stimulating weed. Station programs giving advice to the farmers in planting, growing, marketing and advertising the finished product. Special tobacco programs are feature of WBIG's program service.

Members of the Special Librarians Association were initiated into the intricacies of radio broadcasting last Thursday evening, when they toured San Francisco's new NBC Radio City as the guests of the National Broadcasting Company. Kathleen Moore, who heads the KPO-NBC music library department acted as office hostess and tour conductor. Miss Moore also addressed members of the group on the subject of "Radio's Place in the War Effort" at the business meeting which followed the tour.

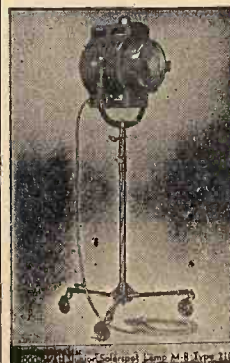
"Radio Primer" Norman Corwin guided tour through the world of radio, was presented as the final program in the "Corwin Cycle" at WNYC, New York. The series was directed by Joel O'Brien, with the WNYC orchestra, conducted by Emerson Buckley, providing the background music. "Radio Primer" was the first program of the famous "By Corwin" presented by the author last year over the Columbia Broadcasting System.

**1942 BIRTHDAYS**

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

September 21

Louis Borin                      Del Courtney  
Daniel Goldblatt  
Fred Irving Lewis  
Jay Toney



## ★ TELEVISION ★

Equipment for Radio Stations

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

**LIGHTING EQUIPMENT**  
Any Purpose Anytime Anywhere

333 W. 52nd St., New York City  
Circle 6-5470-1

**CHARLES ROSS, Inc.**





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 20, NO. 58

NEW YORK, N. Y., FRIDAY, SEPTEMBER 18, 1942

TEN CENTS

## Davis Speaks On AFM

### AFM's Disk 'Defense' Draws NAB Rebuttal

Five-page rebuttal was issued yesterday by the National Association of Broadcasters, in reply to statements contained in advertisements which Local 802 of the AFM inserted in the New York City dailies over the week-end to support the recording restrictions established by James Petrillo, president.

NAB refuted the local's several claims involving unemployment and reduced music figures, stating, for example, that more than half of the

(Continued on Page 6)

### Diversified Client List Buying Pigskin This Year

With a line-up of the most diversified list of sponsors in its history, the "The Dunkel Football Forecast" show, syndicated on stations on a coast-to-coast basis, made its 1942 debut last night. Show is also being headed on the greatest number of stations in its 12-year history, according to Joseph Koehler, president of Radio Events, Inc., national representatives for the series.

Record list of varied sponsors and

(Continued on Page 2)

### Station Relations Dept. Created By Assoc. Music

Associated Music Publishers has created a new station relations service department which will be headed by Gretl Urban, formerly assistant to Olin Downes, musical director of the New York World's Fair. Function of the new department is to service stations holding AMP licenses,

(Continued on Page 7)

### That's Different

For months, Dan Golenpaul, producer of "Information Please," has been after Orson Welles to participate. Actor, who once roused listeners to arms fearing mythical invasion, was afraid he'd go to pieces. This week, producer offered to buy a \$500 War Bond for every question Welles missed. The actor goes on tonight.

### Honor To Czechs

Montreal—Broadcasts carried around the world, including Axis receivers, will present international ceremony Oct. 25 naming Frelighsburg, Que., as Lidice, with President Roosevelt speaking from the White House, and Premier MacKenzie King, Premier Godbout of Quebec, and other notables attending. General de Gaulle and Edward Benes will speak from London.

### CBC Earlier Sign-Off To Save Equipment

Ottawa—Beginning Sept. 27, stations of the Canadian Broadcasting Corp. will sign off at 11:30 p.m. according to Major Gladstone Murray, general manager of the CBC. Major Murray stated that the move, contemplated for some time, is in the interest to conserve equipment. Each station of the CBC will sign off at the earlier hour as its local time zone hits the 11:30 p.m. mark. Stations in Canada privately owned are not as yet involved in any such move.

### Chotzinoff To NBC In Music Dept. Post

Appointment of Samuel Chotzinoff, newspaper and magazine music critic and musician in his own right, as manager of the music division of NBC's program department was revealed yesterday. Post will be taken over by Chotzinoff officially coinciding with the start of the new season.

(Continued on Page 2)

## Sponsored Program Audiences Shows Gain Over Last Year

### World Series Games Will Be Short-Waved

Schenectady, N. Y.—The World Series will be heard by sports-conscious U. S. servicemen overseas through exclusive shortwave coverage by WGEA and WGEO, General Electric's two international broadcasting stations here. The Series will be beamed directly to the boys stations.

(Continued on Page 2)

## Discussion Before Senate Sub-Committee Presents Views Of OWI Head In Exploratory Hearing

### Bond Spots Give Way To Fuel Conservation

Washington—With Treasury Department agreeing on substitution of fuel conservation messages for their bond spot announcements until October, OWI radio bureau has given AA rating to the fuel campaign until that date. OWI has sent a series of 10 one-minute spots on fuel saving to

(Continued on Page 2)

### Taft Jr. Joins Air Force; Church Gets WKRC Post

Cincinnati—Hulbert Taft, Jr., general manager WKRC, has been commissioned First Lieutenant in the Army Air Corps, and has received orders to report at Army Air Forces Training School, Miami, Florida, Oct. 1, for 6-weeks basic training. Taft will take leave of absence from duties

(Continued on Page 2)

### Midwest Milk Concern Buys 11 Blue Stations

Chicago—Wilson Milk Co. of Indianapolis, will begin sponsorship of "Smile Awhile with Jack Baker" over 11 Blue network stations three

(Continued on Page 2)

Washington—Stressing that fact that OWI would not "interject itself into any labor disputes between employers and employees" OWI director Elmer Davis yesterday told the Senate Interstate Commerce Subcommittee laying the groundwork for an investigation of the AFM recording ban that his agency's concern with that union's action stemmed from its "direct and vital concern" with maintaining the country's radio courage

(Continued on Page 6)

## Gov't Loses Action To Void RCA Decree

Wilmington, Del.—U. S. District Court here has denied a petition of the Department of Justice to vacate an anti-trust consent decree now in effect between the Federal government and the Radio Corp. of America. The petition was filed July 31 and argued at Philadelphia, August 7 by assistant attorney general Thurman Arnold who told the court that a new

(Continued on Page 7)

## War-Book Radio Rights Free For Sustainings

Radio rights to books pertaining to the war are to be made available without charge to sustaining radio programs, it was announced after a recent meeting of the Radio Committee of the Council on Books in War

(Continued on Page 2)

### Marathon-Opera

Tenth year for daytime serial, "Romance of Helen Trent" starts on CBS next Wednesday after nine consecutive years of five-a-week broadcasts. Virginia Clark, still in the title role she created in 1933, has given more than 2,300 performances as Helen Trent. Part is the only one she has ever played in radio.



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Am. Tel. & Tel.	117 3/8	117	117 3/8	.....
CBS B	11 3/8	11 3/8	11 3/8	.....
Gen. Electric	26 1/2	26 1/4	26 3/8	.....
Philco	8 1/4	8 1/4	8 1/4	.....
RCA Common	3 1/4	3 1/8	3 1/8	.....
RCA First Pfd.	57 1/4	57	57 1/4	.....
Stewart-Warner	6 3/8	6 3/4	6 7/8	.....
Westinghouse	7 1/8	7 1/8	7 1/8	.....

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	1 3/4	2
WCAO (Baltimore)	17	20
WJR (Detroit)	20	22

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BETWEEN **WBIR** RATES **42.6**  
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IN KNOXVILLE, TENN., YOUR BEST  
DAY TIME BUY IS WBIR NA'L. REP. BURK SMITH

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EDW. A. ALLEN, president, and PHILIP ALLEN, manager, of WLVA on one day trip New York yesterday.

DON E. GILMAN, Blue Network's West Coast v.p., returns west after series of conference N. Y.

PAUL DUDLEY, D'Arcy agency; EARL MULL and BOB KING, of Blue Network, to Peabody, S. C. for opening Coca-Cola "Spotlight Band" broadcast from Marine base.

WILLIAM BOCKMAN, of WCOS, Colum S. C., in town on station business.

JAMES STIRTON, Central Division program manager for the Blue, back to Chicago after New York conferences.

WILLIAM B. RYAN, manager of KGO left for San Francisco today.

DAN JAYNE, general manager, WELL, Little Creek, Mich., in the city on station business.

GEORGE NELSON, general manager, WJ Schenectady, to Scranton, Pa. on business.

HARRY C. KOPF, vice-president of the Central Division, left Chicago yesterday for Hot Springs, Va., to attend network's annual exec. meeting.

A. J. MOSBY, president and manager, KGO, Missoula, Mont., arrives in town today.

H. ALLEN CAMPBELL, general manager, WXYZ and Michigan Radio Network, leaves today for Detroit headquarters.

BILL LEWIS and DOUG MESERVEY, of OWI Radio Bureau, in town for special anti-committee meeting.

Midwest Milk Concern Buys 11 Blue Stations

(Continued from Page 1)

times weekly starting Monday, Oct. 5. Show will feature Baker, tenor "Breakfast Club," supported by a nouncer Don Dowd. Broadcast originating in Chicago will be heard on KXOX, KQV, WSAI, WING, WIS, WISH, WWVA, WCOL, WIN, WFMJ and KFUR.

**DETROIT AREA COVERAGE**  
at 800 K.C.  
5000 WATTS (Day and Night)  
Mutual Broadcasting System  
**CKLW**



*This is an Orchid . . . .*

**FOR JOHN BLAIR AND HIS MEN**

We're making this posy public . . . because we think it's the kind of tribute that ought to be shouted from the housetops.

WFBR appointed John Blair on March 1st, 1942.

And as our books close for July 1942, on national spot announcements, **OUR NEW REPRESENTATIVES PRESENTED US WITH THE BIGGEST MONTH IN OUR HISTORY!**

For July 1942, *WFBR is 64% ahead of July 1941 and 63% ahead of July 1940!*

And we said **JULY!** One of the poorest radio selling months known.

So to you and your associates, John Blair . . . WFBR expresses its appreciation for your enthusiasm, hard work and intelligent presentation of the WFBR sales facts.

RADIO STATION **WFBR** BALTIMORE

## Chicago

By FRANK BURKE

**R**AINBOW GARDENS Theater Restaurant are using spot announcements on local stations to popularize the new dine and dance spot.

Frank O. Leary, member of the NBC central division sales staff, reports October 1 for duty with the communications branch of the U. S. Navy as a lieutenant.

John Thompson, member of the NBC central division news and special events department, is passing out smiles and cigars. He's the father of a daughter, Jacqueline, born at Henriotin hospital. The baby weighed in at 7 pounds 5 ounces.

NBC vacationers this week are Corrine Murphy, engineering and George Koseche, mail and messenger. Marion Mann, Blue Network contracto, back from a vacation at her hometown, Columbus, Ohio.

Ken Nordine, who cut his radio eye teeth with George Jennings of the Radio Council is now on the announcing staff of WJNO, West Palm Beach, Fla. Nordine is a script writer as well as an announcer and actor.

Willard Alexander of the William Morris agency stopped off between planes while en route from Hollywood to New York the other day.

Woody Herman's return engagement with his orchestra in the Panther room of the Hotel Sherman has been set for October 9, with an NBC wire.

Bob Bryer, WAIT announcer, is back on the job after extended illness.

WGN's transcription of the "Holy Hour" services at Soldier's Field last Sunday was shortwaved to South America on Tuesday by Office of the Co-ordinator of Inter-American Affairs.

"Chicago Theater of the Air" replacing "America Loves A Melody" on WGN-Mutual, returns to the air from 8-9 p.m., Saturday, October 3, with Marion Claire and Thomas L. Thomas singing leading roles in Sigmond Romberg's "The New Moon."

Curley Bradley, cowboy singer, gets the leading role in "The Hands of Minstrel Jim," the Author's Playhouse presentation of Wednesday, September 23, on NBC. Radio play is based on original story by Jack Mitchell, Chicago radio writer.

Ed Prentiss will again have starring role in "Captain Midnight" when the serial show returns to the air on the Blue Network on Monday, September 28. Alan Wallace will direct and Bob Burt will continue to write the scripts.

### Bulova Expands Spots; Now Using 260 Outlets

The Bulova watch spot campaign has been expanded into the largest the firm has yet undertaken. Starting September 20, 75 additional stations will carry the spots, bringing the total coverage to 260 stations. Bernie Procter, account executive at Milton Biow Inc., services the account.



### Radio Is My Beat . . . !

• • • When Glenn Miller goes in the army Oct. 7th, Betty Grable will take his band on a tour of army camps. . . . New ruling at Local 802 prohibits any member of the board from accepting playing dates. Union also cracking down on leaders who have been firing their entire bands and replacing them with 16-year-old kids. . . . Bill Stern practically a cinch to grab the announcing assignment on the Louis-Conn fight. . . . American Tobacco Co. reported more than interested in "CBS Looks At Hollywood" . . . Among other things, our coast spy reports that: Hollywood's CBS office was looted this week of typewriters and other priority equipment—that there's a big shakeup expected at NBC's coast setup—and that Benny Goodman and Ted Fio Rito almost came to blows over alleged thefting of men. . . . AFRA will pass a rule shortly that guest stars must be paid fees they've been accustomed to getting to discourage "guestar abuses." However, if the star wants to donate the coin back to any charity, that's okay. . . . Every service unit (WAACS, WAAFS, WAVES, etc.) has been making a pitch for Vick Knight to produce an air show for them. . . . Phil Baker takes his "Take It Or Leave It" to the coast Oct. 11th. . . . Carl Frank takes over Nelson Case's announcing chores, with Nels reporting to the Navy Air Arm in Florida. . . . Orson Welles will do "Crime Without Passion" on the CBS "Playhouse" on the 25th. . . . Wendell Niles will announce the Bob Hope show, with Ken Niles doing the Abbott & Costello stanzas. . . . Zonia Porter, ex-actress-bandleader, sporting a brand new wedding ring. She's now with the publicity dept of the Sperry Gyroscope Co. . . . Judy Rutherford, sister of the screen's Ann, and Al Simon, of the Treas. Dep't, are headin' for a weddin'. . . . Shirley Eder brings Mrs. Quentin Reynolds to the WINS microphone this Monday for a talk on the war effort. . . . That amateur war song contest sponsored by Warners and WOR as a tieup with "Yankee Doodle Dandy," was won, rightly enough, by a soldier, Pvt. Morris Orenstein, stationed at Mitchell Field. His contribution is called "We're In To Win" and will be introduced over WOR tonight. . . . Nancy Sheridan, wife of Captain Dick Bard, signed for the lead in the current cycle of 'Aunt Jenny' over CBS.



• • • Critic's Corner: Crossley really should be climbin' the Riggins' these days for Tommy Riggs and Betty Lou, who are making the most of the best material they've had since their air debut. . . . Proof that listeners know their orchids as well as their onions was the repeat, by popular demand, of one of the original dramas on "This Is Our Enemy" last week. Ronny Liss encored a capable characterization of the Nazi lad happy to die for his Fuehrer. . . . We will bid a wistful farewell to Meredith Willson and John Nesbitt this week, but we will extend a hearty welcome to those Wistful Vista residents, Fibber McGee and Molly, comes the 29th. . . . Ralph Edwards' "Truth or Consequences" teed off Saturday for those who like their slapstick well done—and who doesn't? Joey Lee's contribution was the funniest we've ever witnessed on a contestant show. . . . Ben Bernie, we hear, celebrated his 20th year in radio—with gags to match! . . . Benay Venuta is auditioning her own daytime serial. Well, that's one way to land a job.



• • • About Faces About Town: Larry Hart and Jack Haley, looking hale and hearty. . . . In Hollywood, spies report Lorraine Day's adept mimicry of Irene Dunne. When Day is Dunne. . . . Ruthrauff & Ryan's Pete Barnum passes Swingdom's Mildred Bailey. You-know-who and you-know-who. . . . Music exec Mose Gumble and Andy Weinberger, Dick Himer's attorney. A Mose and Andy. . . . Fred Waring's Johnny O'Connor pointing out that better times are coming. Prosperity right around the O'Connor. . . . Bruce Cabot, a sailor and Hedy Lamarr at 21. Star, tar and. . . ahhhh! . . . Bill Adams and Eve Arden in Ann Eden's roof garden. Write your own tag!



—Remember Pearl Harbor—

## Los Angeles

By JAC WILLEN

**C**HEERS for Harry Maizlish and KFWB staff for their Monday night "United Citizens For Victory Committee" broadcasts, which cross-section of American life and individual beliefs expressed show the temper of them all.

KHJ-Don Lee Network picked 17 new pieces of business to add on their regular schedules between now and mid-October, with schedules for as far ahead as January 25, 1943 through to October 1, 1943.

Dick Joy is shaping up as a transcription maker for Government and other constructive efforts, recently completing seven 15-minute recordings for the forthcoming Commun Chest drives that will be released and played by stations throughout the nation.

Artransa's Grace Gibson, current general manager of Radio Transcription Company of America, plays her "Doctors Courageous," (52 episodes) "Doctor Mack," (52 episodes) "Famous Escapes," (39 episodes) and "Sacrifice," (50 episodes) with KG Butte, Montana. Sun Drug Company sponsors "Dr. Courageous" over KC Phoenix, Arizona. KTAR, Phoenix broadcasts "Famous Escapes." Doctor Rollie Olsen, credit dentist, sponsors "Courageous" in San Diego over station KFSD, with Fred C. Silvr throne, Inc. sponsoring Gibson's "I Mack" over the same station.

Stanley Resor, J. Walter Thompson president, in and out of Hollywood for a chat with Danny Danker, Co head.

L. Wolfe Gilbert to New York attend Ascap board meet, with return to Hollywood planned immediately after.

Tracy Moore, Hollywood Blue Network Sales Manager and Milt Samuel Blue Publicity Director in Hollywood entertained Coca-Cola contingents from West Coast with a luncheon and direct wire broadcast of eastern plug for next week's debut of Coca-Cola "Victory Parade Spotlight Bands."

### Going to NEW YORK?

Stay "Where Radio City Meets Times Square"

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

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

Reasonable All-expense Tours. Write for details.

**HOTEL VICTORIA**

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

**GUEST-ING**

**NEW PROGRAMS—IDEAS**

**AGENCIES**

**CHARD PILANT, N.A.A.C.P.** representative of Boulder, Colo., on "Wings Over Jordan" program, Sunday (CBS, 10:30 a.m.).

**TARAKNATH DAS** Hindu authority on Rabindranath Tagore on "Initiation To Learning" program Sunday (CBS, 11:30 a.m.).

**O. F. MAY** of the Department of Agriculture, on "Adventures in Music" program, tomorrow (CBS 7 p.m.).

**CAPTAIN HARTZELL SPENCE**, author, on "Of Men And Books" tomorrow (CBS, 2:05 p.m.).

**E. McCARTHY**, manager of the New York Yankees, on "Sports News of the Air" tomorrow (NBC, 10 p.m.).

**LE PAGE**, actress, on "Stars of Hollywood" tomorrow (CBS, 7 p.m.).

**DR. ROBERT A. TAFT, ALEXANDER JONES** and **PHELPS ADAMS** on "People's Platform" program tomorrow (CBS, 7 p.m.).

**JOSEPA ROSANSKA**, pianist, on "Music Hall of the Air" program, Sunday (Blue, 12:30 p.m.).

**CAR LEVANT**, on "The Pause Refreshes" program, Sunday (CBS, 3 p.m.).

**TWELL THOMAS** on Upton's "World News Parade" program, Sunday (NBC, 3:15 p.m.).

**ANCHOT TONE**, on "Anchors Aweigh" program, Saturday (MBS, 6 p.m.).

**DR. FRANK J. McSHERRY**, director of operations of the War Manpower Commission, and **JO-CARROL WILSON**, the new "Miss America" on "We, The People" program, Sunday (CBS, 7:30 p.m.).

**SENATOR HENRY CABOT LODGE**, **STEPHEN M. YOUNG**, Congressman, **BORIS SHISHKIN**, economist, **ALBERT GOSS**, master of the National Grange, on "American Home of the Air" program, Sunday (MBS, 8:45 p.m.).

**Miss. Outlets Join To Plug War Effort**

Mississippi stations are joining forces to help counteract the drop in enrollees in War Production Training schools. Outlets comprising the station network are WFOR, Hattiesburg, and WAML, Laurel. Show, featuring Alice Blue, piano, novachord playing artist, and herself an entertainer, three times weekly, with the object of inducing women to enter war production trades.

**Navy School Music**  
From Washington, Saturday mornings at 11, the United States Navy School of Music presents a half-hour concert over WFIL in Philadelphia and WBAL in Baltimore. Each broadcast in the series, which was begun September 12, serves the dual purpose of giving Naval recruiting information and acquainting the public with the skill and artistry of these musical blue-jackets. Musical program, including classical, semi-classical and military pieces, is presented by the Navy Concert Band and Navy Chorus. The Navy Concert Band, composed of the finer musicians of the school, has full symphonic instrumentation and is one of the outstanding organizations of its type in the country.

**International Greetings**  
Greetings between Worcester, England, and Worcester, Mass., were exchanged recently during a specially-arranged program on WTAG. Best wishes of the British city were extended by Flight Lieut. Meirion Lloyd of the R. A. F. at a ceremony in city hall. A telegram from the Worcester, England, mayor was presented to the American Worcester's mayor who responded with a hand-across-the-sea salutation. Lieut. Lloyd was interviewed by Bob Dixon of the WTAG special events department, the program being recorded and sent to the sister-city for re-broadcast abroad.

**NBC Execs Gathering For Annual Conference**

More than twenty top ranking radio executives are scheduled to gather at the Homestead Hotel, Hot Springs, Va., for NBC's annual management meeting over the weekend. Those planning to attend the conference, which will be over in time for the officers to return to their offices Monday, include Niles Trammell, Frank Russell, Frank Mullen, Dr. James R. Angell, A. L. Ashby, Sidney Strotz, William Hedges, Roy Witmer, Clay Morgan, O. B. Hanson, Roy Knorr, John MacDonald, Sheldon Coons, C. L. Menser, Albert E. Dale, Harry Kopf, John McKay, C. Lloyd Egner, Rudolph Teichnor, Harry McKeon, Charles Brown, Horton Heath and Easton Wooley.

**"Bible Class" Renews MBS**

Through the Stanley Boynton Advertising Agency, the "Detroit Bible Class" has renewed its contract with Mutual for another year and has expanded coverage to 96 stations, starting Sunday, September 20, 10-10:30 a.m.

**Mario Hutton In Hospital**

Mario Hutton, program director of WOV, was taken to the Roosevelt Hospital, yesterday, when an infection he had in a finger spread to his arm. Late yesterday he was reported resting fairly well after an operation.

**"Meet Our Allies"**  
"Meet Our Allies," new Sunday morning feature on WBBM, Chicago, stars Rose Hildebrande, English authoress and lecturer, in a series of fascinating radio articles on the United Nations. The British war refugee, who is also the voice behind "Letters from England" on "Victory Matinee," another WBBM feature, presents interesting background information on personalities, events, and trends in the news of the day. Material for the broadcasts is gathered from the writer's travels in France, Belgium, Holland, Italy, Ireland, Greece, Germany and Poland and from her familiarity with English life, customs, and culture.

**No Swing**

"Anything But Swing," classical record program of WIBG, Philadelphia, will return to the air, afternoons, at the conclusion of the baseball season. The show which has been heard only on afternoons when no games were scheduled, during the summer months, has drawn remarkably heavy comment, with requests that it be installed as a daily feature, every time it was aired. Station executives, will naturally take advantage of the audience, already ready-made for the program, in presenting it. The exact time scheduling will be announced shortly.

**UP Adds Subscribers For News-Feature Service**

Seven additional stations have signed contracts this week with United Press for its full news service and news feature service, according to A. F. Harrison, UP radio sales manager. Among the stations signed are WKBN, Youngstown, Ohio; WMAN, Mansfield, Ohio; WKPA, New Kensington, Pa.; WSAP, Portsmouth, Va.; and KSAN, San Francisco. Also included are two newcomers to the ether, KWKW at Pasadena, Calif., and WEGO at Concord, N. C.; KWKW began broadcasting UP news on Sept. 12, and WEGO is scheduled to begin broadcasting in the near future.

United Press this week has issued a new simplified supplement to its predate service, with the view to making its listings of future events more readily adaptable to the requirements of newspaper and radio desks. Titled "Final Edition," the new listing of future events is a condensed compilation of forthcoming events for the 16-day period immediately following. The new service is provided in addition to the present "Master Guides," which provide detailed information on dates, places and the nature of newsworthy events three months in advance.

**Gordon Mills Injured**

Fall from a hayloft on his Northport, L. I., estate will confine Gordon H. Mills, NBC network sales department, to his home for a week.

**THROUGH THE ADVERTISING COUNCIL**, Campbell-Ewald Company, Arthur Kudner, Inc., and Lenzen & Mitchell have submitted to the Office of War Information campaigns for a motor car conservation program. Programs have to be approved by governmental agencies and funds, underwritten by private industries. A combined expenditure of three million dollars is linked with the project.

**HENRY BARNHART, JR.**, formerly of the Federal Advertising Agency, has joined the copy department of J. M. Mathes, Inc.

**LOGAN & ARNOLD**, Los Angeles, has been elected to membership in the American Association of Advertising Agencies.

**ROBERT EMMETT SHERWOOD**, assistant director of the Office of War Information, will speak at the first Fall meeting of the Market Research Council today at the Yale Club, New York.

**JOHN F. PRUCE** and **E. S. PRATT** have been elected directors of Sherman K. Ellis & Co.

**PENICK & FORD, LTD.** has announced the appointment of the Joseph Jacobs Jewish Marketing Organization as merchandising and advertising council in the Jewish field. Campaign for My-T-Fine desserts has been inaugurated on WEVD, New York. Sponsor will retain BBD&O to handle its Jewish advertising in the newspaper field.

**ALFRED STANFORD**, vice-president and director of Compton Advertising, Inc., has resigned to accept a commission in the U. S. Navy.

**BELL SOUND SYSTEMS, Inc.**, Columbus, O., has named Wheeler, Kite & Gainey, Inc., as advertising agency for the Bel-fone Intercommunicating System.

**WILLIAM I. ORCHARD** of BBD&O, New York, will conduct a free course in proofreading and copy-editing at the Washington Irving Evening High School, New York City, starting September 23.

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

## To the Colors!

JOHN HOPKINSON, for six years a salesman at WJJD, has been inducted into the army and is stationed at Camp Grant, Ill.

—VVV—

ROBERT CADE WILSON, JR. of the sales staff of the "American Weekly," New York, and before that with the Columbia Broadcasting System, has been commissioned as a captain in the Provost Marshal General's Department of the Army.

—VVV—

EDWIN G. O'CONNOR, announcer at WDRC, Hartford, is the fourth announcer that the station has lost to the armed forces in a period of three weeks. O'Connor enlisted in the U. S. Coast Guard.

—VVV—

ART HOLBROOK, program director of WIBW, Topeka, Kans., has reported for duty with the U. S. Coast Guard. He has the rating of a coxswain.

—VVV—

DAVID L. FANN, LOUIS TULCHIN, LONNIE STARR and NICK BASSO, commercial manager, chief engineer, announcer and program director, respectively, of WBRW, Welch, W. Va., have been called to the colors. Fann is a staff sergeant in the U. S. Marine Corps Recruiting Division. Tulchin is in the Army Signal Corps at Columbus, Ohio. Starr is training with the Army Air Forces at Atlantic City. Basso reported to the Navy last week.

## AFM's Disk 'Defense' Draws NAB Rebuttal

(Continued from Page 1)

claimed 138,000 AFM members are non-professionals engaged primarily in other occupations for whom music is a pin-money sideline. In answer to the statement that over 500 of the 800 stations in the United States do not employ one single live musician, NAB declared: "No statistics support this statement. The majority of broadcasting stations do employ musicians. Among the stations which do not employ union musicians are the more than 175 stations in communities in which there is no local union of the AFM, and over which no local claims any jurisdiction."

Additional data from the NAB questions the accuracy of the union's claim that only seven minutes of each 24 hours of radio time is given to "live music." According to NAB: "Network programs, commercial and sustaining consume over half the time on over half the stations of the country, and not one of these programs is recorded. Taking issue with the union's contention that hundreds of millions in advertising income is received by radio stations from the sale of canned music, the NAB argued: "The entire gross advertising receipts from stations as distinguished from networks sales is less than \$100,000,000. This includes the money derived from announcements, time signals, news programs, serials, dramatic shows and everything else. The statement in the advertisement bears no relation to the fact."

# Davis Tells Senate Committee Record Ban Strikes War Effort

(Continued from Page 1)

which the ban would seriously disrupt.

By way of introduction Davis said it was an "universal experience" and gave him a "peculiar feeling" to come to such a hearing and testify against a union. His past appearances had always been in the interest of union legislation he said, presumably referring to his activities on behalf of the Authors League. "But," he went on dryly, "that was a different union." Pointing out that the music ban was undertaken by the AFM leadership not because of any specific grievance between the union and the recording companies but because of unemployment of musicians due to use of recorded music in many fields, the OWI head stated, "This office does not appear to be called on to offer any general opinion on the question of made work in the face of technological developments but some of the indirect consequences of Mr. Petrillo's order are legitimate occasion for our expression of interest."

Cites Small Outlet Status

He said "there are more than a hundred and fifty communities in this country which are not within the jurisdiction of any local union of the American Federation of Musicians but which are served by as many or more radio stations. Many of the stations are in small communities in which there are few if any unemployed union musicians. These stations are in fact dependent on recorded music to hold their audiences, without which they would be unable to keep going. This office has a direct and vital concern with the maintenance of the radio coverage in this country. It is one of the most important media for the conveyance of war information in general to the people and may become of still greater importance when there is occasion for an emergency message from the national leadership. A policy which threatens the continued existence of many of these stations is injurious to the national system of communication, and may seriously hamper the work for which this office was established, of informing the people about the status and progress of the war effort and the war policies, activities and aims of this government."

Davis also emphasized the harmful effect of the recording ban upon the morale of men in the armed forces and war industry workers. Observing that he was not personally a juke box addict, the OWI head noted that: "It seems to be highly popular among soldiers, sailors and marines in army posts at home, and among factory workers as well, while at our outposts, overseas recorded music is a vital necessity for the entertainment of our troops."

Referring to Petrillo's promise in his letter of July 31, to Davis that AFM musicians would continue to make recordings for the armed forces and our allies, Davis pointed out, "the

number of radio programs directly produced by the Army is, however, small. What is needed is a free flow of freshly recorded music available through normal and customary channels."

Davis went on "I am officially informed that the War Department has received representation from commanding officers at various war zones calling attention to the fact that a cessation of this supply of recorded music (and I quote from the letter of a commanding general) will jeopardize the complete morale and propaganda broadcast structure at combat zone points. I am further officially informed that the War Department has thus far failed to receive from Mr. Petrillo any satisfactory assurances of the continuance of these vital services."

The witness called attention to the recent cancellation by Petrillo of what was termed his "not unimportant" exception in the interests of once-only electrical transcription. He explained that this affected not only programs produced solely by means of transcriptions but also recorded network shows containing patriotic messages.

'National Interest' Problem

In summary, Davis stressed that OWI is not concerned with any individual broadcasting stations or individual proprietors of institutions in which juke boxes are located, against whom Petrillo may have a grievance. He said further "our concern is primarily with the national interest in maintaining the broadest possible system of radio communication, and secondarily with the persons with whom Mr. Petrillo has no dispute at all."

Also those who are adversely affected by his ruling—the broadcasting station located far from the sources of supply of available musical talent and in no economic position to serve without recordings, the operator of the candy store across the street from any army post, the USO, hut in Alaska—all these places, and the people whom they serve, are dependent on recorded music.

Both his prepared statement and testimony, which in contrast to the usual verbiage of witnesses at congressional hearings was brief and clipped to the point, and later under direct questioning by Senator Clark, Davis refused to make any suggestion with respect to the passage of any legislation. He guardedly stated "I do not even know whether legislation is necessary."

Feels Action Needed

Before he left the stand however, Davis admitted that while he was prohibited as a government information officer from advocating any particular type of legislation, within the field of his office he was in agreement with Senator Clark that "something should be done."

Senator Clark had explained that back of his legislation to investigate

the Petrillo-AFM ban was the thought that "unless Congress did something about it, nothing could be done." He said that, whether successful or not, the Justice Department's civil suit against the union leadership would be subject to "interminable legal delays"—in fact had already been subject to considerable delay in getting started while the situation was becoming critical. Therefore the chairman said, since Petrillo had refused to cooperate voluntarily with the government, the sub-committee was engaged in finding out "whether Congress will want to stop this practice which will undoubtedly hurt the morale of our troops, and the effort."

Clark said he had received about 100 letters from composers, musicians, station directors and others. He indicated he would ask these people to testify if the committee is authorized to go ahead with the investigation called for in his Senate Resolution 286. Petrillo would also be heard, he said, so that we may "clear up the matter."

Fly On Stand Today

Sitting with Senator Clark to hear Davis's testimony yesterday were Senators Charles Andrews of Florida and Charles Tobey of New Hampshire. The absent members of the committee, Senators Hill and Gurnea were meeting with Secretary of War Stimson, but are expected to be present this morning when FCC Chairman James Lawrence Fly takes the stand.

While Davis confined his prepared statement to the facts of the music situation which inspired his widely quoted "morale" letter to Petrillo last July, the senators drew him somewhat far afield in the questioning that followed. For example, Davis was even called upon for definition of a juke box and Senator Andrews tried to draw him out on the effect of juke boxes upon the morale of American youth.

NAB President Neville Miller, Sidney Kaye, attorney and a number of other industry figures attended yesterday's short opening session. OWI radio bureau chief William B. Lewis was on hand to assist Davis.

Oberlin Sends Protest

Assistant Attorney General Thurman Arnold yesterday received a letter protesting the AFM ban on music student broadcasts from the faculty of Oberlin (Ohio) College and Conservatory. Describing Petrillo's control of American music as "unwholesome and un-American" the writers demanded Federal action against the AFM chief.

Referring to the forthcoming Chicago civil suit, Justice Department spokesmen observed that the letter was "asking us to do something we're already doing."

Understood here that the Oberlin faculty has called upon 15 leading music schools of the country to help it fight the ban on student programs.



# Gov't Loses Action To Void RCA Decree

(Continued from Page 1)

opolis had grown up in the radio industry and that the old decree was no longer adequate to enforce the law. Judge Albert B. Maris denied the petition. In his opinion handing down with the denial Judge Maris said "the motion is based upon the grounds that in the opinion of the Department of Justice the decrees do not now promote the public interest. The motion is vigorously opposed by the defendants. It presents a question whether a consent decree may be vacated solely upon the ground stated and without proof of any change in circumstances. Since it only a subsidiary question is whether the decree confers benefits upon the defendants; if they did the government concedes that its motion must be denied."

**Says "Decree" Judicial Act**  
After full consideration I have reached the conclusion that the first question must be answered in the negative and the second in the affirmative. I shall state briefly my reasons for reaching these conclusions. A consent decree although based upon an agreement of the parties is not a finding of facts by the court. It is not a mere authentication or recording of that agreement. It is a judicial act and therefore involves determination by the chancellor that it is equitable and in the public interest. The fact that the court may render the opinion of the Department of Justice to the same effect does not mean that the court has abdicated its power or failed to carry out its responsibility to make an independent determination of the propriety and equity of the decree proposed by the parties for as the Supreme Court points out in *Appalachian Coals vs U. S. 238, U. S. 437* a suit for an injunction under anti-trust laws is governed by the same principles which are applicable to suits for equitable relief. Generally it is fundamental to the form of government that in suits as in all other matters brought before them for judicial action that courts must act in accord with their own convictions uninfluenced by the opinions of any and other department of the government.

**Quotes Frankfurter Opinion**  
I think it is clear as Justice Frankfurter suggested in his dissenting opinion in *Chrysler Corp. vs U. S. 316 U. S.*, that the modification or vacation of a consent decree voluntarily entered involves the same question of the court independently to determine that the action is equitable in the public interest. Accordingly I cannot accede to the contention of the government that the basis of a consent decree was the attorney general's representation to the court that it would provide suitable relief concerning the matters charged in the petition and that consequently present representation that it no longer serves the public interest rests with the court in the absence of

## PROMOTION

### KVOO "Ticket" Promotion

Latest in the "Tulsa Magic Empire" promotion pieces prepared by KVOO, Tulsa, Okla., is four-page, French-fold, die-cut folder. Frontispiece shows an illustration of a hand to which is attached a ticket. Ticket simulates a jumbo theater ticket, with copy reading "Good for Sales in the Tulsa Magic Empire Market, One of America's First 25 War Markets; KVOO Sales Theater; 1942-43 season; Good Only When Accompanied by a Planned Campaign Over KVOO, the 50,000-watt Station Blanketing Oklahoma's Richest Market."

Inside spread presents the sales story with charts and statistical data about the market. Back page is devoted to a comparison of the pulling power of "Four Star Kitchen," a program aired on the station, which was previously aired via other local stations.

### KWK Picnic Remotes

More than 2,500 persons attended the all day picnic sponsored by Ed Wilson, master of ceremonies of "M. J. B. Show" on KWK, St. Louis. The affair was held at Forest Park Highlands, local amusement park. Three of KWK's daily programs were originated from the Highlands band stand, music was played over the loudspeaker system and prizes were given away. The "M. J. B. Show" was staged at the amusement park, featuring Wilson and Rich Hayes at the Hammond with his swing trio. Two shows, one of them a Mutual network feed, were broadcast by the Shady Valley Folks, hillbilly group.

### WCBI Sports Schedule

Boasting one of the most outstanding sports schedules of any small station, WCBI, Columbus, Miss., has lined up comprehensive coverage of both national and local sports events for the fall and winter. The Gillette Safety Razor Company is sponsoring the series of six Army All-Star vs.

some benefit to the defendant to vacate the decree without evidence or agreement.

### Decree Binds Both Sides

"Furthermore I am satisfied that the defendant denied substantial benefit from consent decrees. It has been held that such a decree in an anti-trust case binds the government as well as the defendants—even though it later appears that it was inadequate when entered; for the agreement upon which it is based is within the power of the attorney general to make and his authority to determine what relief will satisfy the requirements of the law including the power to make erroneous decisions as well as correct ones.

"In the present case the attorney general determined that certain relief short of that prayed for would satisfy public interest and he agreed to the entry of decrees terminating the suit by granting that relief since these consent decrees are based upon an agreement made by the attorney gen-

eral which is binding upon the government. The defendants are entitled to set them up as a bar to any attempts by the government to relitigate the issues raised in the suit or to seek relief with respect thereto additional to that given by the consent decrees—this is a very real benefit of which they would be deprived were the government's motion granted.

### Modifying Power Recognized

"I do not overlook the fact that consent decrees may be set aside for lack of actual consent to the decrees as entered, for fraud in their procurement or for lack of Federal jurisdiction—no such ground for vacating them is asserted here, however. Likewise I fully recognize the power of this court to modify the decrees upon a showing of a change in circumstances since their entry requiring such modification—it would seem, however, that such modifications must be calculated to effectuate and not thwart their basic purpose."

### Clothing Client Confab

An advertising and promotion campaign with a keynote of "commercials cut to the bone," emphasis on public and employee morale, and co-operation with the war effort has been mapped out by executives of Howard Clothing Stores Inc. in conjunction with its advertising campaign on WNEW. Plan was ironed out at a special luncheon tendered the sponsor by the station recently. Sponsor's time purchases on WNEW represent the second of its adventures into local radio. Programs covered include "Make Believe Ballroom," Zeke Manners, John B. Hughes, "Milkman's Matinee," "Start the Day Right," and "Dance Parade."

Concrete proposals adopted at the meeting of sponsor, station's representatives, and agency spokesmen include the following which will supplement the regular programs on the station: Placement of a new teletype machine in the show window of Howard's largest Manhattan outlet; personal appearances of the program talent at the Howard stores to sell bonds or in merchandise tie-ups as well as at the factories of the sponsor; good-will letters sent from the station's talent to the sales staff and factory employees, and tie-ups with Howard's New Jersey outlets.

# Sponsored Programs Show Audience Gain

(Continued from Page 1)

and five remained as before. The Hooper Evening "Sets-in-Use Index," as published in the September 15 National Program Ratings is up 2.2 from the August 30 report, but shows no change from the corresponding report for last year. A reason for this standoff in radio listening this year compared with last is the fact that Labor Day, falling a week later in 1942 than in 1941, resulted in the 1942 early September Hooper coincidental interviewing being completed before the holiday and before the radio public settled down to its after Labor Day listening routine.

Saturday night listening received a boost compared with the late August averages when the Blue Network war bond program, "I Pledge America" was broadcast on August 29. Hooper rated this evening-long feature at 8.0.

The September 15th report shows "Aldrich Family," with its new Henry Aldrich, still in first place with a Hooper rating of 18.0 Frank Morgan-Fanny Brice is second with 16.1. Mr. District Attorney and Walter Winchell take third and fourth places respectively at 15.1 and 14.6. The ratings are based on the method which measures the audiences during the broadcasts (coincidental).

The following is the complete list of the "First 15" National evening shows with their ratings:

Aldrich Family	18.0
Frank Morgan-Fanny Brice	16.1
Mr. District Attorney	15.1
Walter Winchell	14.6
Kay Kyser	13.7
Rudy Vallee	12.4
Doctor T. Q.	12.0
Take It or Leave It	11.9
Music Hall	11.7
Information Please	10.7
Your Hit Parade	10.7
Star Spangled Vaudeville	10.5
How'm I Doin'?	10.2
Major Bowes	10.2
Gabriel Heatter	10.0

## Station Relations Dept. Created By Assoc. Music

(Continued from Page 1)

helping program and musical directors, sustaining orchestras, and other live musical talent on stations with their program problems. At the start, Miss Urban will concentrate on local licensees, paying attention to trios, pianists and orchestras.

The new director, daughter of Joseph Urban, scenic designer and architect, had been associated recently, with Coty Inc. and John Wanamaker Co., in a promotional capacity. She was in complete charge of musical promotions at the NYWF during the second year of the run, presenting among other features, the shows at the color water fountain displays.

Associated has just recently signed five-year renewal contracts with NBC and the Blue networks, covering network operations and owned and operated stations. The transcribed library service of AMP has just been sold to two more accounts—WCPO, Cincinnati, and XEQ, Mexico City.



# Coast-to-Coast



**FRANK JOHNS**, and not John Frank, as was previously reported, is now manager of the Walker Company, station representatives. Johns, formerly was office manager of the New York branch of Howard Wilson Co.

As an aftermath of the Labor Day Victory Celebration, WLBJ, Bowling Green, Ky., sold over \$30,583 in war bonds on a two-hour program, known as "Over The Top." Day's total for the community amounted to \$112,000. Afternoon highlight was an MBS broadcast originated by WLBJ. Show was announced by Ken Given and among the celebrities aired were Sergeant Alvin York, Senator Alben W. Barkley and Rodes K. Myers, Lieutenant-Governor of Kentucky.

Dick Granville, disk jockey of the "Musical Merry-Go-Round" is now being heard six days weekly over WMPS, Memphis, Tenn. Granville was formerly featured at WHBI, Newark, and more recently at WTTM, Trenton, N. J.

Three new shows will be carried this season by CKOC, Hamilton, Ont.: "Nazi Eyes on Canada" to be aired for 13 weeks starting September 20 under the sponsorship of the Department of Finance; a half-hour show for Buckingham cigarettes featuring Alan Young, starting yesterday; and the McColl Frontenac 30-minute Sunday evening show starting October 4.

Harry McTigue, sports editor of WLOL, Minneapolis, was recently elected to the presidency of the Baseball Announcers Association at a meeting held in Kansas City. McTigue is one of the winners of the General Mills-Wheaties continuity writers' competition.

Alvin Gauvin, for a number of years a free lance radio artist and announcer, has joined the announcing staff of WSRR, Stamford, Conn. He has handled the C. O. Miller Co., local department store program, and has written and produced, in conjunction with Cam Mitchell, WSRR staffer, the Sunday night "This Week on Parade" ... WSRR will originate another Army-Navy "E" award for the Connecticut Broadcasting System on September 30 when the Norwalk Co. receives the coveted honor.

Johnny Warrington, who began his musical career with the "Blue Devils" band of Duke University, will bring his new organization to WCAU, Philadelphia, as that station's house orchestra. Warrington's unit will replace that of Joey Kearns, who has enlisted in the Army. Red-headed Warrington, noted as an arranger as well as a leader, will take over in about four weeks. Meanwhile, he is rearranging personnel and preparing new routines for his forthcoming programs. ... Elizabeth K. Sheldon, wife of Walter (Wally) Sheldon, former announcer at WCAU, has joined the station's news staff. Wally, who enlisted in the Army Air Corps five weeks ago, is now stationed at Sioux Falls, South Dakota, in the specialists school for radio operators.

Due to the rapidity of war changes and the heightened interest of his followers in the commentator's interpretations of the last-minute war news, George Hamilton Combs, Jr., will expand his Monday through Friday 7-715 p.m., broadcasts to include Sundays over WHN, N. Y. On Sundays only, starting September 20, Combs will be heard from 6:45-7 p.m.

WRBL, Columbus, Ga., through its executive manager, J. W. Woodruff, Jr., has announced a new policy of using women announcers for daily shifts. First to be used is Bonnie Beardsley, who has a three-hour afternoon stint. Two other feminine staff members are being groomed for similar assignments: Billie Wismer and Gertrude Handley. ... Woodruff, Jr., WRBL executive, showed real southern hospitality during the recent visit of "Cheers From the Camps" show to Fort Benning. Members of the production crew and the Fort's commanding officers were entertained at an "after-show" party.

William Foos and Emmett Voeller, engineers of WOWO-WGL, Fort Wayne, are returning to Indiana Technical School after working summer schedules. ... Tim O'Sullivan, WOWO-WGL announcer, is becoming as well known to local people by sight as he is by sound, since he has been appearing in quite a number of productions put on by the Fort Wayne Civic Theater. Tim's latest role is in the new Maxwell Anderson play, "The Eve of St. Mark."

Folger Coffee Company will return "Judy and Jane" to WNAX, Sioux-City-Yankton on September 21. Program heard each week at 11:30 a.m. is a big favorite and will replace the summer musical show "Mellow Melodies," which was sponsored by Folger.

In connection with a special showing of the motion picture, "Wake Island," Jack Mitchell of the staff of KTSA, San Antonio, Texas, sold \$157,000 in war bonds to an audience of 2,500 with no advance commitments whatever. Feat was accomplished in less than one hour. Total sales for the evening amounted to \$309,000.

Lee Ya-Ching, referred to as China's first lady of the air, for she taught Chinese to fly against the Japs in the early days of the war, will be interviewed today by Linda Porter on "Porter Pater," over WMCA, New York, 9:30-9:45 a.m. Program aims to present a discussion of world problems for the housewives who prefer better morning fare than the usual kitchen banter during the morning hours.

Eddie Keim, who has been on the engineering staff of WWVA, Wheeling, W. Va., since 1929, has been promoted to chief engineer. He replaces Glenn Boundy, who left to accept a commission as first lieutenant in the United States Army signal corps at Fort Monmouth, N. J. ... Barnes Nash, formerly with WHIS, Bluefield, W. Va., has been added to the WWVA announcing staff. ... Paul J. Miller, WWVA production manager, has returned to his desk after a two weeks vacation.

Jim Reed, former assistant sports editor of the Topeka "Daily Capital," has joined the announcing staff of WIBW, Topeka, Kansas. The "Daily Capital" and WIBW are owned and operated by Capper Publications, Inc. Reed had worked at the microphone of WIBW a few times previously, when he reported a sports period evenings in 1941. ... Another newcomer to the WIBW staff is Amata Guariglia, who plays the vibraphone, accordion, and organ. He is known as "Blackie" on his air stints.

Staff members of WROK, Rockford, served as war bond agents at the Victory Festival staged at nearby Roscoe (Ill.) W. Andrew Powell, station auditor, handled the issuing of bonds from a specially erected Victory Booth. Patriotic records and bond announcements were sent over a p.a. system. ... Aimed at housewives, WROK presents "The Home Front" Monday through Friday at 9 a.m. A portion of the program is aired from the Rockford civilian defense office. Show features band music interspersed with messages of "home front" activities.

Carl Lee, for the past three years studio and transmitter technician WKZO, Kalamazoo-Grand Rapids, become that station's chief engineer as former, Arthur Covell, joins electronics division, U. S. Army WKZO has added two daily bond remotes. Broadcasts emanate from public booths in Herpolsheimer's apartment store in Grand Rapids J. R. Jones Department Store, Kalamazoo. Series was inaugurated by broadcast of recent unveiling of mammoth war murals in the Herpolsheimer lobby.

Benedict Gimbel, Jr., president WIP, Philadelphia, has announced that the station had signed a contract with the Press Association for Associated Press News. The station dropped Transradio Press News last week and began the new news service Monday. WIP listeners now receive the latest complete news reports gathered by both Associated Press and the United Press. WIP employs regular news editor, Samuel Ertin, formerly of Philadelphia "Record" handle preparation of all news programs.

Elizabeth Wayne (Mrs. J. Raleigh), former Far Eastern correspondent for MBS, and now at work with her husband, WCCO's news analyst, in Minneapolis, has a five-minute, five-day-a-week program of her own, consisting of news for men. Purpose of the program is to highlight news of the days as it applies to the women of the North. From her background of extensive travel all over Europe and the East, during and immediately preceding the war, she draws comparisons and colors her delivery of the news itself.

As part of the setup of her commercial program on WNEF, New York, Kathryn Craven will present at the mike persons figuring in current news to supplement her own comments. The first in the series, such guests is Gwen Dhu, writer and photographer who recently was released from a Japanese concentration camp and who arrived in the United States on the Gripsholm three weeks ago. Guest will appear Friday, September 18, 4:45-5 p.m., on "News Through A Woman's Eyes."

## Gracie Fields Show Set For Pall Mall Cigarettes

Campaign of five minute spots, times weekly, built around Gracie Fields, English comedienne, has been set by Ruthrauff and Ryan age for Pall Mall cigarettes, on the B Network, in the 9:55-10 p.m. E period currently filled by "Molan" in January." The black faced comedians will be moved to a 7-7:05 p.m. time, October 12 when the Fields show gets under way.

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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September 18

Joe Bradley	Cheerio
Joan Ellis	Mildred Fenton
Bill Fields	Sherman K. Gregory
E. E. Hill	Ann Lester
Don Shaw	

September 19

Aaron S. Bloom	Dick Fishell
Josephine Forbes	Betty Garde
Janice Gilbert	Anice Ives
Lynne Overman	Curt Purnell
Willard Robison	Ernest Truex
Helen Ward	

September 20

Alma Dettinger	Daniel Duncan
Jeanne Harrison	Ed Kayatt
Mary McKim	Billy White



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



L. 20, NO. 59

NEW YORK, N. Y., TUESDAY, SEPTEMBER 22, 1942

TEN CENTS

## Arnold's Views On AFM

### Blue Again Gets Nod 'Legion' Aux. Honor

For the seventh consecutive year, Blue Network yesterday received the American Legion Auxiliary's Award as the network which made the "greatest overall contribution to the war effort." Presentation of the award, in the form of an engraved plaque, was made to E. R. Borroff, the Blue's Central Division vice-president, by Mrs. P. Keen, chairman of the Auxiliary's National Radio Committee at the Municipal Auditorium in New York City as the Legion wound up

(Continued on Page 7)

### August Spot Accounts Slightly Off vs Year Ago

Seasonal lull in national spot business is indicated in the "Summary of National Spot Activity" for August reported by National Radio Records. Although the number of accounts reported showed an increase of four over the July report, only 217 as compared to 217 for July. Accounts described as active; inactive accounts were 314 as compared to 297 in the previous month. Report also

(Continued on Page 2)

### Wilson Leaves GE Post To Head WPB Committee

Resignation of Charles E. Wilson, president of the General Electric Company and former vice-chairman of the War Relocation Authority, was revealed over the weekend. In that position he will act as chairman of the newly-organized War Relocation Executive Committee. Resignation of Wilson was accepted

(Continued on Page 2)

### War Statistics

If they were all in the infantry, NBC would now have over a company and a half of people in service. With the departure last month of 21 more employees for duty, the total number on military leave is 13. Individual totals are N. Y., 12; Chicago, 33; Hollywood, 28; Washington, D. C., 13; Denver, 14; Cleveland, 7, and San Francisco, 6.

### Serious Business

Troy, N. Y.—Wartime vigilance was maintained to the nth degree recently when Nick Carter and Bill Watson, WTRY program director and engineer respectively, went to the GE plant in Schenectady to check lines for a Blue Network remote. Despite the fact that they were known personally, they could not gain entrance because neither one had his birth certificate with him. WGY finally had to make the pickup.

### CBC Meet Monday; Will Settle Salaries

Montreal—Governors of the Canadian Broadcasting Corporation, who were to have met on November 2, when the newly-appointed general manager, Dr. J. S. Thomson, was to have taken over, have advanced their meeting. It will be held next Monday in Ottawa to deal particularly with reference by the government to the

(Continued on Page 3)

### NBC War-Effort Shows Continue To Increase

War effort broadcast time on various NBC programs showed further increase in the latter half of July, according to figures completed yesterday by the network's program analysis department.

During the period from July 16-31 inclusive, the network broadcast 86

(Continued on Page 2)

## Paley In Talk From London Emphasizes "Understandings"

### Powerful Int'l Station Dedicated By Gen. Electric

Inauguration of new 100,000-watt transmitter of G. E., WGEO, in Schenectady, N. Y., was marked yesterday by a half-hour program in over 10 languages. Present to dedicate the transmitter was Robert E. Sherwood, assistant OWI director and director of its Overseas Branch, ac-

(Continued on Page 2)

## Last Day Of Sen. Subcommittee Probe Also Hears Padway For Musicians; Latter Testimony Unexpected

### More Radio Than '40 In N. Y. Political Race

Albany—Compilation of figures obtained from authoritative sources among the four major political parties of New York State strongly indicate that the expenditures for radio for the impending gubernatorial campaign will be the highest yet, and are expected to exceed in outlay even that which was made for time pur-

(Continued on Page 5)

### Lt. Leon Levy To OWI As Radio Consultant

Philadelphia—Lieut. Leon Levy, WCAU head and until now on active duty with the Navy, has been relieved from service at the request of OWI, to take over the post of consultant to the Radio Bureau of that government office.

Since re-entering the service on

(Continued on Page 2)

### 12 'Frisco Area Outlets Attending 'Grocer' Confab

San Francisco—Representatives of twelve bay area radio stations will attend the annual convention of the California Retail Grocers' Association

(Continued on Page 2)

Washington Bureau, RADIO DAILY  
Washington — Unexpected appearance of AFL-AFM Attorney Joseph L. Padway in a last minute, uninvited defense of James C. Petrillo and the AFM furnished a moment of drama yesterday to climax the third and concluding session of the exploratory hearings conducted by the Senate Interstate Subcommittee considering Senator D. Worth Clark's resolution for Congressional probe of the AFM music ban.



Thurman Arnold

Following testimony of Assistant

(Continued on Page 6)

## Army-Navy Bands OK. To Broadcast E Award

Performances of Army Bands at Army-Navy E Award ceremonies may be broadcast along with the award presentations if the event remains commercially unsponsored, the Judge Advocate General ruled according to an NAB bulletin just issued.

"The War Department declares that

(Continued on Page 7)

### Hobby

Minneapolis—Radio now has its own Odysseus. It has been revealed that Art Peck, WCCO studio engineer, in the past seven years has visited 59 studios and 28 transmitters from San Francisco to New York, and Duluth to New Orleans. Peck describes his hobby as the "study of studios and audio facilities of broadcast stations."

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# RADIO DAILY



## Wilson Leaves GE Post To Head WPB Committee

(Continued from Page 1)

at a special meeting of the board of directors of G. E. Owen D. Young, honorary chairman, and Gerard Swope, honorary president, were requested to resume their original responsibilities, Young to be acting chairman, and Swope president.

In announcing the resignation of Wilson and the elections of Young and Swope, the company said:

"At the urgent and repeated request of the Chairman of the War Production Board and the Secretaries of War and the Navy, and finally at the direction of the President of the United States, Mr. Charles E. Wilson has accepted the position of Vice-Chairman of the War Production Board. The Board of Directors of the General Electric Company regretfully accepts the resignation of Mr. Wilson as President and Director of the Company, effective September 18, 1942.

"Philip D. Reed, Chairman of the Board of Directors, is also in the service of the Government. The Board of Directors has, therefore, requested that Messrs. Owen D. Young and Gerard Swope resume their original responsibilities. Mr. Young will be Acting Chairman and Mr. Swope will be President of the Company.

"The Company, its stockholders and employees may well be gratified at these outstanding calls for distinguished service to our Government. The Company will carry on its great load in war production under the leadership of Messrs. Young and Swope."

## Powerful Int'l Station Dedicated By Gen. Electric

(Continued from Page 1)

company by Murry Brophy, chief of the OWI's Bureau of Communication Facilities.

After a luncheon at which they were entertained by Robert S. Peare, G. E.'s manager of broadcasting, the pair inspected the equipment, following which Sherwood officially threw the switch setting in operation one of the Western Hemisphere's most powerful shortwave stations. Entire staff of station's foreign language announcers and news commentators was used for opening ceremonies.

## August Spot Accounts Slightly Off vs Year Ago

(Continued from Page 1)

shows an increase of one in the number of agency offices reporting, total for August was 106. These agencies placed their spot business on 664 stations in August as compared to the 672 for July. With the release of the August report National Radio Records celebrated its second anniversary as an agency for the collection of spot business data.

### Wedding Bells

Troy, N. Y.—Roy Fuller, transmitter engineer at WTRY, was married this past weekend to Eileen Joyce of Kingston, N. Y.

## 12 'Frisco Area Outlets Attending 'Grocer' Confab

(Continued from Page 1)

tion at Hotel Del Monte, September 28-31, to plead the cause of radio advertising. Sending the largest delegation is Blue Network outlet, KGO, which will be represented by manager William B. Ryan; promotion manager Gil Paltridge; Blue Spot sales manager Gene Grant; and Spot salesman George Fuerst.

Ryan will go direct to the convention from the east, where he is visiting Blue web headquarters in New York and Chicago. The Grocers' Association is a regular advertiser on KGO, sponsoring the Friday night show, "Charlie Harper, Grocer." A feature of the convention will be a broadcast of the Blue web's "Breakfast at Sardi's," with Tom Breneman and cast coming up from Hollywood for two nationwide shows on Monday and Tuesday. Stations sending reps include KPO, KQW, KJBS, KFRC, KYA, KSFQ, KSN, KLX, KROW, KRE and KLS.

## Manpower War Program Continues On Blue Net

"Men, Machines and Victory," program of the War Production Fund To Conserve Manpower, will continue on the Blue Network for an additional 13 weeks, effective October 2. Series, which is a Blue Network contribution to the campaign, "Save Manpower For Warpower," was inaugurated on June 5. With the extension of the programs for another 13 weeks, it was announced that the time starting October 2, will be switched from 10:30 p.m. to 10:45 p.m. immediately following John Gunther's news commentary. In New York, WJZ will rebroadcast the programs at 11:15 p.m. on the same evening because of previous time commitments on the 10:45 spot.

## NBC War-Effort Shows Continue To Increase

(Continued from Page 1)

commercial and sustaining shows carrying such messages for a total time of 29 hours and 49 minutes. This compares with 23 hours and 35 minutes allotted to the same objective in the first half of July.

## COMING and GOING

WILLARD EGOLF, commercial manager of KVOO, Tulsa, and WALTER L. DENNIS, promotion manager, here for conferences with the New York representatives of the station.

RALPH MILLER, commercial manager of Oklahoma City, returning to his headquarters after spending a few days here on station network business.

KEN MARSH, commercial manager of Blue Network outlet in Johnson City, Tenn., town and planning to stay until the end of week.

DINAH SHORE leaving the Coast for a seasonal appearance tour of the Army camps in Southwest.

ROBERT MAGEE, sales manager of W. Reading, Pa., has arrived in New York with the station's local reps.

WALTER EVANS and GEORGE JACKSON, Westinghouse, in town yesterday, visiting Sherman D. Gregory, manager of WEAF.

MERLE S. JONES, general manager of KLS, St. Louis affiliate of CBS, has returned Missouri following his trip to New York week, the second such jaunt in less than a month.

REX SCHEPP, business manager of W. Indianapolis, and HARBEN DANIEL, manager of WSAV, Savannah, were visitors yesterday at Station Relations Department of NBC.

DAVID G. JONES, business manager of W. Lawrence, spending a few days in New York station business.

VAUGHN MUNROE and the members of orchestra have reached Newark in the city of an extensive tour. They are booked week for the Adams Theater.

RICHARD SHAFTO, general manager of Columbia, is up from South Carolina, for conferences at NBC. Talked yesterday with E. C. Woolley, manager of the network's service division.

J. FRED COLL, for "Vox Pop" staff to Haven, Conn., for special railroad broadcast.

## Patt Heads Ohio Assn

John F. Patt, vice-president, general manager of WGAR, Cleveland, has been named president of the Ohio Association of Broadcasters. Patt succeeds Hulbert Taft, Jr., WKRC, Cincinnati, who is reported for duty in the Air Corps on October 1st.

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JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : Editor

MARVIN KIRSCH : : : Business Manager

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# FINANCIAL

(Monday, Sept. 21)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	118 1/2	118	118 1/2	+ 3/4
CBS A	11 3/4	11 3/4	11 3/4	+ 1/8
CBS B	11 3/4	11 3/4	11 3/4	+ 1/8
Gen. Electric	26 3/4	26 1/2	26 3/4	+ 1/8
RCA Common	3 3/4	3 1/4	3 3/4	+ 1/8
Westinghouse	7 1/2	7 1/4	7 1/2	+ 3/8
Zenith Radio	14 5/8	14 5/8	14 5/8	+ 1/8
OVER THE COUNTER				
Farnsworth Tel. & Rad.		Bid	Asked	
WCAO (Baltimore)		17	20	
WJR (Detroit)		19	22	

## Lt. Leon Levy To OWI As Radio Consultant

(Continued from Page 1)

August 19, 1941, Lieutenant Levy has been head of the radio section of the Public Relations Office of the fourth Naval District. He will report for duty with OWI in Washington, and after an indoctrination period at national headquarters, will return to Philadelphia to supervise the Radio Bureau's Industrial Liaison Division in that district. During World War I, he served in the Navy actively both on land and sea as a lieutenant, j.g.

In endorsing the transfer, Rear Admiral A. E. Watson, former Commandant of the Fourth Naval District stated: "The Commandant approves this with reluctance as Lieutenant Levy's performance of duty has been outstanding but feels that the duties to be performed under the Radio Bureau of the Office of War Information are of much greater importance."

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

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

UTICA, N. Y.'s ONLY RADIO STATION

What about **WOL**?

serves the Nation's No. 1 Market—over 1,000,000 people

Get the facts from WOL—WASHINGTON, D. C. Affiliated with MUTUAL BROADCASTING SYSTEM National Representatives: SPOT SALES, Inc.

# WDRC

CONNECTICUT'S PIONEER BROADCASTER

## BASIC CBS SINCE 1930

For 12 years, we've been Basic CBS for more than a million people in our Primary Listening Area. Given this coverage and topflight program schedule, you can see why WDRC's rate is so attractive. Use WDRC to sell the rich Hartford Market.

# Wey's London Talk Addresses Allied Co-Op

(Continued from Page 1)

who, in giving his impressions gathered during his stay in the English capital, verified the reports given to the American radio audience by Edward R. Murrow, CBS European chief, on the latter's regular airings. The president laid particularly stress on the fact that any anti-British sentiment in this country, and likewise any anti-American feelings in the British Isles, must be stemmed by teaching and dispelling Axis propaganda.

"Our position is not a defensive position," Wey said. "We must report fearlessly and accurately within the limits imposed by military security not only on day-to-day happenings, but the broader issues and policies, which may affect our relations both in the present and in the future. When there are disagreements, as there must inevitably be between allies, they must be reported, in order that the people may know to what policies their leaders are committing themselves. The volume of broadcastings between Britain and the United States is increasing, and few will deny that this is a good thing. The British public will hear more of American music, humor and drama, more of the scientific axiom of our people, and we shall hear more of theirs. It is important that we see each other as we are. Misunderstandings, jealousies and suspicions suppressed and driven underground today will produce a crop of distrust and disunity in the guns fall silent."

### Asks Tolerant Future

We are confronted with an opportunity unique in the history of the great nations. It has been said, I believe it, that history never repeats more than twice. We are now presented with a second great opportunity to lay the foundations for a permanent understanding between peoples who enjoy a full measure of common heritage.

The real reason for alarm at the British feeling in America and the anti-American feeling here to the extent that it exists is the thought that might happen once we bring war to a successful conclusion. We have found in certain quarters here a fear of American post-war imperialism and there is a parallel and opposite fear that the United States will

# PROMOTION

## Novelty Wallet

Trick pin-seal wallet is the gift WEAF, New York, has sent out as its gift to its friends in the industry as part of the station's 20th anniversary celebration. Wallet, which opens in two ways, transfers bills from right to left and vice versa, if operated with a minimum of skill. Tie-in with the station is made by the two printed instruction slips placed on each compartment of the wallet.

One reads as follows: "WEAF sends you this wallet as a remembrance of its 20th anniversary; if you can't make it work simply call CI 7-8300, ask for your favorite WEAF salesman; he'll be glad to come by and not only show you how it works—

again refuse to assume its world obligations. There may be differences between diplomats and statesmen, there may be rivalry between businessmen and even between broadcasters, but the hope of the future is that those who plan that future, will have the backing of the people who are prepared and eager to have a settlement conceived in an atmosphere of friendliness and unselfishness.

### Objectives Similar

"More than anything else during this brief visit to England I have been struck by the fact that individuals at home and individuals here desire, and desire desperately, to live in the same kind of world. That's why they are prepared willingly to suffer and sacrifice to achieve it. There will have to be give-and-take on both sides. If we are to share a common destiny, it must be based upon mutual trust and understanding and we can achieve that destiny only as a result of furious fighting coupled with complete frankness in the present.

"Proof of English fortitude and English determination in the past may be seen in the faces of these people who work with dignity and purpose amidst the ruins of their homes and old buildings. They face the future without flinching, confident that we shall do likewise."

but how to keep it filled." The other reads: "No Trick at all! It's really no trick to work this wallet; just follow instructions on other card; the trick is—to keep it filled with pretty engravings; and that's no trick either; simply use WEAF 'cause WEAF talks sales (and increases them) in New York." Wallet is gold-embossed with the initials of the recipient and the station's call letters.

## WSB Theater Tieup

WSB, Atlanta, is currently featuring a promotion arrangement with Atlanta's Roxy Theater in which the broadcasts of H. V. Kaltenborn on the station are plugged on a trailer that follows each showing by the theater of the Kaltenborn short film special "Kaltenborn Edits the News." The station, in turn, broadcasts announcements for the theater.

# CBC Meet Monday; Will Settle Salaries

(Continued from Page 1)

proposed salaries. Other business, however, will come up.

It appears that Major Gladstone Murray, as general manager, used to receive a salary of \$14,000 plus \$3,000 expense allowance, and Dr. Augustin Frigon, associate manager, \$12,000 and \$3,000 allowance. The decision of the board was to cut out the allowances but fix the two salaries at \$14,000 each straight, while the new chairman was put down for \$15,000.

In addition to this, the question of curtailment of broadcasting by private stations will come up. The new short-wave station will be constructed under the direction of Dr. Frigon.

## Stork News

St. Louis, Mo.—John Merry, KXOK studio engineer, has announced the arrival of a brand new baby girl.

We mean it when we say  
"THERE'S NOT ANOTHER LIKE IT!"

1. According to the latest report by the Bureau of Census, 82.8% of the Nation's homes have radios. That's very interesting. Of course, but within WTIC's primary area 99.7% of the homes are equipped with one or more radios. Figure it out for yourself. That means a radio ownership of 12.9% above national average.

2. Statistical item number two concerns the fact that the per family effective buying income—in the 17 counties in Connecticut, Massachusetts, New York, Vermont and New Hampshire covered by WTIC—is 50.8% higher than the figure for the whole United States.

3. Lastly, but far from least, the listener loyalty and respect for WTIC evidenced by radio audience studies makes WTIC the best buy for your money.

Put WTIC to work for your product and you'll soon understand why wise national advertisers agree with us that "THERE'S NOT ANOTHER LIKE IT!"

\*Sales Management, April 10, 1942

# WSGN Alabama

Synonymous . . . with 667,000 families within its .1 Mv m (d) line; Birmingham station "B," 511,000 families; "C," 361,000.

## 610 Kc.

BIRMINGHAM  
Headley-Reed Company, Reps.  
BLUE NETWORK and Mutual

THIS LITTLE BUDGET WENT TO THE "920 CLUB"

WORL  
BOSTON, MASS.

WTIC  
50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET  
The Travelers Broadcasting Service Corporation  
Member of NBC Network  
Representative: WEED & COMPANY  
New York • Chicago • Detroit • San Francisco • Los Angeles

Los Angeles

By JAC WILLEN

**FOX CASE** and Chet Huntley, CBS Coast director of Special Events and his assistant, respectively, to Stockton to originate broadcasts of Columbia's Country Journal.

Peter DeLima, writer-producer of KFI, has been given the go signal by vice-pres and general manager Harrison Holliday and becomes special features editor for the station. Ken Higgins, KFI announcer, assumes DeLima's vacated writer-producer berth. Pete was formerly with the Bing Crosby office.

Lurene Tuttle hosted a group of soldiers with an afternoon swimming party at her Toluca Lake home last week.

Widely congratulated for last week's performance on the Kraft Music Hall, Comedienne Cass Daly probably will be called back to the program for a "retake."

Ned Sparks, who missed last week's guest spot on the Rudy Vallee program due to inability to get here in time from Florida, will appear on the October 24 broadcast.

Fin Hollinger is the newly appointed general manager for KDB, Santa Barbara-Don Lee station.

"Newsmakers," new program featuring real-life stories of today's heroes, will debut over NBC October 11, 3:45-4:00 p.m. PWT. Warren Lewis will write the quarter-hour dramas, and Arnold Marquis will direct. Larry Keating gets the announcing chore. Packard Bell Radios sponsor the program.

Van Des Autels, KFAC chief announcer and program director has become a chief specialist in the U. S. Navy, and is now in San Diego training base. Harry Mitchell replaces.

Larry Shields is the man behind that new announcing voice on station KPRO at Riverside.

Gil Warren, KFWS announcer, resigns to join KWID, short-wave station in San Francisco, in a like capacity.

Fr. Wallace A. Burke

New Orleans—Funeral services were held at Loyola University, here, on Saturday for Father Wallace A. Burke, S. J., who died on Friday following a prolonged illness. No longer active in radio due to ill health, Father Burke was a radio pioneer, well-known in the industry for his vigorous and independent mind. The Jesuit priest was instrumental in the building up of WWL, here as well as WEW in St. Louis. In April of this year, he retired from all radio activities and was tendered a testimonial dinner by the executives of all five St. Louis radio stations.

SAMUEL FRENCH

SINCE 1830

AUTHORS' REPRESENTATIVE  
PLAYS FOR RADIO, STAGE & SCREEN

25 West 45th Street, New York  
811 West 7th Street, Los Angeles  
(Catalogue of Plays on Request)



Bigtown Small Talk . . . !

• • • Edward G. Robinson's reason for being in town is that he's here to peddle "Big Town" to the local agencies. He's lowered the package price \$3,500. . . Hildegard out of the Al Jolson show. The singer insists upon taking it to Hollywood by Jan. 1st—and she's got commitments here and in Chi. Carol Bruce is the likely choice to fill. . . Proof of Lew Ayres' popularity with the film colony: They never miss his Barkley, Texas, camp with their shows. . . Announcer Sam Hayes has been signed for a role in the Sam Goldwyn flicker, "They Got Me Covered." If he clicks, it will open the field for other announcers. . . Conrad Thibault heading for a Miami wedding today with Mary Clare West. . . It's a boy at the Bert (Benton & Bowles) Pragers. . . For those who've been wondering whatever happened to Yvette, word has just come in that she's singing for the boys overseas and is located "somewhere off the Atlantic coast" . . . Garnett Marks, former WKRC announcer, now a first lieut. in Officers' Training at Miami Beach. . . Tommy Harmon confides to intimates that his two greatest thrills were (1) when he broke Red Grange's record in the Ohio State game for touchdowns scored—and (2) when he talked to Fritz Kreisler and the boys on the Ginny Simms show.



• • • Ray Johnson will be the new lead on "Valiant Lady" next month. . . Aside to Henry Souvaine: Nice choice in your selection of Harry Salter as new musical director for "Cheers From The Camps" . . . Ernie Chappell gets the announcing nod on "Ellery Queen" when it returns to the air. . . "Hop Harrigan" goes commercial (West Coast stations only) on the 28th. Gen'l Mills is the client. . . "Metropolitan Opera" Saturday afternoon broadcasts return to the Blue in Nov. . . Jimmy Lytell's surprise Beacon juke box hit, "Fat Meat Is Good Meat," nearing the 200,000 mark. . . Blue Network beginning new class for announcers, conducted by Gil Martyn, to help relieve critical shortage among independent stations whose staffs are being rapidly thinned out by selective service. Auditions being held exclusively among Blue employes not liable to immediate induction. A separate class for femmes is in the works. . . Johnny Hymes' new assistant at Lord & Thomas is Hermina Lukacsy. . . Getting set for the service are Bill Wilson, of Rambeau; Bill Davison, of J. Walter Thompson and Dick Odlin, Ardienne Ames' assistant at WHN. . . Bobby Byrne leaving Oct. 19th for a 6-week theater tour.



• • • Radio Row Is Talking About: Arthur Godfrey, the announcer-wag, being signed for the Fred Allen series. . . Helen Menken's behind-the-scenes management of the "Stage Door Canteen" program. La Menken is doing a great job of setting up the talent for the series. . . Dave Elman's Bond sales via his "Hobby Lobby" auctions—\$300,000 to date? . . . Mutual's new program-planning policy which goes into effect next month. Every sixty minutes will be balanced. . . Bandleader Vido Musso who changed his tag to Billy Mason because he didn't like the idea of it being associated with Mussolini. Paul Lavalle knows how he feels. He changed his name from Laval. . . Bob Novak's "Cavalcade of Stars" at Manhattan Center last week which netted almost \$3,000 for the USO and other charities. . . Ed Gardner's performance on the Crosby show last week. As Pete Smith would say, he was terrific!



— Remember Pearl Harbor —

Chicago

By FRANK BURKE

**TWO** new programs and a renewal were announced by WMAQ. Chicago Rug Co. has taken a five-minute news shot for 13 weeks, Tuesdays through Thursdays through Robert Kahn Associates. The Glaser, Crandall, through Earle Ludgin, Inc., bou Happy Jack Turner on a new five-minute program to be heard Monday, Wednesdays and Fridays at 4 p.m., for 26 weeks. Wilson & Co. renewed its Monday through Saturday UP news program for another 26 weeks effective yesterday.

Appointment of W. J. McEdwards, member of the local and spot sales department of NBC to the network sales staff was announced by R. McCluer, manager NBC central division sales department. McEdwards succeeds Frank O'Leary who leaves for duty as a Naval Lieutenant. L. E. Tilden, former sales representative in Chicago of the NBC International Division succeeds McEdwards.

Henry L. Cavanaugh, formerly WBAA, Lafayette, Ind., had been added to NBC engineering staff replacing Ed Bernheim recently commissioned a Captain in the Army.

Gene T. Dyer, president of WABW is throwing a dinner for the police and Navy officers tomorrow following the premiere performance of a new gob show, "Bluejackets Calling Show" is sponsored by Joe Ott Manufacturing Co., builder of model airplanes.

Clifton Utley, editor of the "Edition" of the Chicago "Sun" turned as commentator on the Skyline oil news programs for 13 weeks. NBC yesterday, Mondays through Fridays at 7 a.m. He replaces A. Dreier who goes to London to take over NBC commentator Robert John job for 13 weeks.

Fred Brady's comedy sustain show over WBBM-CBS went off air this week.

Whitey Ford, "The Duke of Ducah" on NBC's "Plantation Par show, spending a lot of time the days helping the Treasury Department sell bonds and stamps.

At WIND, recent new business WIND included: Chicago Air Column thru M. A. Ring Agency, 6 five-minute periods a week for 13 weeks; La & Lamb Publishing Company, through Gourfain, Cobb & Irvin J. Rosenberg Agency, six five-minute periods a week; O'Sullivan Rubber Company 12 announcements a week for 13 weeks. Similar sales were credited to WJJD, associate station of WBBM in the Chicago area.

**RADIO ARTIST?**  
Call  
**LExington 2-1100**  
FIRST AND FOREMOST

# GUEST-ING

# NEW PROGRAMS—IDEAS

# AGENCIES

**BERT SELDES**, on the "Living program, today (CBS, 4:30 p.m.).

**ORGY SANDOR**, pianist, on the "Keyboard Concerts" program, today (S, 3:30 p.m.).

**SLEY WOODS** and **ANN SEYMOUR**, on the "True Story of the program, tomorrow (MBS, 8:30 p.m.).

**PRIVATE FIRST CLASS JACK MARSHALL**, on the Tommy Dorsey program, tomorrow (NBC, 8:30 p.m.).

## More Radio Than 1940 In N. Y. Political Race

(Continued from Page 1)

...es in the commonwealth during 1940 Presidential campaign. Because of the advance of the primary day date, Democratic, American Labor and Communist party representatives began their time buying five weeks earlier than usual. In retrospect last week, the American Union purchased time for 15 minutes on WGY during which a speaker challenged Thomas E. Dewey's war record.

### Series for Dewey

Last week the Republican State Committee announced a series of five-day evening talks by Dewey over the combined state networks of CBS, the Blue, together with WQXR, New York, and WENY, Elmira, as well as various pickups from rallies to be heard on the Blue. Democratic Party is said to be planning an informal state network, with New York as a main origination point for two-quarter hours.

Communist party, with the purchase of two hours of time, in quarter-hour blocks, for weekly speeches on New York State stations, was first in the field.

## REC Picks Committee

Meeting of the officers of the Radio Executives Club of New York held last week discussed plans for the forthcoming season and definitely set October 7 as the first luncheon meeting of the group. Club will continue to hold its weekly sessions at the Hotel Lexington. Only other business acted upon at the executives' meeting was the appointment of an entertainment committee consisting of Art Tolchin of WHN as chairman, Mury Long of Broadcasting, Frankie Rich of Basch Radio Productions, and Al Murray Grabhorn, Blue Network spot sales manager.

## Breakfast-Table Discussion

"What's News," a novel new program introducing "Mr. and Mrs. Young," who will review the news of the day in informal across-the-breakfast-table discussions, makes its debut over WMCA, New York, Monday, September 28, from 11:30-11:45 a.m., and will be heard Mondays through Fridays thereafter at the same time. Betty Byrd and Everett Ball will create the roles of the Youngs, who will talk over the morning newspaper headlines, not from the standpoint of authoritative news analysts, but rather as an average American couple. The conduct of a news broadcast is a new venture for both Miss Byrd and Ball, for while they have been active in radio for several years, they have been heard as actress and announcer, respectively.

## Breakfast for Participants

Jerry Strong, personable and popular waker-upper at WINX, Washington, D. C., will introduce a new and different feature on his daily "Wake Up With WINX" show today. Only recently Jerry boosted his morning audience by offering club membership to regular listeners. As a follow-up, Jerry conceived the idea to invite a group of his club members to have breakfast

with him during the broadcast at WINX. Jerry will have five or six persons each morning for a breakfast chat, including prominent government, newspaper and defense workers, interspersed with club members. A full breakfast—complete with bacon and eggs, toast, coffee and doughnuts will be served Jerry's guests. The food will be cooked and eaten right in the studio, and the entire process broadcast. The program will be the first of its type in Washington.

## Voice Study

Announcers at KSL, Salt Lake City, have for some months been studying their own voice technique by means of a Mirro-Phone which reproduces their commercials or news comments for criticism and improvement. Last week, Frank Y. Gates, acoustical engineer, made hearing tests of the entire production and announcing staffs to determine where and what deficiencies existed, in order that corrections could be made in program production. The latest type Western Electric 6-B Audiometer was used in plotting the curves which will provide the necessary information for establishing a common basis for judgment of program quality. The tests are being given by Gates in an effort to give the maximum listening pleasure to KSL audiences.

## New Priority Form Issued For Repair-Shop Material

Washington Bureau. RADIO DAILY

Washington—Priority assistance for the purchase of repair-shop material to maintain home radios may be applied for by distributors and dealers buying directly from manufacturers, Linford C. White, chief of the WPB Distributors' Branch, announced yesterday.

The procedure does not impose any requirements upon consumer or repair-shop operator, but by making it easier for large distributors to obtain parts it maintains established links between producer and home set owner.

White pointed out, however, that preference ratings would be assigned by his branch only to items necessary to the functioning of receiving sets. No fancy, non-essential radio gadgets and no phonograph parts will be rated on the form, called form PD-1X, nor will repair parts be provided for Army, Navy and other government-owned radios, since aid in acquiring the latter is available through other procedures which have previously been established by the government as an aid to the war effort.

**MORSE INTERNATIONAL, INC.**, has been named as agency to handle the advertising of Lance, Inc., Charlotte, N. C. and Vitamins Plus, Inc.

**RUTHRAUFF & RYAN, INC.** has announced that Ralph Heineman, formerly head of his own agency in Chicago, has joined the Ruthrauff & Ryan organization in that city as an account executive.

**DR. ALFRED P. HAAKE**, chief economist of the American Economic Foundation, will address the regular weekly luncheon of the Advertising Club of New York tomorrow.

## Wedding Bells

Hollywood—Mutual-Don Lee vice-president and general manager Lewis Allen Weiss, and Mrs. Weiss, announced the coming marriage of their daughter, Patricia, to Ensign Albert M. Hart, Naval attache at Coronado, California, at St. Albans, Westwood, California, Oct. 3, 1942. Reverend Pat Brannan will officiate. The groom is a graduate of U.C.L.A. and studied law at Stanford University. Patricia is a member of the Delta Gamma Sorority, and attended the Convent of Sacred Heart, at Grosse Point, Michigan.

Announcement of their engagement was made Sept. 5th.



**Olive Kachley**  
HER FRIENDLY ADVICE,  
WIT AND HUMOR, KEEP  
WOMEN TUNED TO....  
**W C K Y**

**50,000  
WATTS  
C B S**

**WHAT'S WHAT IN BOSTON**

3 WCOP has been selected in Boston as a key station in the Atlantic Coast Network.

**WCOP**

BELONGS ON YOUR SCHEDULE

WCOP REPRESENTED BY HEIDLEY REED CO.

**THE L. B. Wilson STATION**

# Arnold's Views On AFM.

## Poses 3 Questions For Attention of High Court

(Continued from Page 1)

Attorney-General Thurman Arnold sketching Justice Department's prosecution in relevant labor cases and further background for its forthcoming civil suit against AFM, and subsequent appearance of a Florida civic leader as a "surprise" witness testifying on difficulties with AFM in West Palm Beach bond drive, the attorney got to his feet and asked whether he could say a word. "My name is Padway," he added.

### Just Back from England

Invited by Senator Clark, chairman of the group, to take the stand, Padway explained he had returned from England Saturday and was there because he understood committee was opening its hearings "to anyone." Assured by Senator Clark that if the Senate "validated" his probe resolution, Petrillo and other union heads would be asked to appear at the subsequent full-dress hearings, the AFM counsel retained the stand both to defend his clients and to assure the Senators that the union would "join the government in expediting" disposition of the Justice Department's suit.

"We'll be glad to open argument tomorrow if Mr. Arnold will be ready," he said.

Padway also told the Senators that not Petrillo, but the AFM membership "in truth and in fact" by vote of several hundred delegates at two conventions, had ordered the current ban against making of recordings for non-private use.

### Scouts Petrillo "Domination"

"But doesn't Mr. Petrillo dominate these conventions?" Senator Clark asked.

"He does not," the attorney said, "I would say the opposite." He went on to observe that he did not think the AFM in its conduct was "less democratic than the U. S. Congress."

While Padway made no direct reference to the testimony of the Assistant Attorney-General, he took particular exception to that of James Nemeck, attorney and chairman of the West Palm Beach Junior Chamber of Commerce. Nemeck had charged that because this organization had used a service band from the nearby Morrison Field Air Base instead of players of the AFM Local for a July War Bond jubilee, the national AFM had forced the War Department to transfer the 12 uniformed musicians, all but one said to be union members themselves, to Texas camps.

### Refers to Col. Kirby

Observing that he did not think Nemeck's testimony "should go out to the public in this way," and referring the Senators to Lieut. Colonel Edward Kirby, chief of the War Department's radio branch for the facts on AFM's contributions to the war effort, Paw-

way asserted. "Actually, the AFM has given hundreds of thousands of dollars worth of gratis time and effort."

Recalling Petrillo's pledge at the AFM Dallas convention that the ban would not have any effect on music for the armed forces, records for private use, or on the meeting of any direct request from President Roosevelt, Padway went on, "there can be no equivocation, no limitation to that understanding. That's quite definite. All the armed forces have to do is to make any request."

### Senators Withhold Rebuttal

While this statement is in direct contradiction to last week's testimony by OWI director Elmer Davis and FCC Chairman James L. Fly, the Senators did not join the issue with the witness, Senator Clark observing that this would require rebuttal for which there would be plenty of opportunity at the full-scale hearings which he feels certain will follow shortly with the blessing of the Senate.

Assurance of Thurman Arnold that a legislative probe of the AFM ban would "in no way interfere" with the Justice Department's forthcoming Chicago suit, flashed to Senator Clark the final green light he was awaiting before reporting out of his resolution for speedy Congressional action. The Assistant Attorney General said that the Department had asked for preliminary injunction because of the urgency of the situation and that he fully expected the court to sustain this, but he admitted there was no fast way of getting the case up to the Supreme Court.

Reviewing decisions of the highest tribunal in anti-trust cases instituted by the Justice Department against labor unions, Arnold said that three questions have yet to be decided by the Supreme Court. He defined these as follows:

### Arnold's Three Questions

(1) May a union use organized coercion to compel its own employer to maintain obsolete or inefficient methods and to refuse to introduce new mechanical improvements in order to compel the hiring of unnecessary labor?

(2) May a labor union use organized coercion to destroy an inde-

pendent business not directly employing members of the union, because it has introduced labor-saving devices or improved mechanical methods which cut down the general demand for labor in that area?

(3) May a labor union use organized coercion to prevent voluntary groups who do not seek employment from rendering services without pay?

### Charges AFM Coercion

"All of these questions of law," Arnold continued, "are raised by the activities of the American Federation of Musicians in the pending suit in Chicago. In the first place the musicians' union is attempting to coerce their immediate employers to hire unnecessary and useless labor. In the second place, the union is attempting to destroy independent businesses which do not employ musicians, such as small independent radio stations, small restaurants and hotels, juke box operators and manufacturers, as well as manufacturers of phonograph records and electrical transcriptions, because they have adopted new inventions for the rendition of music. In the third place the union is attempting to prevent the rendition over the air of voluntary musical performances by organizations such as high school orchestras. This goes a step beyond the closed shop because it is a claim that the union has a right to stop performances by volunteers and amateurs who are not seeking employment from anyone. It is similar to a demand that farmers be not permitted to harvest their own crops, or that house owners not be permitted to repair their own buildings."

### Specifies Suit Elements

Outlining further the elements, though not the evidence, which will be brought into the forthcoming anti-trust division's suit against AFM, Arnold pointed out that in the case against William Hutcheson and the International Carpenters Union, Supreme Court held organized labor exempt from Sherman Act in any dispute growing out of "terms and conditions of employment" unless the union combines with a non-labor group. He went on to say, however, that there must surely be "some" demands which cannot be included as "terms and conditions of employment," such as demands that industry

## Union Membership Set Record Ban, Says Padway

be made less efficient, or that productions be restricted according to private group's dictates. Not only such contentions have nothing to do with wages, hours, collective bargaining, etc., he charged, but also campaigns to handicap an industry's productive capacity, they are "against the selfish interests of labor as a whole."

### Claims Legality Exceeded

Therefore, Arnold went on, Justice Department holds that AFM demands don't come within "terms and conditions of employment" by any reasonable interpretation from logical, historical or economic viewpoints.

In repeatedly stressing that the Supreme Court never has discussed what demands union could make in terms of condition of employment, the Assistant Attorney-General made it plain this would be one of the principal questions tested in the Chicago suit, with the Anti-Trust division holding that the AFM had exceeded legal justification in its ban.

### Copy of Complaint an Exhibit

Copy of the complaint against AFM was among a number of exhibits introduced by the witness into the committee's testimony. This complaint, asking for both preliminary and permanent injunction, (former) be heard October 12, with supporting evidence in form of affidavits charges conspiracy to restrain commerce in phonograph records, electrical transcriptions and radio broadcasting in three ways, as follows:

(1) By preventing the manufacture and sale of all phonograph records and electrical transcriptions, thus destroying entirely those industries from manufacturer to retailer, and preventing sale to all users.

(2) By requiring network companies to boycott such of their affiliated stations as refuse to hire "standby" musicians whose services are neither necessary nor desired.

(3) By eliminating all live music talent over the air except those AFM members.

### Avoids Labor Controversies

Senator Clark, in discussing scope of proposed investigation, told Arnold that even if he had the power he "had no desire, to go into the general labor questions, wherein I might infringe on jurisdiction of the Senate Committee on Labor and Education. Speaking as the author of Resolution 286, he indicated he primarily was interested in removing the ban on interstate commerce as is affected by the AFM's recording ban.

Thereupon, Arnold made the prediction that the committee would come up against some difficulty if tried to pass a law banning music work in the radio field and not others.

## New And Returning Network Shows

(WEEK OF SEPTEMBER 21)

Name and Date of Show	Sponsor	Network Time	Agency
Tuesday, September 22			
BOP HOPE	Pepsodent Co.	NBC 10-10:30 p.m.	Lord & Thomas
Wednesday, September 23			
TRUE STORY THEATER OF THE AIR	Howard Clothes Inc.	MBS 8:30-9 p.m.	Redfield-Johnstone
Thursday, September 24			
RAYMOND CLAPPER	General Cigar Co.	MBS 10-10:15 p.m.	J. Walter Thompson
Sunday, September 27			
THE SHADOW NBC SYMPHONY	D. L. & W. Coal Co. Sustaining	MBS 5:30-6 p.m. NBC 5-6 p.m.	Ruthrauff & Ryan



**NEW BUSINESS**

U.S., Chicago: Ball Brothers, Ind., five spot anns. weekly, through Applegate Advertising, Mun-Ind.; Manhattan Soap Co., three participation anns. weekly, through Franklin Bruck Adv. Corp., New York; Lane Bryant, Inc., Indianapolis, six spot anns. weekly, through Brown Adv. Agency, Chicago; Campbell Cereal Co., Chicago, one daily except Sunday, through H. Kastor & Sons, Chicago; Quaker Co. (Sparkies), seven 1-minute three chain breaks per week, through Ruthrauff & Ryan, Inc., Chicago; Pan American Coffee, three participation anns. weekly, through J. Mathes, Inc., New York; the Flinger Company (Quick Elastic), two chain break anns. daily except Sunday, through Ralph Moore, St. Louis, G. E. Conkey Co., one p. ann. daily, through Rogers & Co., Chicago.

**Any-Navy Bands OK. To Broadcast E Award**

(Continued from Page 1)

The award ceremonies are official programs and that the War Department itself has primary interest in them. From this it follows that when an Army band appears it is in no way engaged in a pursuit, business performance in civilian life. This was specifically that when plant and ceremonies are broadcast, the Army band may also be broadcast so long as the event remains commercially unsponsored."

Should E award ceremonies be sponsored, however, the Judge Advocate General has ruled that longstanding regulations with regard to appearance of service bands are in effect.

**Bulletin Answers AFM**

Some charges and other incidental costs in connection with these ceremonies, may be paid by "other than the broadcast station," it is also pointed out, such payments not affecting the non-commercial nature of the program. Only when charges are levied for station facilities does the presentation become commercial, according to the ruling. As many as 50 of these ceremonies are now being held monthly, according to NAB.

NAB bulletin was issued, according to release, to clarify the situations mentioned in the statement that "American Federation of Musicians had held, in some instances, that only union musicians could play at Army-Navy award ceremonies."

**MS Pigsaw Starts Sept. 26**

Collegiate football season on Mutual Broadcasting System will start September 26 with a description of the Minnesota-Pittsburgh game from Minneapolis. Harry McTigue will handle the play-by-play report, and Dick Fliher, the color. Broadcast will start from 3:15 p.m. EWT to approximately 6 p.m., via WLOL.

**To The Colors**

LAWRENCE A. CONAY, announcer, WSPR, Springfield, Mass., has enlisted in the army and is training at Miami Beach, Fla., to qualify as a radio dispatcher with the air corps.

—vvv—

JOEY KEARNS and BOB LAURENCE, orchestra leader and newsman respectively of WCAU, Philadelphia, have been notified that they will receive their orders of induction into the U. S. Army in the very near future.

—vvv—

BILL DURNEY and BART SLATTERY, sports announcer and announcer-publicity director respectively of WIL, St. Louis, have both received commissions in the armed forces. Durney is now a second lieutenant in the U. S. Marine Corps. Slattery has been commissioned a lieutenant junior grade in the U. S. Naval Reserve.

ALFRED STANFORD has resigned as vice-president and director of Compton Advertising, Inc., to accept a commission as Lieutenant Commander in the United States Navy.

—vvv—

CARL THOMPSON and EZREL WAGES, members of the WSB, Atlanta, clerical staff, have enlisted in the armed forces. The former in the Army, the latter in the Navy.

—vvv—

JOHN HOPKINSON, after six years on the WJJD, Chicago, sales staff, has joined the United States Army.

—vvv—

DAVE PAGE, chief announcer and publicity director of KWNO, Winona, Minnesota, joins the Army Air Corps this week.

—vvv—

RAYMOND E. JONES, JR., former member of the radio department of Compton Advertising, Inc., has left to join the Army.

**Duncan Joins KOIN As Publicity Director**

Portland, Ore.—Chester Duncan, music education director with the Portland public school system for the past four years, has been named head of the public relations department of KOIN of this city, according to an announcement by Charles W. Meyers, KOIN president. Duncan assumes duties carried on for many years by Art Kirkham, veteran member of the staff who has been connected with the station for 14 years. Kirkham's appointment as second vice-president of KOIN was announced simultaneously.

**Don Lee Cuts Tele Sked**

Los Angeles—Under a new schedule, the West Coast's only operating television station, W6XAO, Los Angeles, has canceled its Saturday telecasts and will go on the air on alternate Mondays. First telecast under revised schedule was heard yesterday. Monday was selected for bi-weekly programs after a survey showed the first day of the week to be the "preferred stay-at-home" night among West Coast listeners and lookers. Owner Thomas S. Lee of W6XAO also disclosed the installation for regular operation of two new orthicon television cameras. The Monday telecasts begin at 8 p.m. PWT and continue until 9:30 p.m. or later.

**Weed Opens Boston Office**

Boston, Mass.—Weed & Co., station reps with offices in New York, Chicago, Detroit and San Francisco, has opened a new branch office in this city under the management of Charles D. Kean, who is resigning as associate professor of advertising and marketing at Boston University in order to join the Weed firm. Opening of the new office is in connection with the formation of the new New England Regional Network, which Weed & Co. represents.

**Blue Again Gets Nod In "Legion" Aux. Honor**

(Continued from Page 1)

the three-day session of its 24th annual convention. Broadcast of the ceremony was heard over the network from 11:45-12:00 p.m., EWT.

Entries, in the competition for the award, by the four major networks were made by submitting the names of radio series which would tend to "awaken the complacent, inspire confidence and increase production for the war effort."

Period covered was from December 7, 1941 to June 1, 1942. Winning competitor broke down programs according to subject matter or origination as follows: Production (2); Living in a nation at war (3); Intended to stimulate civilian morale (5); Issues of war (4); Analyses of military situation (2); Service organizations (4); Entertainment in service camps (4); and miscellaneous, or those series which included material relating to the war effort (5).

**Poland Salute On ACN**

Mrs. Eleanor Roosevelt, Dorothy Thompson, Clare Boothe and Pearl Buck will participate tomorrow in a special broadcast marking the third anniversary of the Nazi invasion of Poland. The program will be heard over the 11 stations of the Atlantic Coast network. It will be broadcast locally by WNEU and beamed to Europe by WRUL, Boston. Originating in the Astor Room of the Waldorf-Astoria, broadcasting will start at 5 p.m.

**Crosier Joins Wilson**

David F. Crosier, sales manager of Muzak Transcriptions Inc. for the past two and one-half years, has resigned, effective September 28, to become affiliated with Howard H. Wilson, Company, station representatives. Crosier will manage the New York office of the Wilson Co.

**PROGRAM REVIEWS**

**"Lux Radio Theater"**

Seasonal favorite dramatic program since 1934, Lever Bros. resumed "Lux Radio Theater," last Monday 9-10 p.m., EWT, over WABC-CBS network and in the interest of Lux toilet soap again gave a finished performance of a hit production. Producer Cecil B. DeMille offered Barbara Stanwyck and Tyrone Power as "Prudence Cathaway" and "Clive Briggs" respectively, the leads in "This Above All." Show headed the list of favorite movie requests and is a story of wartime England. Power gave quite a strong performance, while Miss Stanwyck again demonstrated her ability to play havoc with either listener or spectator in straight or emotional scenes. No one on the air ever read lines better, or put so much into every word.

Personal touch as usual, is added by DeMille in conversation with the stars of the cast and personal endorsement of the product helps to ease the credits. Music by Robert Armbruster bridges the gaps in scripts which have been nicely adapted for radio.

Last night the second Lux Radio presentation of the season was an adaptation of "How Green Was My Valley," with Donald Crisp playing the leading male role. And again the same excellent standard was maintained.

J. Walter Thompson agency handles this Lever Bros. account. The program, as usual, originates in Hollywood.



More Than 1,000 Pages of Invaluable Radio Information

**THE 1942 RADIO ANNUAL**



The 1025 page Radio Annual is distributed at no extra charge to all subscribers of Radio Daily. Your check for \$10 will bring you the Radio Annual plus the next 260 issues of Radio Daily.



# Coast-to-Coast



**C**HANGES in the staff line-up of WMOB, Mobile, Ala., include the addition of Jim McNamara to the announcing staff; J. W. Shelnick, to the engineering staff; and Clara Malone, to the office force. Adrian Roberts has been assigned to handle the "Great Day" morning program on WMOB and Dan Webster is now doing the twice-weekly "Masters of Music" show on the station.

*Matt Gettings, production manager of WBML, Macon, Ga., has resigned to accept a similar position at WATN, Watertown, N. Y.*

Walter Peterson, formerly with WJWC, Chicago, has joined the announcing staff of KWK, St. Louis. Peterson's past achievements include study with Madame Schumann-Heink, a career as a concert singer, and a period as head of the voice department and dean of men at the University of Idaho. He was also an announcer at WHIP, Hammond, Ind. Ed Wilson, master of ceremonies on KWK's "M. J. B. Show," paid special tribute to Mexican Independence Day by interviewing Vice-Consul Eugenio V. Pesqueira.

*Notes from WEBC, Duluth: Ann Chepet, of continuity, has resigned to join faculty of West Arlington, S. D., high school. Ann Maker, announcerette, has returned to University of Minnesota classes. Announcer additions include Clark Haydn, freelancer from Twin Cities; Lloyd Chapman, new to radio. Aline St. George, of station's "Treat the Crowd" show joined with Richard Arlen and Ralph Bellamy in entertaining bond show. Gail How, new to radio, joins staff next week.*

Al Becker, organist at KOY, Phoenix, has returned from a vacation on the West Coast. "Doctor's Courageous" has been sold as a 30-minute co-operative Drug program by KOY. Four Rexall Drug Stores in the territory sponsor the program, which includes a 5-minute national defense talk by a prominent member of the Phoenix Defense Council.

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

- September 22
- Maurice Barrett
  - Cornelius Callahan
  - Travis Chapman
  - Bob Gall
  - Clyde Kittell
  - Dorothea Lawrence
  - Joe Parsons
  - Miriam Utter
  - William Elliott
  - John Gordon
  - Lou La Haye
  - Valerie Lomas
  - "Poley" McClintock
  - Hanley Stafford
  - Betty Wragge

Announcer George A. Putnam has recorded a series of transcriptions heralding the return of "Don Winslow" to the air. Benton & Bowles is the agency.

Ann Sterling, director of women's programs for KOMO-KJR, Seattle, has recently been appointed state chairman of the Association of Directors of Women's Programs, it was announced by Dorothy Lewis, Coordinator of Listener Activities of the National Association of Broadcasters. The purpose of the organization is to further the war effort through women's programs. Ann Sterling will be the state chairman of the group working under Suzan Allen, Director of Women's Programs of KHQ and KGA, Spokane, now chairman of the 17th NAB district.

Bob Kesten has been appointed program director of CKWS, Kingston, Ont.

Vick Chemical Company for Vicks Vaporub has contracted with WTAG, Worcester, for station's 6-6:15 p.m. newscast. Sponsor will use the WTAG news period thrice weekly, Tuesdays, Thursdays, and Saturdays, for 26 weeks. Agency is Morse International.

Mark Austad, staff announcer of KSL, Salt Lake City, has been assigned the early morning program schedule and Farm Service feature formerly handled by Farm Director Ted Kimball. Jim Petersen, chief announcer, reports that Mark is doing an excellent job. Eugene G. Pack, KSL Technical Director, last week underwent an operation on his arm which was severely cut in an accidental fall several weeks ago. The arm is now in a cast and Mr. Pack is reportedly getting along fine. Louise Taylor of the KSL Promotion Department returned last week from a vacation trip to the West Coast where she spent ten days visiting friends and relatives in Los Angeles and San Francisco.

Julian Schwartz, for the past year associated with the Stamford "Advocate," daily newspaper, has joined WSRR, Stamford, Conn., as news editor. He replaces Harold Yudain, who leaves for the army shortly. Local clothing store will bankroll the local high school football broadcast over WRSS which began last week-end.

WCAE, Pittsburgh, announces that Baron Elliott and his Stardust Melodies Orchestra will be the station's staff band beginning this week. Elliott, a native Pittsburgher, has just concluded a tour through the mid-west and south and is returning to Pittsburgh with his smooth rhythms through the medium of WCAE. He will broadcast at 7:15-7:30 p.m. Mondays through Fridays and 7:00-7:30 p.m. on Saturdays.

"Cy" Casper, sports editor of KXOK, St. Louis, until recently and former All-American half back at TCU, has been appointed director of welfare and recreation at one of the large war plants in the St. Louis area. For periodical recreation for the workers, Casper cuts KXOK in on the plant public address system. In addition to carrying news and music on the p.a., KXOK sends 15-minute transcriptions to the plant to be played on their recording machine during the midnight to eight shift. Gene Liepman, who recently received a medical discharge from the Navy, has been added to the news staff at KXOK. Before entering the Navy shortly after Pearl Harbor, Liepman was a journalism student at the University of Missouri.

Lisa Sergio has now definitely been scheduled for evening time for her daily news analyses on WQXR, New York. Beginning on October 1st, she will conduct her "Column of the Air" from 7 to 7:15 p.m. every Monday through Friday, and will discontinue it in the morning.

Alice Pentlargo, who from time to time has conducted various women's programs on WQXR, New York, is back on the air, pinch-hitting for several weeks for Alma Dettinger, who is recuperating from an attack of appendicitis. Miss Pentlargo, a well-known radio commentator, will conduct "Other People's Business," heard at 11 a.m. Monday through Friday, until Miss Dettinger's recovery.

WCKY, Cincinnati, now has seven members of its organization in the armed forces of Uncle Sam — with more to go soon. Those called are Thomas Mitchell, John Tuemler, Ray Batteau, Robert Bradley, Bus Barton, Charles Dameron and Ralph Cummins. A series of programs designed to stimulate enrollment in "war worker" courses at the University of Cincinnati has become part of the educational features of WCKY, Cincinnati. The series included spot announcements, interviews and roundtable discussions.

Ronald B. Woodyard, vice-president of WING and WIZE, Dayton and Springfield, O., respectively, returned to his office for a few hours last week. Woodyard has been ill in a Dayton hospital for the past several weeks. While much improved, he is not expected to return to full time work until the middle of October. Reggie Martin, manager of WIZE, Springfield, Ohio, will continue to supervise both WING, and WIZE until his complete recovery. Jim Turner, formerly program manager of WIZE, has been recalled from Florida to assist at WING during the emergency. Turner will return to Florida to take over the management of WFTM in Fort Myers upon FCC transfer of that station to Woodyard & Martin.

Columbia Broadcasting System taken recognition of the talent on St. Louis key station KMOX, by originating five network shows there. More recent coast-to-coast program broadcast from KMOX are "Synchroton Piece" a 25-minute musical show featuring Ben Feld and his orchestra with Lorraine Parker as vocalist, Sundays at 1:30 p.m., CWT. The other is the "St. Louis Matinee" also presenting Feld's orchestra with Nor Wehrle as soloist, Monday through Friday. Other KMOX national presentations are Mary Lee Taylor, home economist dietitian, on Tuesdays and Thursdays at 10 a.m., CWT, the National Hillbilly Champions, featuring Pappy Cheshire, on Saturdays and Columbia's Country Journal featuring Charley Stookey, Saturdays noon.

Private Robert S. Maurer, former in the radio department of the He J. Kaufman Advertising Agency, Washington, D. C., has been producing some outstanding regional and national network shows for the Army originating from Louisville, Ky., on the site of Fort Knox, his present station. Evidently, Private Maurer liked the air so much that he is projecting himself into it bodily, having just taken and successfully passed his examination for the Aviation Cadet.

Bowling team of KXOK, St. Louis, opened its season last week by making a clean sweep over the Travel Club Squad in the St. Louis Commercial League. Hank Pfeiffer took the pace for the KXOK team, springing the pins for a three game total of 569. Sergeant Roland J. Schumacher, head of the traffic education division of the St. Louis police department and conductor of the KXOK program "So It Can't Happen to You," has been awarded a \$1,000 scholarship at Northwestern University on the basis of his splendid safety education work in St. Louis. Sergeant Schumacher's program has been featured over KXOK for three consecutive weeks.

G. S. Henry, manager of CJO Edmonton, Alberta, attended the W.A.B. convention at Vancouver, B. C., held last week.

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



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 20, NO. 60

NEW YORK, N. Y., WEDNESDAY, SEPTEMBER 23, 1942

TEN CENTS

## Fear Receiver Shortage

### Screen Guild Theater Taken By Lady Esther

West Coast Bureau, RADIO DAILY  
Hollywood—Lady Esther, Ltd., will sponsor the "Screen Guild Theater" program over CBS. It will be aired over 65 stations starting October 19th and will be broadcast on Mondays from 7 to 7:30 p.m., PWT. Revenue on these programs will be used to maintain the Motion Picture Relief Fund's country house.

Bill Lawrence will direct the Lady Esther broadcasts and Walter Johnson will produce them.

(Continued on Page 2)

Buy War Savings Bonds and Stamps

### William Brooks Appointed As NBC News Director

New director of NBC's news and special events division to succeed A. Schechter who recently resigned to join OWI, is William Brooks, executive editor of "Forbes Magazine" and AP executive for 14 years. Announcement by Niles Trammell yesterday said that Brooks would assume his new post October 5.

Brooks' service with AP, including assignments in Kansas City, Mo., Washington, D. C. and lately in London.

(Continued on Page 2)

Buy War Savings Bonds and Stamps

### "Blue Alert" Silences Stations In Wide Area

Marking the first time that an air raid alarm in the Metropolitan district has taken an appreciable number of commercial programs off the air, all stations in this area last night went silent for more than a half hour as a result of a "Blue Alert" of the Army authorities. The expression is

(Continued on Page 5)

### Loyalty

Larry Elliott, radio voice of the Treasury Department's War Bond staff has one of the most loyal fans yet to be discovered as revealed during his recent guest appearance on Adelaide Hawley's program on WABC. Woman, a long-time admirer of Elliott, called every five minutes during the airing to buy a \$100 Bond. Total purchased by the fan was \$500.

### The "Other Half"

Thorough test of how characters of daytime serials live in listeners' minds may result from transfer by Irma Phillips, author of "Women In White" and "Road of Life," of title role of nurse Karen Adams from former to latter when "Women In White" goes off NBC this month. Both series have hospital locales.

### New War-Show Policy Being Sought By CBC

Ottawa—Concentration and rhythmic planning of war effort programs will be carried out by CBC as a new policy, Major Gladstone Murray, general manager, declared in a broadcast speech outlining the new policy for the Canadian chain. CBC will seek supreme light-heartedness of Canada's fighting men and provide more laughter-provoking material, Murray said, adding that the defect of present programs was too much talk. He also announced that personal message programs from Canadians overseas would be discontinued Oct. 15.

(Continued on Page 2)

### Treasury Dept. Radio Staff Re-Staffing With Women

Because the armed forces of the nation soon may need all able-bodied men of ages affected by Selective Service, the Treasury Department's War Savings Staff Radio Section is starting to re-staff with women.

"As our men go to war women must

(Continued on Page 2)

### NBC Warns WPB It Must Relax Rule On Replacement Parts-Material; Only 1-Year Supply On Hand

### Convention Via Radio Completes All Details

Part that radio will play in conservation of vital wartime transportation is revealed in final confirmation that NBC has completed plans for a national convention of educators to be held through the medium of microphone and loudspeaker. Tentative plans as originally announced in

(Continued on Page 2)

Buy War Savings Bonds and Stamps

### Coast Conference Pigskin Starts Broadcasts Sat.

San Francisco—Twenty-one Pacific Coast Conference football games have been announced to date by Tidewater Associated Oil Company, for broadcast over Pacific Coast radio networks this fall. Eight of the contracts will be originated by Blue Net.

(Continued on Page 2)

Buy War Savings Bonds and Stamps

### Lewis Appoints Scott To Head Chi. OWI Comm.

Chicago—R. J. Scott of Schwimmer & Scott agency was appointed chairman of the OWI Chicago Special Radio Committee by Bill Lewis of OWI at the local meeting held here at WGN

(Continued on Page 2)

## Leeway On Frequency Shifts; Other Activity By The FCC

### Senate Group Meets; May Vote AFM Probe

Washington Bureau, RADIO DAILY  
Washington—With the Senate Interstate Commerce Committee scheduled to meet today, Senator D. Worth Clark predicted yesterday that it would vote to report out his Resolution 286 calling for an investigation of AFM recording ban. The Sub-

(Continued on Page 6)

Washington Bureau, RADIO DAILY  
Washington—Anticipated relaxation of the radio wartime freeze policy was realized in part yesterday when the FCC took action that will make possible, under certain conditions, granting of applications involving station shifts in frequency which would require utilization of no materials other than quartz crystals.

This new policy, involving a more liberal interpretation of the memo-

(Continued on Page 6)

Warning to the government that unless ban on manufacture of replacement parts and raw materials for radio receivers was relaxed, millions of listeners would soon be deprived of listening facilities was strongly asserted in an official NBC statement yesterday. Survey says that but one year's normal stock of new radio sets are now available to replace obsolete receivers, and that "the radio industry estimates that the number of set owners with 'dead' receivers would increase 14,000 daily."

"This rate of loss, if continued for

(Continued on Page 6)

Buy War Savings Bonds and Stamps

### Higher AFRA Minimum Favored By N. Y. Local

Possibilities of AFRA's asking for higher minimums in its network contracts, because of the increased cost of living, were raised in the current issue of "Stand-By" official organ of AFRA in New York. Publication stated that the Local Board is already

(Continued on Page 7)

Buy War Savings Bonds and Stamps

### CBS "World News Today" Sold To Radio Set Mfr.

Continental Radio & Television Corp. has contracted to sponsor "World News Today," beginning October 4 for 52 weeks over 42 stations of the Columbia Broadcasting

(Continued on Page 2)

### Shooting KFEL

Hollywood—Columbia Pictures is preparing to send a crew of camera men to Denver next week to shoot exteriors and interiors of KFEL in that city. Shots are to be used in a forthcoming production titled "Reveille With Beverly," which will star Jean Ruth, originator of the broadcast of the same name which was a feature on KFEL.



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FINANCIAL (Tuesday, Sept. 22)

NEW YORK STOCK EXCHANGE table with columns for High, Low, Close, Net Chg., Bid, and Asked. Includes entries for Am. Tel. & Tel., CBS A, CBS B, Gen. Electric, Philco, RCA Common, RCA First Pfd., Westinghouse, Farnsworth Tel. & Rad., Stromberg-Carlson, WCAO (Baltimore), and WJR (Detroit).

Convention Via Radio Completes All Details

(Continued from Page 1)

RADIO DAILY, have been boiled down for this year to three broadcasts over the network, to which an estimated 1,000,000 teachers are expected to listen. First of the programs will be broadcast on NBC, September 28 at 6:30 p.m., EWT.

Each of the broadcasts, which are being presented under the combined sponsorship of the Educational Policies Association, the National Education Association and the American Association of School Administrators, will be of half-hour duration.

Teachers' organizations throughout the country will listen in groups, and plan to follow up the programs with group discussions inspired by the radio presentations. Speakers for the air are being chosen from among those prominent in educational and allied fields.

Formulation of original plans for holding such a convention in this manner were brought up at the NEA's July meeting at Denver, Colo.

Stork News

Salt Lake City—Two members of the KDYL staff recently became fathers. They are Charles Buck, mikeman, and Douglas Eldridge, veter- an control operator.

Treasury Dept. Radio Staff Re-Staffing With Women

(Continued from Page 1)

replace them," Charles J. Gilchrest, Chief of the Radio Section, yesterday told RADIO DAILY. "This is just as true, in my opinion, in the government's war emergency bureaus as in private business," continued Gilchrest, "however, replacements will be made here gradually, as our men are called from our staff."

According to Gilchrest, they have already lined up the feminine replacements they will need to maintain the staff at its present efficiency. Of the eight persons who make up the Radio Section, only one man, so far, has gone into uniform—but it is expected that several of the five remaining men will be called or enlist within a short time.

There are two women in the department at the present time—Marjorie L. Spriggs, Chief of Women's and Children's programs, who joined the staff in April 1941, and Ruth Girard, Traffic Manager who went to the Treasury from WABC last December. The duties of both Miss Spriggs and Miss Girard are being expanded, so that they will be prepared to step into any of several jobs on short notice.

CBS "World News Today" Sold To Radio Set Mfr.

(Continued from Page 1)

System. Series, which will be aired weekly on Sundays at 2:30-2:55 p.m. EWT, is the first for the sponsor on CBS and is institutional in behalf of Admiral radio receivers. Programs will retain their previous format bringing news from the far corners of the world as well as domestic news centers. Cruttenden & Egar is advertising agency for the sponsor.

Lewis Appoints Scott To Head Chi. OWI Comm.

(Continued from Page 1)

studios. Among the committeemen appointed were Frank Schreiber, manager of WGN; A. R. Borroff, Blue Network; Harry Kopf, NBC and Jack Von Volkenburg of CBS. Speakers included Kay Kyser, Bill Lewis and Seymour Morris all of whom declared the biggest challenge to radio and advertising people was to sell the war to the people.

Renew Grantland Rice

Tenth consecutive year for Grantland Rice as football commentator on "Cities Service" series will begin this fall, as a result of contract just signed. As in the past on the Frida, night programs, on which he started Sept. 29, 1933, the veteran sports writer will discuss games scheduled for the following day and make his own predictions as to their outcome.

SAG Mulls Guest Stars

Hollywood—The Screen Actors Guild, at its annual meeting here next Sunday, will thrash out the matter of film stars' appearances without compensation on commercially sponsored radio programs.

Coast Conference Pigskin Starts Broadcasts Sat.

(Continued from Page 1)

work station KGO here, from Stanford, California and San Francisco Universities, with CBS outlet KQW relaying five other games from the same gridirons. Other contests will be added to the schedule later, according to Associated's advertising manager, Harold Deal.

The season will open this Saturday, Sept. 26, with KGO relaying the Stanford-Washington State struggle to the coast Blue web, and KQW picking up the traditional California-St. Mary's clash. Arrangements are also being made by Associated to broadcast a number of contests between college teams and the various Army and Navy squads drawn from service men on the west coast. KGO will get the annual "Big Game" between Stanford and California on Nov. 21, with KQW drawing the game between "Cal" and Southern California. In addition to the bay area, Associated will sponsor pickups from Los Angeles, Spokane, Seattle, and Moscow, Idaho.

William Brooks Appointed As NBC News Director

(Continued from Page 1)

don, had him in such posts as executive editor of AP's Feature Service, as executive news editor at New York, as executive assistant to the general manager and as managing director of the Associated Press of Great Britain, Inc., in charge of photographic coverage and news distribution to Europe, Australia and the Far East.

Prior to his career with AP, Brooks spent seven years as reporter, news editor and feature writer. He began his journalistic career in his home town of Sedalia, Mo., in 1917 while still in high school. He joined the AP at Kansas City in 1926 and the next year went to Washington as feature editor.

Effort Of Radio Outlets Equip Recreation Center

Detroit—Nine radio stations of this city and Windsor, Ont., in cooperation with newspapers and others, were responsible for the equipping of recreation center and band of Selfridge Field, army post in this area. Idea of Larry Payne, WJR announcer resulted in Selfridge Field Nite" at local amusement park; promotion raised \$3,900, more than enough to purchase required equipment. Nine stations, which cooperated with Payne in the promotion, were WWJ, W45D, WJR, CKLW, WJLE, W49D, WEXL, WJBK and WCAR.

Italian Bond Unit To Dine

The addresses to be delivered at tonight's dinner of the "War Savings Committee for Americans of Italian Origin" will be broadcast on WOV from 10:30-11 p.m. Speakers include Gov. Herbert H. Lehman, Lieut.-Gov. Charles Poletti, Col. Richard C. Paterson and Paolino Gerli, chairman of the organization. The dinner will be held at the Biltmore.

COMING and GOING

CLYDE F. COOMBS, vice-president and general manager of KARM, Fresno, has arrived from California for conferences at the headquarters of CBS.

LEONARD KAPNER, president and general manager of WCAE, Pittsburgh, is in New York for a few days on station and network business.

J. B. CONLEY, manager of WOWO-WGL, Fort Wayne, Inc., visiting yesterday at the office of Sherman Gregory, manager of WEAF. FRANK V. WEBB, salesmanager of the stations, paid call on Burton M. Adams, of the NBC station department.

ED CASHMAN, of Lord & Thomas, arrive yesterday from the Coast, where he had been visiting in the interest of the Lucky Strike program.

H. C. JEWETT, JR., president of KABC Mutual outlet in Aberdeen, S. D., spending few days here on network business.

WILLIAM F. MALO, commercial manager of WDRG, Hartford, has returned to Connecticut following a short trip to New York.

DON BURROWS, commercial manager of WBNS, Columbus, is in town from Ohio for talks with the local representatives of the station.

BEA WAIN leaves today for Baltimore where tomorrow, she will open a week of personal appearances at the Hippodrome Theater.

RALPH R. BRUNTON, president of KQW, San Francisco affiliate of CBS, has arrived from the Coast in the course of a lengthy business trip.

HAL WILSON, general manager of KXL, Portland, Ore., back at his desk following a week spent in Hollywood, Los Angeles and San Francisco.

PAUL GLYNN, publicity director of WJSV Washington, up from the Capital for conference at the headquarters of CBS.

'Screen Guild Theater' Taken By Lady Esther

(Continued from Page 1)

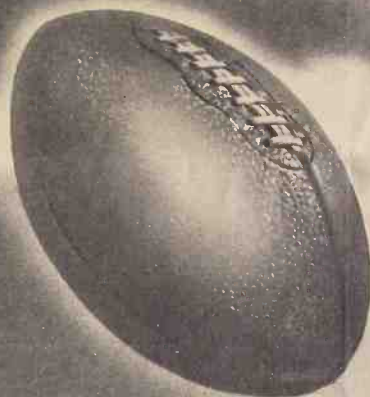
son will represent the Relief Fund in presenting the programs.

Gulf Oil Company for several years past has sponsored the "Screen Guild Theater" under a similar arrangement, paying \$10,000 a week to the Relief Fund. Film stars who appear on the program contribute their services gratis.

Robbie In New CBS Post

New manager of CBS shortwave production office is Seymour Robbie formerly assistant manager. Robbie succeeds Clarence Schimmel, who left Friday for a brief vacation before starting Naval training October 5.

Advertisement for WHAM (WMAI) featuring the slogan 'NOT JUST MONROE COUNTY but WHAMland' and listing statistics: 43 counties, 18 trading centers, 900,000 radio homes, 5,305 factories, 140,518 farms. Contact: Nat'l Rep. George P. Hollingbery Co., 50,000 Watts... Clear Channel... Full Time... NBC Blue and Red Networks. ROCHESTER, N. Y. 'The STROMBERG-CARLSON STATION'



a 44,000,000-yard kick-off!

A whistle shrills! It's the kick-off! A football in America soars through the air 44 million yards around the world as tens of millions of fans pack NBC's network stadium!

On Saturday, September 26th, when NBC's Bill Stern starts his first broadcast at the Notre Dame-Wisconsin game, his vivid, on-the-spot, play-by-play descriptions will carry the ball to more NBC rooters than ever—to those millions here in America who are staying home to conserve gasoline and rubber—to our boys in the fighting forces all over the world—a sure bet that NBC's "old-grad" football fans (and the millions more this year) will find the relaxation they need when not "punching the clock" for Victory.

NATIONAL BROADCASTING COMPANY

A RADIO CORPORATION OF AMERICA SERVICE



**NBC'S BILL STERN.** The most popular sports announcer on any network. He won every major popularity poll for a sports announcer held this year—World-Telegram Poll—Radio Daily Poll—Movie Daily Poll—Movie-Radio Guide Poll (with more votes than all other sports announcers combined). Bill's versatility is still further revealed by his outstanding performances on the Army Hour, an NBC Sunday afternoon feature.

Los Angeles

By JAC WILLEN

THE Merry Macs five-year record of airings . . . with only 21 weeks of the entire period finding them off the air. Plus—the estimated 65,000,000 per week listening audience they enjoyed when they hit the airplanes with the Grape Nut programs, on Mondays; Vitalis, on Tuesdays; Fred Allen on Wednesdays, and the Hit Parade on Saturdays—and this not including those many guest spots they used to do.

Things we appreciate:

KHJ-Don Lee's General Sales Manager Wilbur Eickelberg's unselfish act in enlisting in the U. S. Armed Forces—for active duty—and topping it all off by giving away his prized dog.

The Ed Cashman sendoff at the Hollywood Knickerbocker, by the boys who worked with, and dealt with, the competent, likable Ed.

Mrs. Jay's pride in her son Lester Jay, who left a promising radio career in Hollywood to enlist in the U. S. Coast Guard at San Pedro, California, so that he could do the work he best could for his country—piloting a boat—as he piloted his own sloop, the Jay III, since the age of 15.

Marjorie Davies' being chosen for the Lionel Barrymore—"Mayor of the Town" series because of her reading and acting ability in open audition—through a newcomer to these parts.

Hedda Hopper's sole representation of the feminine sex, as guest of honor, at the west coast Variety Club meet this week—at a time when glamour gals are finding a growing shortage of men in Hollywood. 200 to 1, were the odds!

Kay Kyser's unstinting drive to do all he can for the war effort, from every possible angle—giving thought, cash, time, talent, and his band, to his all-out effort to keep this "a land of the free and the home of the brave" with all at his command.

The brains-and-beauty combination of Suzanne Warner, formerly with KPO, San Francisco, and, recently with Dan Miner Agency, who now functions as editorial assistant to Evelyn Bixby, Radio Life editor.

The absolute "unconcern" with which Chester Lauck and Norris Goff do their "Lum and Abner" broadcasting chores—and before the camera film characterizations.

Neil McDonald's even, unhurried, disposition—whether playing golf, laying-out-a-plant, speaking to Cece Underwood or Virginia Lindsey, or having lunch.

Mrs. Meredith (Peggy) Willson's never-failing attendance at all broadcasts or engagements of Meredith's, and her obvious understanding of Meredith's satisfaction or concern during the progress of his musical unfoldments.

RAY WINTERS

ANNOUNCER

5 Years With Paramount Newsreel

2½ Years With Manufacturers Trust Co.

LA 4-1200



Reporter At Large . . . !

● ● ● Don't go out and bet your jewels on it—but don't be too surprised if the Connee Boswell replacement on the Camel Caravan turns out to be a newcomer. Somebody no one ever heard of—outside of her singing teacher! At least that's the story that reaches this desk. . . . Everybody gives parties to the soldier lads—so leave it to Abbott & Costello to pull a switch. On Oct. 6th, they're throwing a roller skating shindig for the gals in service—the WAACS, WAFS, WAVES, Red Cross, etc.! . . . Harry Weinstein, formerly Abe Lyman's mentor, now handling Benny Goodman's affairs. . . . Instead of signing up a Kenny Baker replacement, Fred Allen will use a different singer each week. He'll also have weekly guest stars. . . . Joe Rines, Blue Network musical director, steps outside of his own backyard this Saturday to take over the music on "Abie's Irish Rose," a Red network show. . . . N. Y. "Journal-American" reported resuming its radio column with alternate scribes. . . . NBC grooming Marguerite (Let's Face It) Benton for a five-time-a-weeker. . . . Tony DeMarco dickering to take over the Monte Carlo now that Felix Ferry is slated for the service. . . . Benay Venuta looking for a femme script writer for a commentating series she has in mind. Something with a war angle. . . . Blue Network tossing a press dinner this Friday for commentators Raymond Gram Swing, John Gunther and John Vandercook, latest acquisitions to its newscasting staff. . . . "Can You Top This" starting on NBC Oct. 3rd. . . . Quentin Reynolds guest narrates "Men, Machines—Victory" Friday. . . . Some time ago, Morton Gould auditioned a full-sized band plus two or three vocalists for a wine sponsor. Client figured it was too high-brow so hired Jack Pearl instead. However, Gould was retained to supply the incidental music—and just to make sure the listeners get some of those terrific Gould arrangements, the show will be stretched to 45 minutes. Incidentally, the Baron will have his old sparring partner Cliff (Charlie) Hall in there throwing punches at him again.



● ● ● The other day, Martin Block played the Bluebird recording of "Der Fuehrer's Face," offering a free copy of it to anyone who bought a \$50 War Bond. WNEW's switchboard was immediately jammed with calls. By the next morning, 289 persons were entitled to the record, accounting for some \$31,000 in bond sales. It was only then that Block found out that there wasn't a copy of the record available in town—so now he's having RCA press several hundred discs at his own expense.



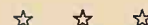
● ● ● We love Sidney Skolsky's gag about the wife of a Hollywood director who is an airplane spotter and reports for duty once a week at 5:30 a.m. The other week came time for duty so the butler knocked on her door very early in the morning and said: "Is the Madame going to war this morning?"



● ● ● Impressions: Dorothy Lamour's eyes—Alice in Wonderland gone Mona Lisa. . . . The vitamin C of Jolson's singing. . . . The silk hat voice of Lowell Thomas. . . . The "first party dress" voice of Mary Small. . . . Judy Garland—your high school cheer leader. . . . Laura Deane Dutton—you used to carry her books home from school. . . . Ralph Edwards—Mickey Rooney grown up.



● ● ● Words about music: Listen for "I'm Old Fashioned" in the leading ranks of "Your Hit Parade." The melody has charm—the lyrics have the flavor of the cookies mother used to make. . . . "Daybreak" is strongly reminiscent of an oldie, title of which escapes us at the moment. . . . "Street of Dreams" is mostly a direct echo of "More Than You Know" . . . A tune with terrific possibilities, its effectiveness depending on the treatment given it, is "Cowboogie."



—Remember Pearl Harbor—

Chicago

By FRANK BURKE

IF the ears of the boys and girls in AFRA were burning the other night, it was because Lieutenant Commander David N. Goldenson, executive officer in charge of Navy recruiting in the Chicago area, was paying sincere tribute to their unheralded contributions to the morale of navy recruits. Commander Goldenson, talking informally with some newspaper friends at a dinner staged by WAIT, told the story of the "Happy Hour" programs each morning from 10:30-11:30 a.m., at recruiting headquarters and how personalities like Don McNeill of the Breakfast Club, Ben Bernie, Eddie Duchin and others contributed their talents to entertain the young men waiting to complete their navy enlistment papers. He paid especial tribute to Virginia Payne of AFRA and the wholehearted support from the membership on scheduling a daily morning show for the navy boys. Commander Goldenson, a realist with a wealth of personality and human understanding, is popular with everyone in press and radio. This popularity, no doubt, is a contributing factor in radio's all out support of his efforts which have resulted in the Navy adopting the "Chicago Plan" in many cities to stimulate blue-jacket recruiting.

Manley Harison of the mail department of Russel M. Seeds Company, Chicago, is entering the Army at Fort Custer, Mich., on September 25th.

New additions to the WBBM sales staff are Ed Furman, former commercial manager of WMFF, Plattsburg, N. Y., and Cy Howard, KTRH, Houston, salesman, recently returned from training as an Army aviation cadet with a medical discharge.

**NOW.**  
For **COMPLETE** Coverage  
in  
**ALABAMA**  
it's  
**The ALABAMA TRIO**

Now—5,000 watts daytime, 610 on your dial, makes WSGN Alabama's clearest daytime station. (1,000 watts at night).

**WSGN** • BIRMINGHAM

Deep in the heart of Alabama's Army Base centers, WSFA blankets a market whose spending power is still going up.

**WSFA** • MONTGOMERY

5,000 watts day and night, WALA covers the Gulf Coast where war production payrolls are at a new all-time high.

**WALA** • MOBILE

REPRESENTED BY HEADLEY-REED CO

**GUEST-ING**

**JUSTICE HUBERT T. DELANY**, New York Domestic Relations Court and vice-president of the National Urban League, on "Children Are People," today (WABC-CBS 4:30 p.m.).

**ARLEY BRADLEY**, on the "Audrey Playhouse" program, today (CBS, 11:30 p.m.).

**CHARLES LAUGHTON, JOAN MARCUS, EDWARDS and COL. LEMUEL Q. BROWN**, on the "Stage Door Canteen" program tomorrow (WABC-CBS 9:30 p.m.).

**M. MARION OLDS**, of the U. S. Army Nurse Corps, who was captured by the Japanese after the attack on Pearl Harbor, on "Thus We Live," tomorrow (WABC-CBS, 9:45 a.m.).

**SON WELLES**, in an adaptation of "Crime Without Passion," on the "Pip Morris Playhouse," Friday (WABC-CBS, 9 p.m.).

**P. G. AGNEW**, secretary of the American Standards Assn., on "Advances in Science," Saturday (WABC-CBS, 1:30 p.m.).

**"Be Alert" Silences Stations In Wide Area**

(Continued from Page 1)  
Military term to herald the sighting of an unidentified plane. The broadcast was off the air from 8:57 to 9:03, Columbia from 8:50 to 9:32, the Blue Network from 8:50 to 9:35 and Mutual from 8:50 to 9:32.

Areas included in and responding to the alert were Metropolitan New York, northeastern New Jersey and Long Island. In individual cases network stations in distant areas were silenced, CBS outlets in Albany, Boston and Syracuse suspending operations at the same time as WABC. Mutual estimated that ten of its out-of-town affiliates went off the air.

Programs affected included "Battle of the Sexes" on NBC, Gabriel Heatter and Red Barber on WOR, "Famous Jury Trials" on WJZ, the Tommy Dorsey program on WABC, the Army Emergency Relief program on WMCA and the broadcast of the U. S. Marine Corps on WHN.

"Cheers from the Camps" on CBS and the "Treasury Star Parade" on WHN both of which go on the air at 9:30 were among those programs which lost a few minutes awaiting the all clear.

Following the period of silence Army authorities at Mitchel Field stated, "The situation has been clarified" and added that no enemy aircraft were in the vicinity.

**Wedding Bells**

Longor, Me.—Dave Rubinoff, violinist, and Mertice Ashby were married here this week by Rabbi Joseph Rakusin at the Beth Israel Synagogue.

**NEW PROGRAMS—IDEAS**

**Cadet Quiz**

Using an "audience participation" angle, "Stump The Cadets" on WLAC, Nashville, combines an intelligent approach with a patriotic flavor to conjure up 30 minutes of listening. Drawing from the personnel of the Army Air Corps Classification center, in Nashville, where the program originates, Wayne Howell, WLAC special events announcer, interviews six or eight Cadets about their lives before they entered the Army, their hobbies, their work and any other interesting facts that might come up. After each interview, the contestant is asked a question. If correctly answered, that contestant is then eligible to compete for the big prize of a long distance call to his home town, wherever it might be. By elimination one final winner is chosen. Cadets at the classification center are drawn from all parts of the country.

**Two New Books Readied By CBS Program Folk**

Publication of two books, authored by members of the CBS program department, has been announced. Nila Mack, producer, director and writer of the CBS' children's program "Let's Pretend" has written a new book, "Animal Enemies," published by Julius Messner, Inc., New York. Book, illustrated by Sidney Lazarus and based on an idea by Ann Edison, is intended to help children understand the current world situation, and is dedicated to the United Nations.

Richard Hubbell, writer, director and announcer in the television department of CBS, has written a book, devoted to the dramatic development of the television art and titled "4000 Years of Television." A non-technical history of television, Hubbell's work contains a four-part preface written by James L. Fly, FCC chairman; William S. Paley, CBS president; David Sarnoff, RCA president; and Adolph Bolm, Russian dancer. "4000 Years of Television" will be released for general distribution by G. P. Putnam's Sons, New York, on Friday of this week.

**Barry Wood Renewal**

Barry Wood has been signed for his twelfth renewal contract as singing star on the Lucky Strike "Hit Parade" for the American Tobacco Co. on CBS. Contract marks the beginning of the vocalist's fourth year on the program. Lord & Thomas is the agency.

**La Rosa Stipulation**

Stipulation with the Federal Trade Commission by V. La Rosa and Sons, Inc., Brooklyn, distributors of macaroni, and Andre Luotto, heading advertising agency handling the product, calls for cessation of certain representations as made in past advertising. Distributors are considerable users of radio time.

**Ladies of the Press**

WHN, New York, adds to its Washington coverage with a new weekly program "The Nation's Press Women Speak," presented by members of the Women's National Press Club on Thursdays, 8:15 to 8:30 p.m. The series will originate from the Capital over the station's line. The first program will feature Christine Sadler, Club president, and by-line writer with the Washington Post. With her will be reporters covering Mrs. Roosevelt's press conferences who will discuss unusual angles of these sessions not generally known. The Women's National Press Club, the feminine counterpart of the National Press Club, lists as members most of the Washington top-line women writers. The President and Mrs. Roosevelt head the register of important guests who have appeared at the Club's luncheons.

**Blue Adds 3 Va. Outlets; Set Up As Package Only**

Total of Blue Network affiliates will be brought to 137 stations with the addition of three Virginia stations in the basic supplementary category effective November 5. Stations are WSLS, Roanoke; WLVA, Lynchburg, and WBTM, Danville.

WSLS, owned by Roanoke Broadcasting Corp., has 1,490 kc, frequency; WLVA, Lynchburg Broadcasting Corporation, 1,230 kc, and WBTM, Piedmont Broadcasting Corporation, 1,400 kc. Network rate for the three stations, all of which operate full time on 250 watts, will be \$220 per evening hour, and stations will be available and sold only as a package.

**AP Adds 3 Subscribers**

Three more station subscribers have just signed contracts with Press Association Inc. They are WHB, 1,000 watt Mutual and Kansas State Network affiliate in Kansas City; WIL, a 250 watt independent outlet in St. Louis, and WIP, 5,000 watt Mutual affiliate in Philadelphia.

**Moseley Adds Shows**

Sydney Moseley, news commentator on WMCA, extends his broadcast schedule from four to five weekly periods in inaugurating a new program series at an earlier hour, 6:30-6:45 p.m. Up to now he had been on from 10:45-11 p.m. Moseley is also on Mutual, airing at 11 a.m.

**KSD Pigskin Spielers**

St. Louis—Football commentators for 1942 grid season on KSD, St. Louis, will be Harold Grams and Frank Eschen. Former will give play-by-play descriptions, while latter will take care of the color announcing. Eschen thus begins his eighth year of football announcing and Grams his fourth. Schedule on the station starts with St. Louis U.-Missouri U. game on September 26th.

**AGENCIES**

M. H. HACKETT, INC., has announced a campaign for its client, V. La Rosa & Sons, for macaroni products, in New York City, New York state, Philadelphia and New England. Newspaper campaign will be supported by participations in women's service programs in these territories.

PEDLAR & RYAN has added Joseph M. Greeley to its staff. Greeley was formerly advertising and sales promotion manager of the flour and cereal division of Hecker Products Corp.

JOHN S. ALLEN has been appointed advertising manager of Jell-O products and Minute Tapioca by General Foods Sales Co. He succeeds James D. North, now a lieutenant in the U. S. Army.

GUEST OF HONOR at New York Advertising Club luncheon to be held today is Dr. Alfred P. Haake, chief economist of the American Economic Foundation, a frequent speaker on that organization's "Wake Up America!" radio series. Subject of Haake's address will be "Things That Must Not Die."

ARTHUR J. DALY has been named radio director for William H. Weintraub & Co., Inc. He was formerly with N. W. Ayer & Son.

**Chicago Bears On WENR**

Exclusive radio rights to all Chicago Bears' 1942 games have been obtained by WENR, Chicago, and will be broadcast for the second consecutive year under sponsorship of Pabst Sales Company. Jack Dress will describe 11-game schedule, while Irv Eupcinet, Chicago "Times" sports writer, will give between-halves periods commentary. Series runs from Sept. 27 through Dec. 6.

**WFBC Aïrs Grid Contest**

Greenville, S. C.—WFBC broadcast the Clemson-Presbyterian College football game at Clemson on Saturday. "Bud" Watson handled play-by-play. This is the first of ten local games to be carried by WFBC. Best games of Clemson, Furman and the University of South Carolina are on the slate.

**WANTED!**

A man acquainted with Radio Stations to do a selling job. This is a good position with an excellent opportunity. State previous experience, draft status, and salary desired. Box 575, Radio Daily, 1501 Broadway, N. Y. C.

## Receiver Shortage Feared In WPB Stand

(Continued from Page 1)

four years," the statement went on to say, "would affect the majority of radio equipped homes, and make it useless for broadcast stations to continue operations.

Warns of mid-1943

"When radio set production ceased in June, by order of the War Production Board, approximately 60 million sets were in owners' hands in the United States. Through normal obsolescence, nearly one-tenth of these sets will become useless in the next nine months. Reserve stocks are ample to replace the majority of these aged instruments, but after mid-1943, dealers' shelves will be bare. From then on, existing sets can be maintained only by careful operation and by the use of expert repair service.

"A large proportion of sets now useless, because of flaws in vital parts, could be restored to satisfactory operating condition if the necessary replacement parts were available. But here again, official restrictions on the making and assembling of component parts already have curtailed the supply of such essential repair items as condensers, wire and insulating materials. Add to this critical situation, the lessened output of tubes for civilian use in favor of military demands, and the seriousness of the problem is evident immediately.

Stresses Radio News Importance

"At this time, when it is vitally important that the American people be kept fully informed on all developments in the war effort through news bulletins, addresses by the President and other government officials, a considerable decline in the public's radio facilities could easily affect the nation's civilian defense plans, as well as its morale. This is particularly true in rural areas. There the people, to an increasing extent, depend on radio for information on current events, market prices and crop conditions. And with gasoline rationing in force in many sections, residents must look to radio for the entertainment that has become an important factor in their American way of life.

Asserts Repair Men Available

"Members of the radio industry warn that this threatened reduction in the size of the listening audience may affect twelve million potential listeners in less than two years. But, these same authorities point out, there is an immediate remedy that can be applied to the unfortunate situation, without harming the general war effort. If the government would sanction the manufacture of only a few million dollars worth of replacement parts, millions of sets now useless, and others about to reach that condition, could be restored to normal condition.

"Although this relaxation of priorities on repair parts would not maintain the present volume of sets in use, it would slow up the decline



## To The Colors



TOM MOORHEAD, of the WFIL, Philadelphia, special events department, has enlisted in the U. S. Coast Guard Reserve Volunteer Regiment and is now attending classes at the Law School at the University of Pennsylvania, expecting to graduate in October.

—VVV—

JOHN MAYO MITCHELL, husband of "Em" on the "Clara Lu 'n' Em" series, begins active service as first Lieutenant in the Army Air Force this week.

—VVV—

GEORGE J. MANNINA, assistant in the news room of WINS, New York, has joined the United States Army. He is presently at Camp Upton, for his preliminary training.

—VVV—

RHODA LE COCQ LIPKE, feature writer of KIRO, Seattle, has been sworn in as an officer-candidate, Class V-9 in the Women's Naval Reserves. She is on the inactive list awaiting orders to report to Smith College for induction and training.

—VVV—

GUY W. LOWE, traffic manager at KXOK, St. Louis, expects to join the U. S. Army shortly along with BOB SEAT, promotion manager, who is on the Army Air Corps Reserve list waiting to report for Aviation Cadet training. BILL GREGORY, of the same station, has enlisted as a Naval Aviation Cadet and left last week for pre-flight training at Lambert Field.

### Erik Barnouw To NBC In The Script Division

New assistant manager of NBC script division in New York is Erik Barnouw, since 1937 instructor of script writing and production at Columbia University. Barnouw will work directly under Lewis Titterton, the division's chief.

A native of Holland, Barnouw was educated in this country and after a career which included traveling with stock companies, working with "Fortune" magazine and study under Max Reinhardt in Vienna, he became radio program director of Erwin-Wasey advertising agency. He has written and produced shows for "Cavalcade of America" and "Pursuit of Happiness" and has edited "Inner Sanctum Mysteries."

in the number of listeners and spread the present stock of new receivers over a longer period.

"With tens of thousands of radio service men already lost to the industry through enlistment in the armed forces, those remaining in business could assume the additional demands of their labor, providing new replacement parts are made available to the trade. However, this will not be possible unless stocks already depleted are restored through government permission to manufacture the missing items."

DICK WORKMAN, staff vocalist on WFBL, Syracuse is the eleventh member of the station to enter the armed forces. He is succeeded on his commercial shows by Jack Curren.

—VVV—

EDWARD H. LAUX, for a number of years night news editor and more recently assistant sports director at WAAT, Jersey City, has received a commission as a first lieutenant in the Army Air Corps and has reported to Miami Beach.

—VVV—

MARVIN STROH, announcer at CKVD, Val D'Or, is a new recruit in the armed forces of Canada.

—VVV—

BOB HARRIS, announcer at KLZ, Denver, has enlisted in the Navy. He expects to be assigned to recruiting duty.

—VVV—

DAVE ACHOR, private in the Army Air Corps and formerly production manager of WBLJ, Dalton, Ga., is now assigned to the radio division of the public relations office at Lowry Field, Colo. He is heard on two Mutual Broadcasting System shows originating at KFEL, Denver.

—VVV—

BILL MICHELSON, KOA, Denver, guest relations staffman, has reported to San Francisco, as a cadet officer in the U. S. Merchant Marine.

—VVV—

GENE HALLIDAY and HARRY CLARKE, organist and vocalist respectively on KSL, Salt Lake City, have joined the U. S. Marine Corps.

### Senate Group Meets: May Vote AFM Probe

(Continued from Page 1)

Committee, of which Senator Clark is chairman, recommended the investigation as immediate follow up on its exploratory hearing, which ended Monday. With return here yesterday of Senator Burton K. Wheeler, chairman of the Senate ICC, speedy action on this recommendation was anticipated.

### Writes NBC Series

Inter-American University of the Air of NBC has appointed Merrill Rogers to write second series of "Lands of the Free" historical dramas beginning October 12, succeeding Stuart Ayers, who has been made principal radio field representative in Peru for the Office of the Coordinator of Inter-American Affairs. Rogers has been copy chief at Calkins & Holden advertising agency and author of two Broadway produced plays.

### Brickhouse Replaces Elson

Chicago—Jack Brickhouse has been assigned to the baseball announcing job at WGN, following the resignation of Bob Elson, who has been commissioned as a lieutenant (senior grade) in the U. S. Navy. Brickhouse will handle the balance of the Cubs and White Sox schedules.

## Ease Frequency Move Other FCC Activ

(Continued from Page 1)

randum opinion of April 27, 1942, use of essential materials, is expected to make favorable action possible more than a score of applications.

However, granting of such applications were made subject to the following five provisions:

(A) That the applications are inconsistent with WPB order M. relating to quartz crystals.

(B) That they involve no engineering conflict with any other application pending at any time since 12, 1942.

(C) That they are not inconsistent with FCC rules and regulations.

(D) That they tend toward a more efficient and equitable distribution of radio service, are consistent with sound allocation principles and of substantial improvement in standard broadcast service.

(E) That these applications otherwise in the public interest. Yesterday's action was first announced since committee was named by FCC about a month ago to consider the matter of liberalizing the wartime freeze policy in cases not involving use of scarce materials.

Further Suggestions Expected

Further recommendations of same nature are expected from committee, composed of Commissioners Craven, Durr and Payne.

In another action yesterday, FCC granted its consent to sale of Fred Meyers Broadcasting Co., operating WFTM, Fort Meyers, Fla., to Ronald B. Woodward and Reginald B. Martin, both prominent in Ohio radio. Transfer of control would be consummated by payment of \$12,600 for all issued and outstanding capital stock to Mrs. W. E. Bennis, Sr., their son, W. E. Bennis, Jr., T. F. Skinner and Fred M. Mellor, who would relinquish control under the transaction.

Woodward is general manager and executive vice-president of WINC, Dayton, Ohio, and also owns 42.8 percent of the stock of WIZE, Springfield, Ohio. Martin is vice-president and general manager of WIZE.

Order denying renewal of station license to Lamar Broadcasting Co. operating KIDW, Lamar, Ohio, was issued yesterday by the Commission Licensee, through failure to file corporate license tax to State of Colorado, ceased to exist as corporate entity Oct. 14, 1937, and has been silent since last February.

KIDW's application for license renewal was set for hearing twice in 1941 on issue of a management contract, but applicant failed to put appearance either time.

### More Spots On WJZ

Two new time schedules have been purchased on WJZ. Quaker Oats Company, through Ruthrauff & Ryan, Inc. is sponsoring six one-minute transcribed announcements weekly. International Salt Company is participating in "Woman of Tomorrow," J. M. Mathes, New York, handles the latter series.



## her AFRA Minimum ored By N. Y. Local

(Continued from Page 1)

avor of making use of the privi-  
accorded the union in its net-  
contracts, of applying for an  
se in minimum rates in the  
that the cost of living jumped  
than ten points in the period  
September 15, 1940 to Septem-  
942. Figures from the Depart-  
of Labor up to July have shown  
the increase is already up 16  
ent. AFRA national membership  
first have to approve the move,  
will await, legally, the pub-  
n of the official Index Number  
October 15.

### Three Webs Would Be Affected

ized the AFRA national board is  
trized to proceed with network  
relations, three networks and 51  
ns will be affected, exclusive of  
tising agencies and transcription  
cers. Independent station con-  
will not be affected until later  
their individual contracts come  
renewal.

## stmas Shopping Show ll Under Way On KGO

Francisco—Christmas program  
ng aired by the Blue Network  
o KGO at 8:30 a.m. three times  
week, under the title "Santa  
Time." Show was launched by  
ger William B. Ryan as a public  
e, due to the limited amount  
pping space available for send-  
ackages to American soldiers  
n and out of the country.

a stores and the Post Office,  
will not accept packages for  
ry out of the country after  
ber 1, and the various shop-  
ssociations are heartily endors-  
e broadcast series. The vari-  
owntown stores will be aided  
y by early shopping, due to  
ortage of sales personnel due  
great number of war jobs in  
egion. The program features  
Walker, Agatha Turley and  
Wright in music, songs and  
mas stories, plus authentic in-  
on concerning the advantages  
y shopping and postal regula-  
on Yuletide parcels.

## WCA Breakfast Forum

reakfast table discussion of news  
tty Byrd and Everett Ball will  
on WMCA under the title,  
's News," Monday, September  
30-11:45 a.m., for a five-a-week  
Idea is to have a Mr. and a  
discuss the day's news in in-  
l style. Mr. and Mrs. Young  
lie the characters employed for  
eries.

## Kaner P. A. At WLIB

ter Kaner has been appointed  
y director of WLIB, Brook-  
according to Elias Godofsky,  
enel manager of the outlet. Kaner  
s formerly employed in a similar  
pty at WWRL, Woodside, N. Y.

# WARTIME PROMOTION

## WIP Canteen Drive

Benedict Gimbel, Jr., president of  
WIP, Philadelphia, and member of  
the board of directors and executive  
board of the Philadelphia Stage Door  
Canteen, prepared a tie-up between  
the Roller Derby, which played Phil-  
adelphia recently, and his station to  
conduct a drive for funds for the  
Stage Door Canteen. The total net  
receipts on the opening night of the  
Derby brought the Canteen \$750. In  
addition to this station's house band,  
Joe Frassetto, played outdoor benefit  
show in front of historic Academy  
of Music with stars of stage and  
screen. While benefit went on, Roller  
Derby skaters went through the  
crowd collecting funds. It is expected  
that more than \$1,000 will be col-  
lected in this drive, in addition to the  
original \$750.



## War Story of the Week

Newest War - Bonds - And - Stamps  
promotion for WKY, Oklahoma City,  
is built around a weekly half-hour  
dramatic show called "Behind the  
Headlines," heard Mondays at 9:30  
p.m. Show is designed to present the  
most outstanding war story of the  
week in a manner which deviates  
from the method of dramatizing news  
stories as such. Instead, scripts are  
prepared by scripter Scott Bishop,  
WKY continuity editor, who weaves  
a thread of imagination into the au-  
thentic backgrounds supplied him by  
the Office of War Information, Wash-  
ington. Programs are produced by  
John I. Prosser with WKY's NBC  
dramatic staff.

## New Treasury Dept. Series Readied By Mutual Web

On behalf of the U. S. Treasury  
Department, Mutual Broadcasting  
System will produce and air a new  
series of weekly bond rallies, Satur-  
day nights, 10:15-10:45, starting Octo-  
ber 3, to be called "The Saturday  
Night Bond Wagon." The first in the  
series will offer ex-Governor Al  
Smith, Jack Pearl, Bob Hawk and  
Ethel Merman. Guests will change  
weekly. Robert Lewis Shayon, John  
Loveton, Jack Johnstone and Ira  
Ashley will produce-direct the first  
four shows in the order named.  
Others, assigned by the Radio Direc-  
tors' Guild will handle subsequent  
productions.

## Wattrick For Michigan Games

Detroit — Don Wattrick has been  
named as sportscaster to handle the  
play-by-play broadcasts of the Uni-  
versity of Michigan football games to  
be aired over WXYZ of this city this  
season. He replaces Harry Wismer,  
who had the assignment last year and  
has been selected to do several of the  
intersectional games over the Blue  
Network during the forthcoming sea-  
son. Wismer will continue to handle  
the Detroit Lions professional contest  
on WXYZ under Pabst sponsorship.

## Editorial Buildup

Twenty-eight inches of paid adver-  
tising space in the Detroit Free Press  
and The Detroit Times, leading spots  
in the "Radio Gossip" columns of  
both papers, front-page boxes and  
several news stories in The Detroit  
Times and twelve spot announce-  
ments on the air was the build-up  
WJR, Detroit, gave a seven-minute  
broadcast of an editorial, "Killed In  
Action: John Doe," written by Henry  
McLemore, syndicate writer. Im-  
pressed with the message contained  
in the editorial—a challenge to the  
folks back home who are doing noth-  
ing for the war effort while the John  
Does of the service are giving their  
lives—Leo J. Fitzpatrick, WJR gen-  
eral manager, instructed the program  
department to give the editorial a  
choice position on the log and the  
promotion department to give it all  
they had. With fitting introduction,  
Bud Mitchell, chief announcer for  
WJR, read the editorial against a  
musical and dramatic background.



## KOY Date Bureau

"Date Bureau" is maintained as a  
part of the traffic department of  
KOY, Phoenix. Traffic secretary Ruth  
Swinney of the station has been se-  
lected by the Phoenix Recreation  
Center as the chairman of a commit-  
tee to supply "dates" for the air  
cadets stationed in the Phoenix area.  
A committee of 200 girls has been  
enlisted. The program fills a definite  
need in the KOY area which has be-  
come one of the principal aviation  
training centers in the nation.

## Murray To RCA Mfg. Transcription Division

Executive appointments, made to  
keep pace with the accelerated activ-  
ity of the record business according  
to H. C. Bonfig, commercial vice-  
president of the RCA Manufacturing  
Co., include the addition of James W.  
Murray as manager of the commercial  
record division and the assignment of  
Frank B. Walker, vice-president, to  
devote full time to activities asso-  
ciated with repertoire and recording.  
Murray was formerly associated with  
Columbia Recording Co. in an execu-  
tive capacity.

## WDEL Increases Power

Authorization for increase in its  
night and day power to 5,000 watts  
has granted to WDEL, Wilmington,  
Del., outlet of NBC. Conversion is ex-  
pected to be completed by October 1.  
Station will continue to use its pres-  
ent frequency of 1150 kc.

## MCA Books Frank Gallop

Frank Gallop has been booked by  
MCA for the local announcing spot  
on "The World Today" on WABC, for  
Columbia Recording. Contract started  
Monday, September 21. Program airs  
6:45-7 p.m. daily.

# Police Chiefs Told Save Radio Materials

FCC Chairman James Lawrence  
Fly, addressing the International As-  
sociation of Police Chiefs at the Hotel  
Pennsylvania yesterday, invited them  
to consider ways by which the coun-  
try's police radio system, operating  
nearly 14,000 transmitters, might ful-  
fill the necessary wartime policy of  
accomplishing "more with less."

Calling for limitation of all prac-  
tices which use or expend any more  
equipment than is absolutely required  
to do the job called for, the FCC head  
declared, "A much more rigorous ap-  
plication of the requirement of limit-  
ing power to an amount consistent  
with satisfactory technical operation  
under local conditions is called for.  
Such a limitation will afford much  
greater assurance of the continuity  
and security of service. In general,  
it will prolong the life of all equip-  
ment. In particular, it will both con-  
serve tubes in use, and by reason of  
the greater availability of low power  
tubes, give a better prospect for ob-  
taining the replacements which will  
be necessary for continued operation.  
Tube life can thus be doubled. I am  
informed by the engineers that power  
can, in many cases, be reduced by as  
much as 50 per cent without impair-  
ing the quality of service."

### Suggests Coordination

Fuller and more effective use of  
available facilities through the co-  
ordination of radio stations operated  
by local government units also was  
suggested by Fly as a means of meet-  
ing needs for rapid emergency com-  
munication. Since December 7, 1941,  
he said, the FCC has handled close  
to 20 applications a day for new police  
radio facilities, almost double the  
number for the preceding six months,  
a period when the rate was already  
considerably above normal because of  
defense program.

Fly said the Commission was con-  
sidering proposed amendments to its  
rules to pare down power authorized  
"to that which is believed to be sat-  
isfactory for reliable service."

While Fly was dealing with police  
radio systems exclusively, radio cir-  
cles speculated yesterday as to  
whether similar recommendations  
might be made not long hence to li-  
censees of standard broadcast stations.  
However this speculation received no  
official confirmation from Washing-  
ton sources, and apparently, it was  
grounded only in the theory that what  
is sauce for the goose may also be  
sauce for the gander.

## Courtney Pix Debut

"Alan Courtney's 1280 Club," a  
WOV program, is featured in three  
shorts produced by Sunshine Produc-  
tions and released through Columbia  
Pictures, with a local premiere Sat-  
urday at the Globe theater. The three  
parts of the series feature the disc  
jockey with the Teddy Powel, Hal  
McIntyre and Shep Fields orchestras,  
station's call letters prominent  
throughout. Pictures will be released  
a week apart, for countrywide dis-  
tribution after a week's run here.



# Coast-to-Coast



**PAT MILLER**, engineer of WOR, New York, has resigned his position at the station to become a field representative of the Office of War Information in the capacity of a radio-photo engineer. . . . **H. Malcolm Stuart**, previously associated with United Advertising Corp., J. Stirling Getchell and Campbell-Ewald advertising agencies, has joined the WOR sales forces. . . . **Doris Broder** is resigning from the WOR music department on October 3 and will be replaced by **Julia Hutchinson**. . . . **Douglas Hawkins** has joined the station's engineering staff.

Combining the most popular music of the day with informal chatter under the caption "Salute to the Red, White and Blue," WMOB, Mobile, Ala., plays to the dinner audience from 6:35-7 p.m. every night and uses this vehicle to get into city and farm homes with patriotic messages such as salvage, rationing, recruiting, etc. Show is popular with the local listeners and does its job for Uncle Sam at the same time.

**Dan Brittain**, trumpeter in the studio orchestra of WBen, Buffalo, has succeeded **Bob Armstrong** as orchestra leader. Armstrong has joined the U. S. Army Signal Corps. . . . Addition to the talent staff of WBen is **Carl Coleman**, now staff organist. . . . **Vaughn de Leath**, veteran radio artist, has inaugurated a new five-a-week series on WBen.

**Al and Lee Reiser**, radio piano team, will be featured at the Radio City Music Hall, New York, for five weeks starting tomorrow.

**Bill Moshier's** "Good Morning, Neighbors" over KIRO, Seattle, recently marked his third anniversary on the air and the 773rd edition of his show, "Farm Forum." Without interruption, the program has been heard Mondays through Fridays at 7:15 a.m., PWT, since September, 1939. One of the oldest shows of its kind in the Pacific Northwest, it was originated by Moshier and rates among the top Pacific Northwest programs in size of audience and amount of mail.

**Phil Gulley** has resigned at WCBI, Columbus, Miss., to accept a position on the staff of WALA, Mobile, Ala. He is replaced by **Billy McHan**, native of Columbus. . . . **Jane Burrous** is the new secretary to general manager **Bob McRaney**. She also replaces **Ruth Lee** on the "For Women Only" program. **Ruth Lee** was forced to vacate the popular morning show when her husband was transferred in the U. S. Army. . . . **John Brinn** has resumed his newscasting after a lengthy Summer vacation.

**Robert (Bob) Ackerly**, news announcer and **Robert (Penny) Schofield**, account executive of KOMO and KJR, Seattle, were guests of honor at a stag party at the Washington Athletic Club recently, prior to their entrance into the armed forces. **Ackerly** joins the Navy as Chief Specialist and **Schofield** enters the Army. . . . **Bob Gentry**, program manager for KOMO-KJR is now in training in the C.A.A. flying school at Pullman, Washington. **John Pearson** takes over as the program manager with **Fred Patterson**, former announcer, as his assistant.

**Gilbert Wales**, news commentator, on KPO, San Francisco, is currently broadcasting three times weekly Mondays, Tuesdays and Fridays under the sponsorship of **Vick Chemical Company**, New York, for **Vick's "Vaporub."** Morse International, New York City, is the agency handling the account. . . . A new show, format as yet undetermined, to star **Art Linkletter** and **Armand Girard** will be presented daily over KPO, Mondays through Fridays under sponsorship of **Haas Bros. Trupak Foods**, San Francisco, starting Monday, October 5. Agency handling the account is **Leon Livingston Advertising**, San Francisco. The sale was made by **Milton Seropan**, KPO sales representative.

A feature of the Mutual network's broadcast, last Saturday, of the U. S. Army band concert under the baton of **Captain Darcy** was the premiere of **AMP's** stirring new march entitled "The Passing Parade." One of the last works to come from the pen of the late **Lee Ascher**, famous Viennese composer, "The Passing Parade" is among his most stirring, and has already found its way to popular approval via Associated Music Publishers recently released Album of **Marches**.

More than 1,500 pounds of phonograph records were collected at the studios of **KHJ**, Los Angeles, in the station's 3-week drive undertaken with the "Records for our Fighting Men. Inc." **George Martin**, KHJ news announcer, was in charge of the campaign. A \$25 War Bond prize for the most records turned in went to a **Culver City** women who contributed 200 pounds of old platters. Oldest records turned in were more than 50 years old. The entire collection has been turned over to **RFOFM** which will sell the old records and use the money to buy new discs for the armed forces.

Winner of the **WTAG**, Worcester, local contest of the best title to the NBC "Show without a Name" program was announced this week by managing director **E. E. Hill**. A \$25 War Bond was awarded to **Mrs. Mary L. O'Brien** of Otter River, Mass., for her entry entitled, "Puns A'Poppin'." Winner's suggestion will be submitted by **WTAG** in the coast-to-coast competition for the NBC grand prize of a \$500 War Bond for the best title for the show.

**Softball team of WFBL**, Syracuse, finished fifth in the standings of the local **YMCA** softball league this season, which was its first. **Walt Stonger**, **WFBL** control room supervisor, was the manager of team. . . . **Manhattan Soap Co.** for **Sweetheart** soap, has joined the list of news sponsors on **WFBL** with a six times weekly 10-minute newscast.

In her first radio appearance since her crowning as "Miss America 1942," made over **WFIL**, Philadelphia, last week, **Jo Carroll Dennison**, "Miss America," volunteered all her pulchritude appeal to plug the sale of War Bonds. Also on the broadcast were **Betty Brunk**, "Miss Chicago" and runner-up for the All-American beauty title, and **Carl Stenzler**, director of the Philadelphia office of the War Savings staff. **Tony Wheeler**, **WFIL** commentator, acted as master of ceremonies on the program—for the occasion.

Three coast-to-coast weekly morale-building programs over the entire network of the **Mutual Broadcasting System** will originate in the studios of the **University of Kentucky**, Lexington, starting immediately after the conclusion of the **World Series**. These programs, which will constitute the network's "School of the Air," will represent the fourth year of cooperation between the **University** and **Mutual**. The periods from 1:30-1:45 p.m., **CWT**, on Tuesdays, Thursdays and Saturdays, will be devoted to this purpose.

**John C. Roberts**, general manager of **KXOK**, St. Louis, has been named chairman of publicity and promotion of the citizen's committee for Navy recruiting. The committee is planning an extensive campaign for the eight St. Louis radio stations. At a recent meeting of station managers it was decided to air a big half-hour program each week featuring talent from all St. Louis stations. . . . **Clarence G. Cosby**, sales manager, **Art Rekart**, chief engineer, **Janet Mumbrauer** and **Eleanor Henry**, continuity editor, all returned to their desks at **KXOK** last week following vacations spent in all parts of the country. . . . **Arthur T. Jones**, conductor of "The Homemakers Club of the Air" on **KXOK**, has been assigned the emcee spot on "The Star-Times Revue." In addition to Jones, the program will feature the songs of **Jean Webb**, **Stan Daugherty**, the **KXOK** orchestra and sextette.

**Reverend Dr. Douglas Horton**, minister and secretary of the General Council of the **Congregational Christian Church**, New York, will be the morning speaker on **CBS' "Church of the Air"** September 27. His topic is "Citizen Mean City." The afternoon program conducted by the **Reverend Dr. Les Smith** of Cincinnati.

In an all-out effort to assist Southeast Florida district in U. S. Navy recruiting race against the Tampa and Jacksonville districts, **CBS** stations **WQAM**, Miami, **WJNO**, West Palm Beach, combine forces with a joint mass induction ceremony. Mayors of both cities dressed the naval recruits and **American Legion** band of West Beach furnished the music. **Lt. J. Rhodes, Jr.**, officer in charge of recruiting for the district, administered the oath to the inductees in cities.

**Chief announcer Ray Barrett** of **W Hartford**, has resigned from the staff after five years to join the **Army** as a volunteer officer candidate. His final broadcast last Friday was special events affair from the U. S. induction center in Hartford. Barrett has been in charge of special events broadcasts at **WDRC**, and headed the coronial program production department.

With the opening of Philadelphia theatrical season last week, **Paul Gouraud**, late-night commentator and theatrical expert, began his 12th year as the dramatic critic of **WCAU**, Philadelphia. . . . **Hugh Walton** has stepped to position of supervisor of announcers at **WCAU** and **Charles Klyn** will take over Walton's position of the transcription department. **Carl Owen** has been appointed managing supervisor.

## Agency Seeks AFM Aid In Clearing Coast

**Young & Rubicam** agency, handling the "Duffy's Tavern" program of **Bristol-Meyers Co.**, is having difficulty clearing the **Blue Network** on coast where the 8:30-9 p.m. **EW** already occupied by **Armstrong-Wander Company**. Agency is taking the matter up with **Local 802 of American Federation of Musicians** which last February had revoked gratis transcriptions for regional delayed broadcasts. (Delayed broadcasts via transcriptions for single local stations and for stations in Alaska, Hawaii, etc., remain permissible under the network contract, a repeat broadcast to accommodate Coast stations would cost the spot \$12 per man, whereas a transcription would cost \$36. Union's explanation for these differences is that the membership seeks to encourage use of musicians. Most networks programs have used the latter device. "Tavern" is scheduled to start Tuesday, October 6.

## 1942 BIRTHDAYS

September 23											
Don Bestor	Cynthia Cline	Bob Dryenforth	Artie Dunn	E. P. LaFreniere	Helen Marshall	Bill Pennell	Lt. Col. Elliott Roosevelt	Patrick F. "Pat" Simpson	Leo B. Tyson	Fred Vosberg	Noreen Whitney



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



20. NO. 61

NEW YORK, N. Y., THURSDAY, SEPTEMBER 24, 1942

TEN CENTS

## All Fund Drives Via OWI

### Eight-Hour Govt. Sked Purchased In Alaska

Washington Bureau, RADIO DAILY  
Washington — Minimum of eight radio time will be purchased by the government beginning Oct. 1, over four Alaskan stations to provide news and special programs for service men throughout the Alaskan area, it was revealed yesterday. OWI explained, is part of a general plan "to provide American troops with radio stations with the kind of program they want with home."

Commercial shows taken from the major radio networks will be (Continued on Page 6)

### Program Getting Send-Off On BBC 'Anniversary'

Special 12th anniversary broadcast in honor of Raymond Gram Swing's appearance before BBC microphones will be heard over the Blue Network Friday, October 2, on a program called "Anglo-American Relations Today." Broadcast, which follows by four days his opening of the series on the Blue for Socony Petroleum Oil Company, will bring to (Continued on Page 2)

### Two CBS Outlets Added To "Brewster Boy" Net

Effective Oct. 2, "That Brewster Boy" is to be heard over 80 stations on the Columbia network, the Quaker Company has announced. The coverage is an increase of twelve stations over last season's 68. The new stations added are: WIBX—Utica, N. Y.; WKBW—Binghamton, N. Y.; WMBR—Jacksonville, Fla. (Continued on Page 2)

### Precautionary

St. Louis, Mo.—Wells Chapin, electrical engineer and local chief of the OCD radio division, is collecting and receiving sets in this area from the parts salvaged. Chapin and his aides are planning to build portable sending and receiving sets to use in a two-way hookup to supplement and perhaps replace regular telephone and fire department air raid signal system.

### Coincidence

Portland, Ore. — Coincidence played tricks with the government order banning the playing of request numbers via radio programs. Recently KXL received a phone request for a certain tune; just as Rudy Lachenmeier, KXL publicity director, was about to explain the ban, the strains of the requested song came over the loud speaker. Explanations were unnecessary and the scheduled song continued.

### World Series Ready For 300-Station Web

World Series for 1942, set on Mutual again under sponsorship by Gillette Safety Razor Co. will be heard over approximately 300 stations in the U. S., Hawaii and Canada plus short-wave transmission around the world for the armed forces via WGEO and WGEA, Schenectady and KGEI, San Francisco. Starting date is Wed., Sept. 30, with air time either 1:15 p.m., EWT, if in Brooklyn or 2:15 p.m. if in St. Louis, depending upon the (Continued on Page 2)

### Three Recording Requests Receive Petrillo Okay

James C. Petrillo, AFM president has been allowing disk production, upon the application of members who sought permission to record for specific use which has not involved broadcasting. He also has given permission for continued production of (Continued on Page 6)

## Recording Assn. Holds Meet; Priority Recognition On Tap

### Lewis As "Country Editor" On 3 Northwest Stations

Seattle—Marking his debut as a radio personality, the result of his appearance on the recent Seattle broadcast of "America's Town Meeting of the Air," Sol H. Lewis, publisher of the "Lynden Tribune," Lynden, Wash., launches a 15-minute program, sponsored by The Washing- (Continued on Page 2)

## Such Campaigns Excepting Red Cross Must Clear Time Requests Through Single Government Agency

### Senate ICC Committee Favors Probe Of AFM

Washington Bureau, RADIO DAILY  
Washington — With the unanimous approval of the Senate Interstate Commerce Committee behind him, Senator Burton K. Wheeler, its chairman will today go before the Senate for immediate and favorable action on Senator D. Worth Clark's Resolu- (Continued on Page 7)

### Eastern Radio On Job In Fast Army Co-Op

Radio stations and webs in the Eastern area, after months of tutelage and rehearsals under Army commands were found willing and ready to cooperate in this phase of the war effort, despite loss of time purchase revenue. Example of what it meant in this (Continued on Page 2)

### Glenn Miller Final Show Irons Out Complications

Repeat broadcast of Glenn Miller's final stint for Chesterfield Cigarettes (Liggett & Myers Tobacco Company) tonight, from 11:15-11:30 p.m., EWT, over CBS, will originate from the (Continued on Page 7)

Washington Bureau, RADIO DAILY  
Washington — Super consolidation of fund-raising activities for the country's 625 local Community and War Chests in one major drive yearly, with time requests funnelling through OWI, was announced here yesterday by the OWI radio bureau. With all but 100 communities scheduling their drives, for a total of \$170,659,000, from Oct. 5 to 24, OWI Radio Bureau is including Community Mobilization's messages on its network allocation (Continued on Page 7)

## Sanders Radio Bill Out For This Session

Washington Bureau, RADIO DAILY  
Washington—It is now apparent that, as far as the Seventy-Seventh Congress is concerned, House Resolution 5497, familiarly known as the Sanders Bill to re-write the radio law and reorganize the FCC, has died a-borning. Not only will it not be (Continued on Page 7)

### Stewart-Warner Earns 60c A Share In 6 Months

Chicago—Tax-adjusted surplus net profit of \$767,125, which includes a provision of \$250,000 for contingencies, for the first six months of 1942 ending June 30, is reported in the semi-annual statement of Stewart-Warner Corp. and subsidiaries mailed to stock- (Continued on Page 2)

### Cuttin' Up

Los Angeles—Carving on platters is right down the alley of Cliff MacDonald, KHJ-Don Lee transcription engineer — so long as it's done in the line of duty. But Cliff's cutting arm went berserk at the first post-nuptial dinner party in the new MacDonald home. Result: Mac cut his thumb so severely that an artery was severed and a tendon injured.



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M. H. SHAPIRO : : : Editor

MARVIN KIRSCH : : : Business Manager

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# FINANCIAL

(Wednesday, Sept. 23)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	118 5/8	118 1/4	118 1/4	- 1/2
CBS A	11 5/8	11 5/8	11 5/8	.....
CBS B	11 3/8	11 3/8	11 3/8	.....
Gen. Electric	26 7/8	26 3/4	26 7/8	+ 1/4
Philco	35 1/2	34 1/2	35 1/2	+ 1/2
RCA Common	3 3/8	3 1/4	3 1/4	.....
RCA First Pfd.	57	57	57	.....
Stewart-Warner	7	7	7	.....
Westinghouse	70 3/4	70 3/8	70 3/8	- 1/2
Zenith Radio	14 1/4	14 1/4	14 1/4	- 3/8
OVER THE COUNTER				
	Bid	Asked		
Farnsworth Tel. & Rad.	2	2 1/4		
Stromberg-Carlson	5 7/8	6 1/8		
WCAO (Baltimore)	17	20		
WJR (Detroit)	19	22		

## World Series Ready For 300 Station Web

(Continued from Page 1)

outcome of the forlorn Brooklyn battle with the Cardinals for first place, in the National League.

As previously announced in these columns, Mel Allen, Red Barber and Bill Corum will handle the radio accounts of all games, with Corum doing the color. In addition, Rene Canizares, leading Cuban baseball reporter will do a play-by-play description in Spanish for fans in Cuba.

Unofficially reported that proceeds of the radio rights placed at \$100,000, will be donated to the USO.

RCA-Victor will sponsor a nightly series of programs summarizing the World Series games on WRCA and WNBL. Series will be beamed to Latin America via the shortwave stations at 9:15 p.m.

**IN KANSAS CITY**

MORE PULL  
MORE COVERAGE  
FOR YOUR MONEY

**KCMO**

Basic Blue Network

NATIONAL REPRESENTATIVE - JOSEPH HERSCHEY MCGILLVRA

## Stewart-Warner Earns 60c A Share In 6 Months

(Continued from Page 1)

holders yesterday. Figure is a decrease of \$3,147 under the corresponding 1941 period, at which time net profit of \$770,272 was reported. Tax provisions for the six months reported totaled \$6,432,174 compared with \$2,112,607 for the corresponding period a year ago.

Earnings for the first six months of 1942, of 60 cents per share on 1,273,027 shares of common stock outstanding, include a dividend of 25 cents, totaling \$318,257, paid June 30. In his letter to stockholders, Frank A. Ross, senior vice-president, made it clear that because of the nature of Stewart-Warner's operations "military restrictions make it impossible to publish information except in generalities and except in terms of the bare financial report which in times like these may be illusory." The company's entire facilities are devoted to war production. Ross cautioned stockholders against conclusions which might be drawn from a financial statement. He pointed out that such unpredictable and uncertain factors as taxation, costs inherent in adjusting factories to war production, accelerated deterioration of equipment brought on by increased stress, and many other extraordinary conditions peculiar to war cannot be properly evaluated until peace and normality have been restored.

### Summarizes War Position

He told stockholders that the corporation to date has purchased U. S. Treasury Tax Notes totaling \$4,100,000, anticipating the payment of approximately two-thirds of the prospective liability for current income taxes. Ross summarized Stewart-Warner's position in the war program with this statement: "The important task of the Company is to see that its facilities and personnel are built up to the point of making the greatest possible contribution to the war effort. It is evident that sacrifices will be necessary to this end. If one of these sacrifices is the degree of certainty or security which one finds in financial matters, it is a modest enough one in present times."

## Swing Getting Send-Off On BBC 'Anniversary'

(Continued from Page 1)

the microphone John G. Winant, American ambassador, speaking from London; Swing and S. K. Ratcliffe, British lecturer and commentator, with whom he made his first BBC broadcast, both from New York, and Lord Halifax, British ambassador, speaking from Washington. BBC will also carry the broadcast.

## Bob Shaw Leaves NBC

Bob Shaw has resigned from the NBC press department, New York, effective October 1. Shaw is devoting his time to free-lance scripting. Among his assignments will be a five-day-a-week script for "Front Page Farrell," which he is doing for the Blackett-Sample-Hummert agency and which is aired on NBC.

## Eastern Radio On Job In Fast Army Co-Op

(Continued from Page 1)

loss of income is shown in estimate by the Blue Network, which had stations off the air from 8:50-16:9:35:19 p.m., EWT. Five of these outlets, WJZ, New York; WSYR, Syracuse, N. Y.; WNAB, Bridgeport, Conn.; WMFF, Plattsburg, N. Y., and WMUR, Manchester, N. H., which were carrying the series, "Famous Jury Trials," were approximately \$1,200 out of pocket for the 9-9:30 p.m. period. Estimate is for station time only and does not include such items as talent costs. Four of these stations also lost five minutes of time on the new Coca-Cola "Spotlight Band" opening.

Further testimony of monetary loss was contained in figures given by key stations of MBS and NBC. WOR, giving up time for Red Barber, broadcasting for Feigenspan Beer, and Gabriel Heatter for Zonite Products, checks off some \$440, and WEAF, not being able to carry portions of Horace Heidt and Meredith Willson broadcasts is losing about \$1,250.

CBS key station WABC, which was off the air from 8:49 to 9:34:50, could have lost over \$800 according to published rate schedules.

## Lewis As "Country Editor" On 3 Northwest Outlets

(Continued from Page 1)

ton Cooperative Egg & Poultry Association, over a tri-station hookup of KJR in Seattle, KGA in Spokane and KVOS in Bellingham. Series will be aired weekly under the title of "Sol Lewis, Country Editor," beginning next Monday at 7:45-8:00 p.m. Programs will originate at KVOS, which is just a few miles distance from Lewis' home. Also heard on the show will be Dick Keplinger, KJR news and special events manager.

## 12 CBS Outlets Added To "Brewster Boy" Net

(Continued from Page 1)

WQAM—Miami, WDBO—Orlando, WFOY—St. Augustine, WDAE—Tampa, WJNO—West Palm Beach, KROD—El Paso, KOY—Phoenix, and KTUC—Tucson. "That Brewster Boy" broadcast for Quaker Oats' food products, is heard Friday evenings from 9:30 to 10:00 EWT. Ruthrauff & Ryan handles the account.

THIS LITTLE BUDGET WENT TO THE "920 CLUB"

WORL BOSTON, MASS.

## COMING and GOING

HAROLD E. FELLOWS, station manager WEEL, Boston, spending a week in New York. Conferred yesterday at the headquarters of the network.

ELDON CAMPBELL, program director WOWO-WGL, returned to Fort Wayne yesterday after paying a call at the offices of the network.

RALPH EDWARDS, HERB MOSS and DIBBS, of the "Truth or Consequences" program left yesterday for a Washington theater date.

E. E. KOHN, commercial manager of WATL, Atlantic City, is in town for a few days at station business.

HARRY TRENNER, sales manager of Winghamton, at the MBS offices yesterday in course of a trip to New York.

SAMMY KAYE and the members of his orchestra leave today for a theater engagement in Milwaukee.

DOUGLAS JESSUP, CBC engineer, and CLIFF STEWART, of the program department, both dropped in yesterday for a few moments at Blue Network.

JOHN MAYO, sales manager of Associated Recorded Program Service, leaving on a trip to Atlantic City and Philadelphia.

WILLIAM T. LANE, station manager of WSYR, Syracuse, was in New York yesterday for with the local representatives of the station.

GEORGE NELSON, general manager of Wnew station in Schenectady, is down here few days on business.

OVELTON MAXEY is in New York covering national package sales for WTTM, Trenton, WFGP, Atlantic City, and WSNJ, Bridgeton.

F. C. EIGHMEY, station manager of Kolumbia affiliate in Mason City, has arrived from Iowa for a few days in New York.

**WEVD**

NEW YORK'S STATION OF DISTINCTIVE FEATURES

NOW 5000 WATTS

The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by—

- 1 The feature boxes of newspaper radio program pages.
- 2 The large number of famous advertisers on the station continuously year after year.

Ask for "Who's Who On WEVD" ... sent on request.

**WEVD**  
117-119 West 46th St., New York, N. Y.



WXYZ WILL DELIVER\* LION'S SHARE

OF DETROIT AT LOWEST COST . . . . .

\*GUARANTEE with any WXYZ Champion Show

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

# Chicago

By FRANK E. BURKE

MRS. E. T. BOTTLESON, 455 Deming Place, Chicago, informed of the posthumous awarding of the purple heart to her husband, Private Edwin T. Bottleson, 28 year old gunner, and former assistant to Raymond Jeffers, public relations director for the Russel M. Seeds agency. Bottleson was cited for valor by Brig. Gen. Simon Buckner, commanding the Alaskan defense. He was the member of a heavy bombing crew lost while attacking the Japanese in bad weather.

Twenty-five hundred Chicago housewives are enrolled in the "testers' bureau" of the "Housewives Protective League" program now heard over WBBM. First sponsored product will be Meadow-gold butter which was accepted after a practical test by 100 members of the testers bureau. "Housewives Protective League" inaugurated by CBS radio columnist Fletcher Wiley in Hollywood some eight years ago, was created to protect consumers against fraudulent claims of unscrupulous manufacturers and advertisers. Paul Gibson, former associate of Wiley, at the present time is handling the Chicago program on WBBM.

When Saul Paul, Broadcasting representative in Chicago, knew that his assistant, Helen S. Chambers was Navy minded and had been studying first aid and taking swimming lessons, he just called her a patriot. However, Miss Chambers had ideas of her own. Her studies resulted in her being a successful applicant for the WAVES and she has resigned to enter the new women's branch of naval service.

"Bluejackets Calling," new WAIT show sponsored by Joe Ott Manufacturing Company, makers of model airplanes, is a service show with an unusual human interest twist. Navy men are invited to come to the studio and address letters to the homefolks in Illinois, Indiana, Ohio and other midwest states. Parents, sweethearts or friends to whom the letters are addressed are notified in advance of the broadcast and hear the voice of their bluejacket reading the message addressed to them. The show is heard Mondays through Fridays, 5:45 to 6 p.m., with Chief Boatswain's Mate John L. Sullivan acting as emcee and getting in some healthy Navy recruiting plugs. Jack Curley of the Boston Curleys writes and produces the show.

Bob McKee has taken over the announcing duties on "Profiles and Previews," WBBM show.



## Radio Is My Beat . . . !

● ● ● New York Hears That: Bess Johnson will retire from radio for the duration. She leaves for Chapel Hill, N. C., next week where she's bought a farm close by to where her husband is stationed in naval training. Bess also intends to take up nursing and do some lecturing as her contribution to the war effort. . . . Dick Coogan (the only actor we know who doubles in a defense plant during the week) has been made permanent lead in "Abie's Irish Rose" . . . Abe Lyman goes in the army next week. Ditto Gil Rodin and Ray Beaudac, of the Bob Crosby crew. . . . Kate McComb, Jimmy Tansey, Janice Gilbert, Betty Winkler, Louise Barclay, Jimmy Donnelly and Jane West have been signed for the "O'Neills" which comes back Oct. 5th via 126 stations on NBC. . . . "America Loves A Melody" will be replaced on Mutual by "Chicago Theater of the Air" with Marion Claire Oct. 3rd. . . . James Melton and Lily Pons will team for a series of service concerts starting Oct. 7th at Lakehurst Naval Station. . . . The Radio Aces have offered to entertain at any private party or house gathering provided the host, or any of the guests, purchases a minimum of \$5,000 worth of bonds. . . . J. P. McEvoy brings back a series which hasn't been on the air for ten years when "Daddy and Rollo" starts on Mutual this Monday. He'll write and play the lead. . . . Aside to Dick Marvin and Bill Bacher: We still think that Mary Small would make a great bet for that singing spot you've got in mind! . . . . Judith Allen, former screen favorite, debuts her own show over WINS a week from Sunday—a weekly 15-minute dramatic sketch called "Judith Allen's Playbox" . . . The inside on why Fred Finkelhoffe brought that show to Hollywood would make a good plot for another show.



● ● ● Washington Hears That: Col. Hans Christian Adamson, Air Corps, who writes the "New Horizons" series for CBS, is taking a short course in gunnery and leaves shortly for parts unknown. . . . Elaine Hohl, one of the government girls at the Treasury Dept't, has been selected for a build-up via CBS, doubling as an actress and soloist. . . . Radio audience gaugers have been astounded by the increase in the Gene Autry audience since it was taken over by the Army. Show today is considered one of the better recruiting mediums in the current war.



● ● ● Hollywood Hears That: Except for the daily change in faces (due to calls from our Uncle), things are very satisfactory. . . . T. Dorsey and Bob Chester among the new arrivals in town. Ditto Jan Garber and his new manager, Arthur Michaud. . . . Dick Todd, who came in last week, swore he'd never leave the Land of Eternal Sunshine—and promptly went to bed with a heavy cold! . . . Current band sensation is Freddy Slack, due largely to Ella May Morse and her torrid vocals. . . . Vic Orsatti signed Ted Fio Rito for picture representation and then stepped right out and landed him in three films. They're hot for bands for pictures here but warn the boys in the East that most of the deals have to be consummated before they get here. . . . Paul Wimbish, who just joined publicity and management forces with Knowles Blair, says we should have been with Ralph Wonders the day he received the wire from Tommy Rockwell telling him that Glenn Miller had joined the Army! . . . Paul also adds that he just lost his secretary—to Douglas Aircraft. She starts there as a riveter! That alone tells the inside story of Hollywood. . . . Alice White will play the title role in "Blondie" until Penny Singleton returns from playing a real life mother role. . . . Connie Haines gets the vocalist spot on the Abbott & Costello show.



— Remember Pearl Harbor —

## To the Colors!

JOHN CONRAD, formerly of KSL in Chicago and of KTSM, El Paso, Texas, is now in the U. S. Navy in detail in the Public Relations Office of the Ninth Naval District at Great Lakes, Ill.

— VVV —

JACQUES THIVIERGE, former program director and announcer, ANDY STUPARICK, announcer, CKRN, Rouyn, Que., have joined Canadian armed forces. Thivierge goes to Quebec City for special training and Stuparick has enlisted in the Royal Canadian Air Force.

— VVV —

BILL KELLEY, promotion department of WCAE, Pittsburgh, has been inducted into the Army and reported for duty at Fort Meade in Maryland on September 28.

— VVV —

LESTER J. B. KETNER, former Radio Daily correspondent in San Antonio, has been called to active service. He reported to Dodd Field, Georgia, that city last week.

— VVV —

JIM CONWAY, JACK McCORMICK and LEE RANDON, staff men of WBBM, Chicago, have left for active service. Conway, an announcer, goes into training as an ensign in naval aviation at Northwestern University; McCormick, also a miker, is training for a second lieutenant in the U. S. Marines; and Randon has joined the signal corps as a radio technician.

— VVV —

TED KIMBALL, staff announcer, KSL, Salt Lake City, has left for active service in the Army at San Diego, Calif., for training as a naval officer.

— VVV —

JOSEPHINE R. YATES, transcription department of KOMO-KO, Seattle, has enlisted in the WAVES.

— VVV —

CLARENCE TALBOT, night operation manager of KOIN, Portland, Ore., has signed with the U. S. Navy to serve as a chief petty officer.

— VVV —

JOHN GALBRAITH, announcer, KPO's nightly news program for the station Cigarettes, has been called. He starts Army life at the Monterey induction center. Galbraith also will be an announcer for the Blue web's "All John Freedom" drama, and other shows.

**KOKO 92 MUSIC**  
Ask FORJOK  
CHICAGO-NEW YORK  
**SAN ANTONIO**

**WHAT'S WHAT IN BOSTON**  
WCOP has much more time to sell constructive force in the life of Boston.  
REPRESENTED BY HEADLEY-REED CO.  
**WCOP**  
BELONG ON YOUR SCHEDULE

**GUEST-ING**

INAH SHORE, on "Soldiers With Wigs," Saturday (WABC-CBS, 8 p.m.).

ATE McCOMB and JANE WEST, "The O'Neills," on "Nellie Revell Presents," Saturday (WEAF-NBC, 10:15 a.m.).

EBER J. GRANT, president of the Mormon Church and of the Utah-Sugar Company, on "Columbus Country Journal," Saturday (WABC-CBS, 1 p.m.).

EV. DR. DOUGLAS HORTON, secretary of the General Council of Congregational Christian Churches of New York, on the Columbia "Church of the Air," program, Sunday (WABC-CBS, 10 a.m.).

SSY RENARDY, violinist, and LMA KAYE, soprano, on "Radio City Music Hall on the Air," Sunday (JZ-Blue Network, 12:30 p.m.).

AMES MELTON, on the Coca-Cola program, Sunday (WABC-CBS, 4:30 p.m.).

AMUEL GRAFTON, political columnist; AVERY O. CRAVEN, professor of American History at the University of Chicago, and CARL J. LEDRICH, professor of government at Harvard, discussing "Congress and the War," on the "University of Chicago Round Table" program, Sunday (WEAF-NBC, 2:30 p.m.).

**Theatrical Folk Meet To Discuss Charity Show**

nder the leadership of a four-man chairmanship, which includes: Sylvan Gschal, Maurice Levin, Michael Slaap and Rudolph G. Sonneborn, over 150 theatrical and welfare leaders met yesterday afternoon at the Hotel Astor to inaugurate the ninth annual campaign for "Night of Stars." "Night of Stars" is the huge theatrical entertainment given annually for the United Jewish Appeal to further the work of the Joint Distribution Committee, the United Palestine Appeal and the National Refugee Service. This year's edition of "Night of Stars" will be held at Madison Square Garden on Tuesday evening, Nov. 24. Among those who addressed the initial meeting yesterday were: Nathan Saus, honorary chairman; Rabbi Leah B. Wise; Grover A. Whalen; Marvin H. Schenck, chairman of the producers' committee, and Mrs. Roger Straus.

**Roseleigh Joins NBC**

ames Roseleigh, 20-year-old son of the late Jack Roseleigh, veteran NBC actor who was a member of the cast of "Pepper Young's Family" before his death about two years ago, has been added to the NBC page staff. The elder Roseleigh was the original Sam Young in the NBC serial of family life.

**WAR-PROGRAM IDEAS**

**"The Staff Party"**

A special 20-minute program called "The Staff Party," in which all of the station's talent participate, has been introduced by KMOX, St. Louis, as part of its War Bond selling campaign. The broadcast is held Monday through Friday, beginning at 4:00 p.m. A potpourri of entertainment is offered, including singing, jazz and classical music, and talks with Bob Lyle as master of ceremonies. Listeners are urged to phone in their war bond order while the program is in progress. On Wednesday of this week station will present a two-hour war bond rally at a local business intersection. Besides talent from the station, special guests will include Alvino Rey, the orchestra leader; and the King Sisters, vocal trio. Next Sunday evening for a half hour, beginning at 6:30 p.m. KMOX will broadcast another special war bond program from the USO in the Municipal Auditorium, with program provided by enlisted men.

**WCCO Daily Bond Show**

"Any Bonds Today?," the hue and cry of the War Savings campaign, has been chosen as the name for a new war bond program on WCCO, Minneapolis, which takes to the air today. New series is to be presented five days a week from 4:15 to 4:30 p.m. Program setup calls for a studio audience which is urged to buy its bonds on the spot and take a shot with a papier-mache cannon at the caricatures of Hitler, Hirohito and Mussolini, hung on the wall.

Prominent WCCO personalities, such as Cedric Adams, Clellan Card, Rollie Johnson, Hale Byers and others, take turns emceeing the program, filling in with their own particular brand of entertainment.

**Union Sponsored Series**

"Jobs for Victory" is the title of a new program, on KYA, San Francisco, sponsored five nights a week by the Drydock Marine Waymen, Local 2116-763 and the Shipfitters' and Helpers' Union, Local 9. Intended to recruit urgently-needed workmen for bay area shipyards, the show tells applicants how and where to apply for them. It also gives the public a glimpse of the various patriotic activities backed by the unions, such as

**Gov. Lehman Series**

Governor Herbert H. Lehman will inaugurate a series of monthly reports on the war activities of the New York Commonwealth, Sunday, September 27, 7:45-8 p.m. via WMCA. Lieutenant Governor Charles E. Polletti will handle the second report, October 18, outline the state's plans for security and defense. Subsequent broadcasts will feature legislators and committee chairmen active in war effort. Series is in cooperation with the War Information Office of New State.

blood banks, war chest drives and war bond sales. The program is the for KYA in last three weeks.

**British Labor Problems**

The problems that British labor faces under war time conditions are brought to America in a new radio series being broadcast by WNYC, New York. The program, entitled "Working for Victory" is heard over the city-owned station every Tuesday at 6 p.m. Prepared in London, the program is radioed to New York by the BBC and presented in transcribed form by WNYC. George Gibson, former president of the Trades Union Council, is master of ceremonies on the series, interviewing groups of British workers from Britain's war time factories on the special problems that the war has brought to British labor. This is believed to be the first program devoted especially to British war time labor problems ever to be broadcast in America.

**AGENCIES**

H. G. McCOY and J. VANCE BABB have been made associate directors of the public relations department of N. W. Ayer & Son, Inc. McCoy is in the Philadelphia office and Babb is in New York. Announcement has also been made of the addition of William G. Haworth to the agency's public relations staff. For the past six years Haworth has had his own public relations business and before that was with Earl Ferris and King Features.

GARRETT & CO., of Brooklyn, for Virginia Dare Wines, on Oct. 15 will inaugurate an advertising campaign which will include spot radio and space in the magazine "Life." Ruthrauff & Ryan is the agency in charge.

McKESSON & ROBBINS, through Ivey & Ellington, is starting a New England campaign of spot broadcasts for Santa Alicia California Wines.

**Whadd'ya Mean By A Small Outlet, Radio Daily?**

**Small Outlets Average \$19,000 Bond Sales**

Early survey of station activity in selling bonds since acting as issuer for the Treasury Dept. shows that 122 small outlets...

**WHOM** is a small outlet alright. At least that's what we thought. But having sailed 'way over our quota—ten times over to be exact—we're gonna stop kiddin' ourselves. WHOM is a BIG OUTLET!

From August 17th to date, this BIG OUTLET has sold more than \$238,596.75 (cash—not pledges) in bonds, and we're going much stronger each day. If he had the time, Uncle Sam would probably say, "WHOM must swing a powerful lot of influence among its vast and loyal audience!" To which we would modestly reply, "Shucks, Uncle Sammy, That's the least we can do!"

\$238,596.75 (cash—not pledges) was netted by WHOM as of Tuesday, Sept. 22nd.

1480 KC  
FULL TIME OPERATION

**AMERICA'S LEADING FOREIGN LANGUAGE STATION**

**W H O M**

JOSEPH LANG, Manager  
New York Studios: 29 West 57th St., N. Y. C. PLaza 3-4204

## PROGRAM REVIEWS

## Dorothy Thompson

Returning to the Blue Network, Sunday nights 9:45-10 p.m., EWT (via WJZ) the country's leading femme columnist on international affairs and only writer of her kind on the networks, again displayed her excellent knowledge of what's going on and a keen sense of analysis to back it up. Miss Thompson started on the Russian war zone, revealing the tremendous effort being expended there as against activity in other zones, also indicating that allied help to Russia has been comparatively little. From there she expanded to other highlights in the news, all delivered lucidly and with a decisiveness that made the listener feel she knew what it was all about. On the whole she probably offered a better explanation of the situation than any several of the male commentators put together.

Sponsor is Trimount Clothing Co. through the Emil Mogul agency, and it is to the sponsor's credit that there was no interruption once Miss Thompson was on the air. Toward the last two minutes she said she would be back on with another word or two if there remained time. Following the show commercial, Miss Thompson came back with the info that no time remained for further talk. This was a first rate example of how to handle the closing and hold the audience for the commercial without going through the motion of obviously kidding the listener. Miss Thompson was in particularly fine trim and offered tangible remarks well worth listening to.

## Eight-Hour Govt. Sked Purchased In Alaska

(Continued from Page 1)  
among the programs transmitted. These will be piped from San Francisco to four Alaskan stations, KFAR, Fairbanks; KINY, Juneau; KTKN, Ketchikan and KFQD, Anchorage,—and rebroadcast over medium-wave transmitters.

As equipment becomes available, the OWI, in conjunction with the Army Signal Corps, will install low-powered transmitters, at Nome, Dutch Harbor and Kodiak, it was said.

Schedule of Alaskan broadcasts was arranged by Murry Brophy, Chief of the Bureau of Communications facilities of the overseas branch.

## Three Recording Requests Receive Petrillo Okay

(Continued from Page 1)  
three war effort transcriptions which are produced specifically for radio.

Among those getting the official nod were a request to make an audition record to be submitted for a live show; a series of religious records for home use; the Treasury's "Star Parade" series, the General Motors' productions, "Victory Is Our Business," two are recorded at World, and "Todd Grant Gets The Story," recorded at Muzak.

Recording Assn. Holds Meet;  
Priority Recognition On Tap

(Continued from Page 1)

ected. Reeves, acting for the group in Washington, D. C., reported that WPB officials were viewing the recording studios with better understanding and appreciation for their position in the war effort, and that applications for replacement materials other than capital equipment would receive better rating than was the policy two months ago. Materials for commercial production would be rated, he explained, by the status of the agency seeking the recording as well as the use to which the product would be put. The president was still optimistic about the issuance of a general WPB order which would give a low blanket rating for the studios.

## No Vinylite Issued

K. R. Smith, vice-president and general manager of Muzak, reported that the government was issuing no vinylite for commercial productions. Material situation was such, he explained, that authorities were mulling the possibilities of early legislation which would require radio stations and other consumers of recordings and transcriptions to return all their product to the manufacturers after use in order to be eligible for new releases. The returned product would probably be kept in the aggregate by each manufacturer, he conjectured. Clients could not expect manufacturers to keep separate accounts for each one, so that the station returning 50 discs would get more releases than the station returning only 25. Such a setup, he opined, would be difficult to operate. How long the industry could hold out by reclamation was a matter of speculation, for he estimated that about ten per cent of the product was lost in refabrication.

In the matter of more widespread allotment of government orders, E. V.

Brinckerhoff, president of General Sound Corporation, reported that as a result of his committee's efforts, government agencies were looking more favorably on the application of the independent studios. Final disposition of the subject via the Procurement Division of the U. S. Treasury is expected by next week. He reiterated, that obtaining government orders would be the only means of maintaining the smaller studios in operation, for with the scarcity of material and the Petrillo bans reducing commercial production to nil, equipment would be absolutely idle. Yet, he pointed out, the war effort had need for the continued operation of independent recording studios.

Officers elected for a term of one year were as follows: Hazard Reeves, president of Reeves Sound Studios, president; K. R. Smith, vice-president of Muzak, vice-president; Maurier Wolsky, Advertising Recording Service, secretary; Ray Lyon, head of WOR Recording Studios, treasurer; Harry Jackson, of Frankay and Harry Jackson Recording Studios, Ezekial Rabinowitz of Audioscriptions, and Lynn Frank of Carnegie Hall Recording, members of the board of directors which includes the four officers also.

## Members Tour WOR

At the close of the meeting Ray Lyon conducted the members through the WOR studios which, during the past year have been renovated and equipped with the most modern of equipment. Some phases of the setup were still incomplete, Lyon pointed out, because of the difficulty in obtaining materials since our entry into the war.

WOR studios' current operations, like many of the others, cover government programs.

"Flying For Freedom" ET  
Adds New Subscribers

Alaska Star Airlines has signed a contract for NBC transcribed series, "Flying for Freedom" for broadcast over KFOD, Anchorage, Alaska. Further contracts for the same series have been signed with WORD, Spartanburg, S. C., and KTUC, Tucson, Arizona.

Series dramatizes actual experiences and training of United Nations pilots from the period of their entry into service to the time of actual participation in aerial combat service. Programs have been produced in Canada under supervision of the Royal Canadian Air Force.

## Canada Store Sales Increase

Montreal—Sales of radios, musical instruments and supplies by department stores in Canada during July are reported by the Dominion Bureau of Statistics at \$266,054, compared with \$229,940 in July, 1941, an increase of 15.7 per cent.

Fairchild, Morticians  
Air Debut Set For Oct. 4

Fairchild & Sons, Inc., morticians, will use radio for the first time to promote their four funeral chapels in Greater New York and Long Island beginning Oct. 4, when "The Church of the Wildwood" will be launched on WJZ. Muir & Co., New York, is the agency.

The program, which will be heard Sunday from 11:45-12 p.m., is recorded and features inspirational addresses by Dr. William L. Stidger, author and faculty member of the Boston University School of Theology, also songs by John Seagle baritone.

## Hal Smith

Texarkana — Hal Smith, 40, announcer of KCMC of this city, died here of a heart attack last week. Smith was to have left the station to take over announcing duties at a Richmond, Va., outlet just a few days after the attack which proved fatal.

## Words About Music

By SID WEISS

THE FOUR BELLES resume their network broadcasts next week following a mid-west personal appearance tour. Peter King takes the baton over on "Prescott Show" starting this Saturday. Joan Brooks' Beacon record of "Sw Dreams," with Buddy Clark's orchestra, gotten off to a flying start. Also in the recommended division is "By the Light the Silvery Moon" with the Deep River Boys and Fats Waller. The Victory Twins, completing their fourth month of their personal Bond drive, are turning sales sometimes as high as \$100.00 daily. Milo Boulton, emcee on "We, The People," also doing a great job of selling bonds to theater-goers between acts, most of the hit shows on Broadway. Ronny Liss had to turn down a stage role in "Skin of Your Teeth," which co-stars I. Bankhead and the Fredric Marches, due to a conflict coming up with the Jolson show.

DOWN THROUGH THE years, the "We, The People" staff has encountered many difficulties with its guests. It has done everything from supplying them with new false teeth to eliminate whistling, to minding babies for mothers while on the air. But the program's perseverance in getting acts on the air received its acid test when a certain Mrs. Mohorovicic of Yugoslavia was scheduled for broadcast. She was the woman who gave birth to a child in a lifeboat after her ship had been downed by a Nazi sub. It made a great story—but the good lady couldn't speak a word of English. The staff, however, wasn't stumped for a minute. They simply taught her enough English for a brief interview!

IDLE THOUGHTS: Why do so many Sunday nite musicals sound alike? Orchestra, soprano, baritone, commercial then the orchestra, etc. all over again. Does the outstanding success scored by comics Herb Shriner and Zero Mostel (who are about as formal as a night shirt) mean that the super-smooth smart aleck comedian is on his way out? The one form of network show which has continued to prosper since the very inception of radio is the variety half-hour. Guess folks like to hear a little bit of everything—a song, a tear and a laugh. We've been trembling in anticipation of the first woman announcer to succeed the boys called into service—but so far, haven't heard one.



# Money Campaigns to Ask Time Via OWI

(Continued from Page 1)

for that period, and also instruct local stations to give such announcements AA Special priority list on the Radio War Guide.

predicted several weeks ago by RADIO DAILY, this consolidation of appeals for local and war charities, stipulated by the President's War Relief Control Board, is expected to be a first-class headache-chaser for the radio broadcasting industry. Definitely tied in with the campaign are the following national agencies:

### Agencies Listed

American Hospital Ass'n, American Social Hygiene Ass'n, Boy Scouts, Boy Scouts of America, British War Relief Society, Camp Fire Girls, Child Welfare League of America, Council of Jewish Federation and Welfare Funds, Family Welfare Ass'n, Girl Scouts, Greek War Relief Ass'n, National Ass'n of Day Nurseries, National Federation of Settlements, National Jewish Welfare Boards, National Organization for Public Health Nursing, National Travelers Aid Ass'n, National Urban League, Queen Wilhelmina Fund, Polish War Relief, Russian War Relief, Salvation Army, War Fund Campaign, United Nations Relief, War Prisoners' Aid Committee and YWCA. Their local funds total \$95,000,000, while another \$659,000 has been allocated for the appeals.

Only out-and-out exception is the American Red Cross, which will account for only other major national appeal each year. In addition, status of the USO, which will serve as central organization in cities where there are no Community Chests, is somewhat uncertain since it cannot guarantee that its commitments may not take one more "on its own" drive necessary next spring or summer.

### Quasi-Governmental Status

OWI points out that, while its authority in no way extends to the participating agencies individually, Community Mobilizations have been given status of quasi-governmental project at suggestion of President's War Relief Control Board, formerly the President's Committee on War Relief Agencies, headed by Joseph E. Davies. President Roosevelt is expected to broadcast a national appeal in connection with the drive next month.

With one-third of the messages in the network allocation campaign consigned to the drive for the three weeks beginning Oct. 5, OWI put together a fact sheet on the subject in the mails last night for producers of operating network shows. These point out that radio is not being used upon to appeal for money directly, but rather to make people realize the importance of the local drives this year.

OWI also points out that additional script material is available from radio department of Community Chests and Councils, Inc., 155 East 44th Street, New York City.

Exchange of letters between OWI

# WARTIME PROMOTION

## Stromberg-Carlson War Ads

The present war-time schedule of Stromberg-Carlson advertisements in many instances tells the story of actual happenings on the fighting fronts. For obvious reasons the correct names of the heroes of these particular engagements must remain fictitious. This series of ads is designed to inform the general public on what Stromberg-Carlson is doing to help win the war. It is further intended to tell the public of the important part played in modern warfare by telephone, radio and sound communications equipment. In addition, however, its purpose is to preserve in the consumer's mind the buying franchise associated with the name of Stromberg-Carlson and to which most of its dealers' and distributors' names have been linked for years.

## Army-Civilian Defense Remote

New Union Square Garage, occupying an entire block and three underground floors in the center of San Francisco, was opened recently with thousands attending a big two-day "Army and Civilian Defense Show" in the structure, with both KPO and KQW airing pickups. The layout will be used as a subterranean bomb shelter in case of attack, providing protection for 10,000 persons. As a feature of the dedication, KPO moved its weekly "Army Hour" to the structure, broadcasting before several thousand from a platform on which were high ranking Army officers and civic officials, guests on the broadcast. KQW's pickups were handled by Ira Blue and Fred Briggs. The garage is one of the country's largest structures built with air raids in mind.

## Senate ICC Committee Favors Probe Of AFM

(Continued from Page 1)

tion (286) for an investigation of the AFM and its leadership in connection with the current music ban, it was learned yesterday afternoon following the committee's meeting.

"Of course, we do not know whether the Senate will be disposed to take immediate action on the resolution when it is reported back, but we shall do our best to impress them with the urgency of the situation," a committee spokesman told RADIO DAILY. Favorable action is anticipated.

Sum of \$5,000 for clerical expenses of the investigation would be requested, it was also reported.

Action of the Senate Interstate Committee yesterday in solidly voting to report out the Clark Resolution follows three days of exploratory hearings before a specially appointed sub-committee headed by the author of the resolution. With no loss of time, this group listened to testimony of three government executives, OWI Director Elmer Davis, FCC Chairman James L. Fly and assistant Attorney General Thurman Arnold, which indicated need for speedy legislative action in interests of effort and national morale.

It is expected that J. C. Petrillo and other AFM officials will be subpoenaed to appear as witnesses if plans for the full-dress hearings are approved.

Director Elmer Davis and Charles P. Taft, acting chairman of the President's War Relief Control Board, is attached to the fact sheets to give further background on the campaign set-up. In his letter to Davis, which is also included in OWI literature to all stations, Taft points out that the board, "has come to the conclusion that it would be in the public interest that major national appeals for war relief and welfare purposes should be limited to one for the American Red Cross and one for all other war relief and welfare organizations."

## Glenn Miller Final Show Digs Up Complications

(Continued from Page 1)

Central Theater, Passaic, N. J. This represents a compromise settling a series of complications dating back to February. His first show—the 7:15-7:30 broadcast—will originate at CBS Studio No. 2, here.

Complications started with the vaudeville booking commitment Miller made last February through the Arthur Fisher office. He was to have appeared for a week at the Passaic theater, then, but asked for a postponement in order to meet picture obligations on the Coast. Two weeks ago he announced receipt of a commission as captain in the U. S. Army, and gave notice of liquidation of his band to his musicians, effective September 24. Booking office and theater interest registered formal complaint, arguing that the band's availability for the broadcast placed it in a similar position to live up to its theater booking, in so far as the theater had advertised the Miller appearance and leader's induction date was October 7. Legal representatives for Fisher accepted as a compromise, in lieu of a litigation calling for an injunction against Miller, CBS and the sponsor, a four-date stand, Thursday through Sunday.

Complications mounted, however, because the sponsor, and the broadcasting company had already distributed tickets for the broadcast at the CBS New York studio. There followed reports that the sponsor, in turn, would institute injunction proceedings to ward off the out-of-town origination. However, by airing one program from New York and the other from Passaic, legal entanglements have been obviated.

## Vandercook To Blue

Observing his second anniversary as a radio commentator this month, John W. Vandercook joins the Blue Network's lineup of news commentators September 27 as he launches a series of weekly news broadcasts to be heard Sundays, 3-3:15 p.m., EWT.

# Sanders Radio Bill Out For This Session

(Continued from Page 1)

reported out to the House this session, but also, according to Representative Clarence F. Lea, chairman of the House Interstate and Foreign Commerce Committee, no sub-committee will be appointed to study and report on the voluminous testimony developed in the 20 days of hearings, ending early in July. Appointment of such a sub-committee, headed by Representative Jared Y. Sanders, Jr., of Louisiana, author of the bill, was expected to be announced as soon as the testimony was revised and printed.

### Consideration Called "Improbable"

These committee prints already are completed, but Chairman Lea gives two good reasons why further consideration of them is "improbable" to say the least, at this session.

In the first place, the House obviously won't be in session very much longer before elections, and in the time that remains, it will have its hands full with such "must" war legislation as the anti-inflation and tax bills and even if the lower house had time to consider such relatively unimportant measures as HR-497, there would be neither the time or disposition, on the part of the present Senate, to take corresponding action, it is believed. That is why death of the bill seems a foregone conclusion.

### Several Representatives Defeated

A second reason for the bill's abrupt end is the somewhat phenomenal pre-election turnover within the committee itself. At least eight of its members, representing about one-third of the total membership, are already "out" of Congress, for all practical purposes. Five were defeated for re-election in state primaries, one voluntarily withdrew, another left Congress to accept a judgeship, and the eighth voluntarily transferred to another committee.

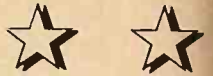
Among the defeated representatives were Oscar Youngdahl of Minnesota, Luther Patrick of Alabama and R. G. Tenerowicz of Michigan, who attended the hearings on the Sanders Bill, also Representatives C. L. South of Texas and G. A. Paddock of Illinois. Representative William P. Cole, Jr., of Maryland is now a Federal judge in that state, while Herron Pearson of Tennessee is voluntarily withdrawing from Congress at the end of the present session.

It is possible of course, for the Sanders Bill to be re-introduced into the House during the first session of the Seventy-Eighth Congress.

Senator Sanders told RADIO DAILY when the hearings ended last summer that he felt they had been very useful because they had focussed public attention on some important matters. However, one radio spokesman here commented yesterday that should this be the end, result of all the elaborately and expensively developed pros and cons of the measure the industry might one day be looking back upon these sessions as "much ado about nothing."



# Coast-to-Coast



**DON FREDERICKS**, announcer on KQW, San Francisco, will take on the emcee duties when Bill Kirkpatrick, San Francisco representative for the Plough Co., makers of St. Joseph Aspirin and Penetro Products, hosts the Allied Drug Travelers at a banquet in San Francisco's Press Club, this Friday. The travelers will be introduced by special transcription to Plough's program to be broadcast over KQW and the CBS Pacific network beginning Saturday, Oct. 3 from 9:45 to 10:00 p.m. The program is Cranston Chamberlain's "Don't You Believe It," which is being broadcast from Hollywood and is narrated by Ken Niles.

Good-will ambassador of WTAG, Worcester, is **Barry Barents** of the announcing staff. A favorite as principal speaker at local club meetings, Barents has been devoting his current talks to promoting radio in wartime. The WTAG spokesman's lecture calendar already includes January and February engagements with the Women's Club of Gardner, the Hudson Knights of Columbus, the Women's Club of Appleton, and the Worcester Tuesday Luncheon Club.

On a three day "barnstorming" tour, which took them to three different neighborhood theaters in the Greater-New York area, Italian artists who are heard regularly on the air over WOV, New York, raised \$326,000 in the sale of War Bonds. Headed by **Ralph Nardella**, sales manager of WOV, the unit included the WOV concert orchestra under the direction of **Paul Romeo**, **Diana Baldi**, the "Helen Hayes" of the Italian Theater, and many other artists well-known to the Italian theater-going and radio listening audience.

Chief continuity writer at **WSBA**, York, Pa., is **Barbara Smith** of Philadelphia. Graduate of Skidmore College, Miss Smith worked in radio dramatics at **WABY** in Albany, and **WGY** in Schenectady. For the past two years she has written the Sunday morning travelogue for the Pennsylvania & Western Railroad, aired on **WFIL**, Philadelphia. . . . Another addition to the **WSBA** staff since the station opened in September is **Jane Ferree**, new to radio, as music librarian.

Newest member of the announcing staff of **WJJD**, Chicago, doubles be-

fore the mike and in the classroom. He is **Bill Evans**, formerly with **WTMJ** at Milwaukee, and **WEBC** at Duluth. Evans will take one night a week away from the mike to commute to Milwaukee where he is an instructor in speech at the University of Wisconsin.

**Bill Dyer**, who was brought in to handle the ball games on **WIBG**, Philadelphia, for the three Sundays of the season, while **Byrum Saam** covers football out of town, is right back where he started from. Bill did his first broadcasting on **WIBG** ten years ago. Since then, he's been on the air in a lot of different towns as a baseball broadcaster, but for those three Sundays, he's right back home.

**Walter Holmes**, senior announcer at **WBNX**, New York, became the youngest member of the Board of Directors of the Bronx Chamber of Commerce at last week's election meeting of the organization. Holmes, who is 36, was formerly president of the Junior Chamber of Commerce of the Bronx.

Educational director **Sterling V. Couch** of **WDRG**, Hartford, has been appointed the only radio representative on the Fire Prevention Week Committee of the Hartford Chamber of Commerce. This committee will cooperate in connection with National Fire Prevention Week.

**Dick Gilbert**, singing disc jockey on **WHN**, New York, has been making the rounds of neighborhood theaters to stimulate the sales of War Bonds. A regular stop is the Colony Theater in Jackson Heights, Long Island, where **Joan Edwards**, "Hit Parade" star, helped him to present five free bonds to lucky patrons Wednesday night.

**KROW**, Oakland, sold Cole Brothers Circus 50 spot announcements in one week to publicize its local appearance. This is the first time in local history that a circus has used paid radio advertising. In addition to the announcement campaign arranged by **Ora Parkes**, advance publicity director, two quarter-hour broadcasts were used on the morning of the circus opening to interview stars of the show.

**Julian Garson**, program director of **CFCH**, North Bay, has returned to work after two weeks' holidays spent in Southern Ontario. . . . **Gerry Hill**, **CFCH** announcer, has returned to work after a two months' leave of absence.

**Jack Stevens** starts a sports series, "The Sport Fan's Host," Oct. 5 on Atlantic Coast Network for **St. Joseph's Aspirin** and **Penetro**. Program, combination of late results, interviews with sports celebrities and college songs on records, will be broadcast from **WNEW**, New York, 11-11:15 nightly except Sunday to **WCOP**, Boston; **WFCL**, Pawtucket-Providence; **WNBC**, Hartford; **WELI**, New

**Haven: WPEN**, Philadelphia; **WFBR**, Baltimore; and **WWDC**, Washington. **Bob Considine**, **John B. Kennedy** and **Jimmy Johnston** will be premiere guests. **Lake Spiro-Schurman**, Memphis, Tenn., is agency. **Stevens** continues his **WNEW** local "Sports Digest" three nights a week for **Edelbrew Beer**.

**King Harmon**, formerly of **KGUV**, Missoula, Mont., has joined the traffic and program department of **KUTA**, Salt Lake City. . . . **Jack Burnett**, sales manager spent last week in San Francisco and Los Angeles on business. . . . **Bob Hansen**, sportscaster, is vacationing in Los Angeles and Reno, Nev.

**Earl Wrightson**, popular baritone of Blue Network presentations will be the soloist at the luncheon of the **Banshees Club**, to be held today as an honor to **General Hugh A. Drum**, at the **Wedge-wood Room** of the **Waldorf-Astoria**, New York. The **Banshees** is the popular luncheon organization of the **Hearst** newspaper and magazine executives.

**WDRG**, Hartford, has announced the appointment of **Harvey Olson**, who has been with the station seven years, as chief announcer. **Olson** succeeds announcer **Ray Barrett**, who has resigned from the staff to enter the Army as a volunteer officer candidate. A former actor, **Olson** is now teaching a course in radio and microphone technique at **Hillyer Junior College** in Hartford. He has handled many of **WDRG's** feature programs during the past few years, including the "Shopper's Special," "Ad-Liner," "Sleepy Slim's Serenade," and various special events. He is married and has two children.

**Jay Joslyn**, who plays the part of "District Attorney" on **NBC** has scheduled a series of personal appearances in half of the sale of War Bonds. **Tom** he talks at a \$1,000-per-plate luncheon in Astoria; on Friday he will speak meetings in **Manhasset** and **Port Washington, L. I.**

To deal with the steadily growing number of requests for tickets "Kitchen Kapers," Monday through Saturday program on **WHN**, New York, will test audience draw with two broadcasts from the **Sun Room** of the **Hotel Edison**, Saturday, Sept. 26, and Oct. 3. Program features **Adrienne Ames**, **Bob Byron**, **Bar Sisters**, **Alice Breeze**, **Don Saxon** and **Dick Ballou's** orchestra. The Saturday shows will be solo sponsored by **Breakstone Dairy Products**, co-sponsors of the Monday through Saturday broadcasts.

Climaxing a short contest among the announcing staff of **WCBI**, Columbia Miss., **Bob McRaney**, general manager announced that **Billy Shackelford** has topped the staff with \$4,000 in bonds so over the station. He was rewarded with a \$25 bond by **J. O. Slaughter**, chairman of the **Lowndes County Bond Sales Committee**. The presentation was made during a broadcast over **WCBI**. The entire staff accounted for \$10,000 in bonds and stamps during the short drive.

"Neighborhood News," 10-minute show conducted by **Ruth Panter** over **CHEX**, Peterborough, and devoted to the culinary arts, fashions and activities of women, is currently being aired daily at 9:05 a.m. Series sponsored by local bus company, which award prizes of bus tickets for the best recipes sent in by listeners.

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

- BIRTHDAYS**
- September 24
  - Jack Armstrong
  - Margaret Potter Bowen
  - Charles F. Gannon
  - Jim Lucas
  - Edward Roecker
  - Major Paschal N. Strong

The Coca-Cola Company presents

**SPOTLIGHT BANDS**

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

**BLUE NETWORK 9:30 P.M. EVERY NIGHT EXCEPT SUNDAY**

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# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 20, NO. 62

NEW YORK, N. Y., FRIDAY, SEPTEMBER 25, 1942

TEN CENTS

## Senate Okays AFM Probe

### 17 NBC Accounts Adding Full Network

Computation of figures on those using NBC's 125 stations, full network plan, has resulted in "impressive gains to clients and the listening audience," according to statement by William S. Hedges, network's station relations manager, and Roy C. Witmer, in charge of sales. Since July 27, when the plan was presented to all NBC accounts, it has been accepted by 17 clients, representing 25 different programs. It was (Continued on Page 3)

### Blue Net Appoints Jaeger Mr. Comm. Program Dept.

Appointment of C. P. Jaeger as manager of the commercial program department of the Blue Network effective October 1, was officially announced yesterday by Phillips Carlin, vice-president in charge of programs. Jaeger comes to the web after having been vice-president of Trans-American Broadcasting and Television Corporation since 1937, during which period he was engaged in creating, (Continued on Page 2)

### Deaco-Fred Allen Show Completes Talent Lineup

"Deaco Star Theater," featuring Fred Allen, debuts for the 1942-43 season, with Charles Laughton and the Andrews Sisters as the series' first artists, on Sunday, October 4 at 8:30 p.m. over a 128-station hookup of CBS stations. In addition to last year's regulars, Portland Hoffa and Goodman's orchestra, the series (Continued on Page 2)

### New Treasury Song

At the request of Secretary of the Treasury Morgenthau, Barry Wood will introduce a new song, "Everybody, Every Pay Day" on the Lucky Strike "Hit Parade" on CBS tomorrow night. The song was written by Sergeant Dick Uhl and Corporal Tommy Adair. Wood also introduced some time ago the U. S. Treasury Department's first theme song, "Any Bonds Today."

#### Versatile Kyser

Chicago — Kay Kyser revealed himself as a Billy Sunday type of spellbinder when he spoke before the OWI radio meeting here the other day. Kay held his audience of advertising executives for 45 minutes and did an excellent job of selling the responsibility of radio in the war effort.

### FCC Moves To Appeal From KOA Decision

Washington Bureau, RADIO DAILY Washington—Clearing the way for an appeal to the Supreme Court for a review of the recent decision of the U. S. District Court of Appeals in the KOA-WHDH case, FCC yesterday filed with the lower court a motion for a stay of 30 days the decision, reversing and remanding the Commission's 1941 assignment to WHDH on the 850 kc. frequency. Decision was issued Sept. 12. "This case involves many substan- (Continued on Page 6)

### Wisconsin U' Games Sold On 9-Station Web

Milwaukee—Plankinton Packing Co. of this city will sponsor the 1942 schedule of football games of the University of Wisconsin over the 9-station Wisconsin Network. Badger schedule includes 10 games, two of which are armed service contests with teams representing Camp Grant. (Continued on Page 2)

## Mark Woods Outlines Views On Retaining Essential Men

### Two-Week Bond Drive Inaugurated Over KPO

San Francisco—NBC station KPO has under way a two-week intensive War Bond drive which started with a powerful, 45-minute patriotic broadcast entitled "The War Gods Speak." Using an all-star cast, including dramatic stars recruited from other stations, the broadcast featured inter- (Continued on Page 2)

### Unanimous Vote Came Unusually Fast With Broad Authority To Committee Handling The Investigation

### NAB Board Elects NBC With Russell As Rep

Chicago—Election of NBC to membership in NAB and F. M. Russell, vice-president of NBC, Washington, to the Board of Directors, and acceptance of three new membership stations KFAR, Fairbanks, Alaska, KLUF, Galveston, Texas and KTHS, Hot Springs, Mo., constituted some of the accomplishments of the NAB board of directors meeting at the (Continued on Page 2)

### Four Gen. Foods Shows Renewed Over CBS Net

Renewal of four General Foods Corporation accounts on CBS, was announced yesterday. Corporation, which has been a consistent advertiser over CBS since September, 1937, broadcast its first program on the (Continued on Page 2)

### NBC Own Scrap Campaign Turning Up Strange Items

Part that NBC is playing in the intensified drive for scrap metal is bringing to light strange and wondrous items as NBC employees search (Continued on Page 6)

Washington Bureau, RADIO DAILY Washington — With unusual speed the Senate yesterday, by unanimous consent, cleared the way for a full dress inquiry into Petrillo and the AFM and the union bans against recording for commercial use. Now that the Clark investigation has become a going concern, indications around the Capital pointed to possibility Senator Burton K. Wheeler might assume the driver's seat and make the (Continued on Page 6)

### Two WOR Beer Clients Set Big Pigskin Sked

WOR will carry seven collegiate football games and nine professional games scheduled for the Brooklyn Dodgers, starting Oct. 10. Announcers for the collegiate games have not yet been appointed. The programs, which will be sponsored by Pabst Blue Ribbon Beer and Ale will be handled by Conne Desmond, who is (Continued on Page 6)

### Enoch Made President Of Oklahoma Network

Oklahoma City, Okla.—At the regular meeting and election of officers of the Oklahoma Network held here, Robert D. Enoch, manager of KTOK of this city and managing director of the network, was elected president replacing Joseph W. Lee of KGFF. (Continued on Page 2)

#### Precisely

Philadelphia — At exactly 12:17 p.m. Tuesday, Lew Rogers doing the "Stay As Lovely As You Are" program on WIBG, stopped his program entirely, placed "Tis Autumn" on the turntable and read this item from the United Press: "Philadelphia: Autumn makes its debut officially at noon today, at 17 minutes after 12, to be exact." And then continued the program.

# RADIO DAILY



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JOHN W. ALICOATE : : : Publisher

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

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

## FINANCIAL

(Thursday, Sept. 24)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	119	118 3/4	119	+ 1/8
CBS A	11 5/8	11 5/8	11 5/8	0
CBS B	11 5/8	11 1/2	11 5/8	+ 1/4
Crosley Corp.	6 1/2	6 1/2	6 1/2	0
Gen. Electric	27 3/8	26 3/4	27 3/8	+ 7/8
Philco	8 3/4	8 3/4	8 3/4	+ 3/8
RCA Common	3 1/2	3 3/8	3 1/2	+ 1/4
RCA First Pfd.	57 1/2	57 1/2	57 1/2	0
Stewart-Warner	7	7	7	0
Westinghouse	72	71	72	+ 1
Zenith Radio	14 3/4	14 1/2	14 3/4	+ 1/4
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	16 1/2	16 1/2	16 1/2	- 1/4
OVER THE COUNTER				
Farnsworth Tel. & Rad.		Bid 2	Asked 2 1/4	
Stromberg-Carlson		5 7/8	6 1/8	
WCAO (Baltimore)		17	19	
WJR (Detroit)		19	22	

### Wisconsin 'U' Games Sold On 9-Station Web

(Continued from Page 1)

and the Great Lakes Naval Station. Neil Searles, WEMP sportscaster, will handle the play-by-plays direct from the field. The Wisconsin Network embraces the following stations: WRJN, Racine; WHBY, Appleton; KFIZ, Fond du Lac; WHBL, Sheboygan; WCLO, Janesville; WIBU, Madison; WFHR, Wisconsin Rapids; WTAQ, Green Bay; and WEMP, Milwaukee. Cramer-Krasselt Co. placed the business for the packing company.

### Texaco-Fred Allen Show Completes Talent Lineup

(Continued from Page 1)

will have Arthur Godfrey as announcer replacing James Wallington. Show will be cut from its former 60-minute spot to a half-hour from 9:30 to 10 p.m. EWT. Format will remain the same as last year, including the comic stock company, the "Texaco Workshop Players," whose cast is made up of Minerva Pious, Charles Cantor, John Brown and Alan Reed.

### Two-Week Bond Drive Inaugurated Over KPO

(Continued from Page 1)

views with Ernest Hearther, former Hongkong shipping official recently returned on the "M. S. Gripsholm," and Mrs. Lucy Tal, Viennese refugee once blacklisted by the Gestapo.

No punches were pulled in dramatizing incidents of maniacal Japanese and German tortures of innocent war victims. Music was provided by the 35-piece 217th Coast Artillery Anti-Aircraft Regimental Band. More than 500 persons attended the program, which will be followed daily for two weeks by other shows appealing to hearers to send in their checks to the station. In the cast were Jack Moyles, Jack Kirkwood, Rod Hendrickson, Lu Tobin, Monty Margetts, Grace Cooper, Mary Milford, Everett Glass, Don Thompson, Ray Buffum and Hal Wolf.

### Enoch Made President Of Oklahoma Network

(Continued from Page 1)

Shawnee, who resigned to enlist in the U. S. Navy.

Those present at the meeting included Hugh Feltis, Blue Network station relations representative, with which all Oklahoma Network stations are affiliated; H. V. Hough of WBAP, Fort Worth, Texas; Albert Riessen, KVSO, Ardmore; Milt Garber, KCRC, Enid; Joe Lee, KGFF, Shawnee; Weldon Stamps, KADA, Ada; Jimmy Berry, KBIX, Muskogee; Hillis Bell, KVSO, Ardmore; Bob Enoch, KTOK, Oklahoma City, and Kenneth Abernathy, attorney for the network. Following the business meeting, the entire group was entertained by the Oklahoma Network at a dinner in the exclusive Rainbow Room.

### NAB Board Elects NBC With Russell As Rep

(Continued from Page 1)

Palmer House here yesterday afternoon.

With President Neville Miller, presiding the NAB directors discussed closer relationship with retail merchants in merchandising by radio, current man power problems in radio as affected by the war, and a public relations plan.

This morning the board will take up the AFM matter as it affects recordings. Only two board members were absent from the meeting, according to C. E. Arnev, Jr., and both were kept away by illness. They are Harry W. Spence of Washington and Paul W. Morency of Hartford. Niles C. Trammell, president of NBC, heading a delegation of NBC executives in town for a sales conference, was a guest at the board luncheon yesterday. He spoke informally on the post war problems of radio.

### Blue Net Appoints Jaeger Mgr. Comm. Program Dept.

(Continued from Page 1)

promoting, building and selling radio programs. Career has also included considerable advertising work in the publication field.

### Four Gen. Foods Shows Renewed Over CBS Net

(Continued from Page 1)

web in 1931, and is ranked by Columbia as one of its 15 oldest clients.

With General Foods' "Kate Smith" renewal effective October 2, the sponsor and the program begin their sixth year together on Columbia. This season it is presented for Jell-O, Friday evenings from 8:00 to 8:55, EWT, with rebroadcast at 12 midnight. When "Kate Smith" suspended for the Summer it was heard over 91 CBS stations; with the program's return this Fall the full U. S. CBS network of 114 stations carries the show.

In October, 1938, "Kate Smith Speaks" began for General Foods. The renewal, which goes into effect September 28, opens its fifth season on Columbia. General Foods' "Kate Smith Speaks" is broadcast for Calumet Baking Powder and Swans Down Cake Flour. The program is heard Mondays through Fridays from 12:00 to 12:15 p.m., EWT, on 73 Columbia stations.

"Dr. Malone" Renewed

General Foods' program for La France and Satina, laundry products, and for the beverage, Postum, has been renewed beginning September 28. The program, "Joyce Jordan, M.D.," first heard over Columbia for General Foods in July, 1939, is broadcast Mondays through Fridays from 2:15 to 2:30 p.m., EWT, with rebroadcast at 3:30 p.m. It is heard over 76 stations of the Columbia network.

General Foods also has announced the renewal of its Post Toasties program, "Young Dr. Malone," effective October 5. The serial drama is aired Mondays through Fridays from 2:00 to 2:15 p.m., EWT, over 87 Columbia stations. Agency handling the account is Benton & Bowles, Inc.

Young & Rubicam, Inc., handles "Kate Smith," "Kate Smith Speaks" and "Joyce Jordan, M.D." In addition, it handles two other General Foods' programs on Columbia: "William L. Shirer, News" and "We Love and Learn."

### Holy Cross Schedule On WTAG For Atlantic

Worcester, Mass.—WTAG of this city will carry the entire schedule of Holy Cross College football games for the Atlantic Refining Co., it was announced this week by E. E. Hill, managing director. WTAG pigskin program calls for nine broadcasts, including tomorrow's opening contest with Dartmouth. Dates of other clashes and opposing teams are: Oct. 3, Duquesne; 17, Syracuse; 24, North Carolina State; 31, Colgate; Nov. 7, Brown; 14, Temple; 21, Manhattan; 28, Boston College. Agency handling account is N. W. Ayer & Son, New York.

### WTIC Show On NBC

Hartford—"United States Coastguard On Parade," aired on WTIC of this city on Saturday mornings at 11:30 a.m., will be fed to NBC beginning tomorrow. Series, featuring the Coastguard band under the direction of Charles Messer, also will be shortwaved by the network.

## COMING and GOING

NILES TRAMMELL, president of NBC; LIAM S. HEDGES, vice-president in charge stations; SHELDON HICKOX, JR., manager of the stations department and assistant to Hedger; and CHARLES B. BROWN, sales promotion manager, in Chicago for the meeting of the Central Division.

ROGER W. CLIPP, general manager of W Blue Network outlet in Philadelphia, in yesterday for conferences at Rockefeller Center.

DON BURROWS, sales and commercial manager of WBNS, Columbus, has returned to Ohio headquarters following a short trip to New York.

J. LEONARD REINSCH, manager of WSB, Tampa; J. ROBERT GULICK, manager of WJ, York, Pa.; HAROLD ESSEX, sales manager WSJS, Winston-Salem, N. C., and C. S. YOUNG, station manager of WBZ, Boston, were visitors yesterday at the station relations department NBC.

PHIL SPITALNY and the girls of his "Of Charm" orchestra leaving their film work Hollywood for a quick trip to Fort Lewis, Washington, from which point they will broadcast Sunday night's program for the entertainment of the soldiers.

FULTON LEWIS, JR., returned to New yesterday.

OLLIE MOSS, of Moss Photo Service, is from Washington, D. C., where he was sulted on a defense matter in connection photography.

WILLIAM F. MALO, commercial manager WDR, Hartford, is in Chicago to attend meeting of the sales managers division of NAB. Malo is chairman of the association's England sales managers group.

RICHARD W. DAVIS, general manager WNBC, Hartford, spending a day or two town on station and network business.

GEORGE D. WALKER, general manager WAIR, Mutual outlet in Winston-Salem, N. C., called yesterday at the New York offices of network.

TED HUSING is in Detroit today to meet JIMMY DOLAN. The two will then travel Ann Arbor where they will broadcast tomorrow's football game between the University of Michigan and the Great Lakes Naval Training Station.

MARTIN LEWIS, eastern radio contact Paramount, leaves today for Hollywood to come studio radio contact, succeeding Bob H. Sev, who has resigned to join the Frank Vincent Agency.

JEFF ALEXANDER, orchestra leader, and MA LOFB, producer, off for Baltimore to join Holtz and Mildred Bailey in the broadcast of the "Time Out for Laughs" program Sunday night.

BILL STERN, NBC sports director, en route to Madison, Wis., to broadcast tomorrow's football game between the University of Wisconsin and Notre Dame.

CORPORAL NAT BERLIN, former continuing writer on WNEW, and now a non-commissioned officer in charge of public relations at Tusculum Field, Alabama, in town on a two-week furlough.

### SALESMAN

We have the opportunity if you have the ability to produce. Doing a larger volume of business than any 250-Watt station in the country. A chance to make money—and we don't mean peanuts. Give experience and earnings in first letter. Must be reasonably safe from draft call for next nine months.—A. H. Croghan, Station WJBK, Detroit, Michigan.

# PROMOTION

## Wire Service Football

striking two-color broadside en-  
 titled "What Every Young Football  
 Should Know" has been distributed  
 by the Press Association, Inc., radio sub-  
 sidiary of The Associated Press, to  
 promote what, according to Oliver  
 Manning, assistant general manager  
 of the wire service, is the most com-  
 prehensive football coverage ever  
 carried on a single radio news wire.  
 The self-mailer has only a  
 single slate with the words "What  
 Every Young Football Should Know."  
 The fold shows "Professor Football"  
 referring to "young pigskin adoles-  
 cents" on how they will take over  
 the public eye and ear. Main fold  
 depicts a stadium with pennants fly-  
 ing. PA's football specials for radio.  
 Having the gridiron coverage is  
 once-a-week "Football Dopester"  
 which scored an amazing coverage of  
 more than 80 per cent in picking win-  
 ners of last year's games. The "Foot-  
 ball Dopester" is a 15-minute script  
 which airs Wednesdays in predicting  
 week-end games. Another fea-  
 ture entering its second season is  
 "Football Consensus." Moved on  
 special AP radio wire on Fri-  
 day it gives the opinions of hundreds  
 of experts on upcoming week-end  
 games. Like the "Dopester," it turned  
 in remarkable average last year on  
 predictions.

In addition to these two top fea-  
 tures, PA football coverage will in-  
 clude final scores of every college  
 game in the nation, scores and stories  
 in 11 pro games, period scores on  
 contests and supplementary  
 end coverage. Latest spot foot-

## NBC Announcers' Contest

Entries in the H. P. Davis National  
 Memorial Announcers' contest are be-  
 ing received from NBC owned and  
 affiliated stations, following competi-  
 tions conducted by individual sta-  
 tions in their respective areas. The  
 national award will be announced  
 soon after October 1, when the con-  
 test closes.

National competition for the Davis  
 award is open only to staff an-  
 nouncers of stations owned and op-  
 erated or affiliated with NBC. A  
 contestant is first selected from each  
 of four regional zones and receives  
 an award recognizing him or her  
 as 1942's outstanding radio announcer  
 in that region. From the four re-  
 gional winners a board of judges will  
 choose the national winner to re-  
 ceive the H. P. Davis Gold Medal for  
 the year and a cash prize of \$300.  
 Selections are to be made on the  
 basis of personality, diction, adapta-  
 bility, voice and versatility. Accord-  
 ing to rules set up by the board of  
 awards, each station submits a re-  
 cording of its entrant, made without  
 his knowledge during an actual  
 broadcast. Recordings are mailed to  
 the Microphone Playhouse, 151 North  
 Craig Street, Pittsburgh, Pa.

The Davis awards were established  
 by Mrs. H. P. Davis, of Pittsburgh,  
 in memory of her late husband, H. P.  
 Davis, "father of radio broadcasting."  
 Durward Kirby, WENR, Chicago,  
 staff announcer, was adjudged winner  
 in 1941.

ball news will also be provided in the  
 "Sports Special," 5-minute teletype  
 provided six times a week.

## MR Show From St. Louis If Cardinals Cop Flag

Feigenspan Beer, sponsoring Red  
 Barber on WOR, five days a week,  
 10:30 p.m., will pay the line  
 charges so that the program can origi-  
 nate in St. Louis should the Cardi-  
 nals come out on top in the pennant  
 race necessitating Barber's being in  
 St. Louis to handle the World Series.  
 The duration of the Series, then,  
 the program will be titled "Review  
 and Analyses of the World Series."  
 Two extra shows, one Saturday  
 and one Sunday will be added.

The Feigenspan account is handled  
 by T. Howard Co.

## List 17 NBC Accounts Adding Full Network

(Continued from Page 1)

reported that 88 stations have ben-  
 efitied as a result of this network ex-  
 pansion.

On the basis of additional network  
 time created by the plan, the survey  
 says that this single sales subject  
 alone has added 608 station hours  
 per week, and that as a result of this  
 and other selling activities instituted  
 during the past six months, average  
 daytime network has increased from  
 49 to 54 stations, a gain of approxi-  
 mately 10 per cent.

Night-time coverage on the average  
 NBC network functioning between  
 5:00 and 11:00 p.m., EWT, has in-  
 creased from 76 to 94 stations since  
 March 1. Gain in this category is  
 calculated as nearly 25 per cent.

As pointed out by Hedges and Wit-  
 mer, "Stations in the marginal mar-  
 kets should find the plan a boon  
 second only to network affiliation.  
 Their stations will carry more of the  
 top-flight programs; they will, in con-  
 sequence, hold their audiences so that  
 their available time for sale to na-  
 tional spot and local accounts will be  
 just that much more productive in  
 results secured by their advertisers."

# Another Congressional Record

Companion of the United States

NEW YORK

WASHINGTON D.C. UNITED STATES

RECORDING

IN THE SENATE

for

## FULTON LEWIS, JR

12 PAGES IN ONE ISSUE OF THE  
 CONGRESSIONAL RECORD WERE  
 DEVOTED TO FULTON LEWIS, JR.  
 BROADCASTS ON THE SYNTHETIC  
 RUBBER PROBLEM.

"A MODEL COMMENTATOR" says U.S. SENATE

No other commentator in the history of radio  
 has had the distinction of being quoted so greatly  
 in the Congressional Record. 100% of Fulton  
 Lewis, Jr.'s broadcasts pertaining to his investi-  
 gation of the synthetic rubber situation have  
 been inserted in the Senate proceedings. Surely,  
 no other radio personality is so highly regarded.

## NOW ON 180 MUTUAL STATIONS

THE LARGEST HOOK-UP OF ANY  
RADIO PERSONALITY ON THE AIR

Currently sponsored on 69 stations, Fulton  
 Lewis, Jr. is available for sponsorship over  
 YOUR STATION, at YOUR OWN ONE  
 TIME QUARTER HOUR RATE PER  
 WEEK. This should be the easiest thing  
 you ever sold. Wire, phone or write WM.  
 B. DOLPH, WOL, WASHINGTON, D. C.



ORIGINATING FROM WOL WASHINGTON, D. C.  
 Affiliated with the MUTUAL BROADCASTING SYSTEM

**WBNX NEW YORK**  
 WITH THE MOST INTIMATE AND  
 EFFECTIVE PROGRAM APPROACH  
 AMERICA'S LARGEST MARKET

**500 WATTS Directional**  
 PER METROPOLITAN NEW YORK

# Los Angeles

By JAC WILLEN

**GURNEY BELL**, bass singer who sang with the Paul Taylor chorus on Bing Crosby's program before going into motion picture warbling, has joined Rudy Vall's Sportsmen, replacing Thurl Ravenscroft, now in the military intelligence branch of the service.

Book League of America, division of Doubleday Doran, publishers, through Huber Hoge & Sons Agency, N. Y., starts a thirteen week sponsorship of a once a week "Breakfast at Sardi's" spot, beginning September 25.

Harriet Hilliard, who is that swell comedienne on the Skelton show, and who finds time to sing duets with husband Ozzie Nelson, and sing with the band, also finds time to be the swellest type of mother to her two sons—David, 6, and Ric, 2.

NBC's "People are Funny" ailer goes back to their original money-gag this week, trying to give away one dollar silver cartwheels on the street. No success was had the first time it was tried... this time a husband and wife will attempt to pass along the free offering.

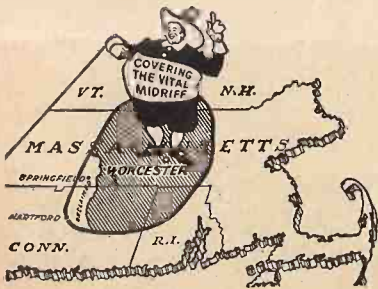
Hal Styles, KFVB's "Facing Facts" conductor, has reason for his excited attitude regarding the sinking of ships he reads about. In World War I, he was a wireless operator on a Swedish ship carrying food from Australia to England, which was sunk by German raiders in the South Pacific. He spent ten anxious days in an open life boat before being rescued. Hal has traveled in 49 countries and 16 foreign possessions in both peace time and war.

Conductor Eddie Paul last week became a father-in-law as his daughter, Mary Evans, married Harry Bryant Chambers of Tucson, Arizona.

You'll be hearing Connie Haines, who was the featured singer on the summer Willson-Nesbitt ailer, in the forthcoming RKO Scattergood Baines picture. She's the featured radio singer in the picture, heard but never seen.

Mrs. Bob Chester, wife of the orchestra director heard nightly on KHJ and Mutual Don Lee, will be "in the army soon." Mrs. Chester is registering with the WAACs for active duty for the duration.

*When you buy time—*  
**BUY AN AUDIENCE**



**WTAG WORCESTER**

# MAIN STREET

OL' SCOOPS DAILY

## Notes From An Aisle Seat . . . !

● ● ● The night before Billy Conn trades punches with Joe Louis, he'll take on Charlie McCarthy via Edgar Bergen's program here in N. Y. . . . Andrews Sisters signed as first guest singers on Fred Allen's opener. Charles Laughton will guestar on the show . . . Glenn Miller's entire trombone section being taken over by Charlie Spivak . . . Kay Kyser reported going in the army as soon as he completes his current picture . . . First Class Seaman Arlie Shaw in town "raiding" the big-time orks. Wants good musicians to enlist for duty at the Newport, R. I. base and play under his direction . . . Harry James' offer of 26 G's to release him from his three-month contract at the Lincoln Hotel was turned down by the management . . . Orson Welles' attorney, Arnold Weissberger, and Elissa Landi are serious. Elissa, by the way, is fattening a pig at her upstate farm. Destination: The Stage Door Canteen . . . Speaking of Welles, Dupont is paging him regarding "Cavalcade" . . . Both Red Skelton and Geo. Murphy hospitalized for a week from overwork . . . When Bing Crosby returns to the air, his program will allow for eight songs. Sponsor wants more singing . . . Dorothy Kingsley, who writes for Chase & Sanborn, signed by Metro . . . Lockheed's "Flight of Time" starts in Nov. via CBS.



● ● ● When Jerry Wald's crew leaves for a theater tour in Oct., Jane Withers will share billing with the up-and-coming maestro . . . The bandleader enjoying the brightest feather in his Stetson is Bob Allen who will replace Glenn Miller at the Penn on Oct. 5th—a plum eyed by most of the top bands. Which reminds us that Allen is another of the Hal Kemp alumni to make good—putting him in the company of Skinnay Ennis, John Scott Trotter, Saxey Dowell and Janet Blair . . . Pete Donald is recording a flock of five-minute shows for Musterole consisting of philosophy and gags written by himself for presentation on Mutual . . . Will Geer, of Jeeter Lester fame, an addition to "The Goldbergs" cast . . . Vido Musso has given up his band to join Woody Herman . . . Fred Vosberg replaces Al Simon as director of radio for N. Y. State War Savings Staff of the Treasury Dep't. Latter goes in the army this week . . . Bill Bacher auditioning for a replacement of Edward Ellis on the Caravan Hour . . . Herb Shriner says he knows a guy so dumb that everytime he puts on his hat—he blocks it! . . . What happened to that Geo. Jessel—toothpaste air deal?



● ● ● Local Boy Makes Good Item: Walter Compton was invited to be guest of honor at a Bond Rally in Charleston, S. C. (his home town) the other day. Veronica Lake was Hollywood's rep at the affair. Now Walter claims he's one of the few guys who have seen Veronica's other orb! . . . You haven't really lived until you've seen Connie Meade doing the Hula Hula—in grass skirt, costume and all . . . Pvt. Kermit Schafer and Michael Louis are tuning up wedding bells . . . It's a girl at the Gordon (WBNX)—Seamans . . . Russell Bennett, the composer, will conduct for the first time on B'way when Oscar Hammerstein's "Carmen Jones" opens here . . . Giles O'Connor (first CBS television emcee) leaves for the Coast Guard Tuesday . . . Sign of the Times: Lum, of "Lum 'n' Abner," is disposing of his entire racing stable (one of the finest in the country) and is shopping around for farmland . . . New speed record in composing probably belongs to Frankie Carle, who turned out "Because You Are" in 45 minutes . . . Canada Lee will do the lead on "Judgment Day" this Sunday over the Blue. Show is being produced by Sgt. Bill Eliscu and was scripted by Bill Davison and Bob Eisenbach . . . Jack Shildkret, who has supplied the accompaniment for Crumit and Sanderson since their first broadcast in 1929, will be with them on their new CBS series, "Mr. Adam and Mrs. Eve," which opens Oct. 3rd.



—Remember Pearl Harbor—

# Chicago

By FRANK BURKE

"CITIZENS OF TOMORROW," WGN's sustaining show will begin fourth season of broadcasting on Sunday, Oct. 11, with Phillip Maxwell emcee and principal. Program be dedicated to a different high school each week and speakers on the programs will be the principals of respective schools.

Recent survey conducted by a local advertising agency to ascertain products most saleable in army and navy canteens listed: 1—cigarettes; candy; 3—shaving and toilet articles; and 4—writing materials.

Charles O. van der Plas, former governor of Dutch East Java, interviewed by John Holbrook on WGN the other night. Gov. van Plas was here for speaking engagements at the University of Chicago.

Starting Sept. 28, Nelson Brothers "Masterworks" recorded musical show on WBM will be retitled, "Night Serenade" with lighter music played.

Ten Tobacco company of Wilkes-Barre, Pa., will sponsor 15 minutes of "News of the World" over WBBM three times weekly starting Oct. 1.

Bob White, continuity writer for WBBM, passing out cigars, as father of a seven-pound son born last week.

Art Harre, WJJD sales manager, back from a two weeks business trip to New York.

John Hodiak, leading man, has been signed by MGM Pictures and will leave for the coast on October 1, according to Vic Brown of National Concert and Artists corporation, who handled the deal. Hodiak's most recent radio roles were on NBC's "Bachelor's Children" and "Lum and Abner."

When Jimmy McClain, ("Dr. I. Q.") called on the two biggest servicemen at Navy Pier to stage a pillow fight during an entertainment recently didn't know he'd be on the receiving end of a pillow. Jimmy was hit in the midriff and nearly knocked into the orchestra pit by the force of the pillow.

**Going to NEW YORK?**

Stay "Where Radio City Meets Times Square"

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

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

Reasonable All-expense Tours. Write for details.

**HOTEL VICTORIA**

AT RADIO CITY 7th AVE. at 51st ST. NEW YORK

RONALD A. BAKER, Manager

## GUEST-ING

EDWARD ARNOLD and FAY CENTER, in an adaptation of their play, "The War Against Mrs. Hadley," on the Kate Smith Variety Hour, today (WABC-CBS, 8 p.m.)

MADELEINE CARROLL, on "Armstrong's Theater of Today," tomorrow (WABC-CBS, 12 noon).

SIR ARTHUR SALTER, head of the British Petroleum Mission and British Shipping Mission, as intermission speaker on the program of the Columbia Broadcasting Symphony, Sunday (WABC-CBS, 3 p.m.).

JOSEPH SCHILDKRAUT, HENRY GILL and VINCENT PRICE, on the Radio Reader's Digest, Sunday (WABC-CBS, 9 p.m.).

DESIRE DEFAUW, guest conductor of the NBC Summer Symphony program, Sunday (NBC Red, 5 p.m.).

REV. S. A. THURSTON, pastor of the Rodman Baptist Church, Pittsburgh, on "Wings Over Jordan," Sunday (WABC-CBS, 10:30 a.m.).

JOHN DOS PASSOS, novelist, and ARVIN LOWENTHAL, authority on French literature, discussing Victor Hugo's "Les Miserables," on "Innations to Learning," Sunday (WABC-CBS, 11:30 a.m.).

ALEX TEMPLETON, on the program of the Columbia Broadcasting Symphony, Sunday (WABC-CBS, 3 p.m.).

LT. COL. R. R. RINKENBACH, of the Civilian Personnel Branch of the Office of the Chief Signal Officer, Fort Monmouth, on the "Woman-Weaver" program, Sunday (WABC-CBS, 12:15 p.m.).

ENSIGN JOSEPH R. DEFREES, who participated in the Battle of Midway, on "We, the People," Sunday (WABC-CBS, 7:30 p.m.).

DR. WELLES, on Cavalcade of America, Monday (WEAF-NBC, 8 p.m.).

LILY PONS, on the Great Artists series of the "Telephone Hour," Monday (WEAF-NBC, 9 p.m.).

## SALESWOMAN

If you have a proven record of sales ability, preferably on a local station, and are interested in making upwards of \$5,000.00 per year, I would like to talk to you. Give experience and earnings in first letter. — Art Croghan, Sales Manager, WJBK, Detroit.

# Mark Woods Outlines Views On Retaining Essential Men

(Continued from Page 1)

heads, according to a newly-announced Army-Navy policy just adopted on recommendation of their joint personnel board."

The main concern of broadcasting groups, the executive held, was retention of only those who are regarded, in the face of increasingly serious wartime circumstances, as key men around which to build new personnel groups as and when called for.

Basic breakdowns which need to be considered in planning for such replacements were indicated as follows: (1) Engineering. (2) Program. (3) Sales. (4) Station relations. (5) General management.

### Wants "Free Enterprise"

Speaking forthrightly, Woods pointed out the necessity of maintaining radio organizations on the same practical basis now and for the duration as they were during peacetime due to the "very necessities of keeping sales going because it is for the free enterprise for which we are fighting."

In every one of these divisions indicated, women are being instructed as to how to take over important positions in the network when they are needed. It was said that there is no specific group under any one category, but that many of the employees were being educated well beyond the bounds of their immediate responsibilities.

Sales employees, considered as essential to the maintenance of broadcasting organizations in the light of requests for cooperation from the government, are expected to be fur-

ther recruited from the ranks of older men experienced in human relationships and understanding of the pressure under which networks and stations operate to maintain themselves in wartime situations.

It was frankly admitted by Woods, that had the drain on employees been faster than it has been up to now, the replacement problem would have been vastly more difficult. Four were taken from the organization's sales staff within a brief period, yet those were swiftly replaced.

That no one in the world is completely indispensable nor replaceable the executive agreed, but he indicated that if in the general categories considered, experienced personnel in each group, even if it were only one or two men or women, were left to guide the less-experienced replacements, the government would go far aiding the very things for which it feels radio is needed.

### Writers, Producers Essential

Among key persons which it was felt necessary to retain, production men and writers were indicated as important in relatively limited quantities, even though they might be of age and ability for active service.

With over 125 engineers lost from the network, stress was laid upon the extreme need of having fundamentally well-educated men in this group, in order to guide the less-experienced, and newly acquired control operators, who, it is believed, can adequately fill positions vacated, even though peacetime program values might fall off slightly.

## Seven Fordham Games Sponsored Over WJZ

Seven Fordham University football contests, together with the Michigan State-Great Lakes Naval Training Station game will be presented over WJZ under the sponsorship of Rheingold beer. Account, which is handled through Young & Rubicam, has exclusive rights in the New York area for the entire series.

With Joe Hasel, WJZ sportscaster, and Paul Douglas at the microphone, WJZ listeners will hear scores of other outstanding games between quarters and also the latest war bulletins through facilities to be set up by the WJZ-Blue Network news and special features division.

The complete schedule of games to be sponsored by Rheingold on WJZ is: FORDHAM vs TENNESSEE—Oct. 3 from Knoxville, Tenn., 2:45 p.m., EWT; FORDHAM vs NORTH CAROLINA—Oct. 10 at Polo Grounds, New York, 1:45 p.m., EWT; FORDHAM vs WEST VIRGINIA—Oct. 17 at Polo Grounds, 1:45 p.m., EWT; MICHIGAN STATE UNIVERSITY vs GREAT LAKES NAVAL TRAINING STATION—Oct. 24 at E. Lansing, Mich., 1:45 p.m., EWT; FORDHAM vs ST. MARY'S—Oct. 31 at Polo Grounds, 1:45 p.m., EWT; FORDHAM vs

## Alex Dreier To London Replacing Robt. St. John

Replacement of Robert St. John, NBC London correspondent is to be Alex Dreier for the next month. St. John is returning to the United States for a leave and rest. Actual traveling schedules of this exchange of personnel are being withheld because of censorship obligations.

### Wedding Bells

St. Louis, Mo.—Joe Brennan, staff announcer at KXOK, is scheduled to walk the middle aisle at College Church very soon. Bride-to-be is Dorothy Wiedmeyer of Collinsville, Ill.

Salt Lake City—Margaret Jacobson of the KSL traffic department has announced her marriage to David Emerton Williams. After a honeymoon trip, the couple will make their home in St. Paul, Minn., where Williams is studying for a doctor's degree in chemistry.

LOUISIANA STATE—Nov. 7 at Polo Grounds, 1:45 p.m., EWT; FORDHAM vs BOSTON COLLEGE—Nov. 14 at Fenway Park, Boston, 1:45 p.m., EWT; FORDHAM vs MISSOURI—Nov. 21 at Polo Grounds, 1:45 p.m., EWT.

## AGENCIES

FEDERAL ADVERTISING AGENCY, INC., has announced the renewal of "Ticonderoga Minutes" spot announcements for the Joseph Dixon Crucible Co. in three different markets. Spots have been renewed on WOR, New York, Mondays through Saturdays; on KHJ, Los Angeles, Tuesdays, Thursdays and Saturdays; and on WLW, Cincinnati, on Mondays through Fridays.

J. WALTER THOMPSON CO. has been named to handle the advertising of the Rheem Manufacturing Co., of Washington, D. C.

DR. D. JAYNE & SON, INC., Philadelphia, has appointed J. M. Korn & Co. to handle the advertising of Jayne's Expectoant.

## Harrison Holliday Dies Following Brief Illness

Los Angeles—Funeral services for Harrison Holliday, general manager of KFI-KECA, here, who died on yesterday after a brief illness, will be held tomorrow. Holliday had been manager of KFI-KECA since 1936, joining the Earle C. Anthony, Inc., organization after 11 years as manager of KFRC in San Francisco. He is survived by his widow, the former Edna O'Keefe, a daughter aged three months and two sons by a former marriage. He was 42 years old. On Wednesday afternoon Holliday complained of stomach pains and was ordered to the hospital.

## Celinese Show To Coast

"Great Moments in Music," the half-hour musical show sponsored by Celinese Corporation of America on CBS, Wednesdays, 10-10:30 p.m., will originate from the coast for three weeks, starting October 14. Jan Peerce, Robert Weede and Jean Dickenson, who are featured on the show, have concert commitments on the Coast.

## Army Promotes Ruff

Carl Ruff, formerly trade and commercial press representative for WOR, has been promoted to Second Lieutenant of Infantry, Ft. Benning, Ga.

THIS LITTLE BUDGET  
WENT TO THE  
"920  
CLUB"

WORL  
BOSTON, MASS.

## Two WOR Beer Clinics Set Big Pigskin Sked

(Continued from Page 1)  
presently handling the Yanks-Giants games with Mel Allen.

Collegiate pigskin contests will get under way Saturday, Sept. 26.

Opening clash between Louisiana State University and Texas A. & M. is the first big inter-sectional game of the season, and will be broadcast from 9-11 p.m. The game will be heard exclusively in the East over WOR and originates at the L.S.U. Stadium in Baton Rouge, La. It will be sponsored by Rheingold Beer. Paul Douglas and Joe Hasel will handle the play-by-play announcing.

The games of the Ivy League teams will be brought to WOR listeners through the Atlantic Refining Co. Seven games in all are to be broadcast in the East.

### The Schedule

The schedule is as follows:

Oct. 10, Princeton vs. Navy from Yankee Stadium; 17, Harvard vs. Dartmouth from Cambridge; 24, Princeton vs. Brown from Princeton; 31, Harvard vs. Princeton from Cambridge; Nov. 7, Princeton vs. Dartmouth from Princeton; 14, Princeton vs. Yale from Princeton and 21, Yale vs. Harvard from New Haven.

On the professional side of the gridiron, are nine games. Five of them will be played at Ebbets Field, four will be played out-of-town.

The Brooklyn Dodger schedule is: Oct. 11, Brooklyn at Pittsburgh; 18, Brooklyn vs. Washington; 25, Brooklyn vs. New York; Nov. 1, Brooklyn vs. Cleveland; 8, Brooklyn vs. Chicago Bears; 15, Brooklyn vs. Philadelphia; 22, Brooklyn at Washington; 29, Brooklyn at Pittsburgh; Dec. 5, Brooklyn at New York.

## NBC Own Scrap Campaign Turning Up Strange Items

(Continued from Page 1)

the nooks and crannies of Radio City, which are so numerous that it is still believed that a famous Arctic explorer once scheduled for a broadcast was lost for over an hour in the complex arrangement of corridors, studios and offices.

Among the contributions to the fast-growing heap of scrap metal is the giant aluminum rod which supported the curtain in Studio 8-H, world's largest studio auditorium, before it was redecorated last season.

This curtain rod, folded up, is almost as large as the wing of a bomber, and required intricate sets of casters to move it from one position to another. The curtain, which formerly hung from this half-ton series of great aluminum sheets, was of Japanese Damask, but Japanese Damask at NBC went out with Pearl Harbor. The rod had been tucked away in one of the eighth floor storage rooms.

Aluminum is one of the most used metals in radio but NBC engineering division waived first call on the great rod, to donate it to the NBC Scrap Metal Drive. "We can get along with

## U.S. Senate Votes Investigation Into AFM's Recording Ban

(Continued from Page 1)

probe the business of the full Interstate Commerce Committee. Senator Wheeler permitted himself to be quoted on such a possibility, and ventured that witnesses may be called for hearings next week.

Senator D. Worth Clark of Idaho introduced his resolution for an inquiry last August 27 and last week was busy listening to the testimony of Elmer Davis, OWI chieftain and chairman James Lawrence Fly of the FCC. Assistant Attorney General Thurman Arnold and Joseph Padway, counsel for the AFM, only last Monday gave their opinions on the union's activities in the music field. Wednesday afternoon, Senator Clark was able to convince his colleagues that a wider probe was necessary and the full committee voted to report the Clark resolution favorably. However, the Senate adjourned too early for the report to be taken up and consequently it became an early topic yesterday as the solons convened at noontime. An expense fund of \$5,000 was asked of the Committee on Audit and Control, and with alacrity that group agreed to loosen its purse strings for the money needed in the inquiry. As most investigations go, the money received for the AFM probe is considered tiny—not even enough to hire a big-time counsel for the probers. But radio circles in Washington explained that they expect the committee to make heavy calls on the federal agencies for aid in the hearings. The agencies which are believed by the trade to be most likely are the FCC, OWI and the Department of Justice Anti-Trust Division. While these have already made appearances in the preliminary hearings held by Senator Clark, it is

thought that the executive bodies will have to say it all over again.

Some hope exists that the Communications Commission still has additional information to be gleaned from the questionnaires filed in by broadcast stations, but in groups sympathetic to labor, it was said that these agencies have shot their bolt and don't have very much more to offer the committee. However, with an official inquiry under way, it is certain that Petrillo and other officials of his union will make a dramatic appearance and will, for the first time, tell their story.

Behind the scenes the friends of labor have been buttonholing their friends in both the House and the Senate to make doubly sure that the action against Petrillo doesn't turn out to be an all-out drive against the gains labor has made generally. Knowledge by the broadcasters that many in Washington hope to jump on the anti-Petrillo bandwagon in order to repeal the Wagner act causes some concern for the success of the present inquiry. Copyright and labor experts have indicated their fear that attempts to broaden the inquiry into a general onslaught against labor will mobilize the full strength of the AFL and the CIO as well as the powerful forces of the railroad brotherhoods. Senator Tobey of New Hampshire, from his questioning of Chairman Fly last Friday, is now believed to be disposed toward Petrillo. Senator Wagner, the author of the Wagner Labor Relations act, is an important voice in the Senate Interstate Committee, and is believed determined to keep the forthcoming probe from spilling over into a general anti-union affair.

plastics," engineers said. "The Government can find plenty of use for that hunk of metal."

Set-up men and page boys, ransacking storage rooms on the third floor, discovered one closet jammed with metal. There were cases of aluminum cocktail shakers, partly filled with small shot, that Horace Heidt used years ago on one of his programs as sound effects. They had been bought by the gross in those days and lay dust-covered in big cardboard boxes.

### Canary Cage Included

Metal props of all kinds, including toy trumpets and trombones, and the handsome aluminum canary cage, once used by the "Cheerio" program, were also uncovered.

Over the coming weekend, an exhaustive search will be made, and if there are metal items such as ash trays and other knick-knacks missing from the network headquarters, it is definitely indicated that they will undoubtedly be in the scrap heap and that efforts at reclaiming them will be in vain.

On Monday the weekend accumulation will be brought into Studio 6-B

## FCC Moves To Appeal From KOA Decision

(Continued from Page 1)

tive and procedural questions, the determination of which is important to the proper administration of the Communications Act," it is stated in FCC motion to stay issuance of this mandate. "The Commission therefore proposes to request the Solicitor General of the United States to file with the Supreme Court of the United States petition for writ of certiorari to review judgment of this court."

Bearing the signatures of FCC general counsel Telford Taylor, and attorneys Charles E. Denny and Harry M. Plotkin of his staff, the request for a stay also points out that should the Solicitor General decide to file the petition, and should the Supreme Court grant the writ, the Commission should not be required to proceed in accordance with the lower court's opinion "pending determination by the Supreme Court of the Commission's contentions."

### Electrical Interference Claimed

The Court of Appeals held, by 4-2 decision that before issuing the order granting to the Matheson Radio Co., operators of WHDH, Blue Network outlet in Boston, the right to operate unlimited time with 5,000 watts power on the 830 (now 850) kilohertz frequency, up to then a clear channel used by KOA, NBC station in Denver, Commission should have given NBC opportunity to intervene for KOA and present testimony. KOA claimed electrical interference would follow in its secondary service area from this proposed grant, but did not claim financial injury.

The six federal judges of the Appellate bench who considered NBC's appeal wrote five separate opinions in the case, as pointed out by RADIODAILY at the time. These left FCC with no alternative other than an appeal since the three majority opinions differed substantially as to procedure which should have been followed,—that is as to the degree of intervention which should have been permitted KOA, and at what point it should have begun.

### Sanders vs. FCC a Precedent

Majority opinion, written by Associate Justice Wiley Rutledge, referred repeatedly to Supreme Court decision in case of Sanders vs. FCC, which established claim of financial injury as a basis for appeal. In some radio law circles here, belief exists that should consideration of this clear channel case by Supreme Court involve re-consideration of Sanders case, possibility exists that the highest tribunal might take the opportunity to reverse its earlier Sanders decision, since the latter in holding that mere financial injury rather than narrower grounds of legal injury establishes sufficient grounds for appeal, upsets more than 150 years of constitutional law.

### Stork News

Bridgeport, Conn. — Ken Rapieff, WICC sports announcer, has announced the arrival of a baby girl.

## WOR Starts News Letter For Its Men In Service

WOR has prepared a monthly news letter for its former employees now in the services, the first of which was sent out Wednesday. Within its seven pages are personnel and personal notes, station gossip, as well as addresses of those in the armed forces. Succeeding letters will add mail from the soldiers themselves, as they are received. CBS has been sending its former employees a similar communication every two weeks.

for Garry Moore's "Show Without A Name," 9:30 a.m., EWT, and Garry will describe to the radio audience some of the things that have been exhumed from Radio City's deep, dark storerooms for the drive. He will also make appeals to the public during his programs tomorrow and Saturday asking that it, too, dig into old closets and their cellars for scrap.

Accumulated scrap will be turned over to Mayor LaGuardia's committee for inclusion in New York's quota in the national scrap drive.





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



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

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

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

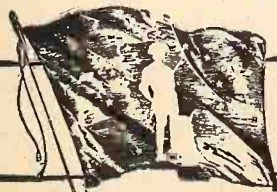
Truly, in this War of Survival, **VICTORY BEGINS AT THE PAY WINDOW.**

If your firm has already installed the

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

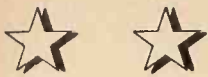
1. To secure wider employee participation.
2. To encourage employees to increase the amount of their allotments for Bonds, to an average of at least 10 percent of earnings—because “token” payments will not win this war any more than “token” resistance will keep the enemy from our shores, our homes.

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



# U. S. War Savings Bonds

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



# Coast-to-Coast



**N**EW addition to the announcing staff of WPAT, Paterson, N. J., is Art Raymond, new to radio. WPAT has scheduled two remotes this week for the Passaic County Board of Agriculture in cooperation with the county's Victory Garden Harvest Show. WPAT "Victory Bond Wagon" originated from Belleville on Thursday, with Harry James' orchestra for entertainment and Steve Ellis as master of ceremonies.

Two recent contracts signed by WNAX, Yankton, included one for a musical quiz aired three times weekly under the banner of the Manchester Biscuit Co. and the other for Corrine Jordan's "Stardust" show sponsored by Salisbury-Satterlee Co. on Monday nights.

"Learn to Live," conducted by Dr. Lester F. Miles, consulting psychologist of New York for many years, will be heard over station WNEW, New York, each Sunday from 11:45-12 noon starting Sunday. In his new program, Dr. Miles will offer aid and advice to perplexed men and women whose problems have been too great for them to work out by themselves.

During the month of September, WRBL, Columbus, Ga., has been all out toward the drive the motion picture industry has inaugurated, "That a Bond shall be bought for Every Mother's Son in the Services." Last Friday, the Fort Benning personnel, through the Public Relations Office, put on one of their regular programs heard weekly over WRBL, in a local theater. The idea: Admission to see the picture, "Wake Island," a picture of

the battle, was the purchasing of a bond. After the picture there were several talks made and the program of the soldiers which was broadcast. The approximate amount taken in by this effort was \$118,000.

WLS, Chicago, is again originating two programs a week for the Quaker Oats Company. One, "The Man on the Farm," has begun its sixth straight season on WLS. The program is a half-hour noontime show on Saturdays featuring Chuck Acree and interviews with visitors at the Quaker Oats experimental farm near Libertyville, Ill. Second show, entitled "Our City Cousins," is a Saturday night program. Chuck Acree also handles this show, which features questions asked of city folk about the farm. Programs are sponsored by "Ful-O-Pep" livestock feeds and were placed by Sherman-Marquette.

"James Abbe Covers the News" is now sponsored on KGW, Portland, Ore., by the Vick Chemical Co. each Tuesday, Thursday and Saturday, according to Arden X. Pangborn, KGW managing director. Abbe is the only local commentator sponsored by a national account in Portland. The foreign correspondent and photographer is also sponsored on KGW each Monday, Wednesday and Friday by the Fisher Flouring Mills Co. of Seattle. "The Travels of Marco Polo" are now being narrated on KGW each Sunday evening in a quarter-hour program. Dick Rand, veteran actor and announcer, is the narrator, and his tales of Oriental wonders are set to the background of Glenn Shelley's organ moods.

Lt.-Governor Cross of Illinois, appeared on a recent "Funny Money" program over WCBS, Springfield, Ill. The Lt.-Governor awarded the grand prize for a piece of salvage, an act that completed a week-long drive in a local scrap campaign. Abashed at the very "evident corn" on the program, announcer John Corrigan apologized for the program content, whereupon the Lt.-Governor asked to become a member of the "Funny Money Club," an organization that is maintained in connection with the program.

Louise Wilcher, CBS organist, adds her talents to the roster of "Sing Along," daily program aired at 5:30 p.m. over the entire CBS network. Other artists on this program include the Landt Trio under the direction of Don Landt and Curley Marr at the piano. Entire program is under the direction of Bert Tarde. Miss Wilcher is also heard regularly on Columbia's "Stories America Loves."

The annual business meeting and luncheon of the Rocky Mountain Radio Council was held in Denver's University Club last week, during which a complete report of the Council's activities for the past year were presented to board members and guests. Radio stations, universities and

government agencies were represented in the gathering. Governor Ralph Carr of Colorado was a guest speaker and he lauded the work of the Council for its efforts in the war program and for the excellence of its educational programs throughout the region.

Frances Casement, advertising and radio woman, has been added to the staff of KMOX, St. Louis, as director of the station's woman's hour. Starting this week, she is heard on the air daily, except Sunday, from 4:30-4:45 p.m. at which time she discusses virtually everything of interest to women.

Charles Thomas Wade, former newspaperman, promotion man and continuity writer, has been added to the announcing staff of WCKY, Cincinnati. His previous station connections include WOPI, KMLB, WMPS and WCPO. Total mail requests for the "Third Year of War" summary by Rex Davis, WCKY news editor-in-chief, was 450 letters received from 14 different states.

Noel Schram, announcer of KOMO-KJR, Seattle, for the past year and one-half, has recently stepped into the role of producer for the stations. He fills the spot made vacant by the resignation of Bill Gavin, who resigned to go to KPO and KGO in San Francisco in a similar capacity.

Hazelden M. Feine, copy and account executive of the William B. Remington advertising agency, has been named program director of WMAS, Springfield, Mass., by A. W. Marlin, station manager. Feine succeeds Herbert Edman, who has left to join the staff of WTAG in Worcester.

Lucy Long, scriptwriter and emcee formerly on KPRC, Houston, with a show titled "Magic Quest," is now a member of the staff of WWL, New Orleans. She is currently doing a serial for women listeners titled "Unpublished Diary," which goes on three times a week for a quarter-hour airing under the sponsorship of Vick Chemical Co.

"The Sunshine Boys," Si Westbrook and Zeke Beckman, an accordion-guitar singing duo, began a three-a-week quarter hour program on KOA, Denver last week. The show, sponsored by Vick Chemical Co., was placed by Morse International Agency and has a 52-week contract. Industrial Federal Savings and Loan Association of Denver and the Wells Music Company of Denver have renewed their respective programs on KOA. Industrial's "Something To Think About" is a 15-minute show heard six days weekly and has been renewed for another year. "Wells of Music," a Sunday quarter-hour featuring Milton Shrednik at the piano, will continue through the end of 1942.

Adding to the station's list of new commentators and analysts, WHN, New York, has signed B. S. Bercovici for daily morning broadcasts, 10:30-10:45, Monday through Fridays, starting on Monday. Bercovici has been designated for a morning program in view of his previous network draw in building interest in analyses among housewives and other women listeners. He comes to WHN direct from Akron, Ohio, from where he heard on Mutual. This is his first appearance on a New York station.

Jane Abbey, Jim Doyle, and Buzz Way are the latest additions to the WCBS, Springfield, Ill., announcer staff. Miss Abbey has been training both before the mike, and in the control room against the time, when the armed forces called members of the staff to the colors, and now steps into a regular "trick." Doyle comes to WCBS from WCLS, Joliet, Ill., and Way has been recruited from the Springfield Repertory Guild.

Jerry Keefe, engineer of WHBF, Rock Island, Ill., for the past nine years, has been appointed a civilian attache to the Army Signal Corps and has reported to Sacramento Field in California. As long as his tires "hold out," Van Patrick, WHB sports director, promises to deliver in person war bonds purchased by football fans who heed his sales messages for Uncle Sam. Patrick limits his "personal deliveries" to the Quad-Cities, a metropolitan area of over 200,000 people.

Josephine Denise Keller, young radio actress, now affiliated with the program department of WICC, Bridgeport, has started a woman's program on the station and is currently being aired on Tuesday mornings in a program titled "The Denise Keller" program. Miss Keller, besides being identified with leading roles in Alma Dettinger's scripts and other dramas, was also aired with the Guy Hedlund Players over NBC via WTIC, Hartford, for some time. Lou LaHaye will assist on the new program and provide the masculine interest.

## Broder Joining Army; Closing ARA-AFRA Deal

I. Robert Broder, theatrical-radio attorney, will be inducted into the Army, October 6, as per induction notice he received this week. He'll have until October 20 to wind up his practice, most of which he is turning over to Goldfarb, Mirenburg & Valton. His post as legal rep for Artists' Representatives Association, which takes in most of the radio talent agents, will be taken up at a meeting of the board of directors of the ARA next week. He expects to complete the ARA negotiations with AFRA before donning the khaki. Broder however, expects army authorities to make final disposition of his application for a commission in the near future.

1942															
BIRTHDAYS															
17	18	19	20	21	22	23	24	25	26	27	28	29	30		
September 25															
Noble Cain		Mildred Crown		Jack Denny		Harry Louis Earnshaw		Virginia Hays		Carl Hoff		Charles Parker		Tom Revere	
Robert Simmons		Tommy Taylor		Victor Van der Linde		September 26		Elizabeth Bennett		Del Casino		Frank Crumit		Forrest U. Daughdrill	
Hal Hackett		Lester Ketter		Martin Lewis		Kermit Moss		Cal Scheibe		September 27		James Andelin		Pat Barrett	
Buster Caughy		Phil Cook		Helen Stevens		Fisher		Billy A. Hoff		Edwin H. Kasper		Bob Keller		Annette King	
Hugh Rowlands		Walter Hubert Lewis		Verz Stuart		Edward Tomlinson									

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

20, NO. 63

NEW YORK, N. Y., MONDAY, SEPTEMBER 28, 1942

TEN CENTS

## Treasury Okays ET Firms

### Towards To Consider Radio Deferments

Washington Bureau, RADIO DAILY  
Washington—Claims for deferment of essential station personnel will be given "serious weight" by local draft boards if the United States Employment Service's local offices indicate registrants would be difficult to replace, Broadcasters Victory Council announced here over the weekend.

Broadcasting is recognized these days as an essential industry," BVC forming station directors, adding, there's every reason to keep every station on the air. Therefore, if a

(Continued on Page 7)

### BC Skeds More Remotes for American Broadcasts

Remote broadcasts will play an increasingly more important part in the North American program schedule of the British Broadcasting Corp., according to an announcement by the BBC. Revisions, which are made yearly, went into effect yesterday and will be adhered to for the next several months as much as possible.

ABC announced that, in addition to

(Continued on Page 2)

### New Yeast Foam Series Set On 17 Blue Outlets

Seventeen stations of Blue Network will carry new series, "Songs of a Drummer," starting October 5, in behalf of Yeast Foam. Programs are of musical variety format and will be heard Mondays, Wednesdays and Fridays, 10-10:15 a.m., EWT. Agency is Farland, Aveyard & Company, Chicago.

### Hopper's Award

Hollywood—Publicity directors of the major Hollywood studios voted Hedda Hopper an award of merit this week for her work in presenting on "Hedda Hopper's Hollywood" 50 major picture previews during the past 15 months. On her CBS program, heard thrice weekly, Hedda this year has given dramatizations of the year's ten top motion picture films.

### "Fan" Mail

Whether as a sample of fighting men's humor, or whether in earnest, a Canadian officer on overseas duty, hearing an Esso Oil product extolled on short wave via WRCA, wrote NBC, "We would like a sample of this oil, as it may be of particular value to us here."

### 19 District Meetings Set By NAB Directors

Chicago—Expressing complete satisfaction with the government's action in the case of the American Federation of Musicians recording ban and adopting resolutions pledging all out support to the government in the war effort, the NAB Board of Directors adjourned their two-day meeting here Friday.

Before adjourning the board tentatively set up a schedule of 19 district meetings beginning at Worcester, Mass., on Oct. 19 and ending at

(Continued on Page 3)

### Harry Sedgwick To N. Y. For Canada Info. Board

Harry Sedgwick, Toronto president of Standard Radio, Ltd., operating CFRB, Toronto, and for 10 years president of the Canadian Assn. of Broadcasters is one of six men appointed to executive positions with the new Wartime Information Board, headed by Charles Vining of Montreal, Sedgwick will be located in New York City.

## ★ THE WEEK IN RADIO ★

### Senate To Probe AFM

By BOB LITZBERG

FOLLOWING a busy week in which a sub-committee, headed by Senator D. Worth Clark of the Interstate Commerce Committee listened to the testimony of Elmer Davis, OWI chief-tain, FCC Chairman James L. Fly, Thurman Arnold, assistant attorney general, and Joseph Padway, AFM counsel, the Senate, on Thursday, unanimously cleared the way for a full dress inquiry into James C. Petrillo, the AFM and that union's ban against recording for commercial use.

Possibility of Senator Burton K. Wheeler taking over the handling of the investigation was seen in Washington circles; it was believed that the investigation would get away to a fast start, with witnesses being called as early as this week. Speed of the Senate's action can only be attributed to the testimony of the government's witnesses, who were all in agreement as to the disastrous consequences attendant on the continuation

(Continued on Page 2)

### Recognizes 17 Independent Disk Studios Which May Do Biz With All Gov't Agencies Making Recordings

### Outlets Must Pay Cost Of Govt. Wired Data

Washington Bureau, RADIO DAILY  
Washington—Telegraphing of government releases to radio stations, newspapers and other news media without permission of the OWI, "except at the request and expense of the receiver," is prohibited under OWI Regulation No. 3, issued Friday by Director Elmer Davis. Drastic cuts

(Continued on Page 6)

### National Brands Week Getting Network Boosts

Fifth Annual Nationally Advertised Brands Week will be inaugurated on NBC on an especially written show by Garry Moore, emcee of "The Show Without a Name," Saturday, October 3, 12:30-1:00 p.m., EWT. Week is

(Continued on Page 2)

### NBC Recording Division Gets 57 Station Renewals

Fifty-seven station renewals and signing of 15 more to new contracts for NBC's radio recording division Thesaurus transcription service have just been reported.

Latest addition to the service is

(Continued on Page 5)

Recognition of the independent recording studios by the Procurement Division of the U. S. Treasury Department was finally established over the week-end when the government agency listed 17 transcription firms which may do business with all government departments. Government's old contract with a select handful of recording firms whose bids were invited, expired August 31.

Association of Independent Recording Studios, through a special com-

(Continued on Page 3)

### Net Officials Unaware Of Sgt. Louis Details

Loss to Army Emergency Relief insofar as radio's contribution was concerned, as a result of the cancellation of the Louis-Conn bout by Secretary of War Henry L. Stimson, Friday, because of what he termed "shocking" details in the financial arrangements, was \$71,200, NBC's high network bid. Smaller portion of the

(Continued on Page 6)

### Sub-Committee Of Senate Will Conduct AFM Probe

Washington Bureau, RADIO DAILY  
Washington—Dispelling earlier indications that the full-fledged Congressional probe of the AFM recording ban approved Thursday by the

(Continued on Page 5)

### No Airsats Men

Tampa, Fla.—Interview between a young lady seeking a job, replacing a man at WFLA, here, and Walter Tison, manager of the station, revealed a humorous side to the shortage of manpower. Interrupting the young lady Tison said: "On WFLA we are going to keep men announcers, so that at least our women listeners can tune in a real live man on the radio."



★ THE WEEK IN RADIO ★

... Senate To Probe AFM

(Continued from Page 1)

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M. H. SHAPIRO : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(September 25)

NEW YORK STOCK EXCHANGE

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

National Brands Week Getting Network Boosts

(Continued from Page 1) sponsored jointly by National Association of Retail Druggists and magazine, "Drug Topics." Last year it was estimated that 75 per cent of the 60,000 druggists in the country participated in the drive and a larger number is anticipated this year. Blue Network, CBS, Mutual and Yankee Network are also scheduling such special features. After pronouncement by NABW that radio has been one of the most active agencies in promoting the yearly drive, it was added that during the week, 33 of the leading drug manufacturers will make special announcements during the programs they sponsor.

BBC Skeds More Remotes For American Broadcasts

(Continued from Page 1) "Meet John Londoner," which is being continued, a new feature "Behind the Battle Front" has been added to the schedule on Wednesdays at 7:30 p.m. EWT. Latter program is a half-hour airing designed to show how Britons have adapted the ways of peace to the days of the war.

of the recording ban... The Office of War Information last week further consolidated its position as the clearing house for the allotment of time on radio stations by announcing that the fund-raising activities of the 625 local Community and War Chests would be consolidated into one major drive yearly with time requests funneling through the OWI radio bureau.

Serious concern was expressed by NBC, last week, in an official statement warning the government that, unless the ban on manufacture of replacement parts and raw materials for radio was relaxed, millions of listeners would be deprived of listening facilities. Simultaneously it was learned that the FCC was contemplating a relaxation of its radio wartime freeze policy concerning shifts of frequency by stations in which no other materials other than quartz crystals would be required... Association of Recording Studios held its monthly luncheon meeting at which reports of progress in obtaining government recognition for independent studios in the matter of priority rating for materials and in consideration for government orders was highlighted.

In an interview with RADIO DAILY, Mark Woods, president of the Blue Network, expressed his network's views on the retention of essential men, who are eligible for service in the armed forces of the United States... At meeting of radio men held in New York, the OWI emphasized the need of dispelling through radio programs the nonchalance and apathy of many Americans toward the increasing vital necessities of our war

effort... Ascap announced a new method of distribution of moneys collected from performance rights... WPB set October 3 as the effective date for its order limiting the manufacture of all electronic devices using vacuum or gaseous tubes; it was estimated that 500 manufacturers making 700 different items would be affected by the order.

FCC took the expected action on the NBC-KOA decision of the U. S. District Court of Appeals and filed the necessary papers preparatory to a Supreme Court review of the case... Concentration and rhythmic planning of war effort programs will be carried out by the CBC as a new policy according to Major Gladstone Murray, who outlined the new policy of the Canadian chain in a broadcast speech... Possibility of AFRA asking for higher minimums in its network contracts because of the increased cost of living was raised in "Stand By," official organ of the New York local of the radio actors' union.

Present session of Congress will take no action on the Sanders Bill to re-write the radio law and reorganize the FCC, it was learned last week... Minimum of eight hours' radio time will be purchased daily by the government beginning October 1, over four Alaskan stations to provide news and special programs for service men stationed in that area... 300-station network has been set by MBS and Gillette Safety Razor Co. for airing the World Series baseball games... Election of NBC to membership and F. M. Russell, NBC vice-president, to the board of directors, was announced by the National Association of Broadcasters.

George D. Lottman Dies After Lingering Illness

George D. Lottman, one of Broadway's best-known radio press agents, died Friday morning at his home, 405 E. 72nd Street, following a lingering illness. Lottman, who was 43 at the time of his passing, was born in New York City. He broke in the newspaper business as assistant editor of the "U. S. Tobacco Journal," later becoming a columnist on "Billboard." He was Sunday feature writer and zoo editor of the "N. Y. American."

His first publicity post was with Mills Music. In 1924 he became Roger Wolfe Kahn's personal manager and toured Europe with the band. In 1928 he went into free-lance publicity, and subsequently handled almost every big name at the time including such stars as: Texas Guinan, Russ Columbo, Rudy Vallee, Eddie Cantor, Kate Smith, Tommy Dorsey, Dorothy Lamour, Paul Whiteman, James Melton, Eddy Duchin, Benny Goodman, etc. He is survived by his wife, Betty and two sons, Herbert, 16, and Evan, 12.

Services were held yesterday afternoon at West End Chapel; interment at Mount Hebron, Long Island City.

Closing Of Baseball Sked Revamps WHN Afternoons

The closing of the baseball season has necessitated a revision in the afternoon program schedule at WHN. Major feature of the change is the institution, starting today of a two-hour time variety program consisting of music, comedy, news and sports data. In addition Dick Gilbert's recorded music has been extended an hour and three quarters.

The new program, to be called, "Gloom Dodgers" will run from 3-5 p.m., Mondays through Saturdays. Thus far the following persons have been lined up for appearances on the new program: Adrienne Ames, Don Saxon, Bary Sisters, Marty Glickman, Sid Walton and Carol Singer. The latter is a newcomer to the station. Guest stars will be used weekly to supplement the lineup. Gilbert's recorded show, previously from 1-2 p.m., will now run to 3 p.m., and again from 5-5:45 p.m.

Stork News

Philadelphia — David P. Gullette, assistant technical director of WCAU, is distributing cigars to celebrate the arrival of a new-born son.

COMING and GOING

HUGH M. FELTIS, station contact representative for the Blue Network, returns today on a two-week trip among Midwest affiliates also attended the annual meeting of the home Network.

H. T. "TED" ENNS, national sales manager for the Blue Network, returns today after a two-week trip among Midwest affiliates also attended the annual meeting of the home Network.

HAROLD E. FELLOWS, station manager of WEEL, Boston affiliate of CBS, left yesterday for Massachusetts after a short visit in New York.

HARRY FRAZEE, production manager of Blue Network, is in San Francisco handling "Alias John Freedom" program sponsored by Minneapolis-Honeywell Regulator Company.

SYDNEY KAYE, special NAB and BMI rep, returns today from Chicago, where he attended the meeting of the NAB board of directors.

JOHN C. McCLOY, general manager of W Miami Beach, is in New York for conference of the offices of the Blue Network.

ARDEN X. PANGBORN, managing director of KGW-KEX, Portland, is in Chicago for NBC meetings and to contact agency heads at station reps.

HAROLD ESSEX, director of WSJS, Winston-Salem, N. C., and W41MM, who arrived here last week is remaining here for 10 days. He is accompanied by MRS. ESSEX.

MARY McKENNA, of the staff of Spot Sales, Inc., resumes her duties this morning following an extended vacation spent in Lawrence, Mass.

CAB CALLOWAY and his orchestra en route to Salt Lake City, where on Wednesday will open an engagement at the Rainbow KUTA, which is under exclusive contract.

BOB HOPE, FRANCES LANGFORD, JERRY COLONNA, VERA VAGUE and SKINNEY are in Seattle for the broadcasting of the row's program from the Naval Air Base that city.

JOHN MAYO, sales manager of Associated Recorded Program Service, expected back from a short trip to South Jersey and Philadelphia.

WILLIAM T. LANE, sales manager of WA who spent the latter part of last week in New York, has returned to Syracuse.

PARKS JOHNSON and WARREN HULL are town for tonight's broadcast of their "Pop" program, which will be aired from McMillan Academic Theater, Columbia University, where the International News Service Medal of Honor will be bestowed on Joseph V. Conno.

BRUFF OLIN, JR., manager of WKIP, Poughkeepsie, was down here Friday for a brief visit at the Blue Network.

WOODY HERMAN has left for Indianapolis where he and his orchestra are booked for theater date.

Cut Harmonic Disks

Johnny Sebastian, harmonica player aired on CBS, has cut a series of electrical transcriptions for the Co-operative League of the United States, which will be spotted on approximately 200 stations. Series, which was cut at World Broadcasting System, is titled "Let's Get Together Neighbors."

BALTIMORE'S BLUE NETWORK OUTLET logo with WCBM call letters and address: National Representatives: SPOT SALES, INC., New York - Chicago - San Francisco.

# Indp'l Studios for Gov't Recordings

(Continued from Page 1)  
headed by E. V. Brinckerhoff, president of General Sound Corp., has conferring with government representatives for the past few weeks in an attempt to have the government distribute its work more evenly, and to give the independent studios this recognition as a means of helping to keep them in operation during the present crisis. Noted that commercial business had to be cut severely because priorities had to be set necessary for many advertisements to drop their recording and transcription. The Petrillo bans rendered even further what possible business might have remained.

**ET Firms Listed**  
The following list of transcription firms has been approved by the Procurement Division, for handling government business as of October 1: Transcriptions' Recording Service, New York City; Allied Phonograph & Record Company, Los Angeles; Carl Fisher, New York City; Boston Records, New York City; Carnegie Recording Studio, New York City; Columbia Recording Company, New York City; Carl Fisher, New York City; Frankay & Jackson, New York City; General Sound Corporation, New York City; Muzak Transcriptions Inc., New York City; NBC Transcriptions Inc., New York City; Hill Radio Inc., New York City; Recording Company (local), Washington, D. C.; Universal Recording, New York City; WOR Recording, New York City; World Transcriptions Inc., New York City; and Emery Recording Co. Inc., New York City.

If these firms, with the exception of the U. S. Recording which is in Washington only, are listed for local business from coast to coast, they may do business with any department of the government and provide complete service from coast to coast.

**Prices Set**  
The schedule of recording prices, established by Procurement is the same for all firms, government said. It allows \$12 and \$18 respectively for the small and large studios. For covers, only, use of the studio for one hour, during which time one record is to be completed. Arrangement is said to be a protective measure to prevent tying up a studio and to get due compensation. Likely government departments will be notified within the next few days. Applications for the above listed recording companies are already in the mail, some having received their contracts late Friday.

In achieving this recognition for independent studios, the committee for the Association of Independent Recording Studios overcame a former government obstacle which had existed from government contract studios not owning pressing plants. Even those studios which do not own pressing plants may use their own efforts to obtain government contracts. In Washington, D. C., the only

## New And Returning Network Shows

(WEEK OF SEPTEMBER 28)

Name and Date of Show	Sponsor	Network Time	Agency
TODAY			
BACHELOR'S CHILDREN	Continental Baking	CBS 10:45-11 a.m.	Ted Bates
MA PERKINS	Procter & Gamble	CBS 1:15-1:30 p.m.	B-S-H
CAPT. MIDNIGHT	Wanda Co.	Blue 5:45-6 p.m.	B-S-H
BLONDIE	R. J. Reynolds	CBS 7:30-8 p.m.	Wm. Esty
COUNTER SPY	Mail Pouch Tobacco	Blue 9-9:30 p.m.	Walker & Downing
RAYMOND GRAM SWING	Socony-Vacuum	Blue 10-10:15 p.m.	J. S. Getchell
TUESDAY, SEPTEMBER 29			
HUMAN SIDE OF THE NEWS	Johnson & Johnson	CBS 6:15-6:30 p.m.	Young & Rubicam
HARRY JAMES	Liggett & Myers	CBS 7:15-7:30 p.m.	Newell-Emmett
FIBBER MCGEE & MOLLY	S. C. Johnson & Son	NBC 9:30-10 p.m.	Needham, L & B
WEDNESDAY, SEPTEMBER 30			
BASEBALL WORLD SERIES	Gillette Safety Razor	MBS 2:15 p.m.	Maxon Inc.
TIME TO SMILE	Bristol Myers	NBC 9-9:30 p.m.	Young & Rubicam
THURSDAY, OCTOBER 1			
CAN YOU TOP THIS?	Colgate-Palmolive	NBC 9:30-10 p.m.	Ted Bates
MR. ADAM & MRS. EVE	Lewis-Howe Co.	CBS 8-8:30 p.m.	Roche, Wms & Cunningham
BING CROSBY (MUSIC HALL)	Kraft Cheese Co.	NBC 9-10 p.m.	J. W. Thompson
FRIDAY, OCTOBER 2			
JOHN GUNTHER	Sustaining	Blue 10:30-10:45 p.m.	
SATURDAY, OCTOBER 3			
AL JOLSON	Colgate-Palmolive	CBS 8:30-8:55 p.m.	Sherman & Marquette
CHICAGO THEATER OF THE AIR	Sustaining	MBS 9-10 p.m.	
SUNDAY, OCTOBER 4			
MUSICAL STEELMAKERS	Wheeling Steel Corp.	Blue 5:30-6 p.m.	Critchfield & Co.
FIRST NIGHTER	Campana Sales	MBS 6-6:30 p.m.	
JACK BENNY	General Foods	NBC 7-7:30 p.m.	Aubrey, Moore & Wallace
TEXACO STAR THEATER	Texas Co.	CBS 9:30-10 p.m.	Young & Rubicam Buchanan

### WPB Advisory Committee Mulls Tube Problem Wed.

Washington Bureau, RADIO DAILY  
Washington—Problems relating to provision of tubes for domestic and international broadcasting stations will be under discussion Wednesday morning at a meeting here of the WPB Industry Advisory Committee on radio transmitter tubes. Questions of substitution and simplifications also will be dealt with by the group, which will meet with Frank H. McIntosh, chief of civilian radio, WPB and RADAR branch.

**Change In NBC Sked**  
Stella Unger, "Your Hollywood Newsgirl," will be heard Tuesdays instead of Wednesdays starting September 29.

local studio listed is U. S. Recording, however, Sound Studios of Washington represents both Muzak Transcriptions Inc. and General Sound Corporation. SS recently built new modern and flexible studios to provide facilities for both lateral and vertical recording production in Washington. Muzak and General Sound have studios, also, in Chicago and Hollywood, to supplement their New York and Washington operations.

This recognition by the Procurement Division will probably benefit the studios, also, in obtaining replacement materials for continued operation. Project represent the first major accomplishment of the Association which was formed a few months ago. Several attempts to form a trade association of recording studios in the past had failed New group is now working, also, on the problem of a WPB rating for materials.

## 19 District Meetings Set By NAB Directors

(Continued from Page 1)  
Philadelphia on Dec. 10. Neville Miller, president of NAB said that the war effort would be the theme of these meetings with representatives of all important military, naval and administrative branches of the government in attendance for discussions. The board went on record as endorsing the administration of BMI affairs and it was disclosed that 780 stations were now using BMI service. The tax situation and the Sanders Bill also were topics of discussion.

**Discuss Reconstruction Problems**  
Endorsing the proposal of Niles Trammell, president of NBC that radio give serious study at this time to the post war reconstruction problems the board agreed to participate in a survey which will get under way soon.

Among the main topics to be studied with the cooperation of technical consulting groups in the various fields are: Relation of Advertising with Productive Expansion and Employment and its Relation to Technological Development; the Survey and Study, in fact, will cover all phases of advertising as it relates to radio and the merchandising field.

**HEADING STRAIGHT  
for their  
GOAL**

In Nature it is Instinct  
In Business it is Experience

Our experience is a constant asset to our clients

**WEED  
AND COMPANY**

RADIO STATION REPRESENTATIVES

NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO

## Los Angeles

By JAC WILLEN

**S**ALUTE to Captain Wilbur Eickelberg, who didn't have to, but insisted on swapping a comparative soft-seat for active service with the U. S. Marine Corps.

Eickelberg, Don Lee general sales manager, who served with the Marine Corps in France as a lieutenant in World War I, petitioned for re-commissioning in the Marines early in January and immediately took steps for active participation, giving up his Brentwood home, provided for his wife, Sybil, and even found a home for his pet dog "Schmutzi" with Shanon Doyle, daughter of Jim Doyle, Don Lee newscaster, so that he might leave upon a moment's notice. In the months between constant emphasis and reiteration that he wanted no desk job but a chance to hit the hardest in the thickest of the fight, his wish has been granted.

Captain Eickelberg, one of radio's most colorful personalities, who was born in Oak Park, Illinois, March 14, 1897, first came to the West Coast in 1930 when he established his own radio advertising agency in San Francisco and Los Angeles. Since that time he has become known across the nation for his dynamic approach to radio sales.

In 1935 he joined Edward Petry & Company, in New York, where he remained until he was named manager of KFRC, Don Lee station in San Francisco, in 1937. He became the network's general sales manager in July, 1939, and then established headquarters in Los Angeles.

Following Captain Eickelberg's appointment, Lewis Allen Weiss, vice-president and general manager of the Don Lee Broadcasting System, has announced a revised alignment in the sales-executive offices.

Sydney B. Gaynor, KHJ commercial manager since 1939, will become general sales manager of Don Lee. Gaynor has been with KHJ-Don Lee since 1935.

Bruce Ellis, formerly KHJ account executive, has been named KHJ commercial manager, and Ed Kemble, Don Lee's merchandising director, will join the account executive staff at the Hollywood affiliate. Fair Taylor, publicity director for the network, will take over the merchandising department.

## Coming Events

Sept. 28-29: Southern Newspaper Publishers Association, annual meeting, The Arlington, Hot Springs, Ark.

Oct. 5-6: Boston Conference on Distribution, Hotel Statler, Boston.

Oct. 12-13: Newspaper Advertising Executives Association, Fall convention, Blackstone Hotel, Chicago.

Oct. 26-28: Financial Advertisers Association, annual clinic, Edgewater Beach Hotel, Chicago.



### A Reporter's Report Card . . . !

● ● ● **FRED ALLEN:** Don't look now, but Jack Benny might be a "surprise" visitor on your initial broadcast Oct. 4th. . . . **CONNIE BOSWELL:** Your replacement on the Camel Caravan will be a newcomer tagged Georgia Gibbs. She hasn't been signed permanently yet—but will get a two-week tryout. . . . **BING CROSBY:** Understand you are taking a terrific ribbing about a tune you sing in your next picture. It is called "The Horse That Knows His Way Back Home". . . . **BETTY LOTTMAN:** The whole street is mourning the passing of Geo. Lottman—one of the most colorful and beloved gents the town has ever known. . . . **PHIL CARLIN:** Understand you're getting three big sustainers ready for the Blue which won't cost you a cent. . . . **JACK ROSENBERG:** Hear the musicians' union is planning something drastic to prevent the thefting of men by name bandleaders since the draft started thinning out the ranks. . . . **RED SKELTON:** A lot of people think you've gone Hollywood with that six-inch-square coat of arms painted on your coupe.

★ ★ ★

● ● ● **HELEN MENKEN:** Claire Luce is the "angel" on next week's Stage Door Canteen show. . . . **ORSON WELLES:** Because of your showing on "Info, Please" last week (calling them all correctly), the boys are referring to you as the John Kieran of Hollywood". . . . **JANE FROMAN:** The current "Look" mag features yarns on you, Zero Mostel, Hi Brown and Bill Stern. . . . **DR. WALTER H. EDDY:** Your Food Forum program celebrates its fourth anniversary on the air when it opens on WOR this afternoon. . . . **BETTY WINKLER:** You've been signed to take Joan Banks' role in "The O'Neills"—while Joan is away on a real life mother role. . . . **TOMMY DORSEY:** Buddy Rich, your veteran drummer, has received permission from the Marine Corps to defer his enlistment until he finishes "DuBarry Was A Lady" with your band. . . . **IRENE BEASLEY:** N. Y.'s Civilian Defense Office is building interesting plans around you. . . . **BERT WHEELER:** Your rave notices in "Priorities" is the reason for all those radio nibbles lately.

★ ★ ★

● ● ● **JACK ROBBINS:** Your son, Buddy, does a swell job of selling the sheet music for "This Is The Army" after each performance at the theater. The music was written by Irving Berlin, whose firm is your competitor in your bldg. . . . **MAE WEST:** Since you announced your intention of appearing in a B'way musical this season, Marlene Dietrich and Lily Damita have followed suit. Latter has been signed by Vinton Freedley for "Something For The Boys". . . . **TONY LEADER:** Your kid brother, Joe, is now newscasting over WBYN. . . . **CRAIG McDONNELL:** For the first time that we know of a show will go on the air without a straight announcer when "The O'Neills" returns to the airwaves. You're getting the coveted role of narrator-announcer. . . . **PAUL HARTMAN:** Hear that you and Grace created a new record at the Palmer House opening. . . . **MEYER DAVIS:** Your daughter did such a swell job in "Susan and God" that they'll soon be identifying you as the father of Virginia Davis, the actress. . . . **BENNY GOODMAN:** Your New Yorker opening on Oct. 8th will be one of those old-fashioned gala affairs—but with a patriotic motif. . . . **MEL ALLEN:** Too bad you can't be considered for those football airings. World Series chores interere. . . . **DAVE ELMAN:** Understand two film companies are bidding for "Hobby Lobby" sequences in forthcoming flickers. . . . **OSCAR LEVANT:** Gail Patrick, the movie doll, is a strong possibility for your new radio show now making the rounds. . . . **GLEN GRAY:** Glad to hear that Kenny Sargeant is no longer a "side man" with the band—but is confining himself to vocals. His singing is big time.

★ ★ ★

— Remember Pearl Harbor —

## Chicago

By FRANK BURKE

**B**EN CANTOR, Chicago radio con- and foreign language broadcaster has filed for office of sheriff of Cook County on the Republican ticket. Cantor is said to be a cinch to win the Polish vote.

Harold Isbell and Bill Anson teamed up for "An Hour With Isbell and Anson" on WGN today and tomorrow from 3-4 p.m., as a prelude to regular series which begins after World Series in October. Change of title represents the only change in format, as Isbell replaces Bob Ellis formerly heard on show and now lieutenant in the U. S. Navy. J. Brickhouse will emcee the show and the commercial department of WGN will offer it for 15-minute participating sponsorships.

Dick Joy's word-appeal just after hearing a good story or having a good laugh is certainly something to write home about.

Howard D. Crissey, member NBC central division engineering department, off to Frisco for active duty as a radio warrant officer in the Navy. Alan Scarlett of CKCL, Toronto, places him. Rosemary O'Brien, secretary to Ken Fry, manager of the central division news and special events for NBC, has disclosed her secret marriage to Corporal Charles Kleof of the U. S. Marines, on September 15, in St. Louis.

"Painted Dreams," oldest daytime serial on the air, will launch a new series of broadcasts on WMAQ, Monday, at 11:30 a.m., CWT. Program will be heard Mondays through Fridays under sponsorship of Procter & Gamble for American Family soap and flakes. Contract for 52 weeks will be placed through H. W. Kastor & Son Advertising Co. Other business announced by Oliver Morton, manager NBC Central Division local and sales, includes a renewal order from Orange Crush Co., through Aubrey Moore & Wallace, for their one-minute transcribed announcement schedule.

### Joins NBC Script Staff

Second addition to NBC's New York script writing staff within a week. Norma Stirling, radio author and actress, according to announcement made over the week-end by the division's manager, Lewis Titterton. Miss Stirling has played on the legitimate stage with Katherine Cornell, Frank Craven, and in stock. She came to radio in the role of "Mary" in the "Mary and Bob" series. Later she wrote for "Manhattan At Midnight," "Dr. Christian," "The Parker Family" and "Meet Miss Julia."

Have You Met The Voices

of  
**GILBERT MACK**

?

LEX. 2-1100

## WAR-PROGRAM IDEAS

### Timely Special Event

elay by the Navy Department in announcing the sinking of the aircraft carrier Yorktown provide WQAM, Miami, with a most timely program. About the time the newspapers filled the streets with pictures of the sinking ship, WQAM presented an interview with three members of the Yorktown crew who has just arrived in Miami to be attached to the Seventh Naval District. Bandmaster E. E. Oakley, First Musician F. L. Timpson, and First Musician W. B. Wesson were the survivors who told their personal stories of the Midway battle and the abandonment of the aircraft carrier, to Norman MacKay on the air. The WQAM broadcast was aired through the Navy Public Relations office in Miami.



### U. S. Marine Recruiting

As part of its contribution to "Marine Recruiting Month," WCCO, Minneapolis, in collaboration with the local Marine recruiting office, presented five quarter-hour programs last week, dramatizing the fighting traditions of the Corps and interviewing both new recruits and Marines, now in service and returned to the Twin Cities on furloughs. All the stories were taken from historical records of the Corps since its founding back in 1790. First program included a dramatization of the ten-week officers' training course given at Quantico, Virginia, and an interview with one of Minneapolis' own fighting men just returned from active service on one of the far-flung fronts of the leather-necks.

### Sub-Committee Of Senate Will Conduct AFM Probe

(Continued from Page 1)

State would be conducted by the Interstate Commerce Committee membership, Senator Burton K. Wheeler has named Senator D. Worth Clark of Idaho as chairman of a sub-committee to be newly set up for that purpose.

Author of Senate Resolution No. 22 calling for the investigation, Senator Clark also headed the committee of five which laid the groundwork for the probe, first by holding exploratory hearings and then by recommending that the full committee report the resolution back to the Senate. Serving with the Idaho senator on this first sub-committee are Senators Andrews, Tobey, Gurney and Hill.

It was considered doubtful here that a four would serve on the new probe group. It was pointed out that presence of other legislative activities had kept Senators Gurney and Hill away from all three of the preliminary hearings.

So quickly was the road cleared for the Petrillo-AFM inquiry that Senator Clark had to announce Friday that before today would he be in a position to give any facts as to the set-up of his group, witness or hearing dates. While the probe is expected to begin in the near future, there was some doubt expressed as to whether it will open this week.

### Wesson Oil On WJZ

Campaign on WJZ consisting of 15 one-minute transcribed announcements weekly was launched today by Wesson Oil and Snowdrift Company, New Orleans, La., for Wesson salad oil. Agency is Kenyon & Eckhardt. Time on the outlet for speech of Dean Zfange, New York State American Labor Party gubernatorial candidate, was also purchased for today, 7:15-8:30 p.m., EWT, through Furman, Liner & Company, New York.

### NBC Recording Division Gets 57 Station Renewals

(Continued from Page 1)

presentation of music by Xavier Cugat orchestra from Columbia Pictures' new film, "You Never Were Lovelier," starring Fred Astaire and Rita Hayworth. Cugat plans to present copies of the transcriptions to members of the movie cast and to film executives.

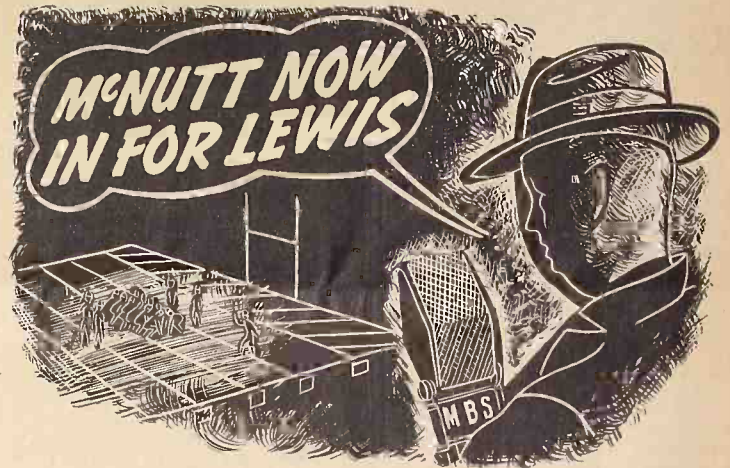
Renewals for the Thesaurus service include contracts with outlets in British Guiana, South Africa and Colombia. New contracts include those with K49KC, f.m. broadcaster in Kansas City, Mo.; WJLB, Detroit; WBTM, Danville, Va.; KEYS, Corpus Christi, Texas; PRB6, Sao Paulo, Brazil; WMOG, Brunswick, Ga.; WHBC, Canton, Ohio; CKWS, Kingston, Ontario; WLAW, Lawrence, Mass.; KBWD, Brownwood, Texas; CHOV, Pembroke, Ontario; CMCF, Havana, Cuba; WMAL, Washington, D. C.; KWLK, Longview, Wash., and KMPC, Los Angeles, Cal.

### Wedding Bells

Washington, D. C.—Love-bug dive-bombed WINX of this city recently and scored three direct hits. Bill Benedict, chief announcer, was married last week to Mary Jane Kline, formerly associated with the Hagerstown Broadcasting Co. Robert G. Green, engineer, has announced his intention to marry on September 29, but has refused to give any more information than this. Helen Elizabeth Connolly, switchboard operator, will become the bride of Harry Watson on November 3.

Philadelphia—Doris Turner of the publicity department of WFIL, here, was married last week to William R. Patterson.

Chicago — Ginger Dinning of the Dinning Sisters trio aired regularly on the "National Barn Dance" on NBC, has been married to Harry Lutke of the Advertising Research Foundation of Chicago.



## Radio's Greatest All-Star Cast

Substituted for

# FULTON LEWIS, Jr.

during his vacation—Aug. 17 thru Sept. 4

Thanks to—

PAUL V. McNUTT  
CLAUDE WICKARD  
ANTHONY DIMOND  
REP. SOL BLOOM  
ADM. EMORY LAND  
SEN. ROBERT TAFT  
MISS HELEN HAYES

DONALD NELSON  
JOHN STEELMAN  
SEN. ALBEN BARKLEY  
THURMOND ARNOLD  
CAPT. LELAND S. LOVETT  
LEON HENDERSON  
SEN. CHAN GURNEY  
SEN. A. B. CHANDLER

These topnotch men and women who *make* the news—gave the news for Fulton Lewis, Jr. With such "pinch hitters" to help him out you can readily see why his exclusive scoops and authentic newsbeats are due to knowing the right people!

**"A MAN IS KNOWN BY THE COMPANY HE KEEPS"**

Now on 180 Mutual Stations!

AVAILABLE FOR LOCAL SPONSORSHIP

Fulton Lewis, Jr., is the "hottest" name on the air today—currently sponsored on 69 stations. Sell him on your station at your own one time quarter hour rate per week. Get busy—wire, phone or write, WM. B. DOLPH, WOL, WASHINGTON, D. C.



ORIGINATING FROM **WOL** WASHINGTON, D. C.

Affiliated with the **MUTUAL BROADCASTING SYSTEM**

# Outlets Must Pay Cost Of Govt. Wired Data

(Continued from Page 1)

in government agency publications and mailing lists become immediately effective under the order, described as the first of a series to be issued for that purpose.

The fourth and final part of "number three" reads as follows: "No department or agency or its field office may send information by telegraph to newspapers, radio stations or any other news media, except at the request and expense of the medium, or unless permission is granted by the Office of War Information."

### Indefinite on Extent of Edict

Extent to which Federal agencies now wire such information to stations could not be ascertained. It was believed in some circles, however, that the order would hit chiefly the present wide-scale use of long news telegrams which the Treasury Department has been sending out in connection with the War Bond campaign. Such wholesale use of press telegrams by government agencies is believed rare, however. Another isolated case cited information circles here is of an agency which wired 20,000 words of copy, none spot news, in a single week to one small paper.

Station news departments may also be hit by part three of the order, which reads: "General mailing lists built up of requests for 'all releases and/or publications' of a department or agency are hereby discontinued. Departments and agencies will notify persons now on these lists of this action; agencies may form selective lists on the basis of specific request for specific publications."

Ninety per cent of such material goes right into the waste basket, OWI officials believe. However, stations specifying individual publications still being issued by the government may continue to receive them.

### FCC Items Included

Regulation No. 3 makes binding for the duration of departments and agencies all discontinuance or curtailment of publications and other information materials which they effected between July 1, 1941, and Sept. 25, 1941. List of publications and materials thus discontinued or curtailed is attached, with descriptions of the action taken, as part of the OWI regulation itself.

Included in this list are about 30 FCC items—reports, orders, lists, announcements of actions and like material which has either been discontinued within the last year by the Commission, or which is now issued only in limited quantities.

An Inter-Agency Publications Committee is being established to recommend to the Director of War Information "further discontinuance, curtailment or modification in information materials."

## WHBQ Names Rambeau

Memphis, Tenn.—Appointment of William G. Rambeau Co. to act as exclusive national representative for WHBQ of this city has been announced by E. A. Alburty, manager.

# NETWORK SONG FAVORITES

This weekly survey is based on the copyrighted Audience Coverage Index report of the Office of Research—Radio Division, covering the period of Sept. 17-23, inclusive. The survey provides a scientific index of the relative extent to which these popular songs have been heard by a nation-wide sample of radio audiences.

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

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

SONG TITLE	PUBLISHER	ACI	ACI (Preceding Week)
I've Got A Gal In Kalamazoo	(Bregman-Vocco-Conn)	1195	1027
My Devotion	(Santly-Joy-Select)	1074	864
At Last	(Feist)	777	631
Be Careful It's My Heart	(Berlin)	741	531
Idaho	(Mills)	729	770
He Wears A Pair Of Silver Wings	(Shapiro-Bernstein)	691	512
This Is The Army	Mr. Jones (Army)	557	362
Jingle Jangle Jingle	(Paramount)	534	488
Manhattan Serenade	(Robbins)	514	—
Wonder When My Baby's Coming Home	(Crawford)	502	509
I Met Her On Monday	(A B C)	466	411
Serenade In Blue	(Bregman-Vocco-Conn)	437	609
I Left My Heart At The Stagedoor Canteen	(Army)	418	719
Just As Though You Were Here	(Yankee)	405	385
Dearly Beloved	(Chappell)	393	233
Take Me	(Bregman-Vocco-Conn)	374	305
He's My Guy	(Leeds)	352	439
I Get The Neck Of The Chicken	(Southern)	349	163
Strictly Instrumental	(Cherio)	333	261
I Came Here To Talk For Joe	(Shapiro-Bernstein)	328	211
There Will Never Be Another You	(Mayfair)	317	185
I'm Old Fashioned	(Chappell)	316	—
Sleepy Lagoon	(Chappell)	316	358
Love Is A Song	(Broadcast Music)	312	289
Ten Little Soldiers	(Lincoln)	292	241
You Were Never Lovelier	(T. B. Harms)	273	351
Can't Get Out Of This Mood	(Southern)	264	336
Ev'rything I've Got	(Chappell)	264	—
Praise The Lord And Pass The Ammunition	(Famous)	263	—
This Is Worth Fighting For	(Harms)	257	288
Pennsylvania Polka	(Shapiro-Bernstein)	254	282
Brazil	(Southern)	249	237
South Wind	(Witmark)	249	336
Every Night About This Time	(Warock)	238	—
By The Light Of The Silvery Moon	(Remick)	233	293
Where The Mountains Meet The Sky	(Republic)	223	150
When The Lights Go On Again	(Campbell-Loft-Porgie)	222	311
Always In My Heart	(Remick)	213	—
Conchita Lopez	(Famous)	196	406
Daybreak	(Feist)	184	203
Humming Bird	(Robbins)	177	—
Kille Kille	(Santly-Joy-Select)	166	—
Abraham	(Berlin)	165	—
At The Crossroads	(E. B. Marks)	165	145
Johnny Doughboy Found A Rose In Ireland	(Crawford)	161	—
Just A Letter From Home	(Atlas)	159	280
Army Air Corps	(Fischer)	148	—
One Dozen Roses	(Famous)	148	250
Hip Hip Hooray	(Robbins)	139	194
Lullabye Of The Rain	(Jewel)	138	—

(Continued on Page 7)

# Net Officials Unaware Of Sgt. Louis Detail

(Continued from Page 1)

offer was put up by the network itself, remainder being pledged by Lorillard Company through J. Walter Thompson agency, for Old Gold which was to be sponsorship.

Comment after the decision by Secretary Stimson was declined at late hour by NBC, but earlier in the day it was evident that the network was distressed over the revelations that \$135,451.53 of the gate was to be drawn off to pay fighters' obligations to Mike Jacobs, promoter of the bout, and John Roxborough, Louis's manager.

### Good Faith Assured

Network unofficially declared that when bid was made and subsequent agreement signed, it had acted in perfectly good faith, believing that all profits, beyond necessary operating expenses, would go to the Army fund.

Disappointment among troops of the U. S. armed forces in many parts of the world was anticipated, for elaborate plans by NBC had been made to shortwave the match "to as many American soldiers and sailors we can possibly reach in all parts of the globe."

In addition, War Department itself was working out plans for short-waving transcriptions to the troops over a period of approximately two weeks.

Much discussion about the whole affair, particularly after the first pronouncement by Secretary Stimson that he intended to investigate the matter, went on in network circles, since the Gillette Safety Razor Company and Mutual Broadcasting System have a tri-partite agreement with Mike Jacobs that any boxing match which he promotes should be offered first for their consideration. It was not revealed what, if any, legal action would have been taken had the fight been permitted to go on NBC as scheduled, but it goes without saying that the War Department could not have been named in a suit without proper Congressional action.

### Return to Posts

Cancellation of Sergeant Joe Louis-Corporal Billy Conn bout was because it was "counter to the standards and interests of the Army," Stimson's statement said. He emphasized the fact that there was no reflection on the principals and that they would forthwith return to their respective posts.

Jacobs on Friday issued a statement saying that he would promote the bout entirely without compensation as a means of living up to his commitments with radio interests. Similarly, both contenders were reported as having agreed to perform without monetary consideration.

## Wheeling Steel Back Oct. 4

"Musical Steelmakers," sponsored by Wheeling Steel, has been signed for its second season on the Blue network.



# Boards To Consider Radio Deferments

(Continued from Page 1)

A draft board disregards your plea some particularly necessary man, would do well to consult the nearest office of the United States Employment Service. If it has any qualified engineers that could take the place of the man Uncle Sam desires, he gets him. If not, you should draft board what the U.S.E.S. should lend serious weight to your claims for deferment."

**Based on Gen. Hershey Statement**  
The contention is based upon a statement of policy recently sent to local selective service boards by Service Director General Hershey. This outlines procedures under which these boards should obtain information on occupational classifications of registrants from U.S.E.S. offices in their districts. Draft boards are instructed to communicate with the U.S.E.S. in the following situations:

1. When there is some doubt as to whether occupation for which deferment is requested is actually an essential occupation in an essential activity. (Broadcasting along with certain other communications activities already has been defined among 34 essential industries.)

2. When the board requires additional information before it is able to determine whether a national or local shortage of persons with the registrant's claimed qualifications now exists, or is likely to exist shortly.

3. When a draft board is considering whether a registrant is replaceable. It is then instructed by General Hershey to "utilize all information obtainable through the local employment office with respect to the availability of replacement, including the number of current unfilled orders for the occupation involved and the number of qualified applicants in its files, together with such information as is pertinent concerning the possibility of filling the job through transfer of workers from less essential activities or through clearance."

Another section of these same instructions sent to local draft boards "Release 149" suggests procedures for placing skilled persons in essential activities. Because it lays out a possible means of obtaining personnel, BVC quotes it in full as follows:  
Text of "Release 149"

If, in the course of the classification of a registrant, it appears from the information provided by the registrant, his employer, or his occupational questionnaire that the registrant may possess the qualifications to engage in an essential occupation in an essential activity and the registrant is not at the time using his qualifications or if he is not employed in an essential activity, then the local board upon making such determination may refer the registrant to the appropriate local employment office.

(A) The local employment office

## NETWORK SONG FAVORITES

(Continued from Page 6)

FAVORITE STANDARDS OF THE WEEK \*

SONG TITLE	PUBLISHER	ACI
Anchors Aweigh (Robbins)		363
Marines' Hymn (E. B. Marks)		308
Caissons Go Rolling Along (Shapiro-Bernstein)		223
Night And Day (Harms)		176
Siboney (Feist)		152
Hallelujah (Harms)		151
All The Things You Are (Chappell)		127
April In Paris (Harms)		120
What Is This Thing Called Love (Harms)		101
Melancholy Baby (Shapiro-Bernstein)		97

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

### Penn. 'U' Games For Philco In Schedule Over WCAU

Philadelphia—Philco Corp. has contracted to bankroll the play-by-play descriptions of home football games of the University of Pennsylvania over WCAU, here, it was announced last week. Sponsor signed two days prior to the opening of the season on Saturday and contract included last Saturday's broadcast between Penn and the cadets of Georgia Pre-Flight Naval Training School. Sponsorship of the games marks Philco's entrance into the field of sports broadcasts. Following the game with the "Georgia Sky Crackers," Penn travels away from home for games with Harvard and Yale on successive Saturdays. The team returns to Franklin Field, October 17, to meet the Princeton Tigers, and will remain on the home location for the remainder of the season. Schedule of games to be played is as follows: Sept. 26—Georgia Pre-Flight Naval Training Station; Oct. 17—Princeton; Oct. 24—Columbia; Oct. 31—Army; Nov. 7—Navy; Nov. 14—Penn State; Nov. 26—Cornell.

### Reilly On WLW Staff

Cincinnati—Arthur Reilly, Washington newspaper man and former U. S. consul, will replace Jay Sims as moderator of the "Views On The News" broadcasts over WLW-NBC, Sundays at 4:30 p.m., for the Ohio Oil Company. Reilly will also present the "News From the Four Corners of the World," nightly at 11 p.m.

### Foley & Co. Renews

Chicago—Foley & Co., for Foley's Honey and Tar and Vita-Bilds, has renewed its contract with WLS for the fourth year. Present plans are for Mac and Bob, singers of old-time songs, and announcer Jack Holden to remain on the program. The account is handled by Lauesen & Salomon.

may be allowed, not to exceed 30 days from the date to the local board's original inquiry, to place the registrant in his essential occupation in an essential activity.

"(B) If the local employment office reports that the registrant has been placed in his essential occupation in an essential activity, the local board in classifying the registrant will give due consideration to the change in status."

### OWI's News Bureau Being Reorganized

Washington Bureau, RADIO DAILY  
Washington—A reorganization of OWI's news bureau, the chief significance of which is expected to be the restoration of a Washington office for the overseas branch, is now under way. When the new set-up is completed the news bureau will have five divisions under Paul C. Smith. These will be the overseas Branch Service, directed by Irving Pfaum; the news division headed by George Lyons; United Nations new division under Henry Paynter; foreign service division with Matt Gordon, formerly of CBS, in charge; and the field office division under James Secret. The last-named will deal directly with OWI's 42 field offices, 12 of them regional, scattered throughout the country.

Pfaum, who occupied a somewhat similar position in the Foreign Information Service, coordinator of Information recently returned here from a special short-wave assignment in London.

### Set New Spots On WABC

Two more sponsors have been signed for John Reed King's "The Missus Goes A-Shopping" on WABC, to supplement Vick Chemical Co. which bought the show a month ago. The additional commercials are Goodman's Noodles and Sheffield Farms.

### Trommer Buys "Answer Man"

Trommer's White Label Beer has signed a 52-week contract with WOR, to sponsor its "Answer Man" Tuesdays and Thursdays, 7:45-8 p.m. Account was placed through the Federal Advertising Agency. Program was originated by Albert Mitchell; is produced by Bruce Chapman, and presents Mark Goodson, the voice of the answer man. Another WOR show, "Martha Deane" acquired a new sponsor this week. Account is Pan-American Coffee Bureau whose copy urges conservation of the product. Contract is for 52 weeks.

### Religious Series On WINS

WINS, New York, has inaugurated a weekly series of religious programs started on Sunday at 4:00-4:30 p.m. Programs are remoted from Philadelphia and will present Rev. Donald Grey Barnhouse of the Tenth Presbyterian Church in Philadelphia.

## WNRC Holds Meeting; Discuss War Activity

Representatives of 24 affiliated organizations were present at the luncheon meeting of the Women's National Radio Committee held late last week to review the purposes and activities of their organizations during wartime. Description and purpose of the newly formed National Information Bureau on Women's War Activities were explained by Mme Yolanda Mero-Irion, WNRC chairman, who presided at the meeting.

Explaining the reason for its sponsorship by the WNRC, Mme. Irion said, "Ever since Pearl Harbor women have come to us willing and eager to do their share in helping to win the war. They felt that we could assist them in finding their place. We answered their plea, by forming the National Information Bureau on Women's War Activities."

### Purposes Explained

She further explained the two-fold purpose of the NIB in these words: (1) To act as an informative and directive bureau throughout the country to recruit the skills, aptitudes and practical services of women everywhere; (2) To act as a channel for the exchange of information and data among women's wartime organizations, to avoid overlapping and duplication; and at the same time to throw open the resources of the entire nation of available women to each cooperating group.

Mrs. Mary F. Larkin, speaking for The Catholic Daughters of America, said that all monies usually used for the erection of club houses had been spent for war bonds and stamps instead, and that to date over \$2,900,000 had been spent for this purpose. They hoped to double that figure by January 1. Dr. Elsa Tiede of the Osteopathic Women's National Association stressed the need for training women doctors to replace men doctors in all hospitals and clinics. She described training courses now being given with this end in view.

### Cooperation Evidenced

Other representatives related in detail all activities and purposes of their organizations in the present crisis. Promises of redoubled effort and a spirit of cooperation pervaded the meeting. Member organizations present included Mrs. M. D. Jackson, Sigma Alpha Iota; Mrs. Emory Ross, United Council of Church Women; Mrs. D. Leigh Colvin, National Woman's Christian Temperance Union; Mrs. Julius Wolff, National Council of Jewish Women; Mrs. Sidonie M. Gruenberg, Child Study Association of America; Mrs. Samuel Kubie, National Federation of Temple Sisterhoods; Miss Ernestine Wiedenbach, American Nurses Association; Mrs. Gertrude Ross, International Sunshine Society; Mrs. F. B. Cutter, Canadian Women's Clubs; Miss Evelyn Lyons, American Women's Voluntary Services, and Mrs. G. B. Harbeson, National Association of Women Artists, and Mrs. Frederick Webster representing the National Motion Picture League.



# Coast-to-Coast



CHML, Hamilton, Ont., has started a series of football broadcasts of all home and playoff games of the Hamilton Wildcats, entry in the Ontario Rugby Football Union. Norm Marshall, CHML sportscaster, has received the assignment for the fourth consecutive year. CHML also has been granted exclusive broadcasting privileges for professional boxing matches to be held in a local arena. Compliance with the government's request is the reason for cutting one and one-half hours off CHML's daily schedule.

Two officials of WLIB, Brooklyn, have been appointed to serve on civic agencies. Irwin Steingut, board chairman, has been designated by Governor Herbert Lehman of New York as a member of the state War Council. Aaron L. Jacoby, vice-president, has been appointed Brooklyn campaign manager for the entire ticket of the Democratic Party during the coming November elections.

Morris Mogelever, newspaper man and radio news commentator, has been appointed head of the news bureau of WTTM, Trenton, N. J. Assisting him are Johnny Thompson and Bob Durand, both of the WTTM staff. Present plans call for extension of local news coverage.

Jack O'Connor, announcer, formerly with WFTL, Ft. Lauderdale, Fla., and WGOV, Valdosta, Ga., has added to his announcing duties at WRBL, Columbus, Ga., the job of directing publicity. Jack Gibney and Tony Barrett, sportscaster and commercial announcer, journeyed to Louisville recently to broadcast the first football contest of the University of Georgia. Game was aired via the Georgia Sports Network under the sponsorship of Royal Crown Cola.

Staff of KOVO, Provo, Utah, recently threw a party for the board of directors of the station. Occasion was used for panning everyone via a script authored by Les Henrikson of the KOVO special events staff.

WDRG, Hartford, has just added a new Saturday sports show to the schedule for the football "duration." A special 10-minute period, from 6:05-6:15 p.m., has been set aside each Saturday for the

new program, called, "The Football Round-up." Program will include football commentaries, and scores, with emphasis on the fortunes of the Connecticut college teams, all within the WDRG area.

Corp. Elmo Ellis Israel, writer and producer for WSB, Atlanta, before joining the Army and being assigned to handle radio activities for the Fort McPherson, Ga., Public Relations Office, will be transferred to the Southeastern Air Corps Training Center at Maxwell Field, Ala., to handle radio work there effective October 6th. Billy Carrier, bass singer with the popular Swanee River Boys quartet, is the father of a strapping 8½ lb. boy.

Bert Winn, able emcee of the "Lucky Lager Dance Time" program heard every night over KSFO, San Francisco, has received an all-time high in unique thank-you letters for his work as chairman of Records For Our Fighting Men among San Francisco radio stations. Winn's thank-you letter was signed personally by Kay Kyser, Kate Smith, Sigmund Spaeth, Fritz Reiner, and Gene Autry. Winn uses the music of all of them on his nightly KSFO program.

WSLI, Jackson, Miss., as a token of its appreciation to the local Jackson Coca Cola Bottling Co., served a fine mess of vittles to about 30 of the employees of the company in the Jackson Room of the Robert E. Lee Hotel yesterday. The occasion was to thank the Coca Cola plant for sponsorship of the Jackson Senator Baseball broadcasts and coming sponsorship of the football schedule and also to premiere the new "Spotlight Band" series on the Blue Network. Captain Joe Thompson, Special Services Officer of the Jackson Air Base made a short talk, pledging complete co-operation and promising to do his best to get a "Spotlight Band" to the base as soon as possible. Representing WSLI were manager L. M. Sepaugh, Ed Wilkerson, Maurice Wray and Roy Weinedel, Coca Cola sports reporter.

Setting a pace in the Bond drive recently inaugurated over WLIB, Detroit, Hyman Altman, director of the "Jewish Hour" on that station, sold over \$25,000 in bonds on the two initial pleas made during his Saturday night and Sunday afternoon broadcasts. The "Jewish Hour," now in its 12th year, still continues to enjoy business from several of its original sponsors who have been under contract since the program was first broadcast.

Not only are 12 ex-employees of WOL, Washington, D. C., now serving in the armed forces, but eight of the female side of the staff have just volunteered their services at Washington's newly formed American Theater Wing Stage Door Canteen. They are: Madeline Ensign, program director; Peggy Murray, continuity editor; Carol Shea, music copyright

director; Helen Schuyler, assistant to Miss Shea; and Lynn Morrow, Louise Miller, Charlotte Douglas, and Irene Gearheart, all of the general staff.

Al Sisson, news editor of WHAM, Rochester, N. Y., is privileged to give two talks a month on news and sports which are incorporated in hour broadcasts and shortwaved to our fighting forces in far-off war theaters. Sgt. Frank Macy, from somewhere in Australia, sent word to Al that the boys had listened to his talk about their old hometown team, the Red Wings, but they missed certain details during the broadcast and were anxious to get a few more.

A search to find New York's most talented amateur entertainer will highlight the "Klenzol Talent Quest," a new radio series to be heard over WWRL, Woodside, N. Y., on Mondays at 9-9:30 p.m., beginning today. With Bert Stanley as master of ceremonies, the variety program will feature amateur performers who will compete for weekly prizes. Amateurs desiring to appear on the broadcast are invited to write the "Klenzol Talent Quest," care of the station.

To keep listeners tuned to WTAG, Worcester, Mass., is utilizing a one-minute spot daily prior to H. V. Kaltenborn's 7:45 p.m. news broadcast to announce outstanding programs which will follow till 12:05 a.m. sign-off. Summary, calling attention to time and type of show, serves two-fold purpose by promoting WTAG and its programs and aiding listeners to catch important shows.

Ted Donaldson, 9-year-old actor, who appears on the "Our Town" sequence on the Camel Caravan program, Fridays, 10-11 p.m., has become so interested in the caravan entertainment idea that he is planning to organize a troupe composed entirely of professional youngsters. Ted is looking for talented entertainers between the ages of 9 and 14. When the act is ready it will be offered to the USO for short trips to army camps. Will Donaldson, Ted's father, is helping Ted get the plans under way as he believes that the many fathers in army camps will enjoy entertainment furnished entirely by youngsters.

Arden X. Pangborn, managing director of KEX, Portland, Ore., has announced the station's schedule of educational programs for 1942-43. For the past six years Portland school children have laid off their text books and tuned to KEX at 10 each morning for these programs. Productions are all quarter-hour in length and will broadcast each school day Thursday. "Great Moments in History" the title of Monday's program; "Graphical Travelogue" comes Tuesday; "Nature Trails," Wednesday, and "Recent Events," Friday. The latter is a weekly news review written for youngsters to understand, and the others are dramatic shows on the subjects the titles imply.

New announcer on the staff of KFI, Don Lee, Los Angeles, is Val Brown, formerly with KIEV, Glendale, Calif., KFEL, Denver, and WLAV, Grand Rapids, Mich. Brown is married and the father of a son, 3.

Jack Stanley of the Yankee Network Boston, acted as master of ceremonies the opening of the ten-million-dollar premiere of "Wake Island" at the Metropolitan theater in that city last week. Dorothy Lamour, motion picture actress, was presented by Stanley to a capacity audience which paid from \$100 to \$25,000 bond purchases for an admission seat to the spectacular opening.

Audrey Calder, who formerly handled women's programs on KHU, Watsonville, Calif., under the name Yvonne Dale, has taken over the full-time duties of music librarian and receptionist. She is also expected to handle announcing assignments, replacing men who have been called into the armed forces. Joe Stanley, formerly KHUB newscaster and child announcer, has been promoted to the post of program director.

Tom Carr, formerly of Yankee Net, has joined the announcing staff of WTIC, Hartford. Carr will pinch-hit for sports commentator, Bob Steele, during the latter's vacation. Vick Chemical Co. has started a thrice-weekly sponsorship of Gene and Glenn, comedy team, over the New England Regional Network. Program originates at WTIC in Hartford.

1942  
BIRTHDAYS

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

September 28

Frank Banta	Daniel Barlow
Lynn Brandt	Boake Carter
Perry Martin	Zita McSherry
William S. Paley	Marlyn Stuart

## TELEVISION

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# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 20, NO. 64

NEW YORK, N. Y., TUESDAY, SEPTEMBER 29, 1942

TEN CENTS

## Scripting In Wartime

### Five CBS Fall Shows Debuting From Coast

West Coast Bureau, RADIO DAILY Hollywood—Five fall shows are scheduled to hit the airwaves from NX-CBS-Hollywood within the next few weeks. They comprise the Lionel Barrymore "Mayor of the Town" show, starting Oct. 7, sponsored by Lever Bros. for their Rinso product; the Bob Burns "Arkansas Traveler" program, starting Oct. 7, sponsored by Lever Bros. in the interest of Febouy soap; the Arch Oboler "Lights Out" series, starting Oct. 6, sponsored by the R & R account. (Continued on Page 6)

### Dr. Caldwell Spot Anns. Set On 124 KBS Outlets

Dr. W. B. Caldwell, Inc., subsidiary of Sterling Products, Inc., announced yesterday the placing of a spot campaign beginning this week on 124 stations of the Keystone Broadcasting system. Deal calls for one-minute electrical transcription to be aired five days per week in the interest of Caldwell's Laxative Senna. Statement, released along with the (Continued on Page 6)

### AG Stars On Air Gratis Limited To Ok'd Programs

West Coast Bureau, RADIO DAILY Hollywood—Only radio shows which have been cleared by the Hollywood Victory Committee will be permitted free performance from members of the Screen Actors Guild in accordance with a ruling just established by the Guild at its annual meeting here. Petitions have been forwarded to (Continued on Page 2)

### On Air Via Braille

WLIB, Brooklyn, listeners may not be able to recognize the difference when Arthur Meinert discusses sight conservation next Thursday 9:55-10 a.m., but he will be reading from a Braille script. Totally blind since early boyhood, Meinert will speak on "Preventing Needless Suffering" in behalf of the A.I.C.P.

### Close Enough

At last week's dress rehearsal of "March of Time," actor Peter Donald, playing a Jap sentry, read the script telling him to issue a command in Japanese. With nothing on paper Donald took his cue and improvised a command: "Chetla ruchi." Not authentic by any means it sounded enough like "Chet La Roche, name of the Young & Rubicam proxy, to get a howl from those present. Y. & R. is the agency for "March of Time."

### NBC Completing Plans For Hemisphere Shows

Joint sponsorship by NBC and Columbia University will bring together big name leaders in Western Hemisphere cultural, political, commercial and military activities in what is planned as the first of a series of annual discussions for the newly-established Institute of Inter-American Affairs October 10, 11 and 12. First yearly meeting, commemorated. (Continued on Page 6)

### "Those We Love" To CBS For General Foods Corp.

"Those We Love" serial, heard on NBC during the summer for Bristol-Myers, Inc. will reopen Sunday, Oct. 11, at 2-2:30 p.m., EWT over the full CBS network of approximately 117 stations sponsored by General Foods, through the Young & Rubicam agency, (Continued on Page 2)

## Atlantic Football Outlets; 145 Games In Full Schedule

### NBC's Own Scrap Drive Starts With Four Tons

Scrap drive at NBC's New York studios got under way yesterday with accumulation of more than four tons of scrap rounded up by guest relations staff directed by Paul Rittenhouse. Metal included washtub and scrub board once used by Ralph Edwards on "Truth or Consequences," a (Continued on Page 2)

### Dashing Male Leads Not In The Army Getting Listener Rebuff; Revamps Meeting Psychological Factors

### Report On Manpower Expected This Week

Washington Bureau, RADIO DAILY Washington — Board of War Communications expects to receive manpower recommendations from its various industry committees, including committee on broadcasting, within a week, FCC-BWC Chairman James Lawrence Fly said yesterday. (Continued on Page 5)

### WINS 50 kw. Transmitter Relinquished To Govt.

Fifty-thousand watt transmitter of WINS, this city, has been relinquished by the station in the interests of the war effort, it was revealed yesterday. Action was taken by the board of directors of Hearst Radio, Inc., licensee of WINS, after it was learned that the War Communication Board (Continued on Page 2)

### Schoenfeld Leaves OWI To Take OPA Assignment

Washington Bureau, RADIO DAILY Washington — Bernard C. Schoenfeld resigned yesterday as head of the scripts and editorial section of the OWI radio bureau, RADIO DAILY learned. Schoenfeld, who as chief of (Continued on Page 2)

New era in programming, brought on by the drain of manpower, and the psychological reaction of listening audiences which are being conditioned by direct participation in the war, has already manifested itself in script shows, and is likely to become more important within the next few weeks when the Fall buying season, which is about a month late, finally selects the new shows now being peddled.

The new order will find the absence of young romantic male leads, especially the pretty boy type; the estab- (Continued on Page 7)

### "Alert Radio Vital" Says CBS' Bill Paley

Returning to this country on the trans-Atlantic Clipper after a month's survey of radio conditions in England, William S. Paley, president of CBS, warned of the necessity of transoceanic broadcasters keeping on the alert because "the tempo of Axis activities to create suspicion and dis- (Continued on Page 7)

### Blue Revamps Sun. Sked; Adds Oboler Series Oct. 4

Realignment of Blue Network's midday Sunday schedule was indicated by Phillips Carlin, program vice-president yesterday, with the announcement of scheduling of new (Continued on Page 2)

### Laughton On Tap

Charles Laughton is stationed at WEAF studios for 16½ hours today to go on air 15 different times to sell War Bonds. Between appearances, he is stationed at a bank of phones on the seventh floor of Radio City. At this point the popular star of "Mutiny on the Bounty," "Les Misérables" and other films will take the orders of those who wish to give them personally.



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JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : Editor

MARVIN KIRSCH : : : Business Manager

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# FINANCIAL

(Monday, Sept. 28)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	119 1/8	118 3/4	118 3/4	- 1/4
CBS B	11 1/8	11 1/8	11 1/8	+ 1/8
Gen. Electric	28	27 1/2	27 1/2	+ 1/4
RCA Common	3 3/8	3 3/8	3 3/8	+ 1/4
RCA First Prd.	57	57	57	+ 1/4
Westinghouse	72 1/4	72	72 1/4	+ 1/4
Zenith Radio	14 7/8	14 7/8	14 7/8	+ 1/8

OVER THE COUNTER

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

## NBC's Own Scrap Drive Starts With Four Tons

(Continued from Page 1)  
40-pound piece of plumbing equipment dug up by a stage hand, and old steel lockers.  
Half-ton aluminum rod that used to hold up Studio 8-H's great curtain had to be cut up with acetylene torches to get it into elevators. Portions of accumulation were brought into Studio 6B for "Show Without a Name" broadcast which inaugurated drive on air.

## "Those We Love" To CBS For General Foods Corp.

(Continued from Page 1)  
products to be plugged being Grape-Nuts breakfast food and Grape-Nuts Wheat-Meal. Sked is once weekly.

**W E B R I N G Y O U N E W S**

**EVERY MINUTE ON THE MINUTE**

**12 NOON TO 6 P.M.**

**NEWS AS IT HAPPENS**

**1430 ON YOUR DIAL 1430**

## WINS 50 kw. Transmitter Relinquished To Govt.

(Continued from Page 1)  
has urgent need of such apparatus. The new WINS equipment, which had been completely installed in a new plant at Lydnhurst, N. J., will be dismantled, packed and shipped immediately to a point designated by the government agency. According to the station, the move was purely voluntary on its part and does not in any way affect the construction permit of the station to operate full time on a clear channel. It was also announced that WINS has been fortunate in securing a new 10,000 watt transmitter, which will be installed pending FCC approval.

In further comment the following wire was received from Elmer Davis, Office of War Information chief, addressed to Hearst Radio, Inc.: "Robert Sherwood and Murray Brophy have told me of the splendid cooperative attitude you have taken in helping to further this nation's interest in the matter of WINS' 50 kw. transmitter. I wish to add my word of appreciation."

When asked for a statement, Cecil H. Hackett, WINS managing director said: "The disappointment of myself and staff, after two years of looking forward to 50,000-watt operation, is of course, most keenly felt by us all. However, cooperation with the government in furtherance of the war effort is of prime importance, and all personal feelings and ambitions must of necessity be relegated to the background."

## Blue Revamping Sun. Sked; Adds Oboler Series Oct. 4

(Continued from Page 1)  
Arch Oboler series, "To the President." Series dramatizes impact of war on typical American families through device of letters to the President, and will be heard 12:30-1 p.m., EWT, starting October 4. Prominent entertainment personalities will be heard on series.

Inauguration of new schedule will shift "African Trek With Josef Marais" to 11:30 a.m., and Horace Heidt to 1 p.m., EWT. October 4 will also see debut of new series, "Defense, Health and Welfare," with Glen Gray Casa Loma orchestra, in 11:05 a.m. Horace Heidt spot.

## Three New Producers Join Ruthrauff & Ryan

Ruthrauff & Ryan Inc. has engaged three new producers. Knowles Entrikin will take over as script editor and help in the production of "Ellery Queen"; Addison Smith will work with John Bates on the "Quiz of Two Cities"; Bob Byron who is still with WHN, will come in as a producer also, though his exact assignment has not yet been determined. Byron is emcee on several WHN shows, and expects to leave the station by the end of this week, or early next week. John Cole, now working on agency's "Vox Pop" show is expecting a call from the army soon.

## Schoenfeld Leaves OWI To Take OPA Assignment

(Continued from Page 1)  
the now defunct OEM radio section was responsible for such network shows as "This Is the Enemy," "One Third of A Nation," and "Keep 'Em Rolling," and the popular "You Can't Do Business With Hitler," discs, has long been considered a leading creative force in government radio. Before coming to OEM he was head of radio for the U. S. Department of Interior.

Schoenfeld has accepted a "special writing assignment" with the Office of Price Administration. His duties there are not yet clearly defined, but he will be writing both for radio and motion pictures.

Follows Dorothy Donnell  
His resignation came as no surprise to those who have been following the government radio picture, for there has been a definite fall off in the number of government productions. In fact, it is understood that not a single new government produced series—except for spots has been scheduled since the formation of OWI last summer, when William C. Lewis, former vice-president of CBS, was placed in charge of the radio bureau.

Schoenfeld's departure from the radio bureau follows by only a few weeks that of Dorothy Donnell, who had brought with her to OWI a long career in government radio. For the Department of Labor and later the Department of Justice she had produced more than 600 shows, among them such series as "I Am An American," "Border Patrol," "The World Is Yours," and "I Hear America Singing."

Schoenfeld refused to discuss the reason for his resignation. He told RADIO DAILY, "Just say I'm happy to be going back to work for my old boss." This refers to Robert W. Horton, formerly chief of the OEM Division of Information, and now a deputy administrator of the OPA, under whom Schoenfeld will be working.

## SAG Stars On Air Gratis Limited To Okayed Shows

(Continued from Page 1)  
the AFRA requesting that the radio organization put a stop to requests for free performance of actors on programs sponsored by commercial organizations.

## COMING and GOING

KEITH KIGGINS, vice-president of the Blue Network in charge of stations, expected back today from a trip through the Midwest.

DR. LYMAN BRYSON, CBS director of education, is leaving today for Washington. Expected to return Friday.

ED CASHMAN, of Lord & Thomas, back from a week-end business trip to Providence, R. I.

WILLIAM P. MALONEY, p.a. for BBDO leaving this afternoon for Washington, where he will consult with U. S. Navy recruiting officers regarding promotion for the Navy's recruiting drive being publicized by the agency.

SYDNEY KAYE, counsel for NAB and BMI, expected back from Washington tomorrow.

BILL FORBES, recently appointed manager of WCCO, Minneapolis, is in town for a week of conferences at the headquarters of CBS.

HARRY JAMES and his orchestra travel today to Cedar Grove, N. J., from which point the will broadcast both the early and repeat show over CBS. This procedure will again be followed on Thursday. Tomorrow only the early show will be aired from Jersey.

NORMAN SUGG, commercial manager for KGW-KEX, Portland, Ore., is back at his desk after spending a vacation of two weeks in Southern California.

DICK JURGENS and the members of his orchestra, who have just completed a three-week engagement at the Strand, have left for Akron where they are booked for the Palace Theater.

E. V. BRINKERHOFF, president of General Sound Corp., leaving today for Washington, D. C. to return later in the week.

ANN GILLIS up from Washington yesterday for a quick visit at CBS headquarters. Return to the Capital tonight.

# WEVD

### NEW YORK'S STATION OF DISTINCTIVE FEATURES NOW 5000 WATTS

The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by—

- 1 The feature boxes of newspaper radio program pages.
- 2 The large number of famous advertisers on the station continuously year after year.

Ask for "Who's Who On WEVD" ... sent on request.

## WEVD

117-119 West 46th St., New York, N. Y.

**What about WOL?**

*It covers Washington 24 hours a day with 1000 watts*

Get the facts from WOL—WASHINGTON, D. C. Affiliated with MUTUAL BROADCASTING SYSTEM National Representatives: SPOT SALES, Inc.

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the formation of the*

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Hartford	WNBC	Blue Network	Richard Davis
New Haven	WELI	Blue Network	James T. Milne
New London	WNLC	Mutual Network	Gerald Morey
Stamford	WSRR	Blue Network	Harold Meyer
Waterbury	WATR	Mutual Network	Harold Thomas

*Complete coverage of Connecticut  
at lowest cost*

•

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HEADLEY-REED COMPANY

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Los Angeles

By JAC WILLEN

HENRY FONDA made his final public appearance on the Lux Radio Theater broadcast of the "Magnificent Dope," yesterday, over CBS.

Bing Crosby gets into swing again on Kraft Music Hall as his usual suave singing-emceeing self on Thursday, October 1.

Harry Maizlish, KFVB head, off to New York on another gander of the big town's business situation.

New stationery of Dinah Shore, Blue Network songstress, carries an odd and original plug for her program. Engraved at the top is a silhouetted head of Dinah, printed in Blue ink.

Cass Daley's next film appearance may be with Bob Hope. Negotiations are under way now to bring the two comic personalities together. Miss Daley, recently heard in her first radio appearance on KMH, soon will be seen in "Star Spangled Rhythm."

KNX finally had to give in to the scarcity of young men for their reception staff—and now have girl replacements—and cute, too!

Last broadcast of the Willson-Nesbitt show seems to be over but far from forgotten. John Nesbitt's "A Memo To A Hitler" has brought response from the Canadian National War Finance Committee, who this week wrote to Cecil Underwood, Needham, Louis & Brorby agency, requesting an unlimited amount of copies for distribution throughout Canada as a stimulus to their War Bond Sales drive.

Another responder was the OWI, who requested permission to reprint the "letter" and distribute it throughout the world to American soldiers.

A broadcast repeat would find many listeners to that particular letter.

Don E. Gilman, West Coast head of Blue Network, arrived back in town after a three-week eastern trek. Kevin Sweeney, Hollywood sales promotion manager remains in the East another week.

Louise Wolf is the name of that new secretary in Alec Robb's offices. Former secretary, Rose Bonnie, now is in the production department.

George Goebel of WLS talent staff was inducted in the Army Air Corps on WLS "National Barn Dance" program Saturday night, Sept. 26.



The Listening Post . . . !

● ● ● NEW YORK HEARS THAT: Kenyon and Eckhardt are looking for a kid show. A five-time-a-weeker. . . Mildred Fenton has shed 15 lbs. and looks twice as lovely. . . Neil O'Malley, who's been heard on plenty of air thrillers, getting a captaincy in the Marines. . . Arthur Caesar is writing stuff for the Army Signal Corps—but told to lay off gags. . . Jackson Beck landed the title role in the "Cisco Kid" starting Friday on Mutual. . . The Marines will land on "We, the People" this Sunday and make it an all-leatherneck show. . . An excellent triple play combination is Lyn Murray setting the music to a new poem by David Ross which will be recited over the air shortly by Orson Welles via CBS Workshop. . . CBS unveils a new sustainer next week tagged "Song Poems" . . . Now that the Louis-Conn fight has been called off, what happens to Conn's booking on the Edgar Bergen show scheduled for this Sunday as a ballyhoo for the battle? . . . John Mitchell, former mail boy at the Blue, is the new assistant stage manager of Noel Coward's "Spring Again."



● ● ● WASHINGTON HEARS: Randy McDougall is polishing up details for a new series of war programs to be tagged "Men Behind the Guns" via CBS. . . John Wiggins, former radio exec now associated with the Co-ordinator of International Affairs, has left for Rio de Janeiro. . . Potency of radio in aiding recruiting drives was proven last week when an increase of 33-1/3 per cent was noted after a drive concentrated in radio only. . . 600 stations, plus more than 30 network shows, have been signed to aid the Jr. Salvage Army drive which the OWI is running for two weeks. . . Capt. Eddie Rickenbacker, who turned down an NBC offer in order to take over the presidency of Eastern Air Lines, is being offered another series by that web when he returns from his current mission. . . Gill Robb Wilson, aviation expert for the State of N. J., has been signed by Mutual for a new thrice weekly commentary. . . Frank Dodge, CBS producer who is now a real live nephew of his Uncle Sam, writes intimates that he'll be married on his next leave.



● ● ● HOLLYWOOD HEARS: Kay Kyser isn't army-bound, as reported. He's tied up with plenty of Home Defense activities. . . Hotel owners are watching the battle between the Sir Francis Drake Hotel and the musicians' union in San Francisco. . . Bill Hatch gets the music assignment on the "Screen Guild Theater" . . . At the last minute, the sponsor picked up Victor Borge's contract to continue on the with Bing Crosby. . . Amos 'n' Andy lose their organist, Gaylord Carter, to the army. . . Almost 80 per cent of the studio publicity forces are now in the service. . . Aside to Sol Lesser: Entering the sweepstakes for the "unknown" to play the lead in "Stage Door Canteen" is Charlotte Manson, who starred in "Society Girl" in N. Y. before deserting us for the Windy City and "Guiding Light." She fits the specifications.



● ● ● ABOUT FACES ABOUT TOWN: Newly-wed Ella Logan lugging a metal kettle to a government scrap pile. The old Logan bucket. . . Ming Toy doing a "Come-up-and-see-me" routine at the Victoria Hotel's Candlelight Room. East is West. . . Georgia Sothern, the "Star and Garter" stripper, at an undress rehearsal. Sothern exposure. . . Jim Hollywood, of the Radio Rogues, and Billy Vine, the emcee, at Broadway and 50th Street—but still Hollywood and Vine! . . . At the NBC drugstore, Blue Barron, Louise Campbell and Jay Meredith. Blue, Lou and ooh! . . . A bandleader, a quiz show emcee and the Giant baseball team manager at luncheon. Scott, Cott and Ott.



— Remember Pearl Harbor —

Chicago

By FRANK BURKE

BILL EVANS subbing for Rye Billsbury at the mike during the broadcast of WJJD's Sears show. Billsbury is taking two weeks vacation.

Paul Whiteman writes friends from his farm at Stockton, N. J., that his vacation ends Sept. 30 and he will then leave for Hollywood for resumption of the Swan soap broadcast with Burns & Allen over CBS.

Doc Hopkins signed for new show on WLS which will be sponsored by L. D. Le Gear Medicine Co. and heard three times weekly starting Oct. 6.

Ben Bernie slated to emcee Russian War Relief show at Grand Ball room, Hotel Sherman, Oct. 1. Gene Dailey, WBBM news writer, father of six-pound son.

Noonday broadcasts of news and puppet show offered by WBBM attracts large crowds to the station's "Victory Circles," in front of the Wrigley building.

Residents of the lake regions of Michigan and Wisconsin are being warned to keep their windows closed on Tuesday, October 6, between 7:30 p.m., if they have radios tuned to WGN, Chicago. Reason: Russ Gaede, world's champion duck caller, will give a vocal demonstration of luring the festive fowls.

Workers from war industries in the Gary, Ind., area are being featured weekly on the station's "Will To Win" show which glorifies the American war worker.

Mary Ann Mercer, singer last heard on NBC's "Uncle Walter's Dog House" show and until recently under contract to the Russel M. Seeds agency has signed with Walter Preston at WBBM to become featurer staff singer effective Oct. 6. Miss Mercer, formerly vocalist with Mitchell Ayres band, made an excellent record as a War Band saleslady during a recent tour which took her to 20 of the country's largest army camps.

Report Stephen Fuld Missing In Action

Ensign Stephen Fuld, of New York City, former member of CBS station relations dept. for five years, has been reported missing in action while in service with the Coast Guard on convoy duty. Fred Fuld, an instructor in the United States Army Air Corps, received notice to this effect from Washington.

Ensign Fuld was widely known in radio circles and was commissioned in the Coast Guard three months ago.

GUEST-ING

WILLIAM WALLACE, memory expert, and DWALA GRAVES, nine-year-old pianist, on Dave Elman's "obby Lobby," today (WABC-CBS, 8 p.m.).

MIKLOS SCHWAB, Hungarian pianist, on the "Keyboard Concerts," today (WABC-CBS, 3:30 p.m.).

EDWARD G. ROBINSON, describing his art collection, on the "Living Series," today (WABC-CBS, 4:30 p.m.).

HAZEL SCOTT, pianist-vocalist of the Society Uptown, on "This Nation at War," today (WJZ-Blue Network, 10 p.m.).

RICHARD T. SULLIVAN, author of "Summer After Summer," on "Of Books and Books," tomorrow (WABC-CBS, 4:30 p.m.).

DA LUPINO, on Eddie Cantor's "One to Smile," tomorrow (WEAF-NBC, 9 p.m.).

Report On Manpower Expected This Week

(Continued from Page 1) Broadcasting report, based on data collected in BKC's recent manpower study, is expected to include predictions and classifications, which require the board's approval would be recommended to the war manpower commission as a basis for handling of the industry's draft deferment, re-employment and other wartime personnel policies.

"cooperative attitude" on the part of WMC was predicted by Fly. Touching upon the question of equipment conservation, he said that "outward progress" on that matter was also expected "in the course of days" he pointed out that various proposals submitted to the BWC are now being considered by the industry committee. He said the recommendations would be forwarded for WPB for action as quickly as possible.

Asserting that he was "talking to the police chiefs and not anybody else," the Commission head denied the certain statements he made a week ago today in New York, concerning power reduction and possible doubling-up of police radio stations might be forerunner to similar call upon a standard broadcasting industry.

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

Atlantic Football Outlets; 145 Games In Full Schedule

(Continued from Page 1)

though six games were broadcast previous to that date; closing date was set for December 5. Games scheduled include most of the important sectional games played by Eastern and Mid-western elevens.

List of stations carrying Atlantic's schedule follows: WSN, Allentown, Pa.; WFBG, Altoona, Pa.; WFPG, Atlantic City, N. J.; WFBR, Baltimore, Md.; WNEF, Binghamton, N. Y.; WBZ, Boston, Mass.; WNAC, Boston, Mass.; WICC, Bridgeport, Conn.; WGR, Buffalo, N. Y.; WTAM, Cleveland, Ohio; WBNS, Columbus, Ohio; WCED, Du Bois, Pa.; WEST, Easton, Pa.; WENY, Elmira, N. Y.; WLEU, Erie, Pa.

WSAR, Fall River, Mass.; WEIM, Fitchburg, Mass.; WHAI, Greenfield, Mass.; WJEL, Hagerstown, Md.; WKBO, Harrisburg, Pa.; WHTT, Hartford, Conn.; WAZL, Hazleton, Pa.; WHYN, Holyoke, Mass.; WHCU, Ithaca, N. Y.; WJAX, Jacksonville, Fla.

WJAC, Johnstown, Pa.; WLNH, Laconia, N. H.; WGAL, Lancaster, Pa.; WMRF, Lewistown, Pa.; WLLH, Lowell, Mass.; WFEA, Manchester, N. H.; WNBH, New Bedford, Mass.; WKST, New Castle, Pa.; WELI, New Haven, Conn.; WNLC, New London, Conn.; WOR, New York, N. Y.

Two Philly Outlets Included WDBO, Orlando, Fla.; WFIL, Philadelphia, Pa.; WIP, Philadelphia, Pa.; WJAS, Pittsburgh, Pa.; WBRK, Pittsfield, Mass.; WEAN, Providence, R. I.; WEEU, Reading, Pa.; WRAW, Reading, Pa.; WRNL, Richmond, Va.; WHEC, Rochester, N. Y.; WSYB, Rutland, Vt.; WBOC, Salisbury, Md.; WARM, Scranton, Pa.

WBZA, Springfield, Mass.; WKOK, Sunbury, Pa.; WAGE, Syracuse, N. Y.; WMBS, Uniontown, Pa.; WATR, Waterbury, Conn.; WBAX, Wilkes-Barre, Pa.; WRAK, Williamsport, Pa.; WDEL, Wilmington, Del.; WTAG, Worcester, Mass., and WORK, York, Pa.

San Francisco - Complete list of

CBS "School Of the Air" Starts Season Oct. 5

Laying emphasis on war effort necessities, Columbia's "School of the Air," starts its 1942-43 radio school season for millions of school children and teachers in the U. S., Canada, Alaska, Hawaii and Puerto Rico, Monday, October 5. Series, now in its 13th year, has been designated by OWI as an official news channel. Staff of educators, directors and writers are headed by Lyman Bryson, CBS education editor, and Leon Levine, director of series.

Sam R. Baltimore Sam R. Baltimore, commercial manager of WBRE, Wilkes Barre, died yesterday morning of a heart attack at the Hotel Taft. Accompanied by his wife, he had come here Sunday on business.

western football games to be broadcast under sponsorship of Tidewater Associated Oil Company this season has just been announced by the firm's advertising manager, Harold Deal. All three major networks on the coast will be used to air a total of 85 contests, whereas last year only NBC and Mutual stations were used. All releasing stations this year were chosen with an eye to reaching the greatest possible audience, and all western area Army training camps. A few non-network stations in isolated areas have been included in the present schedule.

Eight Games in Bay Area

In the bay area, where games will be played on the home grids of the Universities of California, Stanford, San Francisco, St. Mary's, and Santa Clara, Blue Network station KGO will originate eight clashes, CBS outlet KQW gets five, and KFRC-Mutual will broadcast three. Many new announcers will be heard, with Don Thompson now in the Navy as a Lieutenant and Doug Montell a Captain in the Marines. Veteran grid-caster Ernie Smith will be back, and newcomers include Carroll Hansen, Jack McDonald and Hal Wolf.

The San Francisco "U" and St. Mary's College game will also be heard over KRW.

AGENCIES

CONGRESSMAN WESLEY E. DISNEY, member of the Ways and Means Committee of the House of Representatives, will be the guest speaker at the luncheon meeting of the Advertising Club of New York tomorrow. The speaker scheduled for the October 7 meeting is William B. Ziff, author.

AMERICAN MARKETING ASSN. will hold the next meeting of its post-war planning group at the Hotel Sheraton at noon tomorrow.

ADVERTISING FEDERATION OF AMERICA has announced the election to membership of the following: Conde Nast Publications; Case-Shepherd-Mann Publishing Corp.; "The Woman"; and Alfred J. Silberstein, Inc.

OWI Seeks Pigskin Aid In Allocation Plan

Washington Bureau, RADIO DAILY

Washington—Local sponsors of football broadcasts are being invited to join an OWI allocation plan, it was disclosed yesterday. Stations are being asked by the OWI radio bureau for a complete schedule of their sponsored football games, on receipt of which the sponsors will be directly invited to insert government messages in the game broadcasts.



- WSAI'S SALES AIDS 1. Street car and bus cards 2. Neon Signs 3. Display Cards 4. Newspaper Ads 5. Taxicab Covers 6. Downtown Window Displays 7. House-organ 8. "Meet the Sponsor" Broadcast

"IT'S MORE THAN FRIENDSHIP," smiles Suzy our Steno. "When a prominent department store recently renewed their daily quarter-hour program for the 9th consecutive time, they did so because WSAI produces.

"The same sound reason has caused an optical company, a dry cleaning firm, a large bakery, a coal dealer, a furniture house, a large drug chain to sponsor programs on WSAI continuously for four years or more! In buying Cincinnati, profit from the experience of these and many other WSAI advertisers who know that WSAI gets more results!"

IT SELLS FASTER IF IT'S WSAI IDENTIFIED CINCINNATI'S OWN STATION NBC & BLUE NETWORKS • 5,000 Watts Day and Night • Represented by Spot-Sales, Inc.

## NBC Completing Plans For Hemisphere Shows

(Continued from Page 1)

ing 450th anniversary of the discovery of America, will present on the network's programs devoted to the plan, such persons prominent in these varied fields as James L. Fly, FCC chairman; Nicholas Murray Butler, president of Columbia University; Dr. James Rowland Angell, NBC public service counsellor and general supervisor of the Inter-American University of the Air; former president Carlos Davila, of Chile; Dr. Don Luis Quintanilla, Mexican Minister to the United States.

Also Sir Ernest McMillan, conductor of the Toronto Symphony Orchestra; Lt. Gen. Stanley D. Embick, chairman, and Vice-Admiral Albert W. Johnson, member, of the Inter-American Defense Board; Dr. German Arciniegas, Colombian Minister of Education; John W. Studebaker, U. S. Commissioner of Education, and Dr. Morris Fishbein, editor of the Journal of the American Medical Association.

Sessions at McMillan Theater

Sessions will be held in the McMillan Theater and the Men's Faculty Club, Columbia U.; the Museum of Modern Art, and the Radio City studios. They are to be open to the public with fee of \$1 for all eight sessions, or 50 cents for single sessions. Fees for students and teachers will be halved.

"The Army Hour" Sunday, October 11, 3:30-4:00 p.m., EWT, which will be shortwaved, will present Lt. Gen. Embick and Vice-Admiral Johnson and pickups from training centers of Latin Americans in this country.

Fly and Studebaker are to speak the following evening at 8:30 p.m., EWT, at a Radio City session of which Charles Thomson, of the State Department, is chairman.

## Bond Clothes On WCKY In Fourth Annual Pact

Cincinnati—Bond Clothing Co. has signed its fourth annual contract with WCKY of this city for the Monday through Saturday "Bland-wagon" program. Quarter-hour program is aired at 7:45 a.m. and includes Al Bland, Fred Bennett, their characters "Mose," and "Herman Sherman," the parrot bad boy. Bland and Bennett make personal appearances at the Bond Clothing Store in Cincinnati in behalf of the war bond and stamp sales drive. Contract signing was in New York and handled through Free & Peters, WCKY's representatives, and Neff-Rogow, representing the Bond stores.

## Miles To Y. & R. Staff

Jack Miles, for the past three years on the editorial staff of the "World-Telegram" is joining Young & Rubicam's publicity department headed by Bill Thomas. Miles, before joining the newspaper was with NBC press for some time. Bob Muck, West Coast newspaperman joins the Y. & R. Hollywood press staff this week.

## PROGRAM REVIEWS

### "TRUE STORY THEATER OF THE AIR"

Howard Clothes, Inc.

WOR-MBS, Wednesday, 8:30-9 p.m.

Redfield-Johnstone, Inc.

DRAMATIZATIONS BASED ON "TRUE STORY MAGAZINE" TEXT BACK WITH NEW FORMAT AND SPONSOR.

Familiar adage, "Truth is Stranger Than Fiction" is back on the air, theme for this new half-hour series of dramatic productions based on stories in "True Story Magazine." Other than the recitation of the slogan and a straightforward mention of the source of the story, there is no fanfare for the magazine. Omission of the old style bloopers which formerly accompanied the program when "True Story Magazine" was last on the air, improves the layout, the formal manner currently carrying prestige. Program has been further adjusted advantageously, by the "little theater" air created by the establishment of a host, Henry Hull, who also occupies the lead role.

"One Must Die," the first production, might be regarded as a modern adaptation of one of Seneca's, strictly from the point of view of the number of deaths per play. Practically the whole cast ended up in a box. For bloodhounds, the story was a field day. The series, undoubtedly, will vary the diet each week to please all palates.

The story presented an insanely jealous eccentric who married simply to acquire an heir. Upon the birth of his son, he invoked all sorts of maniacal and mean regulations which separated his son from his wife, driving everyone around him to the point of insanity also. The death of the boy, and mysterious disappearance of his wife, her remarriage and giving birth to another son, served to heighten his sadistic plot which thickened and became somewhat confusing as he managed to adopt this second boy, rear him in such an undisciplined fashion that he became a juvenile delinquent and a murderer and was murdered in turn on his 21st birthday, before the eyes of his mother. The old fellow himself died of heart failure, the second husband gave out soon after too, bullet-riddled.

Henry Hull, as the jealous eccentric and host, offers an easy flow of dramatic reading. The cast, a small one, including his wife, a nurse-maid, his friend, a doctor, and the second hus-

### BBC's World Series

Don Dunphy, sports announcer for MBS and WINS, New York, has been signed to do the play-by-play descriptions of the World Series baseball games for the British Broadcasting Corp. Dunphy's description will be shortwaved via BBC facilities to American troops in the British Isles but will not be heard in America. He will air directly from the St. Louis and New York ball parks.

### "ABIE'S IRISH ROSE"

Procter & Gamble

WEAF-NBC Saturday, 8-8:30 p.m., EWT  
H. W. Kastor

POETIC-LICENSE MIXTURE OF OIL AND WATER BACK FOR A RUN; VERY ENTERTAINING AS USUAL.

In the interest of its Drene hair shampoo, P. & G. resumes the flabbergasting series of events attending the marriage of Rose Murphy and Abie Levy, with the in-laws on both sides taking turns at fighting and peace-making, all tended to annul the marriage if possible. Changes in cast are numerous, but this does not seem to be for the worst by any means. The script goes merrily on its way as only an Anne Nichols can do it, one complication and scheme following the other despite the fact that the show now appears almost settled. Naturally a clever playwright like Miss Nichols has all of the ingredients at her finger tips and is never at a loss for episodes, gags or whatnot to maintain comedy or human interest angles. On occasion the script almost lapses into a foreign-language show but only for a minute or so at a time and it is hoped that this point will not pull the show overboard.

Newcomers to the show since it reopened for the season include Joe Rines handling the musical background and bridges, both very important on this type of program; string portion being particularly rich in filling the intervals with a melodic strain such as "My Wild Irish Rose," etc. Drene credits plug the "something new has been added" angle, this time a "hair-conditioner," at no advance in prices. However, it cannot be said as being overdone, all things considered.

band, fitted their individual parts into the whole tightly and evenly, the whole thing being well cued and directed.

In view of a commercial copy policy enunciated by Howard executives recently, the commercial scripts at the start and finish of the program, and in between the acts, are certainly inconsistent. Copy averaged two minutes at each spiel which emphasized price, fit, quality and style. But plugging four times was overdoing it, and not exactly in keeping with the Howard policy of "cut copy to the bone." At least one between-the-acts commercial might be eliminated without denying the sponsor any of his prerogatives.

### Cuff's Lecture Tour

Samuel Cuff, the Blue Network commentator who recently joined WNEW, where he is conducting the Sunday afternoon "The Armchair Strategist," has been booked for a lecture tour by the Antrim Agency. Cuff will appear before student and faculty groups in the district high schools of some 50 cities along the Atlantic seaboard. Tour gets under way this week in New Jersey, with fur-

## Five CBS Fall Shows Debuting From Coast

(Continued from Page 1)

Ironized Yeast; the new Screen Guild productions starting Oct. 19, with Bill Lawrence of Pedlar & Ryan producing the Lady Esther Cosmetics airer; the Burns & Allen show starting Oct. 6, and which will retain Bill Goodwin and Jimmy Cash among its personnel, with Paul Whiteman returning to do the musical chor of the show which replaces the current Tommy Riggs and Betty Lou Swan Soap show over CBS, with Riggs moving over to NBC and being joined by the Felix Mills music group.

Airplane Company Set

Another starter, as yet untitled, and in the interest of one of the major airplane construction companies, is scheduled to hit the entire transcontinental CBS list of stations with fifteen minute show. First of these should be broadcast toward the end of October, and is understood to be signed for 52 weeks.

The Nelson Eddy-Old Gold program, starting Oct. 28, will pick up an additional 52 CBS stations.

## Dr. Caldwell Spot Anns. Set On 124 KBS Outlets

(Continued from Page 1)

announcement of the signing of the contract, revealed that the entrance of the sponsor into secondary markets in the United States marks the first large-scale broadcasting operation of a Sterling subsidiary via local stations in the small urban and rural areas across the country. Deal, set up by Naylor Rogers of Keystone through Sherman & Marquette, Inc., advertising agency of Chicago, is unique in that it is the first transaction of its kind involving spot announcements on a "network" basis.

According to KBS headquarters this deal is the first instance on record of a large group buy on a national basis in a single transaction for one-minute ET's and constitutes a new development in opening up a fresh avenue of business for local stations in the secondary markets, through the Keystone national "network" organization. It was further stated that by this technique the national advertiser is afforded new group facilities for announcement campaigns in addition to the KBS basic plan for feature programs on their affiliated stations in the secondary markets of the country.

## Spiegel To CBS Press

New addition to CBS publicity in New York is Melvin Spiegel, recently associate editor of Movie-Radio Guide, on the staff of which he had been a number of years. He will handle program publicity assignments.

ther bookings in Pennsylvania, Delaware, Maryland, Washington and Virginia. Cuff will return to New York on weekends for his WNEW broadcast.



# Scripting In Wartime Meets Many Changes

(Continued from Page 1)

ment of the older, more matured hero in the 40-45 years class; realizing of daytime scripts where peacetime problems of whining males have paled for women auditors who are facing grim war facts of their sons and husbands on the battle fronts; and the production of dramatic shows on the basis of ideas greater than those which are built around a personality.

### Producer Hoff Sums Up

Harry W. Hoff, Jr., executive producer at the Henry Souvaine Inc. has summarized the new program trends for RADIO DAILY with: "The industry is ten years late, but is finally getting around to something; the independent producers have been known for a decade. A show must have a basic idea, written and produced accordingly, and then cast, so that regardless of the talent supply the show as a unit can go on." The fact that few new shows have been bought, thus far for the new season, in the situation where agencies and producers seem to be on a watchful in waiting policy, Hoff attributed to (1) the uncertainty of the government's tax legislation, and (2) a buyer's more careful observation of public tastes via motion pictures, magazines, stories and articles, and best sellers among novels.

### Draft a Vital Factor

One of the major developments which has affected programming has been the drafting of most of the romantic leads by the armed forces. Shortage of ingenues has been a problem in the film industry for some time now. Radio industry's experiences follow usually by six months. Casting directors are not now to cast any who are left, and of course they are in the 4-F class for two reasons. Firstly, the civilian status will last but a few months, under the present plans of the Selective Service and secondly, the presence is being looked upon as a psychology. Audience reaction to those which questions why a perfectly healthy male is left around, and why he is not in the armed forces. So for the duration, the pretty boys 18 and 35 will not be written into many dramatic programs for presentation of the air.

### Alternatives Listed

In their place, programs have the alternative of either dropping the character, having him join one of the services and write letters home to the character is to be kept alive, drastically modifying matters so that the lead falls to the female, or introducing a new character, the older

# PROMOTION

### WSB Sports Contest

For the third consecutive year, WSB, Atlanta, is promoting its "Football Guessing Contest" for sports fans and "armchair quarterback." Contest is featured on WSB's "Sports News and Views" program by sports editor, Add Penfield, and prizes of war stamps and free tickets to Georgia Tech home games are awarded. Entrants in each week's contest pick the winner and probable score of each of ten grid games read over the air each night, Monday through Thursday. Deadline for each week's contest is Thursday midnight for games to be played that Saturday. Winners are announced on the following Monday from the entries submitted. Winner is the entry whose predictions as to winner and score come closest to the actual turn of events. In the two previous years, better than 3,000 entries per week were received during the football season. This year, with service teams also in the field competing with the college lads, interest is expected to be even higher.

### KSL Letter-Openers

Plastic letter openers with a calling card placing KSL sales-reminder slogans on the desks of advertising managers, time buyers, and executives of national and local accounts were mailed recently by the promotion department. The letter opener is presented on a die-cut card in such manner as to forcefully point to the heart of the sales message.

type of man who is still romantic enough, but comparatively safe from the draft. Illustration of the latter is Walter Pidgeon. War themes have already been worked into scripts, such as "Life Can Be Beautiful" to take care of those eligible for draft. Young lad, Tobey, in that serial is in the army. A second, Stephen is a wheel chair patient, and the third, Pava David, is beyond the draft call. Pedlar & Ryan is currently faced with the problem of the title role in "Pepper Young's Family," for Curtis Arnall who has the lead, will have to leave soon for the war. Agency is yet undecided whether to keep the character alive via letters from the war, or to write him out entirely. Feeling is that to switch actors only, would only delay the inevitable another month of so, for whomsoever is cast will likely have a 1-A call in the Selective Service rolls.

### Actors Will Be Secondary

On the basis of ratings, and the trends in the other entertainment media, soap operas which have, heretofore ridden by on the peacetime issue of a jilted maiden or a lost pup, are having to use more significant issues to keep up with the times. The woman who is still at home is growing away from the petty items, having been calloused by the wounding or blood shed of the male members of her family in battle.

Dramatic programs, according to

### WOWO-WGL Merchandising

Fifty-one drug stores in Ft. Wayne, members of the Fort Wayne Drug Club, are regularly scheduling windows featuring WOWO and WGL local and network stars, tied in to the specific product promoted by each star or program. Arrangements for the deal were worked out by Bill Malone of the station's merchandising department. Display units consist of three panels each containing two glossy print photographs and captions. Displays are rotated among Fort Wayne drug stores so that in the course of a year each store will have 13 displays of 10 days each. Photographs are changed at the completion of each cycle of displays. Drug sponsors are evincing quite an interest in the promotion.

### Souvenir Post Card

Promotion activity in connection with the "Spotlight Band" series sponsored by the Coca-Cola Bottling Co. is a two-color post card simulating a jumbo admission ticket. Copy on ticket reads: "The Coca-Cola Co. Is Pleased To Have You Attend Its Champion Of Champions Broadcast Of Victory Parade Of Spotlight Bands." Balance of the copy gives the name of the particular band and name of the camp or naval base from which the broadcast originates over the 142-station hookup of Blue Network stations. Ticket may be used as a souvenir post card. Background over which above copy is printed consists of a marching line of men.

Hoff, may present their young male leads against a war background or are going to provide a spiritual uplift for audiences, but in any event, the actor will be secondary to the program. For proof that the trend was based on a sound formula, he pointed to the perennial success of "Mr. District Attorney," "One Man's Family," "Adventures of the Thin Man," "The Shadow," "First Nighter" and others. The production of "The Mayor of Our Town" starring Lionel Barrymore, was a recent example of the newer program policy. Show is so sound basically, in itself, Hoff maintained, that should Barrymore in the natural course of events have to be replaced, the show would lose no standing.

# "Alert Radio Vital" Says CBS' Bill Paley

(Continued from Page 1)

trust among the Allies will increase in the strenuous months ahead." Paley commented only briefly on his overseas mission, revealing that further important developments in Anglo-American exchange broadcasting are contemplated; that programs from this country enjoy high popularity among British listeners; that radio as a unifying factor between the two allies has already made itself evident.

His statement follows: "Everywhere in England I found increasing evidence that radio broadcasting between the United States and England is playing a vital role in forging the bonds between us as fighting allies in this war. It is explaining wartime America and war-torn England to each other. It is the voice of one free people speaking directly to another free people in language we both understand and respect. The popularity of programs from America is high among British listeners, and we plan to develop still further the important exchange of broadcasts between the two countries.

### Asks Accurate Reporting

"The tempo of Axis activities to create suspicion and distrust among the Allies will increase in the strenuous months that lie ahead. Transoceanic broadcasters, therefore, must continue on the alert to meet these propaganda spearheads and bend them into instruments of psychological warfare against the enemy, this being accomplished by fearless, accurate and objective reporting within the confines dictated by military security. It is the people's war and it is the people's privilege to be kept informed of every important circumstance affecting their destiny."

### Columnist On WORL

Boston — Negotiations have been completed with Joseph F. Dinneen, columnist and author, for a series of newscasts over WORL of this city, according to an announcement by George Lasker, general manager of the station. Series will be heard five times weekly, Monday through Friday, at 5:00 p.m. beginning this week, and is to be known as "Spilling the Beans," title taken from Dinneen's daily column in the "Boston Globe."

**WANTED Advertising Space Salesman**

RADIO DAILY has an opening with a future on its sales staff for a man with a good radio background. Write only—stating qualifications, salary and draft status. Address replies to Business Department, RADIO DAILY, 1501 Broadway, New York City.

**REEVES**

Sound Recording Studios Inc.  
16 Broadway New York City  
35mm. Inmm.  
Complete and Wax Recording Facilities.  
Complete Location Equipment for Film, Business  
Shows and Specialty Recordings.



# Coast-to-Coast



**HENRY KLEIN**, radio department of the Philip Klein Advertising Agency, has contracted to write the story scripts for "Mister Mystery" programs on WFIL, Philadelphia. Series is sponsored by Parisian Clothiers on Sundays at 12-12:30 p.m.

Beginning October 2, with a night game, the Automobile Club of Michigan assumes the sponsorship of the University of Detroit football games over WJLB, Detroit. Schedule calls for ten games. This season is the third year that the sponsor has bankrolled the gridiron contests on the station.

Beginning this week, Lee Vines joins Columbia's New York staff as a regular announcer. Vines comes from CBS's Philadelphia station, WCAU. . . Edward D. Mellinger is now assisting Leon Levine, administrative head of CBS's education dept., in preparing "People's Platform," "Giants of Freedom," "Living Art" and other CBS educational programs.

More than 120 Fort Monmouth soldiers will take part in the Columbia Broadcasting System's weekly "Cheers From the Camps" broadcast which will emanate direct from the Post's War Department Theater No. 2, tomorrow evening from 9:30-10:30 p.m., EWT. According to recent independent listening surveys, "Cheers From the Camps" is rated as one of the top-flight army productions featured on the major networks today. The facilities of 144 CBS affiliated stations throughout the nation, a coast-to-coast Canadian network and a short wave outlet to the fighting fronts around the world will be used to air the Fort Monmouth hour-long broadcast. The Signal Corps' edition of "Cheers From the Camps" will include many original musical compositions written by Fort Monmouth men, a soldier-authored comedy playlet, a background of the Signal Corps portrayed by Ted Husing, a 26-man glee club and several other varied solos and specialty acts.

New addition to the sales staff of WIND, Chicago, is Frank M. Reed, associated for the last 19 years with the Stack-Goble Advertising Agency in Chicago. A native of Fort Wayne, Ind., Reed attended Western Military Academy and the University of Illinois.

Several new faces are in evidence at WOWO-WGL, Fort Wayne, both in the announcing and office staffs. They include Evelyn Backman, weekend receptionist; Josephine Kelley, of the continuity staff; and Bill Stewart, announcer, who attended Purdue University and worked at the Purdue station WBAA, as well as WASK, Lafayette.

With Kenneth Hance, the station's vice-president and assistant general manager, acting as radio chairman of the local newspaper sponsored scrap drive, KSTP, Minneapolis-St. Paul, has gone all out to assist the press in the campaign. All newscasts plug the drive, giving credit to the individual newspapers for ideas they contribute. In addition to the regular news stories there are a number of spot announcements scattered throughout the day's schedule. There also are a series of daily five-minute musical programs which feature a jingle contest with a dollar's worth of war stamps awarded each day to the listener sending in the best rhyme about scrap.

WDRG, Hartford, and its FM affiliate, W65H, have begun a major war bond drive in Connecticut. The two stations have set up a special bond department headed by Eleanor Nickerson, and are selling bonds to those who visit the studio, those who mail their checks or money orders, and those who want to buy them COD. WDRG commercial salesmen are now selling bonds to clients, and WDRG announcers leaving to enter the military service are leaving transcriptions behind asking the public to buy the bonds. In addition, a major spot drive on the bond sales has started, and both Hartford newspapers are giving WDRG publicity on its bond efforts.

I. J. Fox, New York furrier, has contracted with WLIB, Brooklyn, for six spot announcements daily beginning this week and continuing through to Oct. 30. In addition, Fox will sponsor WLIB's recorded musical session "This Is Romance" on Tuesday, Thursday, and Saturday at 11:30-11:45 a.m. . . Other new business on the station is a weekly seven-spot announcement contract which was placed by Armand S. Weill Co., Buffalo advertising agency, for Sachinol perfumes.

Robert Hobgood, formerly production manager at KFDM, Beaumont, Texas, has taken over duties as program director at WCMI in Ashland. A Kentuckian, Hobgood was formerly employed at WCMI, KLUF and KFDM.

New pipe organ at WTMJ, Milwaukee, the only instrument of its kind designed and constructed exclusively for broadcasting, comes in for a "play" while Nancy Grey is away. While Mrs. Grey is in New York gathering new material, Arnold Kreuger entertains "What's New" listeners each morning with an organ recital over WTMJ. However, participating sponsors continue to get their message across through the voice of Nancy Grey; she recorded her commercials before leaving for the east. Through her recordings, Nancy even introduces the organ selections played by Kreuger, a novel technique that gives the program the feeling of more "life" than actually exists.

Lee Everett, veteran Washington, D. C., radio emcee, has transferred his morning feature to WINX of that city. Title of the new WINX show is "Win Money From WINX." Total weekly awards amount to \$180. Show was previously heard on WMAL, also in the nation's capital.

KFBC, Cheyenne, will carry the entire 1942 Wyoming "Cowboy" football schedule. The games are sponsored this year, as last year, by the local gasoline refinery, Frontier Refining Co. This year's series consists of eight games; three games at the home field of the University of Wyoming, at Laramie; and the other games will be piped in from Provo, Utah, where the "Cowboys" play B.Y.U.; from Denver for the game with Denver U.; from Golden, Colorado, for the game with the Colorado School of Mines; from Boulder, Colorado, for the game with Colorado U.; Wyoming's traditional enemy, and from Logan, Utah, for the game there with Utah State. This is the third successive season for complete coverage of Wyoming football and basketball games. Every game that Wyoming has played since the station first took the air on December 7, 1940, has been broadcast. Announcer Art Peterson will do the mike work this year.

Jerry Hockstra, up to his recent appointment, director of public affairs at KMK, St. Louis, has been named by Merle Jones, general manager, as war program manager. . . W. R. Wills, American newspaperman and Tokio correspondent for Columbia Broadcasting System, who turned from Japan on the exchange of Gripsholm, has joined KMOX, as a special writer in the station's news department. Wills also will interpret Far East news for radio listeners.

Jean Colbert, who has appeared many network shows in the last years, both as dramatic actress and commentator on women's programs, joins the staff of WCAU, Philadelphia, this week. She will present the "For Women Only" program, aired daily at 9:15 a.m., Monday through Fridays. . . Ross Mulholland, WCAU announcer, is working double-time cross-country shift Saturdays. He dashes to New York for the "Matinee at Meadowbrook" show at 5:30 p.m. and then dashes right back to Philadelphia to announce the late night broadcast from the Brookline Country Club.

Rush Hughes, of the two daily "Rush Hughes" shows on KWK, St. Louis, making a standing offer to appear as master of ceremonies or speaker at all types of gathering—church or club parties in theaters or anywhere else—if he allowed to conduct a war bond auction some time during the evening. Response has been so great that Hughes has been making between 15 and 20 appearances each week. In the auction, some object of value is put up, bid for and knocked down to the highest bidder who puts the money into war bonds and receives the item he bid for.

Robert Fasson, former British newsman and world traveler, once captain in the Royal Flying Corps, has joined the news commentary staff of KPO, San Francisco, and currently being heard weekly from 5:30-5:45 p.m.

**WHAT'S WHAT IN BOSTON**

5—WCOP merchandises advertisers' programs. Ask us to tell you how!

REPRESENTED BY HEADLEY-REED CO.

**WCOP**

**1942 BIRTHDAYS**

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

September 29

Sgt. Gene Autry      Jack Bertell  
 Jane Bloom      Ed R. Dunning, Jr.  
 Pat Murphy      Robert Regent  
 Frederick Ingate-Thompson

**SENSATIONAL!**

After 3 Years of Continuous Broadcasting

THE AMERICAN INSTITUTE OF FOOD PRODUCTS

is proud to announce that

DOCTOR **EDDY**  
 WALTER H.

Nationally Known Food and Nutrition Expert

**FOOD FORUM**

NOW ON **WOR** 4:30 P. M.  
 Mon. thru Fri.

**WSGN**  
 AND  
*Alabama*

Synonymous . . . with 23,000 retail stores within its .1 Mv m (d) line; Birmingham station "B," 17,000; "C," 11,000.

**610** Kc.

BIRMINGHAM  
 Headley-Reed Company, Rpts.

BLUE NETWORK and Mutual

# Assurance Anent Ad Tax

## Night Commercials Up in CAB 6 Mo. Survey

Networks enjoyed a substantial increase in the number of night time commercials, the bulk of which consisted of more variety, dramatic and news-cast programs, during the October, 1941-April, 1942 season, as compared with records of the 1940-1941 year, according to the semi-annual survey of "Radio Program Audiences" being published this week by Cooperative Analysis of Broadcasting, Inc. The overall picture of ratings for the groups which gained in number of programs and amount of time on the air, however, was lower. A com-

*(Continued on Page 7)*

## Texas Educational Series Resumes To 4,000 Schools

Austin—The "Texas School of the Air" inaugurated the 1942 season with special war messages from Governor Coke R. Stevenson and State Superintendent of Education L. L. Woods. Series will be aired over the stations of the Texas Quality Network, Monday through Friday at 10 p.m. for a quarter hour. Broadcasts will air through WOAI, San Antonio.

*(Continued on Page 2)*

## WMCA Party Fri. Night For Its Oldest Sponsor

The WMCA reception in honor of the Quality Furniture Stores, which account is celebrating its 20th anniversary on the station, has been changed, and will now be held at the WMCA studios, Friday, October 2, at 9 p.m. Radio program will start at 10 p.m.

### The McCoy

Probably one of radio's most realistic and expensive sound effects was \$140,000 locomotive racing back and forth on cue for recent "Vox Pop" railroad broadcast. Piloted by \$110-a-week engineer and \$70-a-week fireman, each started and stop cost \$8.00. But before show was over, locomotive was on job hauling various war materials to gain.

### Of Age

WJZ, Blue Network key station, reaches voting age on Thursday, when it celebrates its 21st birthday. On October 1, 1921, it started career in the studio on roof of Westinghouse factory, Newark, N. J. First program included recordings of "Say It With Music," and "Annie Laurie." They'll play them again Thursday.

## NBC Warlike Study To Morale Approach

Inauguration of a plan for careful analysis of all NBC programs in the interests of scientific approach to morale qualities of network broadcasting in wartime, was revealed yesterday. Advisory committee of the network, headed by Dr. Morris Fishbein, editor of the "Journal of the American Medical Association" and medical and health leader, has now been formed.

Committee, working under the

*(Continued on Page 6)*

## Phila. Orchestra On MBS For Third Season, Friday

Mutual will carry the Philadelphia Orchestra concerts again this year for the third consecutive season, starting Friday, 2:30 p.m., providing there is no conflict with the World Series game. Conflict will develop only if the Thursday ballgame is postponed. Eugene Ormandy will conduct. Usual policy of concert soloists and guest

*(Continued on Page 2)*

# WJSV's "War Sacrifice Fund" Wins Approval of Government

## Inscribe 11 More Names On Blue Net Honor Roll

Eleven more names have been inscribed on Blue Network's roll of honor at New York headquarters. Army men are Robert Thompson, Richard Bender and Charles A. Imperial, mail room; Jack Swineford and Lynn Brandt, Chicago announcing staff; Clark Thompson, Hollywood

*(Continued on Page 2)*

## 'Reasonable Expenses' For Advertising Deductible; Cites Value Of Wartime Publicizing Of Name Brands

## FCC Okays Transfer; Sets Other Hearings

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday designated for hearing, applications from KFAC, Los Angeles Broadcasting Co., Inc., and WQBC, Delta Broadcasting Co., Inc., of Vicksburg, Miss.

The Los Angeles station is requesting a power increase from 1 to 5 kilowatts, installation of a new trans-

*(Continued on Page 6)*

## Apprentice Engineer Dept. Inaugurated By Strotz

West Coast Bureau, RADIO DAILY  
Hollywood—Sidney N. Strotz, vice-president in charge of NBC's Western Division, announced the formation of an engineering apprentice department at NBC's Hollywood Radio City. The newly formed department will be in operation starting tomorrow.

*(Continued on Page 2)*

## Special Scrap Campaign Sked By NBC And Blue

Both NBC and Blue Networks will carry special programs backing current New York State scrap salvage campaign, with addresses to 2,000,000

*(Continued on Page 2)*

Further assurance that "reasonable expenses" in advertising by business concerns would retain the status as expenditures deductible for tax purposes, was contained in a statement issued yesterday by Commissioner Guy T. Helvering.

Previous report of Association of National Advertisers, as published in RADIO DAILY, which contained preliminary statement approved by the Bureau, is more detailed insofar as specific considerations are concerned. "To be deductible, advertising expenditures must be ordinary and necessary and bear a reasonable rela-

*(Continued on Page 7)*

## Report Reduction Set In CBC Exec. Salaries

Ottawa—Unofficial reports here state that the governors of the Canadian Broadcasting Corp., meeting here to settle the matter of salaries for Rev. J. S. Thomson, general manager designate; Major Gladstone Murray, program director designate, and Dr. Augustin Frigon, assistant general

*(Continued on Page 7)*

## 'Women's Magazine' Show Revived On West Coast

San Francisco—After an absence of three years from western airlines the famed NBC "Women's Magazine of the Air," which established a

*(Continued on Page 3)*

### Free Plug

St. Louis—Some free and unsolicited nation-wide advertising is presented to KWK, St. Louis, in the new motion picture, "Pride of the Yankees." Dealing with the life of Lou Gehrig, some of the picture's scenes are laid in Sportsmen's Park, home of St. Louis baseball. In these scenes, clearly apparent on the score board are the words, "Listen to KWK."



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JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : Editor

MARVIN KIRSCH : : : Business Manager

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

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

# FINANCIAL

(Tuesday, Sept. 29)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	118 3/4	118 1/4	118 3/4	+ 1/2
CBS A	12	11 5/8	12	
CBS B	11 1/2	11 3/8	11 3/8	
Crosley Corp.	7	7	7	+ 1/8
Gen. Electric	27 5/8	27 3/8	27 3/8	- 3/8
Philco	9 3/8	9 3/8	9 3/8	
RCA Common	3 3/8	3 1/4	3 1/4	
RCA First-Pfd.	57	56 5/8	57	
Stewart-Warner	7	7	7	
Westinghouse	72 3/8	72 1/4	72 3/8	+ 1/8
Zenith Radio	15 1/8	14 3/4	14 7/8	

NEW YORK CURB EXCHANGE		Bid	Asked
Nat. Union Radio	3 3/4	3 3/4	3 3/4
OVER THE COUNTER			
Farrsworth Tel. & Rad.		2	2 1/4
WCAN (Baltimore)		16	19
WJR (Detroit)		19	22

## N. Y. "U" Courses

"Radio Workshop" courses at N. Y. University this fall, will be given by Earle McGill, CBS producer-director, and C. E. Midgely, sales service manager. McGill will cover all phases of radio, while Midgely will deal with the business side.

## Vicks on WTAG

Worcester, Mass. — Vick Chemical Company for Vick's Vaporub has contracted with WTAG, for station's 6-6:15 p.m. newscast. Sponsor will use the WTAG news period thrice weekly, Tuesdays, Thursdays, and Saturdays, for 26 weeks. Agency is Morse International.

**WE BRING YOU NEWS AS IT HAPPENS**

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

**1430 ON YOUR DIAL 1430**

## Apprentice Engineer Dept. Inaugurated By Strotz

(Continued from Page 1)

three young men from the regular staff of the station having already received appointments. They are: Alton Gage, of the auditing department; Robert Morris, superintendent of pages, guest relations department, and Louis Onofrio, clerk in the engineering department.

In discussing this new phase of operations, Strotz explained that it was a precautionary measure only, and aimed at the growing demand for trained radio technicians in all branches of our armed forces.

The recruits will receive competent instruction training and upon completion of their course will be available for any eventuality. They were chosen for their advance knowledge of the subject as well as natural aptitude in this field.

## Texas Educational Series Resumes To 4,000 Schools

(Continued from Page 1)

Antonio; WFAA, Dallas; WBAP, Fort Worth and KPRC, Houston.

The educational broadcasts prepared under the direction of John Gunstream will air to more than 4,000 Texas schools representing 750,000 students and 30,000 teachers.

## Phila. Orchestra On MBS For Third Season, Friday

(Continued from Page 1)

artists will prevail. Broadcasts will originate in the Academy of Music, in Philadelphia, and will air through the facilities of WIP. Mutual is making arrangements to shortwave the concerts. Norris West will be intermission commentator.

## Lynch Heads KTOK Sales

Oklahoma City, Okla.—Frank J. Lynch has been named sales manager of KTOK of this city according to an announcement by Robert D. Enoch, manager of the outlet. Lynch was sales representative of KOMA, also in Oklahoma City, before joining KTOK. He also was manager of WBBZ, Ponca City, Mich., besides having a long experience in the theater.

## CBS Symph. Schedule

Ambitious Fall and early Winter serious music schedule of CBS will bring to air Cleveland Orchestra, New York Philharmonic Symphony, Eastman School Symphony and Eastman-Rochester Symphony. Cleveland series is to be directed by Artur Rodzinski, Rudolph Ringwall and Nikolai Sokoloff. Philharmonic will be conducted by Bruno Walter, Dmitri Mitropoulos, Fritz Reiner, Rodzinski and John Barbirolli.

## Rejoins Radio Advt. Corp.

Lewis J. F. Moore, rejoins the station representative firm of Radio Advertising Corp. as of Oct. 1. Moore, who was away from the concern for a year or so was formerly secretary and treasurer of the organization.

## Special Scrap Campaign Sked By NBC And Blue

(Continued from Page 1)

school children by Governor Herbert H. Lehman and Dr. George D. Stoddard, Commissioner of Education, on state networks at 12:45 p.m., EWT. Following day, CBS national net presents Mayor La Guardia and Al Johnson from steps of New York's City Hall at 11 a.m., EWT.

Fifteen-minute broadcast presenting Governor Lehman originates in Executive Mansion in Albany, and in all schools, pupils will be in their class rooms for the program. Broadcast was worked out through cooperation of William Arnoldy of State Salvage Committee of WPB; R. Murray Willard, chairman, Salvage Committee of State War Council, and Dr. H. A. Getman, state salvage coordinator for the schools.

## Illinois Labor Federation Backs AFM Recording Ban

Chicago—Despite the protest of a spokesman for the AFL Electrical Workers Union, delegates to the Illinois State Federation of Labor convention at Peoria have endorsed the Petrillo ban on commercial recordings. The executive board's report appealed to the public to withhold judgment in the controversy over Petrillo's edict halting recordings for juke boxes and radio broadcasting pending a hearing in the government's anti-trust suit. Delegate William Emge, of the Electrical Workers Union, disputed the contention that juke boxes were to blame for the unemployment among musicians. "If you try to drive the juke box industry out of business," he said, "It will mean that a lot more electrical workers will lose their jobs."

In Chicago, the action of the Peoria convention was interpreted as indicating that Petrillo is asking for support of affiliate unions.

## Inscribe 11 More Names On Blue Net Honor Roll

(Continued from Page 1)

traffic; John A. Galbraith, San Francisco announcing; Aaron Rubin, N. Y. accounting, and Douglas MacKinnon, N. Y. script. In the Navy are A. Lloyd Hockin, Chicago engineer, and Robert B. Jones, Jr., N. Y. station relations.

## Rock On NAB Committee

Pittsburgh, Pa.—James B. Rock, manager of KDKA of this city has been asked to serve on the NAB Wage And Hour Committee and will attend an emergency meeting to be held this week. Appointment was made by Neville Miller, NAB president.

## Fashion Editor On WBNX

Henry L. Jackson, men's fashion editor of Collier's Magazine, will start a new series of programs titled "What's New For Men" on WBNX, New York, at 4:30 p.m. beginning Oct. 6. He will discuss clothing problems as a result of wartime conditions.

## COMING and GOING

JOHN H. NORTON, JR., station relations manager of the Blue Network, leaves tomorrow for a trip among the Blue affiliates throughout the South. He will be away about two weeks.

COMMANDER S. W. TOWNSEND, who is president of WKST, Newcastle, Pa., and is on duty with the U. S. Navy, visiting yesterday with the New York representatives of the station.

ART KEMP, West Coast sales manager of CBS, expected in town Friday on a short business trip.

TED HUSING and JIMMY DOLAN leave tomorrow for South Bend where, on Saturday they will broadcast the game between Notre Dame and Georgia Tech.

KINGSLEY HORTON, sales manager of WBZ, CBS outlet in Boston, in New York yesterday at Columbia headquarters.

HAL SEVILLE, of WJEL, Hagerstown, from Maryland for couple of days on station business.

HUGH B. TERRY, station manager of KLD Denver, arrived the early part of this week for network conferences and talks with the local reps.

HARRY JAMES and the members of his orchestra leave Cedar Grove, N. J., tomorrow following the conclusion of their engagement at the Meadowbrook. They'll arrive Friday to open a the Hotel Lincoln.

MARTIN F. MEMOLO, president and station manager of WARM, Scranton, and DALE ROBERTSON, commercial manager of the station, have arrived from Pennsylvania on a short business trip.

RUSS HODGES, sportscaster and football announcer for WOL, Washington, D. C., was left on his vacation but will sandwich in the broadcast of the Washington Redskins and Philadelphia Eagles game this Sunday.

BILLY WOLFE, manager of Louis Prima, left Monday for Baltimore. Will return here for Prima's opening at the Apollo Theater on Friday.

ARNOLD MAGUIRE, of the Lord & Thomas Hollywood office and producer of the Kay Kyser show, is at the U. S. Army air base in Albuquerque, N. M., where he will supervise tonight's broadcast of the program.

HARRY MOSS, of the Music Corp. of America, is back from a business trip to Boston.

FULTON LEWIS, JR., who spent the week-end in New York, returned Monday to his home port of Washington, D. C.

## Schulman PM's P. A.

Fayvelle Schulman, formerly with press department at WMCA, and more recently assistant to Ed Levin in promotion on "PM," has been made publicity manager of the newspaper, as of October 1. Levin has been titled promotion manager.

NOT JUST MONROE COUNTY

but WHAMland

900,000 radio homes make it a better buy.

Wham

ROCHESTER, N. Y.

Na'l Rep. George P. Hollingsberry Co. 50,000 Watts... Clear Channel... Full Time... NBC Blue and Red Networks "The STROMBERG-CARLSON STATION"

## NSV Savings Plan Wins Govt. Approval

(Continued from Page 1)

a conscious effort to do with some common luxury such as meals, unneeded taxi rides, unnecessary articles of adornment, cigarettes, sweets, etc. Money saved by this method is to be turned over to the purchase of war bonds and stamps.

Statistics figures that if the 54 million gainfully employed persons in the United States averaged only one dollar per week in this more or less haphazard way, over and above the commitments for taxes, bonds, etc., the "War Sacrifice Fund" would be able to turn in two billion, eight hundred and eight million dollars to the U. S. Treasury within a year. The president has received the endorsement of Secretary of Labor Frances Perkins and Eric Johnston, president of the Chamber of Commerce.

# PROMOTION

### Spotlight Newspaper Ads

Promotion department of KSL, Salt Lake City, has found small newspaper advertising highly successful for promoting program listening. Special events, time changes or special promotions are publicized by means of an attractive one column by two inch "Radio Bright Spot" design. New features are highlighted in a special 2-inch display advertisement captioned "Program Premiere," which uses a focussed spotlight design. All advertising is run on radio program pages.

### Fall Schedule Ballyhoo

WOWO and WGL, Fort Wayne, splurged with a full page newspaper ad early in September, calling attention to the return of top line programs to the stations' schedules and

tying the whole thing in with a theme of "War Time Relaxation" urging people to listen to the radio for relaxation so they will work better and thus help win the war.

### WCKY Retailer Releases

Five hundred grocers and 500 druggists in the Greater Cincinnati area are furnished with printed releases of business and merchandising monthly by WCKY, Cincinnati. The releases, "Druggist Briefs" and "Grocery Briefs," include news items of interest to the trades and the latest information on ceiling prices and wartime regulations out of Washington as furnished by the National Research Bureau, Chicago. WCKY's 52 grocery product and 38 druggist product programs are listed in the releases together with sponsors, the talent and time.

## "Women's Magazine" Revived On The Coast

(Continued from Page 1)

twelve-year broadcast record as one of the west's first radio variety shows, has returned to KGO and Pacific Coast Blue Network stations as a morning half-hour feature, Mondays through Fridays. Benny Walker, comic and emcee who headed the original program, will again direct the program, which will be presented for daily audiences admitted by tickets. Sharing top billing on the program will be Ann Holden, home economist on KGO.

The program will be offered for sale on a participating basis. Others in the cast include Jack de Malo's orchestra, Dorothy Lee, Clancy Hayes, Jack Gavin, Bob Hamlin, Dorothy Lee, Elizabeth Russell, Agatha Turley, Lucille Cummings, Paul Walti and Armand Girard.

# SEVEN DOMINANT STATIONS JOIN HANDS

TO GIVE YOU THE FINEST COVERAGE OF THE NEW ENGLAND MARKET



★ 8,500,000 people live in New England.

★ 94.3% or 2,118,072 of New England's homes are equipped with one or more radios (1940 U. S. Census of Housing).

★ New Englanders have a per family purchasing power 30.5% above the national average (Sales Management, April 10, 1942.)

★ Class A hour rate for five basic stations is \$1,340 — all seven stations, \$1,500. You get the most listeners at the lowest rates.

★ Line charges from New York Studios are included in these attractive rates.

★ Production facilities in Hartford, Boston and New York available at no extra cost.

★ A New York Station may be added to this network, at station rate without customary wire charges.

ADVERTISERS using the New England Regional Network can, at no extra cost, produce their programs in well-equipped New York studios where the world's finest talent and up-to-the-minute production facilities are readily available. This use of New York studios is included in the network rates. This brand new service is our answer to a long-felt need — and we bring it to you with no monetary penalty whatsoever.

## THE NEW ENGLAND REGIONAL NETWORK

REPRESENTED NATIONALLY BY

WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

Chicago

By FRANK BURKE

**A**FFABLE Bruce Dennis who made quite a name for himself as publicity director of WGN, is back in town wearing a United States Navy officer's uniform as "Lieutenant Bruce Dennis, jg." Lieut. Dennis is attached to naval public relations at 333 North Michigan Avenue, specializing in radio.

Harvey Carey, WIND announcer, joins the staff at WBBM on next Monday, Oct. 5.

Jack Brickhouse, WGN sports announcer, really had his troubles Sunday in trying to broadcast a baseball game. He first apologized for the White Sox double header being called off and then announced the station would give a wire report of the Cardinals-Cubs game at St. Louis. After some delay Jack broadcast three innings and then offered another apology because the baseball authorities in St. Louis wouldn't allow the ticker pick-up of the game from St. Louis. Next came an interlude of organ music and Brickhouse was back at the mike giving a play-by-play account of the Brooklyn-Philadelphia game. Brickhouse handled the situation well despite disappointments and delays.

Al Chance is acting producer of "The Werps" on WBBM, while Dick Faulkner is vacationing.

Three pairs of tickets are given away each week to mid-west football fans submitting best questions to Emmco Sportscasters on WMAQ.

Dan Thompson, news editor of the NBC central division, has resigned to accept a position with the National Safety Council. Replacing him will be Jack Ryan, formerly picture editor. John Keys, writer in the department, becomes picture editor, succeeding Ryan. Sheldon W. Peterson, of KLZ, Denver, has been engaged as a writer to take Keys' position.

"Chicago At Night," heard on WGN, has been renewed for another 52 weeks by Nelson Brothers, furniture makers. Dr. W. B. Caldwell, Inc., has renewed its "Noontime Melodies" on WGN for 23 weeks, effective Sept. 28.

Another WGN renewal is John Holbrook's news commentary broadcast from 6:30-6:45 p.m., by Studebaker Corporation for 13 weeks, effective Monday, October 12.

Ann Mercer, who recently became a WBBM-CBS sustaining artist, makes her debut on the "Victory Matinee" show of October 5.

Garrison Rodolfo Bout  
On CBS Coast Outlets

Jimmy Garrison-Rodolfo Ramirez welterweight bout, October 9, at Hollywood Legion Stadium, will go on 13 Pacific Coast stations of the Blue Network starting at 10 p.m., PWT, under sponsorship of Adam Hat Stores, Inc. Buddy Twiss gives blow-by-blow description and Abbott Tessman, color and commercials. Glicksman Advertising Company handles the account.



Reporter At Large . . . !

● ● ● Dick Marvin, radio director of Wm. Esty agency, tendered his resignation yesterday to take effect in two weeks, with Tom Luckenbill, formerly of J. Walter Thompson, replacing. Marvin is expected to join an agency on the coast. . . . All bets are off on the Pabst Blue Ribbon show—at least for 60 days, at any rate. Government priorities. . . . If "Special Agent" is sold, Melvyn Douglas will quit his Washington post to star in it. . . . Lockheed's "Flight of Time" more than likely to shift to the coast. . . . Charlie Martin's "Playhouse" remaining in the east indefinitely, we now hear. . . . Jack Carson goes in the Strand Oct. 8th for two weeks. . . . Arthur Sinsheimer, who is a one-man committee, has been appointed a member of the Advisory Board of the War Activities Council of the Advertising Club of N. Y. . . . Peter Grant, former chief of the WLW announcing staff, now a 2nd Lieut. . . . New quartet being formed will tag themselves as the 4 F's! . . . Merle Oberon bedded at a local hosp. May keep her off her scheduled appearance on "Readers' Radio Digest" Oct. 11th. . . . New Arch Oboler series pushed back another week, with starting date now set as Oct. 18th. Oboler is trying to get Spencer Tracy for the opener. . . . Connie Miles signed for the pugilist-turned-minister role on "Valiant Lady". . . . Doug McKinnon, former Blue scripiter, is a 1st Lieut. in the Army.



● ● ● Sammy Geison, Columbia Pictures publicist, applied to the U. S. Employment Service recently to see if he could get in a radio school to help in the war effort. He spent two hours arguing with the receptionist on how to get in—while she spent two hours arguing with him why he couldn't get her a job with Columbia! . . . Sometimes it doesn't pay to be too realistic on the air. Mandell Kramer, who played the killer on "Mr. D.A." last week, went home only to find his maid scared stiff and ready to quit. . . . Bobby Byrne displays his versatility on "Basin St." tonight, playing alternately on ten instruments. . . . Ray Winters becomes the first WHN staff announcer to join the service. He leaves this week for the Army Air Force. . . . Max Wilk also in the Air Force.



● ● ● Critic's Corner: John Nesbitt's reading of that scripting "Report To Hitler" made our spine tingle. . . . "John Freedom" is exciting enough but a little less hokey would go a long way toward making it even more listenable. . . . That 8 to 9 Saturday night period—with "Abie's Irish Rose" followed by Ralph Edwards' "Truth or Consequences"—is a honey. . . . One of the subtlest bits of commercial acceptance, without it being at all commercial, is Margo's "Smoke Ring" spots on the Caravan Hour. . . . Leo Cherne is a welcome addition to WOR's newscasting staff. . . . "Joe & Mabel" fans, who are as much devoted to this B'klyn couple as they are to "Dem Bums," probably will be kicking up a fuss around NBC in protest of its leaving the air. . . . One of the nicer things about the terrific radio schedule Harry James now is carrying is that it should force him to increase his repertoire. But don't get us wrong—we love the guy's trumpeting and those Helen Forrest vocals. . . . Geo. F. Putnam's voice as emcee of "The Army Hour" contributes much to its exciting pace.



● ● ● Joe Cumiskey's clean-cut presentation of the facts surrounding the selling of radio rights to the ill-fated Louis-Conn bout in "PM" of which paper he is sports writer. Cumiskey was a member of the committee which handled the bids and was liaison for Army authorities (War Boxing, Inc.). . . . NBC's high bid, incidentally of \$71,200 was followed by CBS with \$61,000; Mutual with \$55,000 and Blue Net with \$25,000. . . . Radio is absolved fully in the presentation of facts.



— Remember Pearl Harbor —

Los Angeles

By IAC WILLEN

**S**PARKED by the brilliant hearing of Kay Kyser, the Hollywood Radio Section of the Advertising Council formed to cooperate with the Donald Nelson requests for industry unity in the war effort, will be held in Hollywood's NBC studios. Present at the initial session were Nat Wolff, Deputy Chief of Radio Bureau of War Information in Hollywood, Douglas Meservey, Deputy Chief, Seymour Morris, Chief of Allocation Division, Kay Kyser, Special Consultant of Talent; the Hollywood executive committee comprising Dr. Belding, representative of National Advertising Council, Jack Small, BBD&O, Chairman of the group, Scalpone, Y. & R., as agency representative, Sidney Strotz, NBC-West Coast head, Network's representative George Gruskin, Wm. Morris Agency, Agents' representative, and an appointed membership of all allied branches of the West Coast radio personalities as a cross section of abilities from production heads to networks, as well as the executive heads, down to members of the trade press.

W. B. Lewis, Radio Chief of the Radio Bureau, Office of War Information, failed to make the meeting due to an enforced layover in the Mid-West to make room for Army personnel on the plane he was to arrive on. He arrived in Hollywood 3:20 p.m., PWT, same day, in time to meet with the executive board during the evening and make his appearance at the Artists and Writers-Kay Kyser meet at CBS the following morning, for further discussion and planning for immediate steps for furtherance of the group's aims.

For COMPLETE COVERAGE in ALABAMA

it's The ALABAMA TRIO

Today smart advertisers who want complete coverage of Alabama's vast war production market—where pay-rolls are at their highest peak—are specifying the ALABAMA TRIO. Its power blankets the entire state and you get a 10% reduction, too!



**GUEST-ING**

GT. MAURICE C. REID, of the S. Army Air Corps, on the Tommy Lee program, tomorrow (WEAF-C, 8:30 p.m.).

ANSON SHERMAN, on the Rudy Lee program, Thursday (WEAF-C, 10 p.m.).

OL. STANLEY WASHBURN, diar and war correspondent since 1914; PAUL LOHMANN, Charleston resident just back from Germany; H.P. JOHN J. SPARKMAN of Alabama, member of the House Military Affairs Committee, and C. E. ROTH, news analyst on WGKV, discussing "Should the Draft Age Be Lowered to 18," on "America's Town Meeting of the Air," Thursday (WJZ-Blue Network, 8:30 p.m.).

R. JOHN A. P. MILLET, chairman of the emergency committee of the Neuro-Psychiatric Societies of New York, discussing "Psychiatry and War," on "Highways to Health," Thursday (WABC-CBS, 4:30 p.m.).

HARLES LAUGHTON, JAN FERCE, BERT WHEELER, HANK LADD and CLARE LUCE, on the "Stage Door Canteen" program, Thursday (WABC-CBS, 9:30 p.m.).

JUSTICE FRANK MURPHY of the U.S. Supreme Court, on the "March of Time," tomorrow (WEAF-NBC, 11:00 p.m.).

JOHN GOLDEN, on the Martha Lane program, Friday (WOR-Mutual, 2 p.m.).

OLLY PICON, on "Double or Nothing," Friday (WOR-Mutual, 9:30 p.m.).

ROTHY LAMOUR, in an adaptation of "Ball of Fire," on the "Philip Morris Playhouse," Friday (WABC-CBS, 9 p.m.).

**Two New Commentators Added By Coast Outlets**

San Francisco—NBC station KPO independent station KYA have added two new commentators, who both stations announcing plans for increased attention to news analysis programs. All four of the new commentators are newspapermen. Additions to the KPO staff are Robert Faxon, former British newsman and world traveler, and once a Captain in the Royal Flying Corps, in World War I, and Gilbert Wales, former New York newspaperman and a European correspondent for 23 years. KYA's additions are Archibald MacPhail, editor of the Carmel Pine Cone, one-time political economist for the New York "Herald Tribune" and John Thompson, now a columnist with the San Francisco "Daily News." Faxon and Thompson are down for weekly appearances, while Wales and MacPhail will do daily air stints.

**NEW PROGRAMS—IDEAS**

**Civilian Defense Course**

The first known broadcast of its type anywhere, WGL's "Civilian Defense Course of the Air" got under way recently, promoted by four-column ten-inch ads in each of the local papers. Ads were inserted by the Fort Wayne Civilian Defense Council and called attention to the broadcast that evening on WGL. The ads are conveniently sized to fit into standard notebooks.

The ads contain illustrative material about which Lieut. George Hood, the Civilian Defense instructor, talks on the air. Whole program, presented under sponsorship of the Civilian Defense Council, is designed to give enlisted block reserves a complete course of fourteen 15-minute lectures, tied in with fourteen newspaper ads so that they will be entirely versed in elementary first aid procedure, civilian defense training, handling of incendiary bombs, etc.

Program has received backing of Fort Wayne's warden organization, comprising over 3,000 men and women who are urging their respective blocks and zones to listen to the program, take notes from it and clip the ads. Idea originated with Carl Vandagriff, WOWO-WGL Production Manager.

**Week-end Suggestions**

Ideas for week-end goings-on about town will be given in a new fifteen-minute service program entitled "Man About Town," to be heard on WQXR, New York, at 5:45 p.m. every Friday. The program will have participating sponsorship, and will give both editorial and commercial news about restaurants, plays, movies, museums and special events of interest for the week-end.

**Research Firm Adding New Radio Department**

Announcement that radio department has been added to Grew Associates, research firm, was made by Agnes Grew, director of the organization, who will be in charge of the new activity. Tom Collins will be in charge of the script department, it was also announced.

Grew Associates has been making extensive surveys of the preferences and tastes of women throughout the country in the entertainment field since 1938; surveys are known as the "Women's Institute of Audience Reaction" and until now have been applied to motion picture and other forms of entertainment except radio. The new department will be conducted along similar lines as the previous work of the organization as adapted to broadcasting.

**New Series For Blue**

New series, "Stars from the Blue," with Josephine Houston and Wilbur Evans in musical comedy and light opera music starts on Blue Network next Sunday, 7-7:30 p.m., EWT.

**"WMCA Bond Wagon"**

In a new program idea WMCA, New York, is building an air armada in its studios ship by ship every Thursday from 8:05 to 9 p.m. Program is a bond selling promotion and is titled "WMCA Bond Wagon." The broadcast features an orchestra furnishing the musical interludes between bond purchases made over the telephones installed in the studio. As the bond purchases are phoned in, the ship is "constructed" piece by piece. On the inaugural program, WMCA built a \$50,000 pursuit ship, fully armed, in exactly fifty-seven and one-half minutes. A sister ship was built on the next Thursday. When the air armada is complete WMCA expects to start a three-ocean navy. The "production" studio is manned by Ted Campbell and Bob Harris, who describe the "building" of the ships and announce the totals as they are received. In addition, a battery of pages stand by on the special telephones to take orders as they are called in to the studio.

**"Anything But Swing"**

"Anything But Swing," classical record program on WIBG, Philadelphia, will return to the air, afternoons, at the conclusion of the baseball season. The show which has been heard only on afternoons when no games were scheduled, during the summer months, has drawn remarkably heavy comment, with requests that it be installed as a daily feature, every time it was aired. Station executives, will naturally take advantage of the audience, already ready-made for the program, in presenting it. The exact time scheduling will be announced shortly.

**Arch McDonald Gets Nod As Ball Spieler Of Year**

St. Louis, Mo.—Arch McDonald, sports announcer on WJSV, Washington, D. C., was named "baseball announcer of the year" yesterday in a special broadcast originating in this city and fed to CBS stations. Award is the result of the annual competition conducted by "The Sporting News," national baseball weekly.

Presentation of the silver cup, that goes with the award, was made by J. G. Taylor Spink, editor of the magazine during a broadcast in which William Harridge, president of the American Baseball League, and J. P. McEvoy, baseball broadcast director of the league, as well as McDonald, participated. McDonald is a two-time winner of the award, having won the honor in 1932. He broadcasts the Washington Senator games over WJSV as well as other sports assignments.

**Stork News**

St. Louis, Mo.—Wells Chapin, KWK transmitter engineer, is the proud father of a boy, who weighed 8 pounds, 13 ounces at birth.

**AGENCIES**

WEISS & GELLER, INC., has announced the election of Joseph E. Bloom as vice-president in charge of media and radio. Bloom was formerly associated with the Biow Co. and the Federal Advertising Agency as well as American Weekly Magazine. Agency also announced the appointment of Helen Black as space buyer.

JOHN W. LOVETON, a radio program director with Ruthrauff & Ryan, has resigned to join the radio department of Lord & Thomas, New York. In the 5½ years Loveton was with Ruthrauff & Ryan, he directed such programs as the "Court of Missing Heirs," "Good-Will Hour," "The Shadow," and "Aunt Jenny's Stories."

SHORT & BAUM, ADVERTISING, Portland, Ore., has been elected to membership in the American Association of Advertising Agencies.

MACFARLAND, AVEYARD & CO., Chicago, has set "Song of the Dreamer" programs on 17 stations for Yeast Foam.

WILLIAM ESTY & CO., has named three vice-presidents: Adlai Hardin, account executive; James J. Houlihan, assistant to the president; and Thomas D. Luckenbill, radio director.

EDGAR KOBAK, Blue Network's executive v.-p. speaks Thursday night at meeting of Industrial Advertising Council of Pittsburgh, local chapter of National Industrial Advertisers Association. Meeting is at the University Club.

**Price On MBS Monday**

Byron Price, director of the Office of Censorship, will be presented in a special broadcast over the Mutual network on Monday, Oct. 5, from 8:15-8:30 p.m. Selecting the topic "The Newspapers and the War," Mr. Price will speak direct from the annual meeting of the New Jersey Press Association to be held at Rutgers University, New Brunswick, N. J. The program is presented in connection with National Newspaper Week, which will be celebrated throughout the nation from October 1 to 8.

**SENSATIONAL!**

After 3 Years of Continuous Broadcasting

THE AMERICAN INSTITUTE OF FOOD PRODUCTS

is proud to announce that

DOCTOR **EDDY** WALTER H.

Nationally Known Food and Nutrition Expert

**FOOD FORUM**

NOW ON **WOR** 4:30 Mon. thru Fri. P. M.

## NBC Wartime Study To Morale Approach

(Continued from Page 1)

supervision of Dr. James R. Angell, public service counselor of NBC, will also include Dr. Henry R. Viets, neurologist of the Massachusetts State General Hospital and Harvard lecturer, and Dr. Winfred Overholser, psychiatry professor at George Washington U. and superintendent of St. Elizabeth's Hospital, Washington, D. C. Commenting on the committee's formation, Niles Trammell, NBC president said:

### Trammell Statement

"The National Broadcasting Company believes that radio broadcasting is one of our most important tools in the winning of the war and that its informational and morale stimulating values are of profound importance at this time. We expect this committee of scientists to study and analyze all NBC programs, particularly in relation to the national welfare and the war effort, and to make recommendations to the company for the betterment of our broadcasting efforts."

Following announcement of his appointment, Dr. Fishbein stated that "millions of people take their leadership and inspiration from the addresses, entertainment and drama which come to them by radio. Scientific study focused on these programs should help toward intensification of those factors most beneficial for the public of a nation at war."

## WOR And AWVS Join In Ball Game Stamp Sale

Switch on the sale of war stamps will be featured by WOR, New York, for exploitation of the World Series games which begin in St. Louis today. With the cooperation of the American Women's Voluntary Services, WOR has arranged to equip six AWVS booths with portable radios and earphones. The volunteer worker in charge of the booth will wear the earphones, and in exchange for the purchase of a 25 cent war stamp will give the latest World Series score. The six booths are located at prominent spots in New York City.

Another reminder that WOR carries the games exclusively in New York will be in the form of a very elegant carriage which will travel the streets of the city today and Thursday while the Yanks and Cards are battling it out at Sportsman's Park. The carriage, reminiscent of the times when "Take Me Out To The Ball Game" was the nation's number one tune, will carry this message on a banner on each side—"World Series—Ask Me The Score Over WOR." A charming young lady inside the conveyance with a portable radio will comply. Score by innings also will be kept on a slate in full view of on-lookers.

A by-line article by Mel Allen and Red Barber on "Listening to the Series" has been specially matted by WOR, and has been sent to 500 newspapers in the WOR area.

## PROGRAM REVIEWS

### RAYMOND CLAPPER

General Cigar Co.  
WOR-MBS, Monday and Thursday,  
10-10:15 p.m., EWT  
J. Walter Thompson Co.

**POLITICAL COLUMNIST DISTINGUISHES HIMSELF AS A REPORTER AND OBJECTIVE NEWS ANALYST IN INITIAL BROADCAST ON MUTUAL.**

Raymond Clapper replaced Raymond Gram Swing who has shifted to the Blue Network. In this high spot for commentators on Mutual, Clapper distinguished himself in no uncertain manner, rather, he should congratulate himself among an even more extensive audience for a single unambiguous attribute. He is first and last a newspaper reporter. He is more factual than opinionated, and he easily gives the impression that that which he dispenses has been checked thoroughly, and certainly is not a government nancout. He is one of the few in the group of news analysts and commentators who admits he is human, issues no claim to be heaven-sent.

His speech is sharp and distinct. His sentences are terse and simple. His copy is well organized and edited.

The program's attempt at a laudatory introduction of the journalist might well have been eliminated, for in the light of Clapper's own creed, enunciated at the start of his report, all else seemed puny. In a straightforward, humble statement, he stated that all he wanted to do was to "tell about Washington and the war and what is happening, and what it means insofar as I can. What I tell will be based on constant reporting. It will reflect primarily what I hear around here, except that I'll try to shake out the phony stuff and deliver a reliable sizeup of what is going on. I intend to express opinions when they seem appropriate and worth passing on. I have no political affiliations of any kind. Such views as I have grow out of my interest as an American citizen and not out of any interest in any political party, group, individual or school or thought. I am in favor of whatever holds promise of making our democracy function more efficiently and more usefully to our people."

If Clapper lives up to his creed, he will supersede all his contemporaries as well as win the gratitude of the American public. Such performance will be an immeasurable contribution to freedom of speech and the war effort. Clapper originated from Washington, and will be heard Mondays and Thursday.

In handling the farm bloc-parity-inflation situation, Clapper let it be known that he gets around, that he knows matters down through their roots, and that he is not going to namby-pamby anyone. The little man will have in him a champion of the people's good. He revealed a sharp tongue and keen mind.

Clapper's broadcasts, Mondays and Thursdays, will originate from Washington, D. C.

### "CHESTERFIELD TIME"

Liggett & Myers Tob. Co.  
WABC-CBS, Tues., Wed. and Thurs.  
7:15-7:30 p.m., EWT  
Newell-Emmett Co.

**HARRY JAMES ORCH. DOES ITS STUFF IN FORMER GLENN MILLER SLOT; FOLLOWS NOT LET DOWN.**

Ace trumpeter and his hot crew made their bow last night for Chesterfields, taking up where Glenn Miller left off to attract those who go for snappy rhythms and James' own peculiar style of trumpet. James is riding high right now, what with his other chores, including the Coca-Cola Spotlight Band booking. All he need do is find time to handle the jobs and keep enough arrangers busy with new stuff.

Following his theme, James did a bit of credit on his own for Chesterfields and dedicated his first selection to the men in the service—a medley of army and navy songs which was delivered with plenty of pep. Orchestra, of course, leans toward the brass and this fits in nicely. After a fairly strong commercial for Chesterfields, which brought in the quality of the tobaccos used, blend and "can't be copied taste" and mildness, James did one of his favorites, "You Made Me Love You," slowing up the tempo for the occasion. Helen Forrest, vocalist with the band offered a jazzy number, but the selection could have been better, it would seem. This reviewer couldn't catch the name of the piece, but it probably went well with the jitter-bugs among the listeners. James did a neat little bit of interviewing Miss Forrest by way of introducing the members of the band and she revealed a few statistics about herself. A fast number brought the musical end of the show to a close, with James again offering the credit for Chesterfields.

Credit also went to Frank Daley's Meadowbrook roadhouse from whence the program originated. Most likely the thing missed on the show is the applause of an audience; believe it or not, it would help considerably, for some reason or other. Maybe we miss the Glenn Miller audience whistling and howling, etc. Otherwise, Chesterfield goes fairly easy on the commercials and James certainly can deliver the goods, particularly if he takes precautions to avoid getting into a rut on his selection of tunes.

### "THE SHADOW"

D. L. & W. Coal Co.  
WOR-MBS, Sunday, 5:30-6 p.m.  
Ruthrauff & Ryan

**CLASSIC MELODRAMA RETAINS ITS SPARK FOR SIXTH SPONSORED SERIES.**

In vigorous, unadulterated meller stride, the perennial classic, "The Shadow" returned to the networks this week by the grace of the D. L. & W. Coal Co. The Street & Smith product is back intact with its "Crime Doesn't Pay" slogan; "The Shadow Knows" teaser; Lamont Granston, the blue-blood sleuth; his playmate, Mar-

## FCC Okays Transfer; Sets Other Hearing

(Continued from Page 1)

mitter, in a new site, and installation of a directional antenna for night use. WQBC petitioned for a change in frequency from 1,390 to 1,470 kilocycles, unlimited time with 1 kilowatt daytime power and 500 watts at night. The station now operates daytime only with 1 kilowatt.

The Commission yesterday also granted consent to assignment of the license for WFMJ, Youngstown, Ohio from William F. Maag, Jr., to a new corporation, the WFMJ Broadcasting Co. Maag will own 99.2 per cent of the company's authorized capital stock.

WDAE, operated by the Tampa "Times," in Tampa, Fla., was denied a special service authorization to operate on 770 kilocycles, unlimited time, with 5 kilowatts and a directional antenna at night.

Roland Hughes, operating WJZM at Clarksville, Tenn., applied to the FCC yesterday for a voluntary assignment of his license to William Kleeman.

### Philco-Nat. Union Deal

Holders of 191,729 shares of National Union Radio Corporation common stock have accepted Philco Corporation's offer to purchase such stock at 67½¢ per share, less transfer taxes. The Philco purchase offer will expire at the close of business on September 30.

### Book League On WOR

Doubleday-Doran & Co., for the Book League of America, has just signed a 13-week contract for "Martha Deane" on WOR, plugging a special combination buy of two books, "The Sun Is My Undoing" and "War and Peace." Commercial started yesterday, and was placed through Huber, Hoge & Sons.

got; and Police Commissioner Weston. Sundays, now, should really be old home week celebration. The supernatural flavoring has retained all its magnetism. The drama, itself, seems to be enjoying an even sharper production, as manifested by the inaugural production, the case of "The Red Room."

The story was its usual simple self. Granston traced a series of kidnappings of bank officials to a murderer who disposed of his victims by throwing them into a dungeon filled with red, carnivorous ants. His clue had been bones and skeletons found at the bottom of the nearby river.

Reading and delivery were straightforward; timing excellent. Bill Johnstone and Marjorie Anderson upheld the tradition of their roles.

In keeping with the times, the well prepared commercial, read by the sponsor himself, in the middle of the program, handled the fuel situation competently. The closing commercial was really majestic as it touched off the national effort fuel conservation subject with so casual a mention of Blue coal.



## Reasonable Advt. Tax Deductions Still O. K.

(Continued from Page 1)

to the business activities in which the enterprise is engaged," Helvering's statement said. "The bureau recognizes that advertising is a necessary and legitimate business expense so long as it is not carried to an unreasonable extent or does not become an attempt to avoid proper tax payments.

The bureau realizes that it may be necessary for taxpayers now engaged in war production to maintain, through advertising, their trade names and the knowledge of the quality of their products and good will built up over past years, so that when they return to peace-time production their names and the quality of their products will be known to the public.

### Factors Listed

In determining whether such expenditures are allowable cognizance will be taken of (1) the size of the business, (2) the amount of prior advertising budgets, (3) the public patronage reasonably to be expected in the future, (4) the increased cost of the elements entering into the cost of advertising expenditures, (5) the introduction of new products and added lines, and (6) buying habits necessitated by war restrictions, by priorities and by the unavailability of many of the raw materials formerly allocated into the advertised products.

Reasonable expenses incurred by companies in advertising and advertising technique to speed the war effort among their own employees, and to cut down accidents and unnecessary absences and inefficiency, will be allowed as deductions. Also reasonable expenditures for advertisements, including the promotion of government objectives in wartime, such as conservation, salvage or the sale of war bonds, which are signed by the advertiser, will be deductible provided they are reasonable and are made in an attempt to avoid proper taxation.

### Precise Definition Lacking

It is the statutory responsibility of the bureau to determine and collect federal taxes, among which are income and excess profits taxes, and to prevent abuses and attempts to avoid the high tax rates to which business will be subject under the proposed tax bill now before Congress.

No definite rule for determining what is reasonable in the case of expenditures for advertising can be laid down in advance so as to fit all situations and all classes of taxpayers. In determining whether the amounts are reasonable it is necessary to take into consideration all the facts and circumstances in each particular case. The bureau will consider applications for individual rulings. It is, however, busy with an unusual volume of work, and it is believed that taxpayers will keep in mind the foregoing general rules, individual rulings will not be necessary except in most unusual circumstances."

## CAB's Semi-Annual Survey Finds Night Commercials Up

(Continued from Page 1)

parison of ratings of types of programs showed that audience participation, the only major division which did not increase in number of shows, displaced dramatic programs as the second most popular type. Variety shows still hold the lead.

Another major observation in the CAB survey is the effect of the United States entry into the war on ratings of presidential addresses and the growth of news program audiences immediately following the attack on Pearl Harbor. By April, 1942, however, interest in news was almost exactly the same as in April, 1941. During 1941, the President reached an audience rating peak of 47.0, whereas since the war, his audience mounted to 83.0.

During the past winter there were 140 network commercials in the evening, compared to 129 during 1940-41. Daytime programs numbered 94. Median for the evening programs was 9.8 as against 10.6 for the previous winter. Median for daytime commercials was 4.7 per cent.

### Variety Programs Increase

Variety programs which proved the most popular for another year, increased in number by five to make a total of 29, so that this type moved into second place for the amount of time on the air, displacing audience participation programs. Twenty-two and six-tenths per cent of air time was devoted to variety shows during the winter of 1941-42. The average ratings of variety shows fell slightly from 17.1 to 16.1. "Kraft Music Hall" and "Fibber McGee and Molly" held the top yearly average rating in the hour, and half-hour classes respectively.

The average rating of audience participation programs remained constant at 11.4, though the type listed only 21 as against 26 shows last year. The group was second most popular with the public and occupied third place in the amount of air time consumed, attaining a figure of 14.5 per cent.

As CAB predicted in its 1939-1940 reports, the last season surveyed

showed a marked upswing in the number of dramatic presentations, the total reaching 45, as compared with 39 in 1940-41 and 29 in 1939-1940. As a result, the group held nearly one-third of all network time. This is the largest amount of time ever devoted to any one type. In the three-year period, the number of dramatic shows climbed 55.2 per cent, with the average rating slipping only from 12.6 to 11.3.

The largest gain by percentage among the groups which increased in number was the commercial network newscast. There was a jump of 35.7, the number advancing from 14 to 19. Group ranks seventh in audience popularity, occupying 10.9 per cent of time on the air. The three remaining categories in the group of seven major types of programs were rated in the following order: Popular music, four; classical and semi-classical music, five; and familiar music, six. All three increased by one program during 1941-1942.

### Audience Income Levels Analyzed

CAB's analysis of audiences by income levels disclosed that classical and semi-classical music had the most appeal to the upper income group, and the least to the lower. Melodrama, a subdivision of the dramatic type, was at the other end of the scale with the greatest appeal to the lower group, and least to the upper.

Survey of daytime programs by CAB revealed that drama and serial drama with a total of 62 programs and 79 per cent of the time, ranked third in popularity. The class was outranked in first place by familiar music which was represented by only one program, and in second place by a trio of classical and semi-classical programs. Daytime program popularity ranked from fourth to ninth, in order, variety, children's programs, hymns, talks, news programs and popular music.

Report includes also, more minute studies of the three income group ratings for every sponsored network production, along with analysis of listening by geographic sections.

## CKAC's 20th Birthday

Montreal—Celebrating this week the twentieth anniversary of the opening of CKAC, Canada's first newspaper radio broadcasting station, employees will hold a reunion tomorrow night at which the piece de resistance will be a huge anniversary cake.

The station was inaugurated by Treffle Berthiakme, then proprietor of "La Presse," and had its transmitter at Joliette, Que. In January 1929, a new transmitter of 5,000 watts, ten times more powerful than the first, was erected at St. Hyacinthe, Que., and headquarters transferred from the "La Presse" office on St. James Street to 980 St. Catherine Street West, where the studios are still maintained. In 1940 another new 5,000-

## Quartet Series On CBS

The Budapest String Quartet, one of the world's best known chamber music ensembles, broadcasts the first in a series of six weekly concerts over CBS from the Library of Congress in Washington, Sunday, Oct. 4, from 11:05-12 noon. The broadcasts are under the auspices of the Gertrude Clarke Whittall Foundation, and the programs are miscellaneous in character, embracing many quintets and sextets with the aid of assisting artists.

watt transmitter was inaugurated at St. Hyacinthe. The station, which is linked with Columbia, is under the management of Phil Lalonde who last year was elected a director of the Association of Canadian Broadcasters.

## Report Reduction Set In CBC Exec. Salaries

(Continued from Page 1)

manager in charge of French programs would recommend a downward revision of the salaries together with clarification of official functions as a result of the governors' meeting. According to these reports, the new general manager would receive a salary equivalent to that which he was paid as head of the University of Saskatchewan, plus living costs in Ottawa. Major Murray and Dr. Frigon, according to the report, would discharge the same duties as heretofore but would be under and subject to the general manager. Under this arrangement, they would each receive an annual salary of \$12,000.

### Announcement Shortly

Rene Morin, chairman of the board, stated that the body's recommendations would not be published until they have been placed before the federal cabinet which requested the reconsideration. It is believed that the document will be ready for presentation to the government in a few days.

Recently board recommended Thomson receive \$15,000, with Murray stepping from general managership to director of programs at \$13,000, his former salary as general manager, and Dr. Frigon continuing at \$12,000. Another suggestion was that both Murray and Dr. Frigon receive \$13,000, but this apparently was dropped.

### Silent on Coldwell Demand

Morin had nothing to say regarding the statement Saturday of M. J. Coldwell C.C.F. party leader, who demanded that the governors resign because of "mismanagement" of affairs of CBC. Coldwell, who was a member of the Commons radio committee which severely criticized Murray's actions in a report presented to Parliament during the summer, said the governors had not taken action recommended by the report in appointing Thomson to succeed Murray. The House committee, he said, wanted a Canadian for general manager, whereas Thomson, president of University of Saskatchewan, is a native of Scotland and has been in Canada less than 10 years.

## Stork News

Hollywood — Larry Chatterton, supervisor of announcers at KNX-Hollywood, became the proud father of a son, Laurie, (7 pound, 6 oz.) born Wednesday, September 23, 9:30 p.m., at the California Lutheran hospital.

Mrs. Chatterton (Laurel Agnes) is reported doing nicely. They are parents to another child, Lynne, a daughter, 3 years old.

Milwaukee — Becoming an early-morning father was natural for Gordon Thomas, announcer of WTMJ-W55M, who begins his "Top O' The Morning" emcee duties every day at 6 a.m. Little girl, the Thomas' first child, was born just previous to Thomas' going on the air for the day's broadcasts.



# Coast-to-Coast



**RALPH ROGERS** has resigned as continuity chief of WJNO, West Palm Beach, Fla., in order to join the staff of WAPI, Birmingham, Ala. Stewart Cameron, WJNO special events head, has been appointed coach for a local high school football team for this season.

**Chuck Harrison**, former radio announcer at WHBF, Rock Island, is recovering from injuries received when his training plane was demolished in a forced landing near Tucson, Ariz. Harrison, who is in training as an aviation cadet at Ryan school, is expected to be back at the controls soon. Second Lieutenant Marvin Rosene, former WHBF national salesman, paid a visit to the station recently en route to Hammer Field in California, after finishing officer's training at Fort Monmouth, N. J. Rosene, who is in the signal corps, is the second from WHBF to be commissioned from the ranks. The other is Second Lieutenant George Hanna, former engineer.

Local men's wear shop is plenty pleased with the WCBS, Springfield, Ill., format of an old program idea. Titled "Do You Remember Music," the 15-minute program offers theater passes to the listeners, who can name the three unannounced tunes that are played on the program. Mail is directed to the sponsor's address, and he deals out the prizes. John Geil, music director for WCBS, plays the piano for the feature that is aired Monday through Friday at 9:15 a.m.

Three local accounts have placed business on KFEL, Denver, in recent weeks. Knox Co., through Allen C. Smith Advertising Agency, increased its schedule of newscast sponsorship to seven days per week; Denver Dry Goods Co. renewed its three-times daily spot announcement campaign for one year; and the American Furniture Co. also renewed its five times weekly spot schedule, through Raymond Keane Advertising Agency, for one year.

Norm Carroll, pianist, has been set in a new series of early evening programs on WGL, Fort Wayne, Ind. Broadcasts, at 6:15 p.m., are heard three times weekly. Don Ross, WOWO-WGL announcer, handled Ed King's assignment on the "Musical Clock" program, during the latter's recent vacation.

**Chuck Collins**, blind radio pianist, singer, writer and commentator who has been broadcasting a daily 15-minute program on KOMO, Seattle, for the past five years, known as "Collins Calling," has accepted a year's contract with the National School Assemblies and will tour six western states, Montana, Colorado, Kansas, California, Oregon and Washington, entertaining grammar, high school and college students. His first program on the tour began early in September, at Missoula, Montana.

Well over half-a-million dollars in war bonds moved over the board last week as WMOB, Mobile, Ala., brought to its microphones Vera Zorina, Andy Devine and Laraine Day. Show was a remote from a war bond dinner in a local hotel. Tickets cost \$1,000 apiece. P.S. Engineer J. W. Shelnick and announcer Wallie Dunlap entered via back door.

To augment its other activities on behalf of war bonds and stamps, WNOX, Knoxville, last week began two new daily programs. Monday through Saturday, 10:30-10:45 a.m., the station presents "Bonds and Bonds Parade," with waxed music by a different orchestra each day. At 3:45-4 p.m., Monday through Friday, "The Bondsmen," a lively variety show that spotlights the staff orchestra, comedy features and vocals, with announcer Bob Shinbaum as master of ceremonies, is presented.

Ralph "Rip" Curran has been appointed publicity director of KOVO, Provo, Utah. KOVO staff recently threw a party for the board of directors of the outlet. Highlight of the affair which was held at a local night club showboat was a skit, titled "A Day At KOVO" and authored by Sheril Black, program director, Joe Lee, announcer, and Les Henrikson, special events, in which everyone was panned.

WOL, Washington, D. C., is transcribing the current "True Stories of the Air" on Mutual at 8:30-9 p.m. on Wednesdays and playing back the program at midnight for the benefit of Washington's late listeners. Series stars Henry Hull.

Highlight of a recent war bond promotion on WSOY, Decatur, Ill., was a three-hour Hollywood-star rally broadcast during which talks by Chester Morris and Gene Tierney were aired. Broadcast was remoted from a local high school and arrangements were handled by Paul Wnorowsky, WSOY engineer and Easter Straker, program director. Mikemen included Gene Patrick, Charles Bruce and Ed Deffenbaugh, all of the WSOY staff.

Jerry Prest, publicity and promotion director of CKBL, Prince Albert, Sask., is back at his desk at the station, after attending the convention of the Western Association of Broadcasters held earlier this month.

"Famous Women," a new series by Olive Kackley, women's program director, and three new musical group programs have been added to the afternoon schedule of WCKY, Cincinnati. On her new show, Miss Kackley portrays and discusses the lives of famous women of the world, living and dead, on a 15-minute broadcast at 12:15; Jackie Gibson, formerly of Boston, and the Western Sisters are an added feature at 4:15; Elaine Bauer, new 17-year-old contralto singer, also is being heard at 3:30 with the new musical unit Pan Americanos; Pat Burke and Sylvia Rhodes, vocalists, are in a new series at 2:45 with Bobby B. Baker. All are five-day-a-week, Monday through Friday programs.

WLAW, Lawrence, had an exceptionally busy week, last week, with remote programs. On Tuesday they broadcast the awarding of the Navy and Army "E" program for the Pacific Warsted Mills with an estimated attendance of about 7,000 employees. David M. Kimel, local sales director of the station was master of ceremonies. Among the speakers were: Gov. Leverett Saltonstall; Major-General C. L. Corbin and Capt. G. C. Hall, U.S.N. The program was concluded at 2 p.m. and at 3 p.m. a broadcast of the Navy and Army "E" was made from the Tyer Rubber Co. plant in Andover. More than 3,000 people witnessed this event. Plans have already been made to broadcast the Navy "E" for the Boott Mills in Lowell on Thursday afternoon, Oct. 1.

WDRC, Hartford, has started a campaign to have everyone in Connecticut register so they can vote in the November elections. Spots are being used at least twice a day, informing the thousands of new industrial workers in the state about the importance of voting this fall, and the necessity of registering at their local city halls so they will legally be able to ballot.

Helen B. Dillen, treasurer of WAGM, Presque Isle, Me., has been appointed general manager of the station to fill the vacancy left by the resignation of Lester E. Hughes, now with Northeast Airlines. Quenton K. Crandall, graduate of Columbia College of Radio and Drama, has joined WAGM as program director and chief announcer. Newcomer to the WAGM talent staff is Clay Dahlzell, who is airing a weekly Sunday show titled "Good Music."

Bob Peebles, announcer at WCAE, Pittsburgh, has resigned to take the job of program director at WKNE, Keene, N. H. Pittsburgh Brewing Co. has extended its sponsorship of the late evening news for another 26 weeks. Program is heard daily at 11-11:15 p.m. and is presented by Norman Twigger. Another renewal on WCAE is the "Newsreel" show, daily morning series sponsored by Joseph Horne Co. Renewal contract is for 52 weeks.

Two well-known orchestras have started twice weekly broadcasts from downtown Washington night spots over WINX, located in the nation's capital. Broadcasting by remote from the Treasure Island, newest of Washington's night clubs, Pat Kain and his orchestra of 12 are heard over WINX on Tuesday and Thursday nights at 10:30-10:45. On Thursday on Friday evenings, Little Jack Little broadcasts from the El Patio Restaurant at 7:30-7:45. This is in keeping with the WINX policy to bring more and better music to the Washington radio audience.

KROW, Oakland, for the second year will carry the monthly broadcast of the California Writers Club Round Table, beginning October 8. Featuring writers who have achieved success, the program is an official activity of the club and was developed under the direction of Elizabeth Pennell, formerly of KROW's continuity staff and a member of the club.

"A Woman Wonders" with Ann Sterling, now in its fourth year on the air over KJR, Seattle, and one of the most popular morning programs on the coast, started this month on a year's contract to carry the banner for the home-owned retail grocers and meat dealers composed of the Washington State Retail Grocers and Meat Dealers Association, it was announced recently by officials of the group. Known as the "Consumer's Radio Advisor" of the organization, Ann Sterling is heard regularly over KJR at 9:15 a.m., Monday through Friday.

Two additions to the staff of KXKL, Portland, Ore., have been announced by Hal W. Wilson, general manager of the outlet. Merrill Meade, newspaper man and commentator, has been named continuity chief and Dennis Howard has joined the KXKL staff as production manager. Meade, in addition to a long experience on newspapers, was formerly connected with WQAM, Miami, Fla. and WFTG, Palm Beach, Fla. Howard is a writer and actor and has been employed on various network shows in Chicago. He recently was an announcer at WGTM, Wilson, N. C.

## Kermit-Raymond Series To New Zealand Govt.

Kermit-Raymond Radio Productions has announced that it has completed negotiations for the sale of two syndicated series to the government of New Zealand. Shows included in the deal are "Famous Fathers," a series based on interviews with star talent personalities emceed by Howard Lindsay, star and co-author of the hit comedy "Life With Father," and the "Radio Theater of Famous Classics," a half hour dramatic series. The New Zealand rights cover 26 fifteen-minute shows of "Famous Fathers," and thirteen half-hour shows of "Classics." Deal was arranged through Howard C. Brown of Hollywood, representative of New Zealand and Australian radio interests.

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September 30

Kenny Baker	Ruth Brinley
Nancy Brook	Nat Brusiloff
Dorothy Goodman	Shirley Lewis