



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 22, NO. 1

NEW YORK, N. Y., MONDAY, JAN. 4, 1943

TEN CENTS

Newspaper Ad-Squeeze

OK Yankee Transfer; Two Dissenting Votes

Washington Bureau, RADIO DAILY
Washington—With Commissioners Walker and Durr dissenting, the FCC Thursday approved the sale of the Yankee Network to the General Tire & Rubber Company, of Akron, Ohio. Both commissioners raised the issue of whether a radio network should be owned by a business corporation engaged in nationwide distribution. Durr also brought up the matter of absentee ownership, since the Yankee Network is confined to New England. The sum of \$1,240,000 will be paid.
(Continued on Page 7)

Philco Plans To Resume Televising On Jan. 10

Philco Radio & Television Corp., through WPTZ, will resume television broadcasts during the week of January 10. Station has been off the air since Thanksgiving, upon the conclusion of remote broadcasts of 10 football games from Franklin Field. In this interim engineers have perfected their equipment, and made improvements, so that results from the relay transmitter and shifts between
(Continued on Page 2)

Business Men Laud Radio For Coast Bond Sale Aid

San Francisco—Tossing talent and air-time valued at more than \$16,000 into the recent War Chest campaign, the local radio industry performed an "unparalleled job" according to statements from business and industrial leaders who managed the campaign, and thereby helped account for an
(Continued on Page 2)

Broken Tradition

The traditional invitation to listeners to "accompany Mr. First Nighter in his taxicab" to the mythical "Little Theater Off Times Square" over Mutual is now cancelled as of next Sunday when the conductor of the program will arrive at the theater on foot in deference to the nation's war conservation effort. The taxi sound effects are also out.

Still Coming In

Although one guy usually rushes first hand information from England to the U. S., it seems no one rushes news to him from the U. S. Late last week George Crandall, CBS director of publicity, received the following cable: "Nobody tells me nothing. Just heard of your appointment. Congratulations."
(signed) Ed Murrow.

Special Service Rules Amended By The FCC

Washington Bureau, RADIO DAILY
Washington—The FCC last week announced an amendment to its rules concerning special service authorizations, applying them to radio stations generally, instead of only to standard broadcast stations. The amendment provides, for the convenience of the OWI, that applications for use of frequencies assigned to the International Broadcast Service may be made on
(Continued on Page 3)

Don Shaw Granted Leave To Do Special War Work

E. E. Anderson, president of WMCA, announces that Donald Shaw has been given a leave of absence as general manager of the station to do special work in the war effort. Shaw for the past four years has been general manager of the station, and is credited with adding many innovations in both programming and management, apart from creating sales records.

☆ THE WEEK IN RADIO ☆

... OWI Consultants Meet

By BOB LITZBERG

WITH the exception of an important meeting of regional consultants and field men of the Office of War Information, last week constituted a lull in the broadcast industry's business activities. The various phases of the industry were tightening up their respective belts and readying themselves for another year of intensive work.

At the meeting of the OWI in Washington six specific plans for

New York Dailies Demand Nat. Rates When Advt. Calls Attention To Radio Programs; Battle Pends

Chairman Fly Worried Anent Disk Shortage

Washington Bureau, RADIO DAILY
Washington—Growing acuteness of the supply of music for several hundred radio stations, in view of the Petrillo ban on recordings, will be the subject of informal talks between Chairman James L. Fly, of the FCC, and the heads of transcription firms soon. First of the talks will probably be with William Benton, of As-
(Continued on Page 3)

19 New York Stations Cover Dewey Inaugural

Eight New York City stations, and 11 upstate outlets, one of the largest hook-ups ever to carry an inaugural address by a governor of New York, broadcast the speech of Governor Thomas E. Dewey from his inaugural
(Continued on Page 2)

Coast Symph Commercial Expands To Full Hour

West Coast Bureau, RADIO DAILY
Los Angeles—With the trend in the opposite direction, Standard Oil Company of California will increase its Standard Symphony program from
(Continued on Page 2)

Sudden move by New York newspapers which may branch out of town, to change the classification of advertisements from local to national rate when the copy calls attention to the advertiser's radio program, has invoked a storm of protest from many accounts and it appears that a potent battle is in the offing. New
(Continued on Page 7)

Deduct 'Victory Tax' Like S. S., Says Govt.

Washington Bureau, RADIO DAILY
Washington—As a general rule of thumb, employers were advised last week by the Bureau of Internal Revenue to follow the practices they now do in paying the social security taxes, when it comes to deducting the five per cent for the Victory Tax from the pay of artists. The BIR's regulations governing
(Continued on Page 7)

Food-Sponsors In Lead Among WOV Old Clients

Thirty-six sponsors, 45 per cent of whom are in the food group, average approximate six years of continuous advertising on WOV, according to Ralph Weil station manager. Four
(Continued on Page 3)

No Cash

Washington—On the day before payday at WWDC he canvassed the station for a loan. Yet he's given away ten thousand dollars in cash awards and consolation prizes during 1942 and has made 500 calls to do it. He is Earl Hague and known to Washington listeners as Captain Cash. Evidently his victims wanted the cash and would let credit go.

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★ THE WEEK IN RADIO ★
401177... OWI Consultants Meet

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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.

Coast Symp Commercial Expands To Full Hour

(Continued from Page 1)

its current 45-minute period to a full hour of broadcasting beginning with the program of Sunday, Jan. 24. Program is carried by NBC Pacific Coast Network. Time will also be switched from 9:00 to 9:45 p.m., PWT to 8:30 to 9:30 p.m., PWT.

Broadcasts from Jan. 10 through Feb. 14 will go from the Earl Carroll Theater Restaurant in Hollywood, with other broadcasts coming from NBC studios in Hollywood and San Francisco.

Rambeau Re-Appointed WDGY's Representative

William G. Rambeau Company has been re-appointed national sales representatives for WDGY, Minneapolis-St. Paul. Outlet was represented by Rambeau for 3 years, from January 1939 to December 1941.

Klenzol Plans Campaign

A greater New York advertising and promotion campaign utilizing local stations and metropolitan newspapers in behalf of "Klenzol," a soapless cleaner, will be launched in mid-January by the Nu-Ox Products Co., Long Island City, N. Y. During 1942 "Klenzol" was plugged via a spot campaign on WINS, WEVD and WWRL. In addition, a half hour "Klenzol Talent Quest" program was used on WWRL to promote the firm's search for the 1943 Klenzol Poster Girl. Three 15-minute participations weekly were also purchased in the station's "1600 Club" record request program.

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

the various broadcast problems took up the balance of the three-day conference.

Among the year-end statements to be released last week was one by the Columbia Broadcasting System, which reported having carried a total of 6,471 war broadcasts during 1942 in addition to news periods and war announcements... RCA's Col. David Sarnoff issued a glowing statement in his year-end review of radio's part in the war effort... KBS president, Michael M. Sillerman, lauded the small-station role in his report to affiliates of the transcription network... Lieut. Gen. J. G. Harbord and Gerard Swope of RCA and General Electric Co., respectively, envisioned rapid strides in the technical field during the coming year in their year-end statements... Frank E. Mullen, executive vice-president of the National Broadcasting Co., predicted an important role for radio at the peace conference following World War II.

Year-end announcements of business changes were also forthcoming during the past week. Biggest news of this type was the dissolution of Lord & Thomas, one of the oldest and largest advertising agencies in the

country, with former executives taking over the agency under the name of Foote, Cone & Belding... Sterling Drug, Inc. voted to revise its company set-up in a move to achieve simplification of its corporate structure... RCA Manufacturing Co., wholly-owned subsidiary, was consolidated with its parent company, the Radio Corporation of America.

In a decision of the Unemployment Insurance Referee Section of the New York State Department of Labor, the package-show producer was held to be the employer... Washington circles buzzed last week with rumors of a move by high government officials seeking curtailment of advertising for the duration... American Federation of Radio Artists and the networks and stations have agreed on the terms of a new contract which takes into consideration the higher cost of living... Attempts were also made last week to seek a clarification of the salary limitation order as affecting the radio industry and show business... OWI announced that news from Africa would be much faster, with the installation by the OWI of a 40,000-watt station located in North Africa.

Business Men Laud Radio For Coast Bond Sale Aid

(Continued from Page 1)

over-subscription of \$114,000. Total amount raised was \$3,234,000. More than 150 programs of every type, not including announcements, were contributed by San Francisco stations, with KPO manager John W. Elwood directing radio's phase of the drive. The task of co-ordinating the gigantic scheme of collaboration was handled by Leonard B. Gross, KPO public service chief, assisted by C. L. McCarthy, KQW; Lincoln Dellar, KSFO; William Pabst, KFRC; William B. Ryan, KGO; Wilfred Davis, KYA; S. H. Patterson, KSAN; and Edward Franklin, KJBS.

Philco Plans To Resume Televising On Jan. 10

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programs operate more smoothly and satisfactorily.

Programming plans, under the direction of Paul Knight, program manager, call for broadcasts three times a week, Wednesday and Friday evenings, and late Sunday afternoons. The Wednesday and Sunday shows will be from motion pictures. The Friday night programs will be remotes from the Philadelphia arena which covers wide range of sports activities. Relay transmitter has already been set up in the arena. Evening broadcasts will start around 8:30 and run for about an hour. The Sunday airing will fall sometime between 3 and 5 p.m. Schedule will keep pretty much to the four hour minimum, Knight told RADIO DAILY.

19 New York Stations Cover Dewey Inaugural

(Continued from Page 1)

tion ceremonies at Albany, Friday, January 1, 1943. Henry R. Turnbull of the Duane Jones Company handled the radio arrangements for the occasion. Description of the ceremony and the new governor's speech were aired from 12 noon to 12:30 p.m.

Complete list of stations which carried the program is: WOR, WJZ, WEAF, WQXR, WMCA, WNEW, WHN, WINS, New York; WTRY, Troy; WOKO and WABY, Albany; WGY, Schenectady; WHAM, Rochester; WEBR, Buffalo; WAGE, Syracuse; WMFF, Plattsburg; WKIP, Poughkeepsie; WJTN, Jamestown, and WHDL, Olean.

Stork News Fred Patterson, assistant program manager for KOMO-KJR, Seattle, is the father of a boy born recently to Mrs. Patterson.

WPEN THE PROOF IS IN THE LISTENING Philadelphia 5000 WATTS • 950 ON THE DIAL Affiliated Station of the Atlantic Coast Network

COMING and GOING

JUDITH WALLER, director of public service programs for the central division of NBC, has arrived on the West Coast, where she will assist in the launching of preparations for the NBC Summer Radio Institute to be conducted this summer in conjunction with Leland Stanford University and the University of California at Los Angeles.

MARION REYNOLDS, musical director of WLI, from New Haven to spend holiday in town.

LT. JOE THOMPSON, tomorrow will be at Ft. Des Moines, Iowa, for the broadcasting of the "Pass in Review" program heard over the Mutual network.

DICK GEORGE, manager of the Bob Allen orchestra, arrived back in town from Boston in time to spend New Year's Eve here.

HARRY MAIZLISH, general manager of WBL, Los Angeles, is expected in town, having left the Coast on Saturday for New York.

BOB ANTHONY, of the program department of WC, Greenville, was here last week for a few days on a combined business and pleasure trip.

BOB HOPE, FRANCES LANGFORD, VERA VAGUE, SKINNAY ENNIS and KEN NILES tomorrow will be at Camp Young, Palm Springs, from which point they will broadcast their program for the entertainment of the servicemen.

Bob Burns Program Moves To NBC Jan. 7

Effective Jan. 7, the Bob Burns "Arkansas Traveler" radio program sponsored by Lever Brothers Co. for lifebuoy, moves to NBC, Thursdays, 7:30-8 p.m., EWT with a repeat 9:30-10 p.m., EWT. Also effective as of his date, the Lionel Barrymore "Mayor of the Town" Rinso show, sponsored by Lever Brothers, will be heard over the CBS network Wednesdays, 9-9:30 p.m., EWT.

"The Better Half" Folding

Mutual's husband vs. wife quiz show, "The Better Half," will wind up today. Program has been piloted by Tom Slater.

In place of "True Story Theater of the Air," which terminated last week, the network is presenting "Just Five Lines," Wednesdays, 8:30-9 p.m., EWT. Productions will be based on the drama or comedy behind five line classified ads or newspaper fillers. Authors for the new series are Robert Arthur and Robert Wetzel.

500 industries are on war production.



WTAG WORCESTER When you buy time—BUY AN AUDIENCE

Special Service Rules Amended By The FCC

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on an informal basis, while other applications must be formed.

At the same time the Commission adopted an order designed to extend the normal license period of an international broadcast station. The order states:

"1. The license term for every international broadcast station, either licensed at this date or licensed hereafter, shall end at the earlier of the following dates: (a) November 1, 1945, or (b) the first day after October 31, 1943, on which its operations are not controlled, by agreement or otherwise, by the office of War Information or the Coordinator of Inter-American Affairs;

"2. The portion of Section 5.3 of the rules and regulations which established for international broadcast stations a normal license term of one year, is hereby suspended until further order of the Commission."

Food-Sponsors In Lead Among WOV Old Clients

(Continued from Page 1)

The advertisers head the list for longevity as clients on the station, with 10 consecutive years to each one's credit. Majority of the sponsors, local and national, occupy time during the daytime hours of Italian broadcasting, though several split their time buys to take in the evening English attractions. Three accounts have been on WOV continuously for 9 years; 5 for 8 years.

In the 10-year group are La Rosa (food), Ronzoni (food), Pastene (food), and La Perla (food). The 9-year old include Caruso (food), Sachs (home furnishings), and Corrao (food); 8 years—Balbo (food), Gemma (food), Violetta (food), Lomonte (pharmaceutical), La Sposa (food); 7 years—Mamma Mia (food); 6 years—Barney's (men's clothing), Colombo (wines), Roman Macaroni (food), De Martini (food); 5 years—Procter & Gamble (soaps), Busch's (jewelers), Giova (watches), O'Sullivan's (watches), Public Service Optical (opticians), Planter's Oil (food), American Weekly (magazine); 3 years—C Remedy (drugs), Ferrara (food), Conti Castile (soap), Conti Olive Oil (food), Etna Products (food), Stanck (drugs), Ivel Furs (furs); 2 years—Family Policy Service (insurance), Mirco Salad Oil (food), National shoes (shoes), Roxy Theater amusements), Bridge Apparel (clothing).

Wedding Bells

Miss Alice T. Wilson, secretary to L. Ashby, NBC vice-president and general counsel, was married recently to Private John J. Marger, U. S. Army Air Force, at St. Joan of Arc church, Jackson Heights, L. I.

Barnhart Joins WBBM

Chicago—Charles Barnhart, formerly of the engineering staff of WIND, has been added to the staff of WBBM.

★ PROMOTION ★

Full Page Break

"Young America Sings" heard over WMC, Memphis, each Saturday afternoon has been attracting country-wide attention for the work the organization is doing under the very able direction of John Hyde (Uncle Johnny) Cleghorn.

As a result of the program's popularity "The Commercial Appeal," ran a full page story focusing attention on the program, featuring pictures of the group and those responsible for it.

The newspaper article, written by Robert Gray, points out that the organization was formed for those who have vocal talent, and that they need no other requisite to join it.

"Young America Sings" springs from the original organization, the WMC Talent Foundation and has been under the guidance of John Cleghorn since its inception in 1939.

Although the program is sponsored, the fee, if split up by the ninety members would result into small individual amounts. To overcome that the organization is run like a co-operative and the money is spent according to a majority vote. So far the group has gone on skating parties, given dinner parties and has spent the money on activities that can be enjoyed by a group of children simultaneously.

The fame of the program has extended to other parts of the country where groups have been organized to follow the pattern set up by WMC.

While Admiral Byrd was at the North Pole the Chorus radioed their program to him.

The age limit set for children of the group levels at fifteen years of age. And many of the singers when they grow older have graduated to professional singing jobs.

Many children who otherwise would not be able to gain a musical education because of financial reasons are welcomed to "Young America" if they can sing.

WTAG Move-Tie-Up

Thanks to WTAG, Worcester movie fans of two New England deluxe theaters, will be able to view their favorite films and hear the latest news. The station has arranged to provide a resume of news, twice daily, on the stage of the theaters. House will publicize station with newspaper ads and lobby displays for the benefit of the news resume.

Snyder To Blue Network In Station Relations

Clark A. Snyder who had been radio director of the J. Stirling Getchell agency for six years prior to its recent dissolution, has joined the stations relations division of the Blue Network, effective today. Prior to his agency position, Snyder had been with Standard Oil Co. of New Jersey, and had launched the Esso Reporter on WJZ and WEAJ.

Facts Re Affiliates

In a letter from William C. Gittinger, CBS vice-president in charge of sales, facts concerning Baltimore and Augusta, Ga., in their relation to radio are singled out.

He mentions that Baltimore is now one of the busiest war-production centers in the country and the increased activity there, not only in respect to actual industrial enterprises but the proportionate rise in population is being met, from the advertiser's point of view, with an increase in power at station WCAO from 1,000 watts a day, 500 at night, to 5,000 day and night.

The same factors governing the switch in power at WCAO, Baltimore are similar at WRDW, Augusta, Ga. At that station, the wattage increase jumped from 250 daily to 5,000 to take care of the doubling of population because of war activities.

Gittinger points out "that despite these service-improvements expanding the stations' coverage, advertising rates for both stations remain unchanged.

UP Scripts

United Press recently issued a colorful promotion piece, its covers carrying a Christmas feeling, and announcing "A Year End Card of Extra Radio News Programs."

The main body of information presented offers nine special 15-minute scripts. These are designed to gain new listeners and sponsors.

Each of the nine scripts offered is accompanied by a photograph characterizing the script. In order of presentation they are: "The Year's Best Chuckles," "The Year In Business," "The World At War," "The Year In Movieland," "Sports In Forty-Two," "Women In '42," "The Year And The Farmer," "The Year And The Nation," and "The American War Hero of 1942."

Car Cards

Marking an innovation in Canadian radio promotion, CFCF, Montreal, Canada, inaugurated an advertising campaign Jan. 1, using street car cards, to draw attention to outstanding sponsored programs.

The cards are designed with two windows for the separate inserts of two commercial features. Details of the plan, which have been prepared by E. H. Smith, sales promotion director, will permit 16 sponsors to have continuous mention on every eighth street car.

Skelly Ups News Sked; Sets Weekly Farm Award

Chicago—Skelly Oil Company has expanded its schedule of news broadcasts from five to six a week with the addition of a Saturday stanza from 7:00-7:15 a.m., the first of which was heard last Saturday over 22 midwest stations of NBC. The Saturday broadcast included a five-minute commentary by Alex Dreier and Lloyd Durlingham, midwest farm authority,

Chairman Fly Worried About Disk Shortage

(Continued from Page 1)

sociated Music Publishers, and vice-president of the University of Chicago, as well as vice-chairman of the Committee for Economic Development. Michael M. Sillerman, president of the Keystone Broadcasting System, Inc. discussed the problem with the Commissioner recently. Fly and Benton will probably confer this week.

Fly's aim, in these discussions, is to stimulate action among transcription companies and others in the trade, to impress them with the small station problem and arrive at some kind of solution. Problem boils down to the need for inexpensive music and continuity to keep small stations operating. And by small stations, the Commissioner means those which are unaffiliated with networks and which provide the only outlet for many areas. Talks will take into consideration the possibility of interesting advertisers on the one hand, low rate library services, and nominal license fees for the use of recordings on the air, etc. Once Fly gets the ball rolling, and concrete plans for meeting the ban or lifting it get underway, he will probably step out of the picture, to leave the situation completely in the hands of the trade, itself.

Skouras Theater Corp. Buys Spot Radio Series

Skouras Theaters Corp. has purchased 52 weekly half-hour Sunday afternoon periods on WINS to launch a special series to be known as "This Is Our Cause." Plans for the first four in the series place the broadcast at cooperative disposal of various relief agencies, such as the Greek War Relief Association, the Russian War Relief, and the Infantile Paralysis Foundation. This series is a straight commercial deal, over and above old trade deal between Skouras and the station.

"Cause" will start Sunday, January 3, 4:30-5 p.m., for the benefit of the Greek War Relief. The dramatization to be featured will be "They Are With Us," written by Theodore Edward Ferro; directed by Nathan M. Rudick, head of the "Theater in Wartime" of the dramatic workshop at the New School for Social Research, and starring Margo, stage and screen actress. Entire series will be produced by Nick John Matsoukas, head of the war effort department of the Skouras corporation, and Harry Fuchs. Henry Sylvern's house orchestra will accompany the productions. Initial broadcast will include, also, the Greek Cathedral Choir of 40 voices, and Joan Dexter, vocalist with Xavier Cugat's orchestra.

Igor Gorin will highlight the Russian War Relief benefit broadcast January 10. Programs on the 17th and 24th, will be in behalf of the Infantile Paralysis Foundation.

who will make a weekly "Skelly Award" for superior achievement in agriculture to a midwest farmer.

Dominant **NBC** Basic Station
In This Area

**COVERAGE
THAT
PAYS**



**W
D
E
L**

1150 KC • WILMINGTON • DELAWARE

Recently stepped up to 5,000 Watts day and night, WDEL assures advertisers wider and more concentrated coverage in a rich agricultural and industrial market—Delaware, southern New Jersey and parts of Maryland and Virginia—in the heart of the war production area.

Normally prosperous, steadily expanding — this market is sales productive. WDEL sells it profitably and economically. Write:

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

MAIN STREET

OL' SCOOPS DAILY

Radio Is My Beat. . .!

• • • OPEN LETTER TO B'WAY & HOLLYWOOD: Pardon my type-writer for laughing out loud—but it insists upon chortling over the red faces of many of your theatrical and film producers. For too long a time, these gentlemen have been giving the polite brush to radio's performers. Just "script readers" they called 'em. (Of course there are exceptions. Ben Boyar of the Max Gordon office is one.) As long as there is no dictionary rationing as yet, these gents can now start eating their words. Wasn't there a young radio actress named Patricia Peardon who stole all the notices in "Junior Miss"? Didn't another radio performer named Peggy Knudsen step into "My Sister Eileen"? Stop me if I'm wrong, but I seem to recall that "Eve of St. Mark" features some four radioites and banks heavily on them for its potency. How about, "Counsellor-at-Law" with Ann Thomas and Olive Deering turning in sock performances? And Dorothy McGuire in "Claudia." And Arlene Francis in "Doughgirls." And so on, ad infinitum. Not bad for "script readers," eh? If you're still not convinced, let's take a look at the annual awards of the N.Y. Film Critics' Circle. Lemme see now. Who was it who copped the "best feminine job in pictures in 1942" award? Wasn't it someone called Agnes Moorehead or something? And wasn't the picture "The Magnificent Ambersons" produced by Orson Welles? And isn't Welles just another "script reader"? Or am I being too personal!



• • • CBS Caravan stars, who had Ed Gardner as a guest performer on Xmas Day, are giggling over Ed's recent visit to Bob Ripley's apartment. Ripley, it seems, has one of the world's most priceless collections of Chinese antiques. Gardner walked in, looked over the place and then asked: "How much does it cost you, furnished?"



• • • Radio, which is old enough now to boast of its traditions, parades its finest performances each year about this time. Lionel Barrymore's portrayal of "Scrooge" on the R. Vallee show is a fixture and lived up to its past glory this year. In a similar vein, Fanny Brice's characterization of Baby Snooks' naive conversation with Santa Claus was another holiday highlight. On the Bing Crosby show, it has now become traditional for Fay Bainter to read Frank Chase's famous editorial, "There Is A Santa Claus," from the N.Y. Sun. And because it started them on their way to microphone fame, comics Abbott & Costello repeat the now well-known baseball sketch ("Who's on first; Watt's on second. . .") each year's end.



• • • Mildred Chernoff is a time salesman with WPAR, Parkersburg, W. Va. She's in town on a vacation right now and happened to guest on a recent radio show. Asked her name and occupation, she replied truthfully, that she was in the business of selling time, etc., naming the station she represented. The following day a wire arrived from her boss. "What's the matter," it said, "couldn't you quote rates!"



• • • TICKER TAPE: Krueger Beer has bought "The Gay Falcon" to start on NBC Feb. 4th. Bernie Schubert set the deal. . . Wyn Nathanson, reported going in the army next month, won't until the summer, if at all. . . Carol Bruce opening at the Plaza's Persian Room, her first local night club appearance in over a year. . . Johnny Morgan is the third comic to appear in one week at the Glass Hat. . . Is Paul Draper being deferred from the army because he stutters? . . . Earl Mullin wants to know if you wouldn't refer to the conductor of the Boston Symphony as Blue Serge Koussevitsky!



— Remember Pearl Harbor —

Los Angeles

By JAC WILLEN

NEW popular tune by Gordon Jenkins, maestro of Dinah Shore's "In Person" broadcast over the Blue and Lionel Barrymore's "Mayor of the Town" show over CBS, is getting a big play from other air programs. Titled "Eyes Aloft," and dedicated to the nation's airplane spotters, it was written originally for the NBC "Eyes Aloft" program.

Bob Hope swept this publication's annual poll across the board this year. . . being named first in the polled critics' list as favorite entertainer, as favorite comedian, and, first as the favorite commercial program.

KHJ broadcast a New Year's Day football double-header—the Cotton Bowl game between Georgia Tech and University of Texas—and the traditional East vs. West intersectional clash.

Don Dunphy supplied the play-by-play account of the Cotton Bowl battle, with Earl Harper adding color commentary, which started about 11 a.m., PWT.

Ernie Smith described the East-West All-Star game, which was played for the Shriners' Fund in San Francisco, starting at 1:45 p.m., PWT.

7 Renewals—2 New Clients Signed By AMP Library

Seven renewals and two new contracts with stations were signed by AMP's radio library service within the past three weeks. Music publishing and licensing division of AMP lined up three new stations and renewed licenses on two others during the past month.

The library renewals include the following stations: WFBM, Indianapolis; WHAS, Louisville, Ky.; WIOD, Miami; KPHO, Phoenix; WGN, Chicago; KXOK, St. Louis; WCOS, Columbia, S. C. The two new library subscribers are KPAS, Pasadena, Calif., and WSON, located in Henderson, Ky.

AMP's new music licenses were arranged with WALB, Albany, Ga.; KRIS, Corpus Christi, Texas, and KXYZ, Houston, Texas. Recent music license renewals took in WCAU, Philadelphia, and WKRC, Cincinnati.

THE SHORTEST DISTANCE
BETWEEN TWO POINTS IS
**Postal
Telegraph**



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

The Story of the "HOUR OF CHARM"



EVELYN AND HER
MAGIC VIOLIN

No. 4 in
a series of
success stories

Evelyn, who is a native New Yorker of Hungarian descent, is the concertmaster and chief arranger for the Hour of Charm. She has appeared as guest soloist with several of the leading symphony orchestras and in solo recitals at Carnegie and Town Hall. An enviable list of awards and grand prizes are the laurels for the artistry and great talent she displays.

List of Awards

Fellowship Graduate—(Juilliard School of Music)

Scholarship Graduate—(Damrosch Institute of Musical Art)

New York State Winner in National Federation of Music Clubs Contests

Gold Medal Winner of New York Music Week Association Contests with highest rating ever awarded

Grand Prize Winner of Grand Central Palace Arts and Science Exposition

Winner of Young Artist Contests held by MacDowell Club

Winner of Fountainebleau-Grand-Prix Scholarship in Paris

Scholarship Winner of New York Philharmonic Symphony Orchestra

To be continued
next Monday

NEW BUSINESS

WHN, New York: Purepac Corp., through Klinger Advertising Corp., 46 five-minute newscasts weekly for 13 weeks; P. Lorillard & Co., through J. Walter Thompson Co., 13 weeks of sponsorship of Fulton Lewis, Monday through Friday; Roxy Theater, through Kayton, Spiro, Inc., anns.; William H. Wise & Co., through Huber Hoge & Sons, sponsorship of the WHN Newsreel Theater, one hour daily, Monday through Saturday mornings; Ivel Fur Company, eight weeks of anns., direct; Sunway Vitamin Co., through Sorenson & Co. Advertising Agency, 11 five-minute talks per week, Monday through Sunday; Monticello Drug Co., nine weeks of anns. for "666," direct; Simon & Schuster, through Northwest Radio Advertising Co., 20 five-minute programs for income tax booklet, Mondays through Sundays.

WBBM, Chicago: Consolidated Drug Trade Products, Chicago, (Velure Hand Lotion), through Arthur Meyerhoff & Co., 11 station breaks weekly for 13 weeks; Fitzpatrick Bros., Inc., through Arthur Meyerhoff & Co., six ET's weekly for 13 weeks.

KQW, San Francisco: Simon & Schuster (tax book), through Northwest Radio Advertising, four five-minute periods weekly; Continental Baking Co. (bread), through Ted Bates, Inc., 13 anns. weekly; Durkee Famous Foods (Troco), through Emil Reinhardt, three anns. weekly; Lanz of California (women's sportwear), one ann. weekly, direct; Washington State Apple Assn., through J. Walter Thompson, four anns. weekly; Johnson & Johnson (surgical dressings), through Young & Rubicam, three anns. weekly; Clabber Girl-Hulman & Co. (baking powder), through Pollyea Advertising Agency, three anns. weekly.

WOL, Washington, D. C.: A & N Trading Co., through Kal Agency, Washington, D. C., anns.; Chesapeake & Potomac Telephone Co., through Kal Agency, Washington, D. C., anns.; The Hecht Co., 15-minute program, "Your Defense Reporter," direct; Loeffler Enterprises (Riverside Stadium), through Furguson Agency, Washington, D. C., anns.; "March of Time," through Lord & Thomas, spot anns.; RKO Keith's Theater, through Lewis Agency, Washington, D. C., spot anns.; Rector's Flowers, through Lewis Agency, Washington, D. C., spot anns.

NURC Appoints Woods

Newark—Leslie J. Woods has been named vice-president and general manager of the National Union Radio Corporation, manufacturers of radio tubes and electronic devices it has been announced by S. W. Muldowney, president.

WORDS AND MUSIC

By SID WEISS

WE had lunch with Dave Elman the other day. Which is hardly front-page news. After all, you've gotta eat lunch and you might as well eat with Dave as anyone else. But that isn't what we started out to say at all. We got to talking about War Bonds and few guys have a better right to speak about that subject than the "Hobby Lobby" gent. If you doubt that, consult the records. Dave has sold some thirty million dollars worth of them via his Victory Auctions, etc. We asked him some of his experiences and this one, in particular, left us with a feeling of deep admiration for the guy.

★ ★ ★

It seems there was a dinner held in the Bronx not long ago at the Concourse Plaza. A sort of War Bond rally costing forty bucks per plate, \$37.50 going for a bond and the remainder for the food. Dave was invited to attend as a representative of the Treasury Dept. At the dinner, the toastmaster, whom we shall mercifully leave unnamed, got up to talk. He said among other things that there was a bit of a misunderstanding in inviting Elman as he didn't want any bond solicitations going on there. After making that point clear, he then introduced Elman as the guest speaker. As though that spot weren't tough enough, his introduction went along these lines: "We have a guest here tonight who has some sort of radio program. I never heard of it or him as I don't listen to the radio but, anyway, he's here and he says he's good." If you're still with me, you can picture Elman's feelings at this point.

★ ★ ★

Dave arose from his seat. "Friends," he began. "first I want to thank Mr. So-and-so for his very generous introduction. He's wrong in one respect, however. I didn't say that I'm good. I'm merely one of the boys trying to help along the war effort. But Mr. So-and-so claims that although this is a War Bond rally, I'm not supposed to do any solicitation here. However, I have here in my pocket a coffee cup. It's not worth much—perhaps a penny or two. But before I leave here, I expect to get \$25,000 for it. There's a U.S. battleship lying on the ocean bed at Pearl Harbor named the Arizona. This cup was given me by a survivor or that ship. He happened to take a cup of coffee to shore with him before the ship went down. It's the only souvenir left of that fighting craft. Now, who's going to bid \$25,000 to take this cup home with him?"

★ ★ ★

The response was terrific. \$25,000 was bid immediately. Another hand went up offering thirty. A thirty-five offer was heard and the cup finally went for \$55,000. That's all there is to the story. It's the way Dave told it to me and I liked it. I hope you like it too.

★ ★ ★

The old bugaboo of mistaken identity caught up with Larry Elliott the other day. After finishing his chore on "Women's Page of the Air," he found two detectives waiting for him with no less than five warrants for parking offenses. After much questioning and a bit of sweat on Larry's part, it developed they were looking for another gent of the same name in the same building.

★ ★ ★

Watching Mark Warnow snapping pictures of the ice skaters in the Rockefeller Skating Rink the other afternoon reminded us of this story about the "Hit Parader." When Mark first bought the camera he headed straight for the offices of "Life" magazine and began to shoot everything and everyone in sight. Today, the prints are pasted in his scrap-book under the heading: "Warnow Goes to a Party."

★ ★ ★

PROGRAM REVIEWS

"MR. & MRS. NORTH"

Andrew Jergens Co.
WEAF-NBC (Full Network)
Wed. 8-8:30 p.m., EWT
Lennen & Mitchell, Inc.

RADIO ADAPTATION OF POPULAR FICTIONAL CHARACTERS BIDS FOR "THIN MAN" AUDIENCE; OPENER SLOW-PACED.

Frances & Richard Lockridge's brainchild—"Mr. & Mrs. North"—already made famous on the stage in films, and in novels—made its debut Wednesday night as a replacement for the "Adventures of the Thin Man" series, which moves to CBS early this month. Taking the same spot, the series is tailor-made to hold the audience built up by the latter. Paced in the same style of sophisticated comedy-mystery as "Thin Man," the series concerns the adventures of Jerry and Pamela North (Joseph Curtin and Alice Frost) with the locale Manhattan. As Mr. North, Curtin portrays a New York publisher with Miss Frost as his slightly screwball wife.

Opener concerned their own little war with a gang of Nazi spies intent on sabotaging the Panama Canal. North stumbling upon the plot by discovering plans written in invisible ink on a manuscript submitted to him.

One of these days a mystery dramatic series is going to come along without drawing on B-plot spy mellers. And that one is sure to be a hit.

Ben Grauer handles the announcing chores in his usual capable plugging of Woodbury product.

Standard Radio Signs Don Cossack Chorus

Hollywood—Taking advantage of the presence of the Don Cossack Chorus here during the holidays, Standard Radio signed up the unit and waxed 30 numbers for its radio library. Standard and the other transcription services, have been supplying station subscribers with a usual monthly quota of new releases despite the Petrillo recording ban which stalemated musical productions August 1, 1942. Libraries have resorted to choral groups and musical accompaniments which are not in the jurisdiction of the AFM.

WJZ Signs 2 Accounts

Continental Baking Company this week launched a campaign on WJZ in behalf of Wonder Bread. Continental will sponsor nine one-minute transcribed announcements weekly through Ted Bates, Inc., New York.

In behalf of My-T-Fine desserts, Penick & Ford Ltd., New York, will sponsor five one-minute transcribed announcements weekly on WJZ beginning today. Batten, Barton, Durstine & Osborn, New York, is the agency.

Paper Adv.-Squeeze Indicates Big Battle

(Continued from Page 1)

ist was scheduled to go into effect as of Jan. 1, and department stores in particular are in arms.

Change in the status of contract local rate was first intimated by New York Newspaper Advertising Managers Assn., of which William E. Robinson, advertising director of the "Herald-Tribune" is chairman. Leading newspaper advertising manager queried by RADIO DAILY stated that his organization was merely invoking "more rigid application of regulation which has always existed," and that the question of whether an advertisement belongs to local or national classification is a matter for each paper to decide. The American Newspaper Publishers Association professed no knowledge of the situation.

Some Claim Pact Violation

One of the largest advertisers in a city told RADIO DAILY that they considered the move on the part of newspapers as a violation of their contract, a violation of the Federal Trade Commission regulations and certainly smacked of restraint of trade. Advertising and promotion director of the account in question stated that he had been in communication with network officials and they declared the newspaper move was entirely out of line.

Other accounts queried by RADIO DAILY declared that apparently newspapers were slipping and radio was the ascendancy; that retailers were going to take it sitting down. Strictly a short-sighted policy was a consensus of opinion.

That the change of classification from local to national rates, almost 100 per cent increase, because mention is made of a radio program is the beginning of a battle goes without question. At least one of the most important advertisers in New York dailies who also carries radio programs told RADIO DAILY that "we will give our bills to our attorney, if they are increased to national rates as a result of our calling attention to our radio programs."

Night Show On KGO

San Francisco—"Graveyard Gaieties" the title of a new KGO program. It to reach the thousands of bay area war plant workers who work throughout the night. Broadcast at an unusual time of 3-3:30 a.m., the show will be heard daily except Tuesday under the sponsorship of the U.S. Brothers, men's department store. Format of the program was determined after a survey among war plant workers indicated a preference for news and popular music. The 3-3:30 a.m. time is the lunch period in local yards, and several plants have made arrangements to receive the program over the loud speaker systems. Accordingly, the commercials will be very general and institutional in type.

FCC Okays Yankee Net Sale; Two Commissioners Dissent

(Continued from Page 1)

plus an additional amount to be determined on the date of the transfer equal to 94 per cent of aggregate net quick assets of the seller over \$100,000.

Transfer includes control of four standard stations, four relay stations, two experimental stations and two high-frequency stations from the Winter Street Corporation, which owned Yankee Network 100 per cent. Trustees of the corporation were John Shepard, III, and George R. Blodgett. The four standard stations, of which ownership is transferred, include WNAC, WEAN, WICC and WAAB, in Boston, Providence, Bridgeport and Worcester, respectively.

17 Yankee Affiliates

The Yankee Network, Inc., also lists 17 affiliates in five New England states, not including Rhode Island. These stations, and their licensees, are listed as: WCSH, Portland, Me., Congress Square Hotel Co.; WLLH, Lowell-Lawrence, Mass., Merrimac Broadcasting Co., Inc.; WSAR, Fall River, Mass., Doughty & Welch Electric Co., Inc.; WLBZ, Bangor, Me., Maine Broadcasting Co., Inc.; WFEA, Manchester, N. H., New Hampshire Broadcasting Co.; WBRK, Pittsfield, Mass., Monroe B. England; WNBH, New Bedford, Mass., E. Anthony & Sons, Inc.; WNLC, New London, Conn., State Broadcasting Corp.; WLNH, Laconia, N. H., Northern Broadcasting Co.; WRDO, Augusta, Me., WRDO, Inc.; WCOU, Lewiston, Me., Twin City Broadcasting; WHAI, Greenfield, Mass., John W. Haigis; WEIM, Fitchburg, Mass., Ruben E. Aronheim; WSYB, Rutland, Vt., Philip Weiss Music Co.; WHYN, Holyoke, Mass., Hampden-Hampshire Corp.; WATR, Waterbury, Conn., The WATR Co., Inc., and WHTT, Hartford, Conn., the Hartford Times, Inc.

Also being sold to General Tire & Rubber as a part of the same transactions, all the capital stock of the Colonial Network, Inc., owned 50 per cent by John Shepard, III, and 50 per cent by his brother, Robert F. Shepard. Colonial is not a licensee, its income being derived principally from the sale of station time and wired transcription service to subscribers.

Walker Outlines Objections

Commissioner Walker set forth the following views in connection with his dissent:

"The application should be set for hearing. A finding that a transfer shall be in the public interest is mandatory. The application herein does not show on its face, or contain herein, convincing facts that the public interest would be served by the proposed transfer. A public hearing would, therefore, seem advisable.

"The application should, in any event, be set for hearing on the issue of transferring broadcast stations to another industry. The instant application involves not only the control of certain broadcast stations but also of the Yankee Network, Inc.

"Broadcasting is of such public interest and importance that an effort

should be made to keep it separate from other businesses. If a transfer of chain broadcasting interests, as herein proposed, may be granted to a tire and rubber company, may it not likewise be granted to a motor company or to a public utility? The precedent having once been established of transferring licenses controlling a network to other interests, where can the line be drawn? Chain broadcasting is of such vital public consequence and public interest that it should be a business in and of itself, and dissociated from any other business."

Durr's Views

Commissioner Durr said, in his dissent: "I think the application should be set for hearing. First, a question of absentee ownership and control is presented. The stations involved in the transfer are all located in New England. The control is now in the hands of people who are residents of New England and familiar with its problems and needs. Transferee is an Ohio corporation with its principal place of business in Akron. Its officers and directors are residents of Ohio with the exception of one who resides in Florida. With the exception of two brokerage houses in New York City, all stockholders owning one per cent or more of the outstanding capital stock are residents of Ohio. Nor does the application show that the transferee and those controlling it have a familiarity with or interest in the problems of the New England area. Accordingly, I do not believe that sufficient showing has been made to warrant a finding that the transfer of control would be in the public interest.

Calls "Extent" a Factor

"Second, the transferee is a large manufacturing concern whose products have a nationwide distribution. By this transfer it will acquire, as an adjunct to its private business operations, a number of broadcasting stations which together serve a major portion of the New England states. With the networks to be acquired as a part of the same transaction, it will have access by radio to virtually the entire New England area.

"The issue presented here is not whether interests engaged in other lines of business should be prevented from owning any broadcasting stations, but rather the extent to which they should be permitted to go in the acquisition of such stations. Unless some limitation is imposed, they may embark upon a program of station acquisition which will force their competitors, and even concerns in entirely different lines of business, to follow the same course in order to survive. Such a course would tend to make radio broadcasting an adjunct of private commercial enterprise instead of the independent medium of entertainment and expression which it must be if it is really to serve the public interest.

"Moreover, the war has greatly accelerated the tendency toward bigness

Deduct 'Victory Tax' Like S. S., Says Govt.

(Continued from Page 1)

collection of this tax are not completely set up, and a number of formal rulings are still to be looked for.

The official in question told RADIO DAILY that he presumed all free-lance artists held to be independent contractors for social security purposes will be considered independent contractors for "Victory Tax" purposes. They will pay the tax in a lump sum in 1944 rather than by way of weekly deductions this year.

Cites Example

The bureau announced late last week that withholding is required in the event that the established pay period ended on or after Jan. 1, 1943. In such case, Commissioner Guy T. Helvering said, the tax must be withheld from the full amount of the wages paid in excess of the withholding deduction allowable. For example, in the case of the semi-monthly payroll period ending on the 10th and 25th days of the month, withholding in excess of the withholding deduction is required on the entire amount of the wages paid in January, 1943, for the period commencing Dec. 26, 1942.

Reconstruction In Canada Subject Of Series On CBC

Montreal—Robert B. Inch of Ottawa has taken a temporary appointment with the Canadian Broadcasting Corp. to do special work in connection with a projected series of broadcasts dealing with reconstruction, particularly in Canada. It has been announced by Dr. James B. Thomson, general manager of CBC.

Dr. Thomson added that a special advisory committee is being organized to assist in preparing the series. Inch, who has had a varied career as a newspaperman, was secretary of the League of Nations Society in Canada from 1935 until this year and previously had been secretary to the president of the National Research Council of Canada. He is a graduate of Mount Allison University at Sackville, N. B.

Major Raborg Guesting

Major Paul C. Rabourg, military analyst on WINS, will guest on WIOD, Miami, Wednesday, Jan. 6, 6:15 p.m., on Frank Malone's program. Rabourg will address the "Committee of One Hundred" that week in Miami, also.

in industrial concerns which has long been under way. Will it be in the public interest to consolidate under a common control the economic power of large business establishments and the power to mold public opinion which is inherent in the operation of broadcasting station?

"These are questions which I believe should be carefully investigated before the application in question is granted."



Coast-to-Coast



WRBL, Columbus, Georgia, was well represented out on the Pacific Coast at the Rose Bowl, with Jack Gibney, sports announcer for WRBL and the Georgia sports network, on the spot with the Georgia Bull Dogs in Pasadena, California. Daily, Gibney sent reports back home on how the boys were progressing in their training for the biggest tilt... "The Rose Bowl Game" with the UCLANS. These reports were broadcast every night to the many listeners who have followed the Georgians through the season with the broadcasters from the Georgia sports network, which was sponsored by Royal Crown Cola. WRBL, even though a CBS outlet, handled the game from another network through special permission.

WGY, Schenectady, is no longer on twenty-four hour service. Station now operates from 6:00 a.m. to 1:00 a.m.

Jerry Strong, the emcee of the "Wake Up" program, aired over WINX, Washington, D. C., asked his listeners to send a Christmas card to a sixty-eight-year-old woman in a Washington institution who, he had learned, was deaf and never had a visitor in the five years she had been at the home. His appeal was answered by approximately 400 cards, baskets of food, gifts of shawls, magazines, and all sorts of messages of good will. And the greatest number of responses came from soldiers stationed at nearby army camps.

Bob Sherman, special events director of WOWO-WGL, Fort Wayne, and producer of the weekly program originating from Baer Field, is one of the few civilians to be asked to contribute to the Post publication, the "Baer Field Beacon." Bob wrote a special article on Fort Wayne's whole-hearted acceptance of the air base personnel.

Otis Morse, 4th, program director of WSBA, York, since the station opened in September, has been named manager to succeed Robert L. Kaufman; Max Robinson, former announcer at WHO, Des Moines, is taking over Morse's duties as program director... OWI conservation suggestions are being sent out through the weekly bulletins issued to the members of the "900 Homemakers" club... George Stallman, new to radio, is the most recent addition to the announcing staff.

Moss Associates have been appointed by WLIB, N. Y., to handle the station's trade paper and newspaper advertising for 1943. This marks the agency's 2nd successive year as station's outside-promotion group... Asya Zucker has joined the sales staff and Ken Josephs joins the news staff... Roger Wayne, assistant musical director, has been assigned as acting chief of the station's production department.

Always loyal to San Francisco, former KPO-er Frank Barton, now a member of NBC's Hollywood staff, trekked back for a Christmas vacation, and to enable Mrs. Barton to become the mother of a Yule season baby, born at Stanford Hospital. It's the third for the Bartons... A special memorial program for John D. Barry, late columnist of the San Francisco News and other Scripps-Howard dailies, was held on KPO recently.

Kenneth Burkhart of Oakland has joined the engineering staff of KQW, San Jose... Another newcomer to KQW is Bill Gavin of Seattle, Hollywood, etc. He does a wake-up show at 6:15 a.m., titled "Hi, Neighbor"... A new Sunday series of news commentaries is KQW-ed by Jack Irving... Deane Dickason, whose contract for news commentaries on KGO has ended, has joined the KQW staff for the same chore.

Continuing its "capacity audience" rating is "Fireside Melodies," new Sunday half-hour show originating over WTAG, Worcester, and heard throughout New England on the New England Regional Network. With Bob Dixon, special events chief, serving as emcee, program features Margaret Daum of the Metropolitan Opera Company, the Revelers, a male quartet, and Rakov and his orchestra. Sponsored by 20 leading New England Federal Savings and Loan Associations, show is broadcast direct from the Friendship Room of the Worcester Federal Savings and Loan Association.

The second annual "Christmas Goodie Party" given by WHEB, Portsmouth, N. H., drew more than two hundred women to the Portsmouth USO Club. Admission for the party was a box of goodies which was turned over by the station to service men. Program was arranged by Mrs. Lee Spencer, conductor of the WHEB "750 Club," which sponsored the affair. A kitchen reminder pad promoting the "750 Club" was given each guest by the station.

Complete realignment of executive personnel on WPID, Petersburg, Va., takes place on Jan. 1 when B. Walter Huffington, manager, resigns to take a position with the Office of War Information. Huffington will be succeeded by Milton N. Gwaltney, who relinquishes the commercial manager's post to take over the station's management. The commercial manager post goes to Ralph F. Spangler,

who recently entered radio from the ranks of newspaper advertising men. He comes to WPID from a radio post in Indianapolis.

One of the staff at WGN, Chicago, went into a huddle with a list of the station's employees in the armed services and came up with some interesting data. He finds that in the army the station rates a sergeant's stripe; in the navy a petty officer 3rd class. That's the average of the collection ratings and ranks of the station's employees in uniform.

Press Association reports a wide response to "This We Have Done," PA-produced dramatic program on 1942's news headlines which was transcribed and distributed to radio stations using AP news. WBYN, N. Y., recently aired the half-hour program and response was favorable enough for Norman Warembud to repeat the show New Year's Day. The thirty-minute program marked the first time in the history of radio that a news show was written and produced by a news service.

A new species of Gremlin, that nuisance prankster so notorious in things military, has been discovered in the WFIL, Philadelphia, control room. Typed as the Electro-Tabulus Radiotron Gremlin, "ET" for short, this creature has a fondness for fondling transcriptions. One of his pet diversions consists in waiting until an engineer has cued up an ET, then slipping up and moving the needle over a couple of ridges, so the transcription starts up with a "wow." Expert in sleight-of-hand, this "ET" Gremlin has been known to juggle transcriptions when the engineer's back was turned, even putting an Ex-Lax where a Pepsi-Cola spot should be. Little is known of "ET," except that he's dressed in brown, has two antennae instead of a feather in his cap, and a cute habit of whistling through his teeth to confuse the engineer's ears.

Jeanette Deller, who broadcasts two programs a day over WIBX, Utica, N. Y., as "My Lady Meanders" with George Davis at the organ and Bill Walters, pianist, in opening her first program not so long ago said, "Our first song on this morning's program has been requested by several listeners... There are such things!"

Observing Christmas locally, WCSC, Charleston, S. C. produced a solid-hour Christmas Eve program (9-10 p.m.) preceding the nation-wide "Command Performance." Dedicated to those in hospitals and sick wards in civilian and military life, the hour consisted of carols sung by the whole staff, interspersed with the Biblical story of Christmas and greetings to members of the staff in uniform, followed by the fourth annual broadcast of a thirty-minute drama, "The Least of These," written and produced by the studio dramatic group.

"Music for Morale" usually heard on WWSW and W47P, Pittsburgh, 8 p.m., and presented by the Women's Progress Administration Symphony Orchestra has taken a holiday leave and plans to return to the air, sometime, on Jan. 8. The series will again present a symphony orchestra and the guest direction of a different local man of music each week, plus a guest speaker with a five-minute talk on some aspect of America's war effort.

Harry Witt, sales manager for KFI, Los Angeles, entertained his sales staff with a holiday luncheon at the Broadway Derby to mark the end of a busy year. As an unexpected feature, 5 minutes before the luncheon, Heber Smolden news analyst Harry W. Flannery Platters Peanuts for a fifty-two week stretch through the Raymond Morg Agency. Flannery's spot will be from 5:30-5:45 p.m. (PMT) over the Columbia Pacific Network.

Georgia Mae, singing cowgirl heard each morning over WBZ, Boston, recently played a return engagement which was tantamount to a "command" performance at the Lovell General Hospital, Fort Devens, where she sang at the hospital for the first time she scored such a hit that the patients petitioned her to spend Christmas touring the wards.

Two Large Retail Acts Sign For Year On WMCA

Two large retail accounts just signed 52 week contracts on WMCA. They are Barney's Clothes Inc. and National Shoe Stores, both of which are placed by Emil Mogul Company, Inc.

By signaturing the WMCA deal, Barney's has brought its New York radio outlet total to 7 stations, and marks a return to WMCA after an absence of several years.

Latest contract calls for six 15-minute news periods, six 10-minute musical periods and 35 announcements weekly. This brings Barney's annual radio time, for 1943, to 14,500 announcements, 654 fifteen-minute periods, 722 ten-minute periods and 312 half-hour programs. The other stations in on the Barney's advertising are WNEW, WMCA, WAAW, WOV, WINS, WLIB and WHOM. Barney's business represents the third clothing account to place a new block of business locally. The other two are Howard and Crawford clothes.

The National Shoe deal, which starts February 21, covers 6 fifteen-minute periods, 6 ten-minute periods and 35 announcements weekly. Account has also renewed its program over WNEW for another 52 weeks using Martin Block's "Make Believe Ballroom" for the third consecutive year. Account expects to spread out to other stations shortly.

1942											
BIRTHDAYS			5			6			7		
17	18	19	20	21	27	23					
25	26	27	28	29	30						

January 4
Barton Fellowes
Pat Kelly

New Congress Outlook

FCC Follows Up CP's With Power Permits

Washington Bureau, **RADIO DAILY**
 Washington—Licenses to operate with increased power, covering earlier construction permits, were granted last week by the FCC to WAAB, Worcester, Mass., WTMA, Charleston, S. C. and WRDW, Augusta, Ga. WAAB, which is owned by the Yankee Network, was allowed a power boost from one to five kilowatts, remaining on 1,410 kc. The new license also covers directional antenna for day and night use and the moving of the studio and transmitter from Boston to Worcester. WTMA, owned by the Atlantic
(Continued on Page 7)

R. L. Atlass Buys Interest In Station Rep Concern

Chicago—Ralph L. Atlass, president of WIND and WJJD has acquired a substantial interest in the business of the Foreman Company, radio station representatives, according to Edwin G. Foreman, Jr. Atlass will be actively interested in the company's management and the personnel of the concern will be expanded.

Quaker Oats To Sponsor "Terry" Over Blue Web

Another major national advertiser will join the roster of food accounts on the Blue Network Feb. 1 when Quaker Oats Company will take over sponsorship of "Terry and the Pirates" in behalf of Quaker Puffed Wheat Sparkies and Puffed Rice Sparkies. Quaker will present the
(Continued on Page 2)

Pied Piper

Utica, N. Y.—That "music hath charms to soothe the savage breast" was proven again, at WIBX. During recent floods in the Mohawk Valley the transmitter building was well under water. Paul Dixon, engineer on duty, saw a score of rats outside the building listening to music coming through the loud speaker. Bob Burns was doing his Pied Piper stuff.

Cable-Talk

When Cecil Brown did his memorable broadcast describing to sinking of the "Prince of Wales" and "Repulse," Paul White, CBS news-events head cabled telling his bank what "a grand job it was." When Charles Collingwood did the Darlan assassination story White cabled him it was the "best story in five seas." Which means—Brown got a \$1,000 bonus and Collingwood \$500.

President's Address Sked By All Networks

President Roosevelt's address to the newly convened 78th Congress of the U. S. on Thursday will be carried by all four major networks, NBC, CBS, Mutual and the Blue Network. Actual time is to be announced at a later date, sometime prior to the actual assembly. Numerous independent outlets and regional networks are also making arrangements for a pickup and it is expected that a record-breaking number of outlets here and in other countries will schedule the program, the latter by shortwave.

Important AFRA Locals Ratify New Basic Pacts

Three of AFRA's major locals—New York, Chicago and Los Angeles,—have already ratified the new sustaining basic agreement which provides, generally, for a ten per cent increase in minimums. San Francisco
(Continued on Page 2)

Red Cross Recruiting Drive To Get NBC 13-Week Series

Richfield Oil Re-Signing "Confidentially Yours"

Richfield Oil Corp. of New York is renewing its contracts for sponsorship of "Confidentially Yours" with Arthur Hale over Mutual, according to B. N. Pollak, Richfield's sales promotion manager. This will be the fourth year that Richfield has sponsored Hale's news commentary which
(Continued on Page 2)

Hearings On Petrillo's Recording Ban Important To Industry; Action On Salary, Manpower Also On Tap

BMI-Ascap In Deals For Latin Amer. Music

Reports that Ascip is offering guarantees to the performing societies in Uruguay and Argentina, in its negotiations for their contracts were confirmed yesterday by Saul Bornstein, general manager of Irving Berlin Music, and chairman of the Ascip foreign relations committee. The policy of offering guarantees was not entirely new with Ascip, he explained, though it was not a general practice,
(Continued on Page 7)

Six Half-Hour Programs Renewed Over NBC Net

Six advertisers have renewed their current NBC shows. They are: Petroleum Advisers, Inc., will continue the "Cities Service Concerts" with Dr. Frank Black conducting the orchestra. Lucille Manners soprano,
(Continued on Page 2)

Eleven Canada Outlets Added To Carter Spots

Eleven Canadian stations have been added to the two major New York outlets carrying the five-minute recording of Blanchard McKee's "Neigh-"
(Continued on Page 2)

Washington Bureau, **RADIO DAILY**
 Washington—The only important broadcasting matter expected to engage the attention of the new Congress during the next few months will be the hearings on the Petrillo recording ban, which will get under way next Tuesday. These hearings will be held by a special committee of the Senate Interstate Commerce Committee, composed of D. Worth Clark, Idaho, chairman; Ernest W. MacFarland, Arizona; Charles W. Tobey, New Hampshire; Wallace W. White,
(Continued on Page 3)

Radio Given Priority On Fuel Oil Ration

Broadcasters, but not theaters or newspaper plants, are on the list of 13 classes of essential fuel oil consumers, whose needs will be met in preference to those unlisted in the event stocks drop below the "safety" level. Although Petroleum Administrator Harold L. Ickes is hopeful that it will not be found necessary to invoke this preference listing, extreme cold within
(Continued on Page 6)

Vetter Leaves WIOD To Become WFTL G. M.

Miami—S. A. Vetter, pioneer broadcaster in the Miami area, has resigned as commercial manager of WIOD, to accept the post of general
(Continued on Page 2)

"Comedy Caravan"

The name of the "Camel Caravan," sponsored by R. J. Reynolds Tobacco Co. on CBS since July 10, 1942, has been changed. Starting with the program scheduled for Friday, January 8, the show will be known as "Comedy Caravan." Guests on that evening will be Groucho Marx and Joan Bennett. The program is heard each Friday at 10 p.m.

(Continued on Page 6)



Vof. 22, No. 2 Tues., Jan. 5, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Monday, Jan. 4)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., CBS A, Crosley Corp., 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.

Richfield Oil Renewing "Confidentially Yours"

(Continued from Page 1)

is gathered and prepared by Transradio Press.

Pollak said that the broadcasts would continue to feature the wartime services offered motorists by Richfield dealers and that, as in the past, Richfield would continue to cooperate with the Office of War Information in scheduling government announcements under the Network Allocation Plan. Agency is Hixson-O'Donnell Advertising, Inc., New York.

Gimbel MBS Stockholder

Philadelphia—Benedict Gimbel, Jr., president of WIP, Mutual affiliate, will become a stockholder in the network, effective about the middle of this month. His buy is reported as six shares.

REEVES

Sound Recording Studios, Inc. The Most Complete Sound Recording Service in New York City. 1500 Broadway, New York City. 35mm. 16mm. Film, Acetate and Wax Recording Facilities. Complete Location Equipment.

Quaker Oats To Sponsor "Terry" On Blue Network

(Continued from Page 1)

adventures of the nationally-syndicated comic strip characters Monday through Friday from 6 to 6:15 p.m., EWT, on 143 Blue stations, the largest network Quaker has ever used in the course of its extensive radio promotion.

New sponsor brings the number of food accounts on the Blue up to 21, a larger representation than that of any other single industry and "Terry" strengthens the Blue's leadership in the field of children's programs. Currently syndicated in more than 200 newspapers throughout the country, "Terry" has been adapted for radio twice previously, both times for food advertisers. Libby, McNeill & Libby has transcribed the show for spot radio advertising and Bowey's Dari-Rich has used it live on a network basis.

Al Barker, well-known writer of children's radio shows, who originated "Terry" for radio, will write the Blue Network series. Originating in the Blue's studios in New York, the show will be aired on a sustaining basis until Quaker takes it over.

Sherman & Marquette, Chicago, is the agency in charge.

Vetter Leaves WIOD To Become WFTL G. M.

(Continued from Page 1)

manager of WFTL, Fort Lauderdale. Effective immediately.

He expects that WFTL will have its news transmitter on the air by Feb. 1, with 10,000 watts and a frequency of 710 kc. It will be the most powerful station south of Atlanta and the third most powerful on the Mutual network.

Besides the studios in Fort Lauderdale offices and studios will be established in the Mayfair Theater Building in this city.

"March of Time" Rating

CAB listening audience rating for the "March of Time" has quintupled in the last five months, figures going from 3.8 in the June 5 report to 21.9 December 3. Program, while ranking 14th among half hour programs, is topped by only one news program, that of Lowell Thomas.

The "Let's Learn Spanish" series which "Time" and "Life" magazines are producing on WQXR and which started yesterday, is being used for classroom supplement by two of the local high schools—the Pelham Memorial and the High School of Music and Arts.

Stork News

K. L. Yourd, CBS attorney in Washington, D. C., is passing the cigars. He became the father of Roxanne Yourd, whose talents now appear to be more in the broadcasting line than legal, on Dec. 31.

A baby girl has been born to the Tony Wheelers. Tony handles an announcing chore at WFIL, Philadelphia.

Six Half-Hour Programs Renewed Over NBC Net

(Continued from Page 1)

and Ross Graham, baritone. The contract which calls for a network of 66 stations, was handled by Lord & Thomas.

The Bayer Co renewed "American Album of Familiar Music" over 72 NBC stations. Blackett-Sample-Hummert placed the account for Bayer Aspirin.

The same agency also renewed "Manhattan Merry-Go-Round" for R. L. Watkins Co. (Dr. Lyon's Tooth Paste) over 69 stations, and "Waltz Time" for the Charles H. Phillips Chemical Co. (Phillips Milk of Magnesia), over 74 NBC outlets.

"Battle of the Sexes" with Walter O'Keefe as master of ceremonies, was renewed by the Centaur Company (Molle Shaving Cream), through Young & Rubicam, Inc.

Philip Morris & Co., Ltd., through the Biow Co. renewed the "Johnny Presents" variety show over 129 NBC stations. Philip Morris Cigarettes is the product advertised.

Important AFRA Locals Ratify New Basic Pacts

(Continued from Page 1)

is expected to vote on the matter this week. Union execs met with the attorneys for the networks and stations, yesterday, and ironed out the last bits of legal phraseology about which there had been questions. Upon receipt of concurring word from San Francisco, the deal will be submitted to the WLB next week. Union expects to start negotiations for increases in its commercial codes later this month, as soon as the government published index figures provide the basis for applications for increase.

W. W. Chaplin Newscasts Six Days Weekly On NBC

William W. "Bill" Chaplin, veteran newspaper man and former member of the INS staff, yesterday began a Monday-through-Saturday series of newscasts for NBC. He will be heard daily from 6:25 to 6:30 p.m., EWT.

Chaplin joined INS in 1932 and was assigned to cover the White House and State Department in Washington. From the capital he moved to the Rome and Paris bureaus of INS and then covered the war in Ethiopia and in France in 1939, remaining with the British Army until Dunquerque.

Soon after returning to this country he made a spectacular survey of the Pacific theaters of war, flying as far as Singapore and New Zealand. Chaplin is the author of two books, "Blood and Ink" and "When War Comes."

Advertisement for CBS Basic Supp. WBX 270,000 Metro N.Y. Utica, N. Y.'s Only Radio Station.

COMING and GOING

GEORGE CRANDALL, CBS director of publicity left last night on a short trip to Washington, D. C.

J. BURLY LOTTRIDGE, general manager WOC, Blue Network outlet in Davenport, arrived from Iowa for a visit of several days on station and network business.

DR. LYMAN BRYSON, CBS director of relations, leaves today on another of his trips to Washington, D. C.

MARTIN B. CAMPBELL, managing director, KCKO, Dallas, is in town for talks with local reps and for conferences at Rockefeller Center.

WILLIAM C. GILLESPIE, vice-president a general manager of WTUL, Tulsa, Okla., in town yesterday and visiting at the offices of CBS.

PARKS JOHNSON and WARREN HULL leave town later this week for Washington, D. C. from which point they will broadcast the stanzas of their "Vox Pop" program for the entertainment of the members of the U. S. Army Air Corps at Bolling Field.

BOB HAWK, quizmaster on the CBS program "Thanks to the Yanks," having returned from his latest out-of-town appearance at Army camps, will entertain tomorrow at the US center in Brooklyn.

Eleven Canada Outlets Added To Carter Spot

(Continued from Page 1)

spots for Carter's Little Liver Pills. The extended coverage takes in the following Canadian stations: CFCJ Montreal; CJRC, Winnipeg; CJCA Edmonton; CJOC, Lethbridge; CFRE Toronto; CKLW, Windsor; CFAC Calgary; CHNS, Halifax; CFCB Grande Prairie; CJOR, Vancouver; and CFAC, Montreal. Canadian schedules are all in the p. m., bringing the program to the air in the evening for the first time. WOR and WJ carry "Neighbors" here. Ted Bates Inc. handles the Carter account.

WMCA's New Shows

Two new programs will be started this week on WMCA. One will feature George Rosette in a three-a-week news commentary, starting today, 10:15-10:30 p.m., sponsored by Snow Apple Pipe Tobacco. The other is the Street and Smith comic strip "Doc Savage," which will comprise a weekly half-hour mystery thriller Wednesday nights, starting tomorrow 8:03-8:30 p.m. Production will employ the same comic strip character with name talent in roles.

Advertisement for WOL (Washington, D.C.) featuring the slogan 'What about WOL? ...It originates more Network Programs than any other Washington Station'.

ject Congress Action ET Ban, Manpower

(Continued from Page 1)

Maine, and James Tunnell, Delaware.

Broadcasters will be concerned, along with other industries, in several possible actions which the new crop of Legislators might undertake. Among these is the attempt to repeal the minimum wage law. It will certainly be made, and it will very possibly succeed, to repeal the NLRB salary ceiling order.

A number of influential leaders of the 75th Congress who will be on hand tomorrow have already indicated their determination to do away with the ruling and many others also have declared their opposition. Labor opposition to the killing of these regulations has not been as strong as expected, and it is very probable that the regulations will be killed by a bill attached to the new tax bill. This strategy will force the President to veto the tax bill, which he is hardly expected to do, or by signing the bill, sign away also his own limitation law.

Will Scan Censorship Rules

There is also a very definite possibility of binding national service legislation, which will place full control over manpower utilization in the hands of the War Manpower Commission. If this should be voted, it is dependent upon the success of less drastic methods of encouraging the adequate staffing of critical industries within the next 90 days, broadcasters may expect to suffer severely than many other industries, but they will certainly feel the effects of large scale transfer of workers to war plants. Advertising agencies, time salesmen and others will doubtless be hit.

The new Congress may be expected to keep close watch on censorship practices, as well as on the general information program. OWI will be in for close scrutiny, if not actual investigation as many in the GOP are known to be fearful that the agency will be used as an administration publicity arm in 1944.

In general, it appears that the incoming Congress will be friendly to broadcasters whenever it is called on to demonstrate any attitude toward them, although there is now no reason to expect it to work on matters confined to broadcasting specially. The overall job of war legislation will be all its members will be able to handle and there is no question but that they'll be striving to handle this as efficiently as possible, with an eye to 1944.



Christmas furlough...on wax!



It's a long way from the South Pacific to the Buckeye state. But the boys of Ohio's 37th came home for Christmas anyhow.

"yes" to our request for a special playing before an approved audience. And so, at a private party held by WGAR for relatives and friends of Ohio's Jap hunters, the boys came home for Christmas . . . on wax!

Not in person . . . but on records which arrived at Radio Station WGAR just before the holidays.

Bringing Johnny Doughboy's "hello" to Mom, his plea to "send one of those big chocolate cakes," and his best regards to "the girl with all the freckles"—this may not be the *duty* of a radio station. But, it *was* our privilege and our pleasure!

When the division sailed for foreign shores, it had packed along modern, portable, record cutting equipment . . . agreed to ship platters back for broadcasting to the home folks over WGAR. By the time the transcriptions arrived, the War Department had restricted such broadcasting . . . but said



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

1000 WATTS Directional
 OVER METROPOLITAN NEW YORK

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

Edward Petry & Company, Inc.
 National Representative

401177

Los Angeles

By JAC WILLEN

RESOLUTIONS: Resolved, that in 1943 we will think less of "US" and more of "U. S."—Fibber McGee and Molly.

Mutual affiliations between sponsors and shows—Sydney B. Gaynor.

I will set my thermostat at 65 degrees and keep it there no matter how many provocations my writers give me to "get hot" during rehearsals—Jack Benny.

Let's all ration-alize for ourselves and allies—Chef Milani.

Resolved to share the meat with anyone who treats me to a filet mignon—Charlie McCarthy.

To put in all spare time at the ranch raising foodstuffs—for I believe food production will win the peace, while arms production will win the war—Ginny Simms.

To hope until the "Fuehrer's Face" becomes an actuality—Spike Jones.

To make night time into radio time on CPN—George Moskovics.

I will let air out of Mummy's tires every morning so she has to walk to the store, and save rubber. Even if I git a whippin'—I dood it!—Red Skelton.

To make every story seem Blue but brighter—Milt Samuel.

In 1943 I resolve to stage at least one performance from a radio studio for the benefit of a civilian audience provided half that audience is in uniform—Bob Hope.

What else can a man resolve but to give his every waking hour in 1943 to the cause of Uncle Sam and the defeat of the Axis.

I resolve to keep after every friend I've got, including myself, and urge them to keep putting at least ten percent of their earnings into war bonds in 1943 and until our boys are back home with their folks—Eddie Cantor.

We'll travel less so soldiers can travel more—Bud Abbott.

I'll tighten my belt too, 'cause I once heard that some guy said an army travels on its stomach—Lou Costello.

The Pearl Harbor theme song is good enough for me. I'll Praise the Lord and Pass the Ammunition wherever the great uncle with the big hat wants me to do it—Bing Crosby.

To do no less than we're doing now, and to personally try to do more—Harry Maizlish.

To continue to give that many may live—Don Thornburgh.

To make the might of all earn their rights in OUR fight—Sid Strotz.

To do all that we should where it does the most good—Don Gilman.

To give our best in this fight for Freedom's right—Lewis Allen Weiss.



Notes Of An Innocent Bystander. . .!

● ● ● When Jimmy Dorsey concludes his current date at the N.Y. Strand, he will lose his star vocalist, Helen O'Connell. The winner will be Cupid. Helen is retiring from the band field to stay in N.Y. and be near her fiance, Cliff Smith, now in the Navy Air Force. We admire Helen tremendously, in more ways than one (but let's stick to business right now). Ever since she first discovered the magic in her larynx she's been supporting her mother and putting her brother and sister through school. Her loyalty to Jimmy has been the talk of the trade. When he took her to Hollywood to make a picture with him, she received no less than four movie offers, namely, Fox, Paramount, Warners and Metro. Her manager, Billy Burton, had offers ranging up to \$1,500 per for solo theater dates. To all these offers, Helen gently but firmly shook her lovely blonde tresses. She was sticking with Jimmy. But now Love has entered the picture and Love has a funny habit of getting its own way. One consolation, to us, at any rate, is that we're not losing Helen altogether. Billy Burton is dickering for a radio show for her—the only stipulation being that she remain in N. Y.



● ● ● If we were a newcomer in radio, one of the first guys we'd hunt up would be Frank Cooper, of the General Amusement Corp. Past performance is just as important in radio as it is in a horse race and Frank's chart is impressive enough for us. He's a hard-hitting, sincere representative of talent, as Dinah Shore and Bea Wain could tell you and now his latest feat of selling Frank Sinatra and Marie Greene to Lucky Strikes comes under the head of Big Time salesmanship.



● ● ● TICKER TAPE: Lois January gave "Dearly Beloved" a personality all its own via Fred Allen's show Sunday night. The "Reveille Sweetheart" of CBS was in top form which spells first-rate radio fare. . . Also in the highlight class was Josephine Houston's warbling of "Summertime" on her Sunday afternoon show—a number capable of sending thrills through you no matter who sings it. With Josephine on the sending end, it was a spine-tingling performance. . . Sudden thought: Bing Crosby must have lost a priceless collection of his records in that recent fire at his home. We just thought what a swell gesture it would be if his fans were to send him some of the irreplaceable ones. We're mailing him one of our "collector's items."



● ● ● THE REVIEWING STAND: The commentators continue to look a bit silly with unshowmanlike presentation of their sponsors' messages. Most of these commercials interrupt analysts when they are seriously gauging our war efforts, examining Nazi propaganda or discussing post-war strategies. That's the one time which will book no interruptions for toothpaste, clothing or pipe tobacco sales. Solution might be a sales talk at the start or one at the end. But dropping it right in the middle brings only a dull thud and, it seems to us, a general resentment toward the sponsored product.



● ● ● Having dinner at the Gotham last night were Prof. R. D. Welsh of the Treasury Dept., Jules Alberti of the War Savings Staff, David Broekman, musical director and Everett Opie of the New York office of the Treasury. . . what was the huddle about? . . . Add busy men: Wilbur Evans, baritone heard twice weekly on the Blue Network adds a third show this Saturday when he stars in the Gilbert & Sullivan piece "Yeoman of the Guard" . . . with Hollace Shaw as the soprano lead. . . Program replaces the Boston Symphony whenever it is on tour and does not do its Blue program.

Chicago

By FRANK BURKE

A COMPLETE switch from male to female operators at W9XBK Balaban & Katz television station was completed late last week when Helen Carson took over as station director in place of William C. Eddy, who is now with the U. S. Navy RADAR school as a lieutenant. The other women technicians are Pauline Bobrov, Rachel Stewart, Naomi Woodridge, Marcia Howser, Jean Shricke, Fran Harris, Eugenia Minitz, Esther Rojewski, Loretta Pagles and Margaret Durnal. Lt. Eddy has named them the "Watts," the phraseology being the "Women's Auxiliary Television Technicians." The male technicians now in the service are I. Jacobson, R. Shapiro, Stanley Osterlund, James Lahey, W. H. Kuntz and W. P. Kusak.

WJWC has added an early morning program, "WJWC Farm Hour," to its schedule. The new show is heard from 6-6:30 a.m.

George H. Stellman, of the Blackett-Sample-Hummert agency and radio director for General Mills, is the father of a seven-and-a-half-pound daughter born to Mrs. Stellman at Passavant Hospital yesterday.

The entire "First Nighter" cast including Barbara Luddy, Les Tremayne, Bret Morrison and Eric Sagerquist, will serve at the USO center on Jan. 10.

Alvin J. Steinkopf takes over the newscast formerly handled by Todd Hunter on WBBM.

Two renewals have been announced by WGN. They are "The Wishing Well," sponsored by Carson, Pirie & Scott and featuring Mary Paxton Monday through Friday, and "John Holbrook and the News," sponsored by Bristol-Myers Company of New York and heard Tuesdays, Thursdays and Saturdays. The former renewal is for 13 weeks; the latter for a year.

Thomas B. Elvidge, formerly assistant office manager of the University of Chicago "Press," joins the continuity department of WBBM, CBS, succeeding Bob Hartman, who is Army-bound.

Hittenmark On WMAL

Washington—Gordon Hittenmark returned to the air, Monday, Jan. 4 over WMAL, with his early morning program of music, late news and correct time signals. He will be heard every day, Monday through Saturday from 7:00 a.m. to 9:00 a.m. Hittenmark has won every poll of local morning radio shows in Washington.

Have You Met The Voices
of
GILBERT MACK
?
LEX. 2-1100

RADIO ARTIST?
Call
LEXington 2-1100
FIRST AND FOREMOST

—Remember Pearl Harbor—

GUEST-ING

L. SERT, architect, discussing planning of New York and Detroit, on the "Living Art" series, (WABC-CBS, 4:30 p.m.).

HILBERT CANT, STANLEY BANK, JOHN HOHENBERG, SYLVA F. PORTER, MARY BRAGOTTI and NAOMI JOLLES—all members of the staff of the New York "Post"—on Walter O'Keefe's little of the Sexes," today (WEAF-C, 9 p.m.).

MILTON BERLE, at "Duffy's," tonight (WJZ-Blue Network, 8:30 p.m.).

GEORGE COPELAND, pianist, on "Keyboard Concerts" series, tonight (WABC-CBS, 3:30 p.m.).

MARIUS MILHAUD, guest conductor and piano soloist on the program the Columbia Concert Orchestra, tomorrow (WABC-CBS, 3:30 p.m.).

UZANNE STEN, mezzo-soprano, and CHARLES KULLMAN, tenor, in excerpts from Bizet's "Carmen," on "Great Moments in Music," tomorrow (WABC-CBS, 10 p.m.).

OMMY DORSEY, on Eddie Cantor's "Time to Smile," tomorrow (WEAF-NBC, 9 p.m.).

LONA MASSEY and ALEC TEMPLETON, on the "Stage Door Canteen" program, Thursday (WABC-CBS, 9:30 p.m.).

PETER LORRE, HENNY YOUNGMAN and LEONARD SUES, on the late Smith "Variety Hour," Friday (ABC-CBS, 8 p.m.).

VIRGINIA BRUCE, in an adaptation of "Fifth Avenue Girl," Friday (ABC-CBS, 9 p.m.).

ROLAND YOUNG, on "Double or Nothing," Friday (WOR-Mutual, 9:30 p.m.).

ACK BENNY, on Fred Allen's "The exaco Star Theater," Sunday (WABC-CBS, 9:30 p.m.).

JAMES MELTON, on the Coca-Cola program, Sunday (WABC-CBS, 10 p.m.).

PROMOTION

G. E. Takes FM Survey

The General Electric Company recently published the results of their National Public Opinion Poll Conducted for the Radio, Television, and Electronics Department in a promotional brochure called "The FM Eye Opener." The results of the poll shows "what the consumer thinks of FM."

Accompanying the brochure is a letter from A. A. Brandt, sales manager of the receiver division in which he states that G.E. undertook to find out what the consumer thinks about FM and to accomplish this hired an independent research organization for the purpose.

He points out that in the span of four years FM has made remarkable progress but that the war restrictions have temporarily "retarded its progress."

The promotion itself deals specifically with a study that was based on 635 personal interviews conducted during April, 1942, by the staff of the Hooper-Holmes Bureau. These interviews were conducted in 14 cities selected to give a cross-section of consumer reaction to FM.

The survey was made on the basis of the following questions: 1—Are you satisfied with the quality of reception you get on FM? 2—How does the quality of FM compare with regular broadcast reception? 3—How often is your radio played on FM? 4—Would you recommend a set equipped with FM to your friends? In all instances the percentage figures show a decided trend for FM.

There is a comparison chart set up in the six-page booklet showing a preference for G.E. FM sets as against those of other makes.

In conclusion G.E. points out certain facts regarding FM and the fact that Frazier Hunt, news analyst, broadcasts over several FM stations and gives the time.

Aid For Britain

CKOC, Hamilton, recently sponsored a "draw" for a new home and aired the proceedings over the airwaves. The Kinsmen Club sold tickets for the "draw," the proceeds of which went to the boys and girls of bombed Britain. Jean Caine, president of the club and CKOC's "Women In The News" and show's emcee gave a last-minute resume of particulars for the draw, a description of the house, and the full story of the drive. Program was the "B-A Bandwagon" and the show's theme was built around the "Home" angle with the idea that those in Canada gave a home so that the homeless in Britain might have sustenance and nourishment during the present emergency.

Food Shortage Info

Housewives in the northern California area who wonder why they have difficulty buying butter, bacon, eggs, milk and other items are receiving the answers in a new "Food Shortage Forum" on KGO, conducted each Wednesday at 9:30 o'clock by Jane Lee. The various shortages and restrictions are discussed on the program by grocers and distributors, and the reasons back of the various federal rulings explained.

AGENCIES

BEARDSLEY RUMML, originator of the pay-as-you-go income tax plan bearing his name, will be guest speaker at tomorrow's luncheon of the Advertising Club of New York.

COMPTON ADVERTISING, INC., has been named to handle the account of Kelly-Springfield Tire Co. The agency will take over Feb. 1.

HARRY M. COLEMAN, publicity director for MacFarland, Aveyard & Company for the past four years, has been elected vice-president of the agency in charge of public relations.

LAFAYETTE RADIO CORP. and LAFAYETTE CAMERA COMPANY, Chicago and Atlanta, have placed their advertising account with Burton Browne Advertising, Chicago.

KENYON & ECKHARDT, INC., has been appointed by Richard Hudnut, Inc., to handle the advertising for its Richard Hudnut Salon and DuBarry Success School.

ADVERTISING WOMEN OF NEW YORK, at their Thursday night party to be given this week at the United Seaman's Service Club, will have as guest Zero Mostel, radio and night club comedian.

WHAT'S WHAT IN BOSTON

33—WCOP has 117 accounts on its airways this week . . . and more are added weekly.

REPRESENTED BY HEADLEY-REED CO.

WCOP

BELONGS ON YOUR SCHEDULE

Always Popular
Now More POWERFUL

WCAO

The Voice of Baltimore

NOW
5,000 W · DAY & NIGHT
600 KC

The Only Columbia Station in Maryland

PAUL H. RAYMER CO., Nat'l Sales Representative
NEW YORK · CHICAGO · SAN FRANCISCO · LOS ANGELES

TO A PUBLICITY AND PROMOTION MAN --

Who Is On The Way Up

SOMEWHERE, there is an "up-and-coming" young man, thoroughly schooled in radio publicity and promotion, who is probably now doing a splendid job for a reputable station, agency or advertiser. He is perfectly happy and is not a "shifter"—but, his present opportunities are limited, and he feels the urge to "spread his wings" in a larger organization where his talents can be more profitably utilized.

This man is adequately educated, well versed in media promotion, trade journal and newspaper advertising, direct mail, sales presentations—and the mechanics of all phases of publicity. And he is tremendously enthusiastic about radio.

He is a family man who enjoys his home, wants to settle down permanently in a community and become a part of it. He possesses the judgment and stability to direct the activities of others under him.

For such a man, there is a place at Radio Station KMBC of Kansas City. Under the leadership of Arthur B. Church, President, KMBC has earned an enviable reputation in this major market as well as in the radio industry as a whole.

If you are interested, write us, giving detailed information about yourself—age, exact draft status, educational background, employment record, salary, religion, etc. Apply in writing only. Your reply will be held in strict confidence. This advertisement is with the full knowledge of our staff and our present Publicity Director who is going to work for Uncle Sam. Address Karl Koerper, Managing Director, KMBC, Pickwick Hotel, Kansas City, Mo.

Red Cross Campaign To Get Series On NBC

(Continued from Page 1)

weeks, at the same time. Additionally NBC's station affiliates will present locally, each week two 15-minute transcribed dramas, "March of Mercy."

Jane Tiffany Wagner, NBC director of women's war activities, will direct the Red Cross campaign for the network.

In announcing the project to managers of NBC stations, Frank E. Mullen, vice-president and general manager of NBC said:

"In coming to us, the National Broadcasting Company, and to you, the affiliated stations that make up our network, the American Red Cross has demonstrated its confidence in our ability to help them do the job. This shows more clearly that many thousands of words, the position which NBC and its affiliated stations occupy in the life of this great nation."

Shows Dramatic in Character

Howard Lindsay and Dorothy Stickney, stars of the Broadway hit, "Life With Father," will star in the opening program of the campaign in a script typical of their stage play. Martha Scott, now starring in "The Willow and I", will be featured in the second program, January 24.

Each broadcast will feature one phase of the three-fold nursing project. While instructive, the programs will not attempt to preach but will present a dramatic picture of the recruiting campaign. The home nursing phase has been assigned exclusively to NBC.

The campaign is based on the principal of voluntary co-operation. NBC's resources have been volunteered along with those of its affiliated stations. Stage, screen and radio stars appearing on the air during this series, are all donating their services.

Eight Renewals On WABC

Eight renewals have just been announced by WABC, taking in the following sponsors and programs: Spratt's Patent (America) Limited and E. Fougere & Company on "Arthur Goarey"; Melville Shoe Company for Thom McAn Shoes on "7:45 News"; Maryland Pharmaceutical Company on "Personally It's Off the Record"; Bulova Watch Company, time signal announcements; Studebaker Corp. on "Eric Sevareid and the News"; Beech-Nut Packing Company on "Music of Today"; A. Goodman & Sons Inc. on "Missus Goes A-Shopping."

"Kobblers" On Blue

Starting Wednesday, January 6, the Korn Kobblers, in a remote from Rogers Corner, will air on the Blue, coast to coast, 6:15 p.m. Group had been on WJZ for only five minutes, daily, but will now have full fifteen minutes.

Wedding Bells

Charles S. Monroe, of the CBS department of program writing, was married Dec. 31 to Guynedd Owen, consultant to the Junior League.

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 Dec. 24-30, inclusive. The survey provides a scientific index of the relative extent to which these popular songs have been heard by a nation-wide sample of radio audiences.

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

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

SONG TITLE	PUBLISHER	ACI	ACI (Preceding Week)
White Christmas (Berlin)		1281	1860
There Are Such Things (Yanksee)		1163	675
Why Don't You Fall In Love With Me (Harms)		1160	641
When The Lights Go On Again (Campbell-Loft-Porgie)		1051	422
I Had The Craziest Dream (Bregman-Vocco-Conn)		987	812
Brazil (Southern)		809	315
Dearly Beloved (Chappell)		696	579
Praise The Lord And Pass The Ammunition (Famous)		682	367
You'd Be So Nice To Come Home To (Chappell)		677	697
Touch Of Texas (Southern)		658	587
For Me And My Gal (Mills)		651	583
Moonlight Becomes You (Famous)		630	1042
Mister Five By Five (Leeds)		586	863
Moonlight Mood (Robbins)		577	268
Rose Ann Of Charing Cross (Shapiro-Bernstein)		449	446
Army Air Corps (Fischer)		431	598
I'm Getting Tired So I Can Sleep (Army)		396	623
By The Light Of The Silvery Moon (Remick)		367	177
Hip Hip Hooray (Robbins)		352	364
Manhattan Serenade (Robbins)		352	198
This Is The Army Mr. Jones (Army)		351	435
Pennsylvania Polka (Shapiro-Bernstein)		345	253
Gaybreak (Feist)		337	359
There Will Never Be Another You (Mayfair)		309	137
That Soldier Of Mine (National)		302	223
Sleepy Lagoon (Chappell)		281	215*
Steam Is On The Beam (Crawford)		274	146
Please Think Of Me (Witmark)		266	315
Sunlight Sonata (Broadcast Music)		264	364
I'd Do It Again (Santly-Joy-Select)		262	204
It Can't Be Wrong (Harms)		261	212*
Rosie The Riveter (Paramount)		257	243
Can't Get Out Of This Mood (Southern)		226	232
Yesterday's Gardenias (Mayfair)		225	194
I Just Kissed Your Picture Goodnight (Crawford)		224	...
Constantly (Paramount)		222	197
He's My Guy (Leeds)		210	275*
Street Of Dreams (Miller)		197	261*
Move It Over (Santly Joy)		190	136*
Velvet Moon (Witmark)		180	350
I Get The Neck Of The Chicken (Southern)		179	139
I Came Here To Talk For Joe (Shapiro-Bernstein)		176	183*
At The Crossroads (E. B. Marks)		168	261*
Idaho (Mills)		158	181*
Weep No More My Lady (Dorsey)		155	...
9 20 Special (Regent)		154	201*
Ev'rything I've Got (Chappell)		142	196
Take It From There (Miller)		129	...
Ev'ry Night About This Time (Warock)		128	212
If I Cared A Little Bit Less (Feist)		128	266

(Continued on Page 7)

* Not in survey of preceding week; figure given is that which the song received when last on the ACI survey report.

Radio Given Priority On Fuel Oil Ration

(Continued from Page 1)

the next month or two, a transportation breakdown or unexpectedly heavy military demands upon east coast stocks will probably force the holding off of unlisted users until the preferred users have been accommodated.

Theaters and other places of amusement are not included in the list, nor are newspapers. Among industrial plants listed are those turning out generators, transformers, control and switch apparatus and wire and cable.

Only actual war plants on this list, however, will continue to get fuel oil after this month if they are unable to prove that arrangements have been made for conversion from oil to coal or that such conversion is impossible. Price Administrator Leon Henderson has so notified all local boards. Henderson, pointing out that commercial buildings have not been converted at the rate they should be said "We have given commercial property owners months to do their wartime duties in this matter. But there can be no further delays. The policy definitely now is 'no conversion—no oil'."

Grates Believed Available

Survey by several government agencies show that there are ample supplies of grates and other necessary conversion equipment, OPA said, adding that if any individual has difficulty in obtaining conversion parts he should contact one of the OPA regional offices serving the 30 states where fuel oil rationing has been imposed. The fuel oil rationing for each of these, with his address, follows: E. Graham Bates, 17 Court St., Boston; H. O. Doyle, Empire State Bld., New York; Paul J. Gnau, Union Commerce Bldg., Cleveland; Edward E. Stephenson, Candler Bld., Atlanta; Ralph C. Kanaer, Mutual Interstate Bldg., Kansas City; Emerson A. Mosby, 226 West Jackson Blvd., Chicago, and James C. Scully, 1201 Fourth Avenue, Seattle.

WOKO-WABY CD Course

Albany—Stations WOKO and WABY have instituted a civilian defense Red Cross first aid as a result of a directive issued by Harold E. Smith, general manager of the stations. Announcing, executive, engineering and sales departments are all taking the courses, with split courses given to accommodate the presence of men and women working various shifts.

Feminine contingent includes Pearl Toppall, Emma Aswad, Ruth Leffler, Florence Conroy, Louise Benay and Eleanor Walter.

Gunther's New Time

John Gunther, international author and commentator, will be heard at a new time over the Blue beginning Friday, Jan. 15. Currently heard Fridays and Saturdays at 10:30 p.m. Gunther's news analyses will henceforth be heard a half-hour earlier, from 10-10:15 p.m. (EWT).

CC Follows Up CP's With Power Permits

(Continued from Page 1)

East Broadcasting Co., which includes Y. W. Scarborough and J. W. ... is a new station which began operation about a year ago with 250 watts power on 1,210 kc. The new license covers the construction permit installation of a new transmitter, directional antenna for night use, a change in frequency to 1,250 kc. and an increase in the station's power to five kilowatt.

Broadcasting with five kilowatts power on 1,480 kc. was licensed in the name of WRDW, owned by the Augusta Broadcasting Co. Installation of the new equipment, including directional antenna for night use and the moving of the transmitter also are covered in the new license.

CP for Larus, Horton

Licenses were also granted to cover completed construction of new relay stations owned by Larus & Brother, Inc., Richmond, Va., and Ralph A. Horton, area of Ft. Lauderdale, Fla. The Richmond relay, WLAB, will be operated in connection with the applicant's standard station, WRVA, with a power of 30 watts on frequencies of 330, 35,260, 37,340 and 39,620 kilocycles. Horton's relay, WAAD, will operate with 100 watts power in connection with his standard station WTL, on 1,646, 2,090, 2,190 and 2,830

B. BLOSVEREN'S SONS, INC.

FURRIERS

30 ROCKEFELLER PLAZA

NEW YORK CITY

On The Mezzanine

You can get a lovely hand tailored Persian Lamb fur coat for \$200



NETWORK SONG FAVORITES

(Continued from Page 6)

FAVORITE STANDARDS OF THE WEEK

SONG TITLE	PUBLISHER OR COPYRIGHT OWNER	ACI
Parade Of The Wooden Soldiers (E. B. Marks)		356
White Cliffs Of Dover (Shapiro-Bernstein)		317
March Of The Toys (Witmark)		307
Toyland (Witmark)		303
Blue Skies (Berlin)		292
Winter Wonderland (Bregman-Vocco-Conn)		258
Santa Claus Is Coming To Town (Feist)		253
Oh Lady Be Good (Harms)		245
Toy Trumpet (Circle)		234
Star Dust (Mills)		231

PATRIOTIC

Anchors Aweigh (Robbins)		476
Caissons Go Rolling Along (Shapiro-Bernstein)		375
Marines' Hymn (U. S. Marine Corps)		370
Over There (Feist)		261
Semper Paratus (Sam Fox)		233

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

Ira L. Grimshaw

Ira L. Grimshaw, assistant general counsel for the last ten years of NBC, died of a heart attack at his home in Scarsdale on Jan. 1. He was 55 years of age.

Upon graduating from the University of Michigan with the degrees of A.B. and L.L.B. he practiced law in the west and became clerk for the Supreme Court of the State of New Mexico.

Later he came east and was associated with the late Stephen Brooks Davis, former justice of the Supreme Court of New Mexico, as associate counsel for the National Electric Light Association. Upon Davis' death in 1933 he joined the NBC legal staff.

During World War 1 Grimshaw served as a Major in the United States Army.

He leaves a widow, Mrs. Beatrice Grimshaw, and two sons, Robert and Thomas Grimshaw, both students at the University of Michigan.

Farm Series On KPO

San Francisco—Inauguration of a series of agricultural broadcasts on KPO, to bring western farmers information adapted to their wartime needs, began yesterday as a half-hour morning feature five days a week, according to manager John Elwood. The new show, "Farmers' Digest," will be produced and presented by Henry Schacht, western farm authority, whose appointment as KPO director of agriculture was announced simultaneously by Elwood. Cooperating will be the Department of Agriculture, OWI, University of California College of Agriculture, and the State Department of Agriculture. The program also will feature Jane Lee, KPO home economist, in tips to farm housewives. Schacht is well known nationally for his articles in *Colliers*, *Country Gentlemen* and *News Week*. He comes to KPO from a post in the Propaganda Analysis Division, Overseas branch, OWI.

Lewis, Jr., Lecture Tour

Fulton Lewis, Jr., Mutual's Washington news commentator, will go on another two-week lecture tour Jan. 14, appearing in seven cities. He'll broadcast from various points while on tour. The schedule is as follows: Boston, Jan. 14; Buffalo, Jan. 18; Des Moines, Jan. 20; Chattanooga, Jan. 25; Cincinnati, Jan. 26-27; Charleston, W. Va., Jan. 28.

BMI-Ascap In Deals For Latin Amer. Music

(Continued from Page 1)

he said. Committee will meet this week, or early next week, he said, to wind up the negotiations.

Ascap's bid for the deal with Sociedad Argentina de Autores y Compositores de Musica, is a competitive one, in that BMI which has maintained guarantees with foreign societies has been negotiating for a renewal. BMI, through Sydney Kaye, counsel, reports having renewed thus far, the contracts with societies in Mexico, Brazil, Cuba and Chile. He reported that conferences with the Argentine representative last week gave him the confidence that the renewal with BMI was well set.

Herman Finkelstein, as of January 1, will no longer be associated with Schwartz & Frohlich, but will make his offices right at Ascap headquarters to remain as house counsel. S & F will remain as general counsel to the society. Finkelstein expects to move his physical equipment to his new headquarters later this week.

Oberstein Quitting AFM

Eli Oberstein, whose recent disk releases have been investigated by Local 802 of the AFM because there is no record of their production before the Petrillo ban, August 1, 1942, has made inquiry into procedure to resign from membership in the Local.

TOMORROW-12:30

Luncheon of the

RADIO EXECUTIVES' CLUB

OF NEW YORK

at the Loyale

521 Fifth Ave., New York City

NCAC DAY

PAT BARNES

M. C.

FRANK BUCK (Bring 'Em Back Alive)

Greatest Wild Animal Hunter of Them All

EARL WRIGHTSON (Radio & Concert Baritone)

ELLEN MITCHELL (Young Popular Singer)

Come on down. All radio people welcome—every Wednesday at 12:30. Bull Ring Bar. Members \$1.00—Guests \$1.50.



Coast-to-Coast



HERB SHRINER, CBS "Caravan" comic and harmonica player appeared with Larry Adler, famed harmonica virtuoso, on the special Treasury Hour show New Year's Eve. It was the first time Shriners and Adler met. Nearest they ever got to meeting before was in 1939 when their boats passed in mid-Pacific. Shriners was on his way to Australia and Adler was coming back to the U. S.

Uncle Sam got another new bomber yesterday with cash on the nose collected by volunteer workers at KYW, Philadelphia. Three hundred thousand dollars was the final take when the Ice Follies Company opened its doors Dec. 30, for its first special benefit matinee to the purchasers of War Bonds. More than six thousand witnessed the volunteer performance held in Philadelphia's arena. KYW handled all the promotion on the job and with the cooperation of the Emergency Aid of Pennsylvania devoted more than 1,140 man hours on the sale of bonds.

Johnny Grant, of the announcing staff of WGBR, Goldsboro, North Carolina, has been named director of Radio Activities for Seymour Johnson Field, Army Air Forces Technical School in Goldsboro. He was formerly press agent for the Jimmy Lynch Death Dodgers. Station's staff was entertained at open house Christmas Eve by Mr. and Mrs. Harry Bright, he being general manager of the station. John Gay Britt, has rejoined the station's announcing staff. Tommy Mercer and Charles Thompson, both new to radio, are late additions to the engineering crew of the station.

Jack Deal, music director of WHCU, Ithaca, gathered together other members of the station staff, and furnished an hour-and-a-half Xmas show for the patients of the Biggs Memorial Hospital of Ithaca. About 100 patients witnessed the show from the auditorium, the remaining listened to it via earphones.

Dorothy Lee, formerly with KPQ, Wenatchee, for seven years where she was in charge of traffic, has been appointed traffic manager for KOMO-KJR, Seattle.

Paul E. Mills has been promoted from the sales staff of WOWO and WGL, Fort Wayne, to commercial manager. He succeeds Frank V. Webb who was recently transferred to Philadelphia.

Station KPO, San Francisco, has received its first piece of V-fanmail. It came from an army officer in Hawaii, who, on the miniature notepaper inscribed himself as being a listener to KPO because "your programs are received here in Hawaii clearer than local stations." He asked for and has been sent a schedule of programs for the winter months in order that his men might be able to keep track of their favorite programs.

Bessie Beatty, women's commentator for WOR, N. Y., concludes that in putting on a woman's program five days a week she unleashes a great deal of energy. During 1942 she made 28 speeches as guest of honor of various organizations ranging from the Save the Children's Federation to the Godmother's League. For the war effort she spoke at meetings for Bundles for Britain, Stage Door Campaign, Russian War Relief, United Seaman's Service and many others. In the way of reviewing she attended over 70 theater first nights, 50 movies and read 198 books. She also made several extra broadcasts and entertained many groups at her home. To top it all off she needed a station wagon to cart all the Xmas gifts sent to the station by her many listeners.

KLZ, Denver, gave a special Christmas gift to the soldiers stationed at Lowry Field for those without Xmas furloughs in the form of some high grade entertainment. "Here's The Army" broadcast originated in the post theater on the field Christmas night and where it formerly used all-soldier talent on this occasion the procedure was reversed. Some of Denver's best civilian talent entertained the soldiers. High spot of the show was the personal message delivered by Brigadier General Harvey S. Burwell, commanding general of Lowry, in which he lauded the station and the sponsor, the Public Service Company of Colorado, for contributing so much to soldier morale.

Leon Rothier, of the Metropolitan Opera Company, will be the guest War Bond Salesman on WBYN's "Keep Freedom Ringing" program Jan. 6 from 10-11 p.m. As an added contribution, Rothier will sing "America Forever Free" by Elmo Russ, with the composer at the piano.

WANTED

Administrative executive position, New York City. Experience independent station management and executive major network Middle West. Available interview this week only. Box AR, Radio Daily, 1501 Broadway, N. Y. C.

Bill Welsh, newscaster of KMYR, Denver, resigned his position to accept an office with the OWI for the Rocky Mountain region. He left the station recently to pow-wow with Elmer Davis and other OWI officials in Washington.

WSLL, Jackson, Mississippi started "The World at Large" for Jax Beer on Dec. 26. A fifteen-minute roundup of news and sports presented at 6 p.m. Monday through Saturday. The program was placed through Anfenger Agency, St. Louis and features Roy Weinedel who also announces the Jax Dancing Party and the Jax Ten Pin Talk.

Les Biederman, for the past two years manager of WTCM, Traverse City has joined the Operational Research Group of the Directorate of Planning of the Chief Signal Offices of the U. S. Army. Biederman is working under the direction of Dr. William L. Everitt. During his leave of absence from WTCM Drew McClay is managing the station.

"Vespers" is the name of the new KOY, Phoenix, commercial show. It was sold to the Arizona Funeral Home for 30-minutes weekly airing. Various church choirs of the city are invited to the studio to appear on the program. "365 Days in Arizona News" was the title of the New Year's production. Program outlined important news items concerning the state of Arizona for the past year.

Milt Berkowitz, WNBC, Hartford, sportscaster, received a Christmas present in the form of a 52-week contract from Piel Brothers, Brooklyn, New York, Brewers, to continue the Piel Sports Roundup through 1943. Show, heard nightly at 6:15 over the Hartford Blue Network basic outlet. Jack Howard, unidentified with WNBC variety musical productions, has been added to the station's announcing staff.

"Tic Toc Time," the variety show with a quiz feature, has been moved from KSD to KMOX, St. Louis. Sponsored by the Hyde Park Brewery of St. Louis, the Young & Rubicam Agency, advertising agency handling the client, signed a 13-week contract. Don McNeill remains as master of ceremonies, while Marv Ann Mercer, popular contralto replaced Kay Thompson. The program now originates from the KMOX studio auditorium instead of an Assembly Hall in the city's Municipal Auditorium.

Two engineers of W65H, Hartford, were marooned for several days atop a mountain peak at Meriden, Conn., where the FM station's transmitter is located, when a severe ice storm knocked down scores of trees, blocking roads. The engineers, Carleton Brown and John Deme, ate rations stored at the transmitter for just such an emergency. Mary Jane Sheedy has joined the bookkeeping staff, of

WDRS, Hartford. She was employed formerly by a Hartford Insurance Company.

WJNO, West Palm Beach, Florida, awarded the Naval Award of Merit, Lt. M. C. Rhodes, Jr., USNR in a recent broadcast. Rhodes stated that the award was being presented to the station cause of its whole-hearted cooperation with the Navy in its recruiting effort. General manager, S. P. Willis accepted the award on behalf of the station. Harvey Fritsch is the most recent member of the announcing staff. M. Byrd is vocalizing on a new quarter-hour commercial schedule; Monday, Tuesday and Wednesday afternoons at 5:30 in the Mirror Lounge in the Royal West Hotel. Davies Webster handles the announcing assignment.

W. H. Risley, Secretary of R. Davis Sales Co. announces new quarter-hour radio feature, "Good Morning Madam!" every weekday morning 8:15 on station WEVD, New York, Cocomalt, Davis Baking Powder, C. Rite Waxed Paper, and San Fay Tissue, through the Joseph Jacobs Jewish Market Organization, New York.

WDLP, Panama City, Florida, took microphones to the Wainwright Shipyard on December 30 for the ceremonies coincident with the launching of the liberty ship—the S. S. E. Kirby Smith.

Matt Gettings, formerly WLL, Lowell, and WBML, Macon has joined the staff of WPDQ, Jacksonville, manager of production. Bob True, formerly WCNC, Elizabeth City, program director, is the latest addition to the program department.

WBZ, Boston, will air the new music series, "The Westinghouse Program" starring John Charles Thomas as master of ceremonies each Sunday at 2:30. New series will originate from New York over NBC starting Jan. 10. Continuing their policy of doing something for men in service, the Fred and Posey L. boree will broadcast from the Marine Barracks auditorium at the U. S. Ammunition Depot in Hingham, Wednesday, Jan. 6, at 7:30 p.m. Sidney Vaughn is new director of the New England Four Hour. He succeeds Charles E. Eshbo.

1	9	4	3
4	5	7	8
10	11	12	13
17	18	19	20
21	22	23	24
25	26	27	28
29	30		

Blanche Alcorn	Sylvia Ansen
C. H. Cottington	Theodore Dreher
Ruth Folster	Cecile Grey
Fred Hulsmith	Jack Norworth
Georgie Price	Gilbert Ralston
Lt. William Welsnet	Eve Sully

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



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 22, NO. 3

NEW YORK, N. Y., WEDNESDAY, JANUARY 6, 1943

TEN CENTS

Rate-Squeeze To NRDGA

LaFollette And Group Seeking To Buy WEMP

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday announced receipt of an application for the voluntary assignment of the license to WEMP, Milwaukee, from the Milwaukee Broadcasting Co. to eight individuals who, as co-partners, will do business as the Milwaukee Broadcasting Corp. The eight include Wisconsin Senator Robert M. LaFollette, Jr.; Leo T. Crowley, Alien Property Custodian and a key man in Democratic party circles; James
(Continued on Page 6)

Carvin Goes Commercial With 'Cresta Blanca' Show

Policy of name guests, particularly from the field of music, is being instituted for the "The Cresta Blanca Carnival" show on Mutual, starting January 13, by the William H. Weintraub Agency, to fill in the vacancies created by the resignation of Jack Pearl who gave his farewell broadcast tonight, 15-10 p.m.
For the first in the new make-up, show will feature Benny Goodman
(Continued on Page 6)

Four New Sponsors Buy Spot Time Over WEAF

Four new sponsors have signed with WEAF for participation spots it has announced yesterday by Sherman D. Gregory, station manager. The Continental Baking Corp. has bought 312 announcements to be heard on "The Two Minute Man," featuring Ralph Dumke, heard Monday
(Continued on Page 2)

In Reverse

Washington—Whereas it is said that most radio engineers have a hankering to go on the air, Ross F. Deroy, new technician at WJSV, is one who reversed the procedure. For 10 years he had been heard on the air as pianist with various orchestras. Meanwhile he took a course in engineering, finally achieving his goal as the man in the control room.

Heavy Draw

Los Angeles—Response to Chester Hunley's recent Sunday night broadcast "A Word for the War," heard over CBS-KNX was heavy and varied. More than 3,000 requests for copies of the speech were received by various stations, sixty per cent of them from doctors and lawyers, and 15 per cent from Army and Naval officials who want to use parts of the speech in lectures to the armed forces.

Web Invites Teachers To Plan S. A. Programs

In a move which is expected to be an important factor in network broadcasting, NBC yesterday invited every college teacher of subjects related to Latin American affairs, to participate in the planning of a new program series. NBC believes the specific needs of college teachers and students can be met fully by having instructors participate in the actual planning of the programs, through suggestions and criticism not only of
(Continued on Page 7)

Dubonnet Time On CBS Comes To Fore Again

Possibility that CBS would lift its "ban" on wine advertising came to the fore again this week with report that Schenley Distillers Inc., through its agency William H. Weintraub Advertising Agency, was negotiating for
(Continued on Page 2)

N. Y. Outlets Ready Rebuttal To Unfavorable Buffalo Yarn

LaHay Taking Drama Post But Will Supervise Radio

Chicago—Wauhullau LaHay, radio editor of the "Chicago Sun" since its inception, succeeds Wolfe Kaufmann at the drama desk. Betty Burns, who has been assistant to Miss LaHay takes over the radio page under her supervision. Move, which was announced yesterday, considered a promotion for Miss LaHay.

Retailer Assn. Will Consider Procedure At Meeting Next Week Re Dailies Applying National Rates

See Capital Skeptical On Petrillo Hearing

Washington Bureau, RADIO DAILY
Washington—Washington is beginning to have its doubts about the scope of the forthcoming Senator Clark investigation into the facts behind the AFM-Petrillo recording ban. Although hearings by the subcommittee of the Senate Interstate Commerce Committee, with Senator
(Continued on Page 7)

South American Network Now Has 18 Affiliates

Buenos Aires—South America's oldest radio network, La Primera Cadena Argentina de Broadcastings, will open the 1943 season with a record total of 18 member stations, according to Sr. Jaime Yankelevich, director of the chain and owner of its central trans-
(Continued on Page 2)

New "Free World" Series To Open Feb. 14 On Blue

World leaders in the allied cause will place their war and peace aims before the American people in "Free World Theater," a new dramatic
(Continued on Page 6)

Matter of New York newspapers' applying national rates to retail advertising which carries applied mention of client's radio programs will be brought to the attention of the Board of Directors of the Sales Promotion Managers of the National Retail Dry Goods Association, at a meeting next Tuesday, January 12. (NRDGA convention at the Hotel Pennsylvania will run from Jan. 11 to 13.)
Spokesman for the Sales Promotion
(Continued on Page 7)

NBC's Disk Division Cites Effort In War

NBC's Radio-Recording Division ends the year with an impressive list of contributions to the war effort in this country and abroad, according to data given out by C. Lloyd Egner, head of the division. A constant supply of recorded entertainment and morale-building shows has been shipped across the oceans for use in Army and Marine camps, Navy and Coast Guard posts. Being re-
(Continued on Page 6)

Civil Service Seeking Inspectors For The FCC

It was announced by the Civil Service Commission that radio inspectors are needed for employment in the FCC. The positions pay \$2,000
(Continued on Page 2)

Encore

Responding to an unusual number of requests from educators and parents asking for a repeat of the program, "The Murder of Lidice," based on Edna St. Vincent Millay's dramatic poem, NBC on Friday will give a second performance from 1:30-2 p.m., for the particular benefit of children and others who were unable to hear the Oct. 19 production which was aired at 10:30 p.m.

(Continued on Page 7)



Vol. 22, No. 3 Wed., Jan. 6, 1943 Price 10 Cts.

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

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

FINANCIAL

(Tuesday, Jan. 5)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

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

Civil Service Seeking Inspectors For the FCC

(Continued from Page 1) and \$2,600, and are located throughout the United States. The duties include inspection of radio equipment on ships and aircraft, or at land stations, the making of frequency runs and harmonic analyses, and the examination of radio operators.

No written tests will be given to applicants. Applications are rated on education and experience. To qualify for Radio Inspector, \$2,600 a year, applicants must have had education and experience as described in one of the following: (1) a full 4-year course in electrical or communications experience at a recognized college or university, (2) a full 4-year college course with major study consisting of at least 24 semester hours in physics, (3) 4 years of technical experience in radio work, or (4) any time-equivalent combination of (1), (2), or (3). Amateur radio experience under a class A license may be substituted for 2 years or less of experience. For Assistant Radio Inspector, \$2,000 a year, only 3 years of this education and experience are required.

In addition, applicants must hold a valid second-class radio-telegraph operator's license, or must demonstrate during the first 6 months of service their ability to transmit and receive 16 code groups per minute in International Morse Code. They must also be able to drive an automobile.

The examination will be open until further notice, but qualified persons are urged to apply at once. Full information, and application forms, may be obtained at first- and second-class post offices, except in regional headquarter cities where they are available only at the civil service regional offices, or from the U. S. Civil Service Commission at Washington, D. C.

Persons doing war work are not encouraged to apply unless they may use higher skills in the positions sought.

Four New Sponsors Buy Spot Time Over WEA

(Continued from Page 1) days through Saturdays from 8:05 to 9:30 a. m., EWT. Ted Bates, Inc., is the agency.

Lever Brothers, for Rinso, have contracted for 80 broadcasts on the Dumke show and on "Family Time," heard from 6:00 to 6:15 p. m., EWT., with Don Lang as master of ceremonies. Ruthrauff & Ryan, Inc., is the agency. Their announcements will be heard Mondays through Fridays.

F. & M. Schaefer Co., brewers, are starting a new five-minute news spot from 7:00 to 7:05 a. m., EWT., on Tuesdays, Thursdays and Saturdays. Their contract is for 39 weeks. Batten, Barton, Durstine & Osborn is the agency.

Doubleday Doran Co., will participate in Pat Barnes' "Morning in Manhattan," on Mondays and Wednesdays from 7:15 to 7:30 a. m., EWT., and in "Family Time" on Thursdays to advertise a new income tax book for the next 10 weeks. Huber Hoge & Sons is the agency.

South American Network Now Has 18 Affiliates

(Continued from Page 1) mitter, Radio Belgrano of Buenos Aires.

The Primera network of 1943 will have outlets in Paraguay and Uruguay, as well as in all principal cities in Argentina. It will boast a total operating power of 282 kilowatts.

The Belgrano net will spend approximately \$625,000 this year to pay for its shows. Top billing on its permanent programs during 1943 will go to Maestro Ferruccio Calusio, just returned from the United States where he acted as guest conductor for the NBC symphony. Calusio, with the assistance of Lamberto Baldi, will organize and conduct a Symphony for Primera.

Other Belgrano big-names for next year include Argentina's leading movie attraction, Libertad Lamarque, who will star in a dramatic series; Mexican singing trio, Los Rancheros; Mercedes Simone, Amanda Ledesma, Agustin Irusta, Fernando Borel, and Francisco Canaro.

The Primera stations are currently featuring their mobile chain shows. Instead of operating year-long from Belgrano, the permanent net staff is shifted from studio to studio so that each member of the chain is, for a certain time, the primary transmission point for major Primera broadcasts.

Primera chain members also receive CBS programs via the Continental Chain. Radio Belgrano is serviced also with regular news broadcasts by the United Press.

WOR Garners Renewals—One Acct. New To N. Y.

Yesterday's sales reports at WOR included a major renewal—Longines—and the introduction to New York City radio of the Resinol Chemical Company of Baltimore, makers of Resinol Soap and ointment. The latter has purchased participating time on "Peegen Prefers," Mondays through Saturdays, 8:30 a. m., for 52 weeks, through Courtland D. Ferguson Inc. The Longines renewal will go into effect March 3, for 52 weeks, bringing that account to a total of six consecutive years on WOR. Account represents about \$75,000 a year. Renewal covers 6 time signals each night starting at 6 p. m., seven days a week.

COMING and GOING

JAMES B. ROCK, general manager; JACK S. de RUSSY, commercial manager; WALTER B. McGILL, sales promotion manager, and RICHARD BACHMAN, all of KDKA, Pittsburgh; WILLIAM JACKSON and FRANK WEBB, of Westinghouse, Philadelphia; and ELMER KITTELL and D. STRATTON, NBC spot salesmen from Boston and Cleveland, respectively, in town for conferences with J. V. McConnell, national spot and local sales manager of NBC, and his assistant, William O. Tilenius.

W. B. DOLPH, vice-president and general manager of WOL, Mutual outlet in Washington, D. C. in town yesterday and paying a call at network headquarters.

GEORGE CRANDALL, CBS director of publicity, back from Washington, D. C.

S. BERNARD BERK, president and station manager of WAKR, Blue Network affiliate in Akron, is in town on network business.

ERNEST R. VOIGT, copyright division of Associated Music Publishers, has returned from a trip to Florida.

ROBERT E. BAUSMAN, business manager of WISH, Indianapolis, is here on business. Visited yesterday at the Blue Network.

GEORGE F. BISSELL, general manager of WMFF, Blue Network affiliate in Plattsburg, N. Y., conferring yesterday at Rockefeller Center.

ELEANORE "PAT" HURLEY, of WOR's publicity department, leaves today for two weeks in Miami.

WILLIAM C. GILLESPIE, vice-president and general manager of WTUL, who spent a few days here, leaving on the return trip of Oklahoma.

Town Meeting New Season

"America's Town Meeting of the Air" will begin its 1943 series tomorrow. The broadcast will be heard over WJZ and the Blue Network from 8:30 to 9:30 p. m., EWT.

The speakers, Margaret Culklin Banning, the novelist; Mrs. George V. Denny, Jr., wife of Town Hall's president; William Hodson, Commissioner of Public Welfare in New York City; and David Mack, employment manager of the Wright Aeronautical Corporation in Paterson, N. J., will discuss the question, "Can War-Working Mothers Be Home Makers?" H. V. Kaltenborn will act as moderator.

Dubonnet Time On CBS Comes To Fore Again

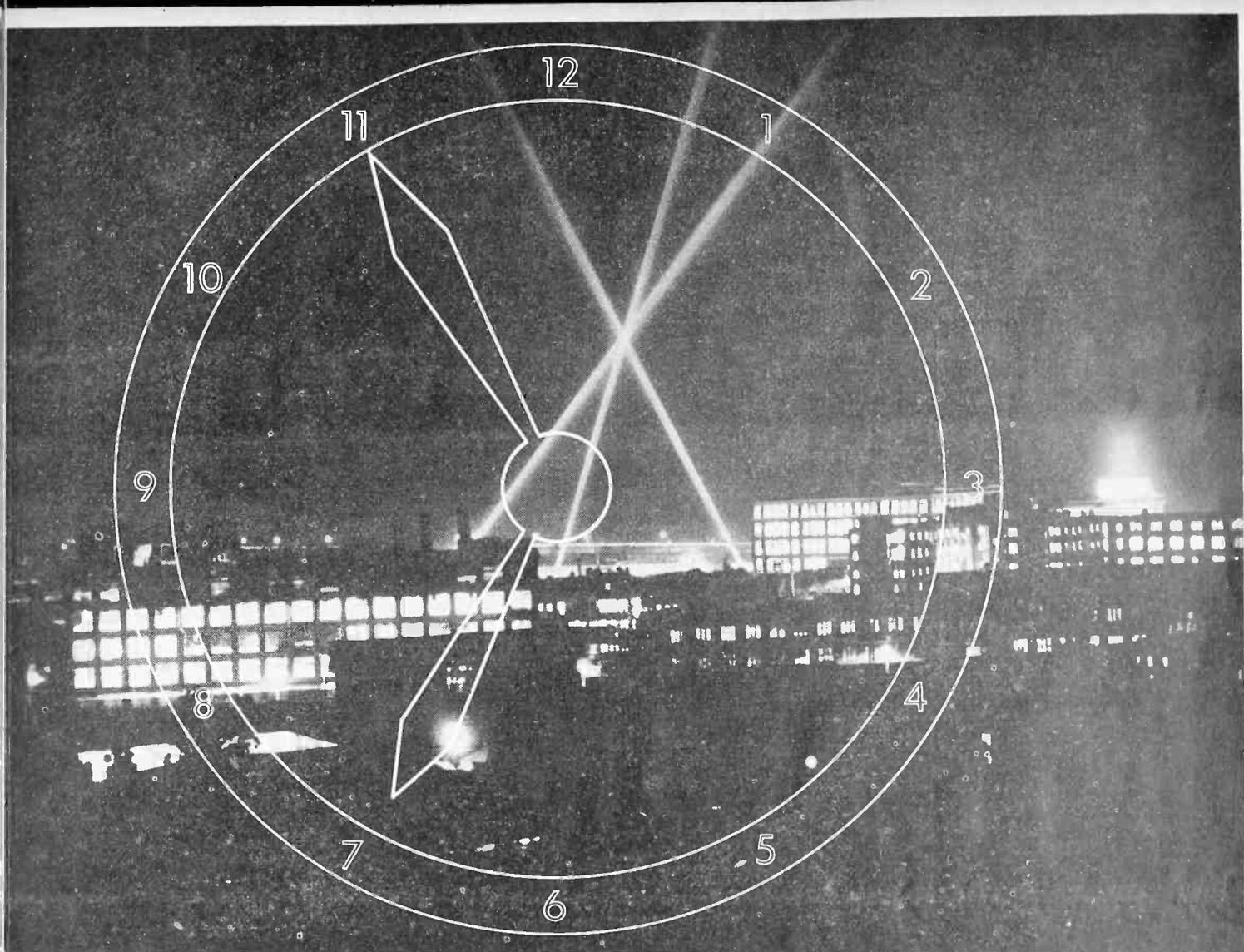
(Continued from Page 1)

its wine, Dubonnet. Ventured that the product might be offered as an aperitif, and soften the straight wine connotation. There was no official confirmation from the network which, on previous occasions, has held that the management has never enunciated a ban, and that a decision to accept a wine product would not therefore be a deviation therefrom.

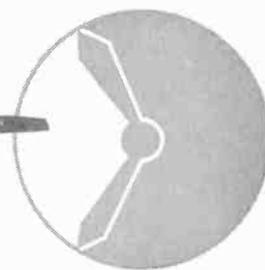
Advertisement for Philadelphia Story in Radio 5000 Watts on WPEN. Includes text: 'The Philadelphia Story in Radio 5000 Watts. 950 on the Dial. Affiliated Station of the Atlantic Coast Network.'

Advertisement for WHAM radio station. Includes text: 'NOT JUST MONROE COUNTY but WHAMland. 1422 corner drugstore patronized by WHAM listeners. Nat'l Rep. George F. Hellingberg Co. 50,000 Watts... Clear Channel... Full Time... NBC Blue and Red Networks. ROCHESTER, N. Y. 'THE STROMBERG-CARLSON STATION''

Advertisement for WDRRC radio station. Includes text: 'WDRRC CONNECTICUT'S PIONEER BROADCASTER. HARTFORD'S THE SPOT... for your spot campaign. It's the major market of the country's richest state... neatly delivered to you at a low cost by WDRRC... where there's one uniform rate for national, regional and local adcasters.'



It Swings along with the Swing Shifts



American industry is working 24 hours a day to win the war. A third of the men and women making this total effort work at night. They compose the swing shifts, who breakfast at bedtime and dine at dawn. They miss much of normal life. But United Press sees to it they do not miss the news. United Press 24-hour radio news swings along with them, keeps them as accurately, quickly and completely posted as it does listeners during the seven-to-eleven peak radio hours. No matter in what part of the nation or at what time Americans work, United Press across-the-country and around-the-clock radio service assures them of the world's best coverage of the world's biggest news.

UP AROUND ·
THE · CLOCK
RADIO NEWS

UNITED PRESS

Los Angeles

By JAC WILLEN

TOMMY RIGGS celebrated in the good old new style of Americanism...he presented each member of his cast with a war bond!

George Burns and Gracie Allen spent most of the after Xmas week making exchanges of presents they gave each other that didn't fit.

Lurene Tuttle, as is her habit, made sure that Xmas and New Year's was made happy for those in the service. A special Xmas Day luncheon for some of the boys...and several tickets provided for the New Year's Day Pasadena Rose Bowl game.

Gracie Lenard and her ready-made ready-to-go all-girl radio show, including the talents of the Tailor-Maids Trio, June Forer, Patsy Lee Parsons, Jean Waste, Sara Berner and Ellen Sutton, who have been touring Uncle Sam's Army Camps putting on shows, put on a show for the boys at the Hollywood Canteen on New Year's Day Eve that possibly could provide a satisfying Hooper or Crossley rating on the air.

Spike Jones truly made the rounds on New Year's Eve: starting with a 6 p.m. New Year's Eve shindig for a Hollywood debutantes party, Spike's next port of call was at the Long Beach Civic New Year's Eve Dance, where he and the boys tooted away from midnight until just time remained to make their dash to Ocean Park's Casino Dance Palace for their scheduled beating-out-of-rhythm for the combined "Swing-Shift" jam session at 4 a.m. From there Spike just made the North Hollywood breakfast party session to do his little chore—and then to the Rose Bowl Game.

"The Great Gildersleeve" celebrated the Xmas week by stepping out of the "teen" stage and crashing into Crossley high society with a 20.4 rating. Now the producers of the 20-40 rating comedy shows are beginning to tune in the work of Hal Peary, plus writers Jack Whedon and Sam Moore.

Robert R. Redd, writer-director of "Point Sublime" and "Eyes Aloft" programs, unfortunately, spent the holidays in Cedars of Lebanon hospital with a strep throat. Earl Ebi substituted as director. No writer-substitute was assigned as advance scripts prepared by Redd carried over.

Harry W. Flannery, who authored "Assignment to Berlin," sent an autographed copy of the well-known volume to his alma mater, Notre Dame.

DON DOUGLAS

ACTOR • ANNOUNCER
NOW FREELANCING

Heavies, Straights, Character, Comedy, All Dialects, Narration
Exchange LE 2-1100
Registry LA 4-1200



Notes From a Ringside Seat . . .!

● ● ● Sponsors evidently aren't being war-scared away from the mike. About the only change in the radio picture this year is the shortening of several full-hour shows to half-hour streamlined vehicles. Otherwise there's a rush of renewals which should please the nation's dialers. Among the programs extended for another season are: "Treasure Chest," "Mr. District Attorney," "Confidentially Yours," "American Album of Familiar Music," "Lights Out," "Lum 'n' Abner," "Bright Horizon," "Manhattan Merry-Go-Round," "Battle of the Sexes," "Great Moments in Music" and "Waltz Time." Renewals are still coming in thick and fast at this writing which proves that war or no, radio can take it.



● ● ● The Screen Guild finally gets around to that postponed "Holiday Inn" Jan. 11 via CBS. Bing (I Don't Want To Set The World On Fire) Crosby, dainty Dinah Shore and fleet-footed Fred Astaire will be starred...Dr. Frank Black, who has discovered and introduced artists now ranking high in radio, has a new find in Ellabelle Davis, Negro soprano, whom he'll introduce Saturday on his "Musical Matinee" show. She's touted as another Marian Anderson...Latest of the movie stars to concentrate on a whirlwind round of radio is Ralph Bellamy, already booked for two important programs two nights in succession—"Radio Reader's Digest" Sunday and "Cavalcade" Monday...Jackie Kelk was lucky in sticking to his choice of radio instead of giving it up for B'way. Entire "Hour of Charm" program Jan. 17 will be devoted to music by Jerome Kern as Spitalny's salute to the composer's birthday.



● ● ● Pegeen Fitzgerald is one gal who delights in piling up records. Of the nine sponsors she currently has on her WOR early ayem show, seven have never before been in radio. Her latest, Resinol, which she signed yesterday, was never heard locally. Hers is the only show we know of which is predominantly women's wear. Among her clients are the world's largest manufacturer of branded stockings—the world's largest rayon mills—and the world's largest shoe company. Between Peggy and her husband, Ed, they're on the air thirty hours a week with no time taken up by interviews. Add to this all their rehearsal hours and you've got a slight idea of what it means to be a successful radio personality. The topper, however, is this: Ed conducts the all-night "Moonlight Saving Time" stanzas on WOR. Pegeen's show is 8:30 ayem. The result is that Ed gets home at 5:30 in the morning—or just about the time Peg is getting up!



● ● ● Oscar Levant and Benny Goodman will guest on the Cresta Blanca show (formerly Jack Pearl's) next week, soloing Geo. Gershwin's "Rhapsody in Blue" with Morton Gould's ork. Norman Corwin will contribute a ten-minute spot for the same show. A wag confides he'll probably call it: "This Is Wine!"... Jack Benny will be Fred Allen's guest this Sunday... Diane Courtney renewed on the R. & H. Beer show... Jackson Beck and Patsy Campbell landed the leads on "Joe & Ethel Turp"... Gene Towne preparing a new radio show called "Laugh and Get Rich." Geo. Jessel will be associated with him... Capt. Glenn Miller stationed with the Air Corps in Atlantic City... Charlie Spivak insists a censor is a guy who is always sticking his "no's" in other people's business... Frank Sinatra copped both the "Downbeat" and "Metronome" polls... Bill Eliscu's Xmas present was a master sergeant's rating in the army... Morton Downey starts his new five-times-weekly Coca-Cola series on the Blue late this month. If price details can be worked out, Guy Lombardo will be with him.



— Remember Pearl Harbor —

Chicago

By FRANK BURKE

"PAINTED DREAMS" has been renewed on WGN by Procter & Gamble through H. W. Kastor & Son for another 52 weeks. The program is aired Monday through Friday from 1:15-1:30 p.m. Another renewal is the Lindlahr health talks for Serutar Inc., Monday through Friday from 8:30-8:45 a.m., CWT.

Newart Company, Chicago, have renewed Hal and Nikki Bates, gate show on WCFL, for another 13 weeks. Show, placed through Malcolm Howard agency, is heard Wednesdays at 10:15 p.m.

"Easy Money," dramatic expose of confidence games has been renewed for another 13 weeks on WGN by the Consumers Company, through Jim Duffy, Inc. Show is heard Sunday night.

Milton Bacon, CBS raconteur, is town for his regular Saturday broadcast, to be piped, not aired, via WBBM while Bacon tours Southern Illinois for program material.

Ann Mercer, Russ Brown and Her Foote will collaborate on a new musical show, "We Three," on WBBM Thursdays at 5:15 p.m., CWT.

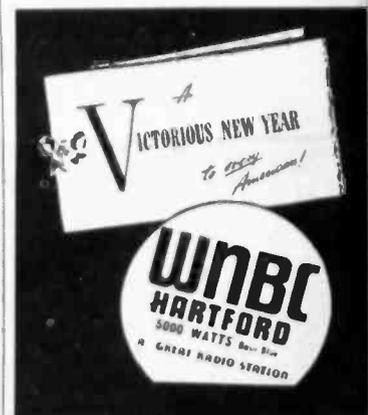
Clifton Utley's foreign affairs commentary is now heard on Tuesday at 7:15 p.m., on WGN instead of former time of 8 p.m.

Bob Montgomery of 20th Century Fox radio department, declares that spot radio announcement campaign is working out very effectively and coverage will be enlarged. Bob renewed acquaintances in Chicago last week-end.

Dick Jurgens' orchestra heard on WGN-Mutual from the Aragon breaks up on Jan. 17 with Dick entering the army. Del Courtney's band may replace him at the Northside spot.

Pat Purcell, Chicago newspaper man and former Army War show p.a. may accept an assignment with Press Associates in Kansas City.

Maralene Bielen, associate in Howdee Meyers radio office at OCD, was recently married to Lieutenant Allen Scott of the United States Navy now stationed at Great Lakes. Lieutenant Scott was formerly radio director of OCD and a top flight news commentator on WGN.



Woman's Home Council

TIMELY NEW PROGRAM FOR AND ABOUT WOMEN

To bring practical help and guidance to thousands of conservation-conscious women . . . to stimulate a lively exchange of ideas on ways to save food, fuel and clothing . . . the WMAQ Woman's Home Council was organized with Elizabeth Hart, shining NBC personality as director and mistress of ceremonies.

Response to this 15-minute Friday morning feature was immediate, enthusiastic and heart-warming! And each week's mail brings more enthusiastic letters from housewives anxious to do their part on the home front.

Here's an up-to-the-minute woman's program reaching the largest and most responsive audience of women buyers in the Nation's Second Market . . . ready for an alert local sponsor.

In the WMAQ primary area, you have a total potential listening audience of 2,855,700 radio families who spend \$3,535,957,000 every year.

Place your radio advertising campaign where it will do you the most good . . . *on WMAQ!*

For facts and figures about this great station and this great sales opportunity . . . write or phone

WMAQ

The Chicago Station Most Women Listen to Most!

Represented Nationally by the NBC Spot Offices

NEW YORK BOSTON CHICAGO
WASHINGTON CLEVELAND
DENVER SAN FRANCISCO HOLLYWOOD



NBC's Disk Division Cites Effort In War

(Continued from Page 1)
corded, these programs have been played repeatedly at times best suited to the leisure hours of the fighting men, it is pointed out.

"Command Performance" programs, presenting the best known names in radio, films and the theater, were recorded by NBC's Radio-Recording Division for short-wave broadcasting. In addition, a great many of the leading network shows most familiar to the soldiers, have been transcribed for shipment to camp recreation centers in all parts of the world.

Aided Bond Campaigns

The Division has recorded scores of appeals for the sale of War Bonds and Stamps and, until recruiting by the Army, Navy and Coast Guard was halted, the Radio-Recording Division prepared transcriptions which were broadcast over stations from coast-to-coast, to attract recruits to the various services.

One of the department's most interesting products were the recordings made by members of the military personnel who were brought back from the fighting fronts to relate their experiences. These recorded eye-witness accounts were distributed to manufacturing plants and played over factory loud-speaker systems in order that American workmen might learn how their equipment performed in actual battle.

B. I. S. Supplied Programs

Another effective NBC recorded series was "Freedom's Fighting Men." These programs, presented to American listeners through the courtesy of the British Information Service, consist of dramas and interviews based on heroic deeds of the Allied forces.

NBC's Radio-Recording Division has maintained the high standard and wide variety of its NBC Thesaurus programs released to American, Canadian and foreign broadcasting stations. These have included the work of exclusive artists such as Edwin Franko Goldman and his band; Thomas L. Thomas, concert baritone; the Jesters; the music of Norman Cloutier, Allen Roth and Dick Jurgens; and complete overtures by a Symphony Orchestra directed by Rosario Bourdon, as well as music by many other outstanding individuals and vocal and instrumental groups.

Five-Minute Programs

The NBC recorded programs, "The Name You Will Remember" and "Let's Take a Look in Your Mirror," introduced during the past year, have been particularly successful in meeting the desires of stations, sponsors and radio audience for new ideas in five-minute shows.

Distances between the Division's headquarters in Radio City and NBC's Thesaurus subscribers, have not limited the wide use of program material. Thesaurus releases have been shipped regularly to Hawaii, Alaska, Central and South America, New Zealand and South Africa.

★ PROMOTION ★

Coast Success Stories

The Raymond R. Morgan Company of Los Angeles, advertising agency, in conjunction with the CBS Pacific Network, just published a series of letters taken from their files in the form of a promotional booklet. It is called Morgan to Planters and Planters to Morgan.

The booklet is a substantial publication and makes good use of color to border the letters and telegrams that were sent and received by the two companies and which are tastefully arranged in the promotion piece.

The communications between the Morgan company and the Planters Nut and Chocolate Company tells the story of growth of the Planters Co., usage of radio beginning with KNX, Los Angeles until it embraced the entire CBS Pacific Network, and the introduction on the American market of the company's new product, Planters Peanut Oil.

The interchange of letters tells the story of radio advertising insofar as the Planters Company is concerned as comprehensively as any sets of charts and graphs.

New "Free World" Series To Open Feb. 14 On Blue

(Continued from Page 1)
series to be launched on the Blue Network beginning Feb. 14. Interpreted by the nation's outstanding script writers working in collaboration with the OWI, statements from high ranking figures on the political and fighting fronts will be presented weekly in dramatic form on Sunday from 6:05 to 6:30 p.m., EWT, for 26 weeks. Arch Oboler will direct the series.

President Roosevelt, Winston Churchill and Josef Stalin are among those who have already been requested to contribute their statements. Others who have responded to the idea include Aldous Huxley, Thomas Mann, H. G. Wells, Wendell Willkie, General DeGaulle, Jan Masaryk, General Smuts, Lin Yutang, Stuart Chase, Cordell Hull, Henry Wallace, Madame Chang Kai-Shek and General Douglas MacArthur.

WHN Re-Signs Gilbert To Feb. Of Next Year

Dick Gilbert, singing disc jockey, has had his option picked up at WHN to Feb. 1, 1944, by Herbert L. Pettey, station director. Some 20 months ago, Dick forsook editorship of a music trade paper to embark in radio with an unusual idea and now is entrusted with WHN's principal platter shows: his Radio Troubadour programs -daily at 1-3 p.m. and his Latin-American Rhythms at 5-5:45 o'clock each afternoon, EWT.

Barricini Candies recently renewed a year's contract for Gilbert to handle their Saturday night record program at 10-10:45.

Letter-Opener

WPTF, Raleigh, presents a novel promotion item offered in the form of an orange colored combination ruler, paper-opener made of celluloid. The fact that it is a combination of the two does not constitute its novelty. Its value as a promotion piece lies in the magnifying glass fixed in the handle.

Attached to the piece is a small tag which to the normal eye is difficult to read, but on holding the tag under the glass the printed matter becomes clearly visible. In that way the station gets across its story.

The idea in back of the promotion is that it "is not necessary for anyone to use a magnifying glass to locate the WPTF market; you don't need it to see WPTF's coverage, but that it does help to find the small per cent per listener."

The promotion piece is obviously sent to those who are potential advertisers and once they receive it it is safe to say that, what the station wishes to say will be read and not merely used for its ostensible purpose.

Corwin Goes Commercial With 'Cresta Blanca' Show

(Continued from Page 1)
and Oscar Levant playing George Gershwin's "Rhapsody in Blue"; a specially written drama by Norman Corwin entitled "2043"; a new song composed by Morton Gould with lyrics by Corwin, entitled "World Anthem," and dedicated to the United Nations; folk songs by Olga Coehlo, Brazilian singer who will accompany herself on the guitar. Gould's orchestra has been increased to 50, and a special chorus has been engaged to premiere the "World Anthem." Of the original cast, Brad Reynolds, tenor, and Frank Gallup, announcer, will be retained, but Jean Merrill, soprano is leaving. This is believed to be the first time Corwin has written for a commercial program series.

Original announcement of the revised format indicated that Corwin dramas would be a regular series. However, because of the author's contract with CBS, this angle is not set yet. Program is aired on 63 Mutual outlets. Sponsor will spotlight national newspaper advertising every week to promote the weekly lineups and revised program. Production is under the direction of Arthur Daly, radio director of the agency.

Special 'Point Rationing' Show

The new point rationing system will be discussed in a special program to be heard on WMCA tonight from 9:03-9:30 p.m. Harold B. Roe, chief of the food and food production division of the Office of Price Administration, will be the speaker on the program, which will have as its originating point the New York Times Hall.

LaFollette And Group Seeking To Buy WEM

(Continued from Page 1)

E. Markham, Deputy Alien Property Custodian; Hope D. Pettey, wife of Herb Pettey of WHN, New York; Evelyn H. Dolph, wife of William Dolph, of WOL, Washington; Woodwood Nesbit, Milwaukee physician and Glenn D. and Melva F. Roberts, prominent Milwaukee lawyer, owns a controlling interest in the corporation at present, and will continue to direct operations. Markham also has an interest in WIBA, Madison, Wisc. Melva F. Roberts is wife.

The first six will share 45 per cent of the stock in the corporation, having purchased it between Dec. 21 and 26 from Gene T. Dyer, owner of WAIT, Chicago. Senator LaFollette, who still has an application before the Commission for a new station in Wichita, Kans., with Pettey and Dolph and Idaho Senator D. Wood Clark associates, described the purchase as "simply an investment."

A Blue Network Outlet

Markham said the same thing, adding that he could speak for Crowley who could not be reached. There is no intention of making the station a political mouthpiece, according to both men.

WEMP, which is about seven years old, operates on 1340 kilocycles, with a power of 250 watts unlimited. It is affiliated with the Blue Network. "The station will operate in the future exactly as it has in the past," LaFollette told the RADIO DAILY. He added that he has no desire to become a radio "magnate," and is not interested in acquiring a large chain of stations. Although he would not say so directly, he implied that he will be interested in reconsideration of his application for the Wichita station at some future date, however soon as the present "freeze" there.

Other FCC Activity

Applications were also received to transfer the license of KVAK, Atchison, Kans., from Carl Latenser to S. H. Patterson, and to transfer the license of KMAC, San Antonio, Tex. from W. W. McAllister and Howard W. Davis, doing business as Walmac Company, to Howard Davis, the Walmac Co.

The Commission has made final proposed findings of fact denying application of the West Allis Broadcasting Co., for permit to construct a new standard broadcast station at West Allis, Wisc., to operate on time only on 1480 kilocycles.

A license was granted to cover construction permit of W49FW, station to be operated by Westall House Radio in Fort Wayne, Ind. Actual operation will be by WOV in Fort Wayne. The decision pursuant to the Commission's order of last August that if FM stations are far enough along in construction that they can operate even to a limited degree and "render substantial public service," they may be licensed for such operation as they are capable of.

DGA Will Discuss Newspaper 'Squeeze'

(Continued from Page 1)

Managers group told RADIO DAILY that local development opened up an issue which was more widespread than the discussion of local vs. national rates for retail advertisements including national brands. Board of directors will explore the possibilities in other cities might follow the New York City lead. Fact a number of newspapers throughout the country own and operate stations would have important bearing on the discussion, feeling pressing that the newspaper-radio partnership tie-ups this way might spread the new policy.

Optimism Seen

Interviews with station sales managers this week, indicated an optimistic attitude. Consensus is that the managers will probably take no hands-off matter in order to maintain relations with the papers. They certainly do not expect the new radio sales, one exec pointing out that radio operates on the basis of a complete sell-off and does not have to depend on the secondary reference to products via client's newspaper advertising. Opined that only the newsstand to lose by the policy. Acts which have been using radio daily would not be inclined to newspaper campaigns under such diverse condition.

First Piano Quartet Back As Part Of WEAFF Hour

The First Piano Quartet, long one of the musical features of the air as the concert stage, is returning to station WEAFF on Monday and Tuesday evenings from 6:45 to 7:00 p.m., EWT. The quartet is composed of Adam Garner, Vee Padway, Holt and George Robert. They just returned to New York from a months concert tour. The First Piano Quartet is one of the features in the new WEAFF program, scheduled from 6:00 to 7:00 p.m., daily Mondays through Saturdays. The programs heard during the hour are music, news and a round-up by Bill Stern.

Baker Back Sunday

Phil Baker recovered from an appendicitis operation performed Dec. 21. Phil Baker on Sunday will return as quizmaster on the "Take It or Leave It" program heard from 10-10:30 p.m. on CBS. The Baker spot on the program during the past two weeks has been filled by Ralph Edwards and Bill Cantor.

WANTED

Commercial manager with executive ability to become general manager of independent full time radio station 100 miles from New York. Give full details of past and present position in radio.

Box AS, RADIO DAILY
101 Broadway New York City

N. Y. Outlets Ready Rebuttal To Unfavorable Buffalo Yarn

(Continued from Page 1)

Bacon forwarded a copy of the Buffalo "Evening News" promotion wherein its financial editor, Hilton Hornaday, quoting Royal F. Munger of the Chicago "Daily News," with: "... the attempts to use radio in place of the missing advertising were getting nowhere rapidly. In fact, even through their anguish, the newspaper advertising men grinned at the job radio didn't do." Article viewed the strike as a "laboratory test."

Yesterday, Bernard Estes, publicity director of WINS, wrote to Bacon, pointing out the constructive job performed by radio in disseminating the

news; stated that radio purposely refrained from capitalizing on the newspapers' distress, and reported on the commendable job done for the amusement industry.

Herbert Chason, advertising and sales promotion director of WHN, is preparing an elaborate refutation of the charges with material he is assembling from the retailers and advertising agencies, as well as other stations' execs. His data will be forwarded, not only to Bacon, but to the two newspaper writers, Munger and Hornaday, sometime later in the present week.

See Capital Skeptical On Petrillo Hearing

(Continued from Page 1)

D. Worth Clark of Idaho as chairman and attorney Herbert L. Bingham handling the investigation, will definitely get under way next Tuesday, they will probably go into an indefinite recess later in the week.

AFM head James C. Petrillo will be heard Tuesday, and his appearance is expected to last no longer than three days. At the end of that time a recess will be called while Petrillo's counsel, Joseph C. Padway, goes to Florida, where he is scheduled to try a case. There is nothing definite as to when he will return.

In the meantime, the Senate authorization for the Clark sub-committee, along with authority and funds for about 45 other special committees, will expire on Jan. 31, according to the terms of a resolution by Illinois Senator Scott Lucas, adopted unanimously in the closing days of the 77th Congress. Senator Clark could not be reached for comment yesterday afternoon, but his office said he has not indicated any intention of reintroducing his resolution. Although he may present his resolution, the basis for the hearing which begins Tuesday, any time up to Jan. 31, with virtual certainty that it will be passed, it appears that he hopes to have the hearings concluded by the end of January.

Clark May Go to President

With an indefinite recess in the offing after Petrillo's appearance, this might indicate that he does not expect to produce any large number of witnesses in opposition to the AFM leader.

Clark told the Associated Press Monday that if he fails to get action from the Senate on his bill to make Petrillo's ban a criminal offense under the provisions of the Anti-Trust Act, he will go directly to the President for aid. Bingham said yesterday he knew of no fear on Clark's part that the Senate will not support him.

Senator Wheeler of Montana, chairman of the Interstate Commerce Committee, and several other Congressional leaders, however, are known strongly to oppose the bill not because they approve of the

San-A-Pak Negotiating For 'What's My Name'

Purchase of "What's My Name" as a vehicle for plugging Lydia Grey Cleaning Tissue (San-A-Pak Corp.) is still in the stage of negotiations, according to the Biow Agency. Show formerly was on the Blue. Tissue is currently promoted on participating basis via the Mary Margaret McBride show on WEAFF.

Prof. McNamara Joins WPB

Appointment of Francis T. McNamara, associate professor of electrical engineering at Yale University since 1923, as deputy director of WPB's Communications Equipment Division has been announced by Leighton H. Peebles, director.

recording ban but because they are not willing to see the anti-trust laws used against labor. There is cause for considerable doubt that the measure could be passed. Padway could not be reached for comment on the Clark statement.

It was originally believed that a number of government officials would appear at the Senate hearings, but there is now some doubt on that score. Although OWI Director Elmer Davis and others are known to feel strongly on the matter, it is rumored in town that they are not really too anxious to appear because of the labor angles in the matter.

Bingham told RADIO DAILY Tuesday he was not prepared at that time to announce who the witnesses will be after Petrillo.

FRIENDLY SERVICE
SAVES TIME AND MONEY
AT
**Postal
Telegraph**

CHARGES FOR TELEGRAMS
PHONED IN APPEAR ON YOUR
TELEPHONE BILL.



Web Invites Teachers To Plan S. A. Programs

(Continued from Page 1)

the outline but also of the radio technique used.

The series, which the teachers have been invited to help plan, is one devoted to a cross-section of the outstanding literature of all American nations. Dr. James Rowland Angell, NBC public service counselor, and Sterling Fisher, director of the NBC Inter-American University of the Air, made the announcement.

The literature series will go on the air early next spring as the third course offered by the NBC Inter-American University, Dr. Angell explained. The others are "Lands of the Free" and "Music of the New World."

Education Through Entertainment

Besides its potential value as an educational medium, the NBC Inter-American University of the Air is expected to become a force in promoting greater understanding among the nations of the western hemisphere. The courses are designed to offer the American people education through entertainment, on a university level. The broadcasts are created for university use, but they are not designed to be heard in the classroom. Because radio essentially is a mass communication medium, NBC has directed these programs to people who would not otherwise have access to the scholarly resources of university learning.

Meyers Joins NBC

Joseph O. Meyers, former head of the news staff at KSTP, Minneapolis-St. Paul has joined NBC's news and special events department as a writer.

Meyers is a graduate of the University of Illinois and formerly worked for Detroit and St. Paul papers.

Stork News

Francis Kennedy, continuity director of WHBF, Rock Island, received the best Christmas present of all, his second son, Timothy Joseph.

Always Popular
Now More POWERFUL

WCAO

The Voice of Baltimore

NOW
5,000 W · DAY & NIGHT
600 KC

The Only Columbia
Station in Maryland

PAUL H. RAYMER CO., Nat'l Sales Representative
NEW YORK · CHICAGO · SAN FRANCISCO · LOS ANGELES

GUEST-ING

JOE E. BROWN, on the Rudy Vallee program, tomorrow (WEAF-NBC, 9:30 p.m.).

GEORGE RAFT, on the Abbott and Costello program, tomorrow (WEAF-NBC, 10 p.m.).

ANITA LOUISE, in an adaptation of "Private Worlds," on the "Philipp Morris Playhouse," Friday (WABC-CBS 9 p.m.).

ELEANOR POWELL, on Bill Stern's "Colgate Sports Newsreel," Saturday (WEAF-NBC, 10 p.m.).

DANTON WALKER, on "Let's Play," Saturday (WEAF-NBC, 10:30 p.m.).

REP. JERRY VOORHIS of California, discussing post-war reconstruction, on the "People's Platform," Saturday (WABC-CBS, 7 p.m.).

BILL KOPPKE, BILL SCULLY, HERBERT ROSS, DORIS LINK, GLORIA STEVENS and MARGARET BUCK—all employees of the Sperry Gyroscope Plant—on the Crumit-Sanderson quiz program, Saturday (WABC-CBS, 8 p.m.).

FRANK LUTHER MOTT, 1939 Pulitzer Prize winner and director of the School of Journalism of the University of Iowa, discussing "American Literature in Wartime—Past and Present," on "Of Men and Books," Saturday (WABC-CBS, 2:05 p.m.).

Transmitter Completion Marks KGER 16th Anni.

Los Angeles—With its new transmitter now completed and broadcasting day and night on its increased power of 5,000 watts, KGER, last week celebrated its sixteenth birthday. KGER is now one of the most powerful independent stations in the West. The station was established in Long Beach in 1926 by C. Merwin Dobyns, who today is the president and general manager.

In addition to Dobyns, KGER is supervised by Thomas P. Hunter, business manager; Lee Wynne, Los Angeles, manager; Jay Tapp, technical director; Helene Smith, program director and Iola Josephson, production supervisor.

1	9	4	3
17	18	19	20
21	22	23	24
25	26	27	28
29	30		

January 6

Trevor Adams Maurice Hart
Helen Nugent Lou Tappe
Dick Teela

Coast-to-Coast

KOY, PHOENIX, staff members abandoned their Christmas Eve custom of caroling at the home of Burrigge D. Butler, owner of KOY and WLS, Chicago because of gas rationing. To get around this the carolers transcribed their songs and presented the record and play-back machine to Butler as a Christmas gift.

The art of putting a radio program together was demonstrated to the students of the San Francisco Junior College recently by S. H. Schaffer, KPO, San Francisco, sales promotion manager and Leonard B. Gross, NBC public service director in that city. Comprising a two-man panel the men gave the students a practical lesson by means of special equipment on how to go about building a program for commercial use.

Henry East, announcer, is back on the staff of WRBL, Columbus, Ga., after pinch-hitting as manager for WGPC, Albany, Ga., a WRBL affiliate. The physical properties of the station recently went through a face-lifting operation, the whole building was painted, re-soundproofed, studios enlarged, and enlarged by a new music room.

By special arrangement with the Blue Network, a program by Johnny "Scat" Davis and his band, given at the Army Air Base of Salina, on Christmas Day, was broadcast by KSAL, Salina. The program was placed by the D'Arcy Advertising Agency for the Coca-Cola Bottling Corporation. The Air Base at Salina is Uncle Sam's largest.

Two new programs, will be inaugurated over WDLF, Panama City, Florida as announced by Edward J. Conture, program production director. In cooperation with the Office of War Information, NBC, CBS, and AFRA, two serials to be aired five days weekly are being produced under the titles of "Victory Volunteers" and "Victory Front." These programs will feature Clifton Fadiman, Bob Hawk, John Vandercook, Conrad Nagel, and well liked daily serials. These programs, will deal with important war information on salvage, conservation, inflation, and many other special problems and will be heard Mondays through Fridays starting the week of January 11.

J. Franklin Ruetz, announcer of WELL, New Haven, was ordained a deacon in the Episcopal Church on December 29 by Bishop Clinton S. Quin of the diocese of Texas. Deacon Ruetz has also served as announcer at WACO in Waco (his home town) and KNOW, Austin, Texas. In addition to his announcing duties at DELL, Deacon Ruetz will serve as assistant in Christ Church, West Haven.

John L. Booth, president of WJLB, Detroit announced the acquisition of the AP radio wire from Press Association, Inc., radio subsidiary of the AP. Associated Press dispatches will be used on the frequent newscasts of the Detroit local.

Marking its first appearance on WJR, Detroit, with a top-flight show, the Ward Baking Co., has purchased Judy and Jane, transcribed, for the 4:15 p.m. spot. The contract will run for 52 weeks began January 4, five times weekly. The company will advertise Tip-Top bread.

The Centlivre Brewing Corp., through Westheimer and Company of St. Louis, brought the WOWO, Fort Wayne, "Skyline Club," 11:30 p.m. to 12:30 a.m., mythical ballroom conducted by Paul Roberts for holiday institutional advertising December 27 through December 30. The company climaxed its many 1942 activities on WOWO by staging a gala New Year's Eve party which began at 10:15 p.m. December 31 and continued until 2:30 a.m. Program featured Hilliard Gates and Tom Carnegie, regular talent on Centlivre's "Victory Express" programs twice daily, and Paul Roberts, of the "Skyline Club," together with transcribed music of the nation's top bands.

KLZ, Denver, held their annual Christmas Eve banquet in a manner not many places could match. Every staff member enjoyed a roast wild duck dinner because of the expert marksmanship of four fellow employees: Bookkeeper Jack Ross, transmitter engineer Les Waterman, chief engineer Harvey Wehrman, and local commercial manager Fred Mueller.

Henry Jerome, orchestra leader, was the guest of record-spinner Art Green on WMCA yesterday at 12:15 p.m. Art interviewed maestro Jerome in connection with the song-preference found among the men in uniform.

Ad men in Philadelphia credit WCAU, Philadelphia, with one of the most distinctive advertising layouts used in Philly newspapers in 1942. The layout presented a boxed message 6" x 4" entirely surrounded by white paper containing copy commending the radio stations in Philadelphia and the nation for the part they played in the war effort during 1942 and prophesied greater work during 1943. The ad appeared in 3 dailies with a total circulation of 1,300,000.

Woody Herman has been chosen "Most Versatile Bandleader of 1942" by Song Hits Magazine and will be presented with a silver cup on Herman's government-sponsored show, "What's Your War Job?," today, via the Blue Network at 7:05 p.m. EWT, Herman was voted most versatile because he not only conducts, plays and sings but also dances and writes music as well.

Girls are now voting on the Fred Waring series, "Victory Tunes from Camps and Campuses." Previously the nightly programs aired over NBC have all represented camps and universities training men for war service; however special program on Friday, Jan. 8, will be devoted to the song favorites of a group of WAVES in training at the University of Wisconsin in Madison.

AGENCIES

MRS. HAROLD V. MILLIGAN, Director, Women's Division, National Association of Manufacturers, will speak tomorrow before the Advertising and Selling Course, conducted by the Advertising Club of New York, on "Consumer Reactions to Advertising and Selling." This meeting will be held at the Advertising Club headquarters.

ROBERT REIS & CO., manufacturers of men's wear, have appointed Ruthrauff & Ryan, Inc., to handle their advertising.

MENNEN COMPANY, through M. Kiesewetter Advertising Agency this week will inaugurate a campaign which will feature advice concerning the use of antiseptic oil for babies.

B. F. FEW, vice-president of Liggett & Myers Tobacco Company, has been put in charge of the firm's advertising. He succeeds W. D. Carmichael, retired.

CHARLES H. PINKHAM has been elected vice-president of Erwin Wasey & Co., and chairman of the plans board of the agency.

W & J. SLOANE, home furnishings company, has appointed the A. Nelson Agency of San Francisco to handle the campaign for its San Francisco branch.

Staten Island Girl Wins Mexico Trip Thru NBC

A round trip to Mexico City as a special appearance on NBC's public service program, "Pan-American Holiday," has been won by Miss Eugenia Demetriou, of Maspeth, L. I., who was adjudged first prize winner in a nation-wide Spanish-Through-Music contest for amateur singers by a jury of diplomatic officials and their wives in Washington.

The prize will be officially awarded to Miss Demetriou on Saturday, Jan. 9. The winner will be accompanied on her trip to the Capital by NEA President Niles Trammell, Vice-Presidents Frank E. Mullen and Clarence L. Menser and several of the network's executives, including Sterling Fisher, Clay Morgan, Irene Kuhn and Richard McDonagh, script writer.

Miss Demetriou emerged victorious from a group of four semi-finalists all of whose voices, specially recorded, were listened to by Vice-President and Mrs. Henry A. Wallace, Ambassador and Madame Carlos Martins of Brazil, and Ambassador and Seneca Castillo Najero, of Mexico. The grand prize winner is 18 years old and lives at 56-81 Maurice Ave., with her Greek-Italian parents. She is a graduate of Grover Cleveland High School where she took a commercial course including Spanish. She is a stenographer for the Fairchild Aviation Corp. in Jamaica.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 22, NO. 4

NEW YORK, N. Y., THURSDAY, JANUARY 7, 1943

TEN CENTS

Congressmen Talk Radio

OWI Lists Limitations Re Spot Sponsorship

Washington Bureau, RADIO DAILY
Washington—No beer or liquor concern may sponsor OWI announcements, and no commercials may be related to the OWI messages in any way leading listeners "to believe there is a connection between the two," according to instructions sent out with the first batch of OWI transcriptions of the year. Explanatory letter signed by William B. Lewis, chief of the radio Bureau, went to each station. Lewis makes it plain that single
(Continued on Page 3)

WOR, WNEW Sked Time For Transportation Meet

In connection with the New York City meeting of the Atlantic States Shippers Advisory Board, next Wednesday and Thursday, January 13 and 14, both WOR and WNEW have scheduled special roundtable discussion roadcasts featuring execs at the meeting. The WOR feature will air at 1:15 p.m., and will offer F. E. Wilamson, president of the New York
(Continued on Page 2)

Soldiers Of The Press" Continued For 13 Weeks

The United Press in response to requests from its clients will continue to transcribed show "Soldiers of the Press" for an additional 13 weeks. These transcribed shows evolved from a previous series of transcriptions released a year ago and dramatize the actual battle actions covered by UP correspondents. Originally the transcriptions were
(Continued on Page 2)

Precautions

Montreal—In all CBC and private stations throughout Canada there are appearing precautionary signs attached to technical equipment—microphones, sound effects, turntables, etc. Part of a campaign to conserve radio equipment, they read in general. "Handle With Care." "This Equipment Cannot Be Replaced," etc. Readers are warned to "Make Them Last."

"Info" Bond Goal

"Information Please" experts have set a \$5,000,000 War Bond quota for tomorrow's broadcast, which will originate at the Academy of Music in Philadelphia. Aiding the regulars—John Kieran, Franklin P. Adams, Oscar Levant and Clifton Fadiman—will be Congressman Will Rogers, Jr., of California, son of the late humorist and writer.

Four Webs To Carry FDR, Farm-Day Talks

President Roosevelt and high ranking officials in the Department of Agriculture, will participate in a special broadcast, Tuesday, January 12, which day has been proclaimed by the President as Farm Mobilization Day. Program will be carried by all the networks—Mutual, NBC, the Blue and CBS—as well as majority of the independent stations, and will initiate local meetings of farmers all over the country for the purpose of discussing
(Continued on Page 5)

Burns Program Moving To NBC Web Tonight

Bringing his bazooka and his knack of telling tall tales of his "kinsmen" in the Bowie State, Bob Burns moves his "Arkansas Traveler" show to NBC tonight at 7:30 p.m., EWT, for a regular weekly series sponsored by Lever Brothers for Lifebuoy Soap. The pro
(Continued on Page 3)

Communications Job Index Readied By WMC Committee

Canada Dept. Stores Get Bulk Of Retail Set Sales

Montreal—Transfer of the bulk of the retail business in radio receiving sets from electrical and radio stores to the radio and musical instrument sections of department stores, is apparent from the reports on October, 1942, business, just released by the Dominion Bureau of Statistics, which
(Continued on Page 2)

Newly Convened Lower House Members Reveal Dislike Of Commentators In Particular, Also The FCC

Davis Ready To Testify In Gov't-AFM Hearing

Washington Bureau, RADIO DAILY
Washington—Revealing that he has not yet been asked to testify before the special sub-committee of the Senate Interstate Commerce Committee which next week begins sessions of its hearing to investigate the Petrillo recording ban, OWI Director
(Continued on Page 3)

Minnesota Women's Clubs Airing Two Radio Series

Minneapolis—Minnesota Federation of Women's Clubs with the help of the OWI and the Minnesota Library Association and the University of Minnesota, is presenting two series of programs, one via KSTP, and the other over WCCO. Both are forum types.

The KSTP series is entitled "War
(Continued on Page 2)

New Yankee Directors Meet Executives-Staff

Boston—The new directors of the Yankee Network acted as hosts to the executives of the Yankee Network at a cocktail party and dinner in the
(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Radio came in for a surprising amount of attention yesterday at the opening session of the new House of Representatives, with two members hinting at government control and charging, in effect, that the authority of Congress and our democratic institutions are being undermined by broadcasters. A third charged that the FCC "maintains a 'Gestapo' the equal of which has
(Continued on Page 5)

Non-Standard Outlets Must Ann. Call Letters

Washington Bureau, RADIO DAILY
Washington—The FCC has announced that all stations "not covered by existing rules" must immediately begin to announce regularly their call letters. This is in order to aid the various radio monitoring services in identifying them. It does not affect the rules for standard broadcast stations.

The new regulation calls for at
(Continued on Page 2)

REC Luncheon Meeting Draws Out-Of-Towners

An unusually large list of out-of-town guests assembled at yesterday's regular weekly luncheon meeting of the Radio Executives' Club. Program was designated NCAC Day with talent
(Continued on Page 2)

KTAR Gives Maps

Phoenix, Ariz.—KTAR, of this city, which has been selling War Bonds for some months past, last week initiated what should prove to be a real War Bond "bargain idea." With the approval of the U. S. Treasury Department, KTAR is giving each purchaser of a bond a copy of the station-distributed 4th edition of the Rand-McNally war news map.



Vol. 22, No. 4 Thurs., Jan. 7, 1943 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

(Wednesday, Jan. 6)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	131	130 1/2	131	+ 3/4
CBS A	15 3/4	15 3/4	15 3/4	— 1/4
Gen. Electric	31 7/8	31 1/2	31 3/4	+ 1/8
Philco	14 1/4	14	14 1/4	+ 1/4
RCA Common	5 3/4	5 5/8	5 5/8	+ 1/8
RCA First Pfd.	60 3/4	59 3/4	60 5/8	+ 1 1/8
Stewart-Warner	7 1/2	7 3/8	7 3/8	— 1/8
Westinghouse	82 1/4	81 1/2	81 5/8	+ 1/8
Zenith Radio	20	19 3/4	20	+ 1/8

NEW YORK CURB EXCHANGE

Nat. Union Radio	3/4	3/4	3/4	+3-16
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OVER THE COUNTRY

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

Communication Job Index Almost Ready For Mailing

(Continued from Page 1)

considered essential, the official said, but indicated that there has been no major expansion in the broadcasting portion of the list. He hinted also that there have been one or two jobs which appeared on previous lists which are now dead.

He pointed out that, regardless of the jobs listed, broadcasters should remember that all deferments for occupational reasons are only on a temporary basis, and the mere fact that a technical worker has been deferred does not mean that a replacement for him should not be trained. In fact, he said, it means actually that training of this replacements should be speeded up, because the six-month deferment will not in most cases be extended indefinitely.

Att: Radio Stations

Announcer, Actor, Commentator, seeks position with small network station. Several years' experience. Good script ideas. Draft status 3-A. Write Box AP—Radio Daily
1501 Broadway New York City

New Yankee Directors Meet Executives-Staff

(Continued from Page 1)

State Suite at the Copley Plaza Hotel, last night.

The operating heads of the network department met for the first time. The new owners of the network represented by officials of the General Tire & Rubber Company, who this week took over the regional chain of 21 stations which services the six New England states.

The following were present: William O'Neil, president of the General Tire & Rubber Company, Akron, Ohio, W. E. Fouse, vice-president, S. S. Poor, vice-president, Larry A. McQueen, vice-president, H. R. Jenkins, secretary, all executives of the General Tire & Rubber Company; William O'Neil Jr., of Akron and James Haggerty, Boston district manager for General Tire.

Yankee Network officials and staff members present were: John Shepard III, Linus Travers, Robert Bartley, Gerald Harrison, Roger Coakley, William Eynon, George Stefy, Robert Ide, Howard Wright, Robert Meyers, Irving T. Robinson, Clarence Stone, James S. Powers, Cedric Foster, J. A. Farrar, Joseph Lopez, Malcolm Parker, Dorothy Robinson, Fred McLoughlin, and Gertrude Lanza.

Canada Dept. Stores Get Bulk Of Retail Set Sales

(Continued from Page 1)

shows a decline in the sales by the specialty stores and a large increase by the department stores.

In October, 1942, sales in the electrical and radio stores were up seven per cent over September, but down 5.6 per cent compared with October, 1941, although still 12.2 per cent ahead of October, 1939. Sales for the 10 months ended October 31, 1942, showed a decrease of 5 per cent compared with the corresponding 1941 period.

Sales of radios, musical instruments and supplies in department stores showed, by contrast, a marked improvement over October, 1941. Total value of these sales in October last year was \$482,415, compared with \$406,164 in October, 1941, an increase of 18.8 per cent.

Non-Standard Outlets Must Ann. Call Letters

(Continued from Page 1)

least one an hour and at the beginning and end of every period of operation, and for stations used for other than broadcast services it provides for identification every 15 minutes and at the end of each transmission. Station identification was also ordered for relay and studio transmitter stations, with identification called for at the beginning and end of each transmission period.

When these latter stations are associated with and carrying the programs of a standard broadcast station, an international broadcast station or stations of other services, the identifying announcement of the associated station will be accepted as compliance with the rule.

REC Luncheon Meet Draws Out-Of-Towners

(Continued from Page 1)

from the National Concert and Artists Corp. entertaining. Pat Barnes, early morning performer on WEA, emceed. Other talent included Ellen Mitchell, vocalist, and Frank "Bring 'Em Back Alive" Buck.

Among the dozen guests were Fred Palmer of WCKY, Cincinnati; Shirley Hollender of the John E. Pearson office, Chicago; Bud Armstrong of WCOP, Boston; Mary Carpenter, daughter of H. K. Carpenter, vice-president of WHK, Cleveland; Hal Seville of WJEJ, Hagerstown, Md.; George McIntyre, WJEJ, Hagerstown, Md.; Don Stratton, NBC Sales, Cleveland; Charles Stahl, WDAS, Philadelphia; Jack Rose, advertising and general manager of Busch Credit Jewelry; Lew Avery, head of NAB's Department of Broadcast Advertising; Aaron S. Bloom, treasurer of Kasper-Gordon, Boston; Harry Jacobs of the Harry Jacobs Productions, Hollywood.

WOR, WNEW Sked Time For Transportation Meet

(Continued from Page 1)

Central System; R. W. Brown, president of the Lehigh Valley Railroad, and Robert S. Henry, assistant to the president of the Association of American Railroads. Albert R. Beatty, p. a. for the AAR, will act as moderator for both programs which will discuss the role and problem of railroads and shipping in the war.

The WNEW session, at 8-8:15 p.m., will include George C. Randall, manager of the Port Traffic of the Association of American Railroads; John M. Fitzgerald, vice-chairman of the Eastern Railroad Presidents Conference, and C. J. Goodyear, general chairman of the Atlantic States Shippers Advisory Board.

"Soldiers Of The Press" Continued For 13 Weeks

(Continued from Page 1)

sent to 235 stations, but according to the latest figures they are being received and used by 475 broadcasting outlets from Hawaii to Nova Scotia and from Texas to Alaska.

A considerable number of the transcribed programs have been sold to sponsors. Anticipating that the programs would be sold to commercial sponsors the 15-minute platters are open-end, to accommodate the sponsor's message.

The programs are distributed to UP clients for release on a once-weekly schedule.

Minnesota Women's Clubs Airing Two Radio Series

(Continued from Page 1)

Time Living," and features civic and educational authorities on such topics as "Woman Power" and "Loose Talk." OWI is helping out on this group. The WCCO programs are under the title "Woman Wanted" and handle problems of women in industry and at home, children and food issues.

COMING and GOING

GEORGE B. STORER, president of WAGA, Atlanta, is in New York. Conferred yesterday at the offices of the Blue Network.

FRED A. PALMER, sales manager of WCKY, Columbia outlet in Cincinnati, is spending a few days here on station and network business.

G. W. JOHNSTONE, Blue Network director of news and special events, off today for Washington, D. C., to handle details attendant upon the broadcasting of the President's speech. He will return tomorrow.

EDDIE KASPER and AARON BLOOM, of Kasper-Gordon, Inc., returning to Boston following a short business trip to New York.

KINGSLEY HORTON, sales manager of WEEI, Boston outlet of CBS, has returned to his Massachusetts headquarters following a few days here.

HARRY FRAZEE, production manager of the Blue Network, and DEE ENGBACH, producer-director, have left town on vacation trips.

THOMAS C. TINSLEY, president and station manager of WITB, Baltimore, is here for conferences with the New York representatives of the station.

RUTH CHILTON, of WSYR, Syracuse, will arrive Saturday in her capacity as president of the Association of Women Radio Directors, to confer with DOROTHY LEWIS of the NAB, who will hold a tea in her honor Saturday afternoon.

RAY LINTON, general manager of KFBI, Wichita affiliate of the Blue Network, visiting yesterday at Rockefeller Center.

LOUIS PRIMA and the members of his orchestra left yesterday for a tour of the eastern states. They start with a week at Fay's Theater in Philadelphia.

A. N. ARMSTRONG, JR., general manager of WCOP, Boston, in town yesterday to pay a call on the local reps.

SIDNEY GARFINKEL, who heads the San Francisco advertising agency bearing his name, has returned from a trip to Omaha, where he conferred with Haskin Brothers Soap Co. on plans for their 1943 campaign.

JIMMIE LUNCEFORD and his band, having completed their engagement at the Apollo, will leave for Baltimore, where they open tomorrow at the Royal.

MELVIN DRAKE, general manager of KGGF, Coffeyville, Kans., spending a few days in New York.

KAY KYSER was in San Pedro, Cal., yesterday, where he conducted his "College of Musical Knowledge" from the U. S. Naval Air Station on Terminal Island.

Graef Joins WPAT

Alma F. Graef has been appointed assistant to Sidney J. Flamm, vice-president in charge of sales on WPAT, Paterson, N. J., and will handle publicity from the station's New York offices. Miss Graef has been affiliated with radio since 1931, having been associated with WOR and WMCA. At the latter she had been assistant to the general manager and later, commercial traffic manager.

Stork News

Staff musician George Owens of WSB, Atlanta, is the happy father of a six-pound girl.

YOUR SALES TARGET

WI Lists Limitations Re Spot Sponsorship

(Continued from Page 1)
 WI announcements should not be sponsored, but may be placed within programs, provided they are not related, or used as "build-ups" for commercials. Lewis' letter makes the following points:

(1) Wherever possible, place the announcements at the beginning or end of a news broadcast, either sponsored or unsponsored.

(2) Use shows from service camps and training stations.

(3) Advertisers will allow OWI messages to be included in their shows. Discussing this point, he revealed that effective with the start of the station announcement plan Jan. 18, the national spot plan will be cancelled. National advertisers will be asked to write local stations urging scheduling of OWI spots before and after their shows, or even within them. Local advertisers have already shown anxiety to have the spots included in their shows, according to Lewis.

(4) An OWI message may be written into the script of a sponsored program in place of the transcription, provided the job is well-done and all the essential points covered in at least a minute.

Mimeographed copies will be attached to all recordings.

Burns Program Moving To NBC Web Tonight

(Continued from Page 1)
 am was placed by Ruthrauff & Ryan, c., and will be heard over more than 60 NBC stations. It will be repeated at 9:30 p.m., EWT, for the Midwest and Pacific Coast outlets. Accompanying Burns will be his tire company, to wit: Spike Jones and his City Slickers (who made the "Der Fuehrer's Face" recording); Walter Tetley, Luther Roundtree, Marjorie Davis and Griff Barnett. The show will continue to be written by Ashmead Scott, with Don Mark as production director.

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

★ PROMOTION ★

KFWB 24-Hour Bond Drive

Marshalling all the station's facilities on Pearl Harbor Sunday, KFWB, Hollywood, enlisted the cooperation of its 72 sponsors by eliminating them from the regular schedule and devoted 24 consecutive hours in behalf of the Treasury Department to boost the sales of War Bonds.

In order to accomplish their purpose the Warner Brothers' studio received the cooperation and services of stage, screen, and radio stars, name bands, civilian defense officials, civic leaders, the Mayor and his staff, the Sheriff, County officials, and all the theaters of Southern California who threw their resources into the prodigious effort. More than 161,000 volunteer members of Air Raid Posts were enrolled in the venture. As a result of this comprehensive alignment every community in Southern California was covered.

Throughout the Bond selling efforts the studio presented solid entertainment. There was no portion of the movie capital which didn't participate in the effort launched by the station. The station reached the entire Los Angeles School system with its message to "Buy Bonds, Buy Stamps."

The efforts made by the studio were acknowledged by Howard Mills, Southern California Director for the War Savings Staff of the Treasury, in a statement declaring that all bond selling records previously established prior to Dec. 7 in the Los Angeles area had been broken.

WLW To Air Premiere Of "Hitler's Children"

Cincinnati—For the WLW 50-city world premiere of "Hitler's Children," the RKO screen version of Gregor Ziemer's "Education for Death," to be participated in by the leading theaters of the Middle West, the station is planning a special three-way broadcast from the Albee Theater in Cincinnati, the Palace Theater in Columbus and Keith's Theater in Dayton, Ohio.

This broadcast, which will be on the air Jan. 14 at 11:15 p.m., EWT, will feature Gregor Ziemer, WLW commentator and author of the book "Education for Death," which tells the sensational story of Nazi methods of training German youth for a ruthless career of killing. He will interview two of the leading stars of the picture who will come from Hollywood to make personal appearances. Bonita Granville, who creates one of her finest dramatic roles as "Anna" in the picture, and H. B. Warner, who portrays the fearless bishop, will be introduced.

It is planned to have Ziemer present other notables of the screen and radio world who will be present for the premiere.

"Education for Death" at the present time is a best seller in America's book stores.

WOV's United Nations Week

In a tie-up with the United Nations Week being promoted by the film industry, WOV has been designated to find a Miss United Nations by the industry's War Activities Committee. The lucky girl will be crowned with that title on the last day of the campaign, which is being celebrated by about 1,200 theaters in the New York metropolitan area between Jan. 14 and Jan. 20. Ceremony for the event will take place at the Strand Theater, and will be performed by Jimmy Dorsey, orchestra leader.

To find the Miss, WOV is using only announcements on the Alan Courtney recorded program in the evening.

Listeners are urged to participate by sending in photo and other descriptive data listed by the station. First announcement Tuesday night brought 23 replies yesterday morning. Station has set up a board of four to judge the applicants by appearance, national heritage, and war service. Board consists of Vera Zorina, Jimmy Dorsey, Perc Westmore, Alan Courtney and Carmen Miranda, Brazilian star.

Davis Ready To Testify In Gov't-AFM Hearing

(Continued from Page 1)

Elmer Davis said yesterday that he will be glad to appear if asked. "I have already told them how I feel about it," he said, "and if they ask me to appear I'll be glad to."

Davis said also that he has no knowledge of any other OWI official being asked to testify before the subcommittee.

The former CBS commentator said it is not true that Robert Sherwood, overseas director; Archibald MacLeish, a member of the policy board; Joseph Barnes and Edgar Ansel Mowrer, both officials in the Overseas Division, have resigned from the OWI.

Engerine Renews On Blue

Cummer Products Company has renewed "Manhattan at Midnight," aired Wednesday from 8:00 to 9 p.m., EWT, in behalf of Engerine cleaning fluid on 63 stations of the Blue Network. The 52-week renewal is effective Jan. 20. Young & Rubicam, New York, handles the account.

The dramatic program has been sponsored by Cummer on the Blue since July 24, 1940, the previous period of the contract being occupied by a quiz show, "What Would You Have Done?"

HEADING STRAIGHT
for their
GOAL

**In Nature it is Instinct
 In Business it is Experience**

Our experience is a constant asset to our clients

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

experienced

Chicago

By FRANK BURKE

JOHNNY NEBLETT'S "Shoot the Works" quiz show on WGN visits the Fort Sheridan army camp tomorrow.

Lloyd Knight and Bob Cline, of the WGN sound department, have been inducted into the Army, bringing the total of station's employes in the service to 36.

Paul Groves, WJJD, singer and mandolin player, is the father of a new seven-and-one-half-pound daughter, Sandru Lou.

Late evening news summary, six times a week, Monday through Friday, has been bought by Atlas Brewing Company, starting Feb. 15.

Jack Drees, sports announcer, is back at WIND to handle "sports edition" for three weeks while Ted Williams, regular announcer, vacations in California. Drees is expecting a Navy call soon.

World premiere of hit tunes from Republic's picture, "Hit Parade of 1943" and songs by Etta Moten, Negro soprano, will be spotlight features of Roy Shields and his company on NBC, Tuesday, Jan. 12th at 11:05 p.m.

New business reported by WJJD this week includes: Illinois Bell Telephone Co., Chicago, through N. W. Ayer & Son, Inc., Chicago, 15 announcements, and Wholesale Plant Growers Assn., Chicago, direct, 35 announcements.

Glamorous

FUR COATS

for

GLAMOUROUS RADIO

ACTRESSES

(DISCOUNT TO THE PROFESSION)

See Mr. Blossveren personally and he will see that you get the best value in town.

On the Mezzanine
30 Rockefeller Plaza
B. BLOSSVEREN'S
SONS, INC.
Curriers



Reporter At Large. . .!

● ● ● THE MORNING MAIL: "My brother, Lester, and I," writes Mort Lewis, "recently returned from a voluntary writing job we did in co-operation with Capt. John Shubert of Col. Marvin Young's division of the Special Services Branch of the Army. As a result of our working in Washington, we had a first hand opportunity of discovering what type of comedy material the Army needs for its shows staged by the men in the camps. In most cases, these soldiers cannot produce elaborate plays. They need a great many monologues and two-man crossfire acts. Comedy sketches which are easily staged are also welcome. This is material which every comedy writer has in his files and the Army needs it. The stuff does not necessarily have to be about army life. The entertainment staged by the men in the camps is an important morale builder. The habit of self-entertainment inculcated here is with these men when they go 'over there' and helps them while away tedious hours. I cannot urge my fellow comedy writers too strongly to dig into their files and turn over this material for Army use. I myself, have given my entire catalogued gag library for printing and general distribution besides everything else in my files which the Army can use. Contributions should be sent to the Writer's War Board, Committee on Scripts for Soldier and Sailor Shows, 122 E. 42nd Street, New York City. They are vitally needed and should be sent at once."



● ● ● Memo from Doris (Radio Registry) Sharp: "Now that directors are becoming more and more frenzied in their efforts to find actors for male roles, why don't the writers take pity on them and give 'em stories with larger female casts? The gals have leaped in to shoulder the male burden in other war-pinched fields. Why not in radio shows?"



● ● ● TICKER TAPE: Contrary to his radio scripts, Jack Benny doesn't hold onto a dollar as vigorously as he would have you believe. Jack is personally underwriting the entire cost of transporting his regular company of 39 around the various army camps, plus paying the hotel bills, meals and other expenses. . . . According to the Albany papers, Beatrice Kay is tying them up in knots up there. Edgar S. Van Olinda, in the Albany Times-Union, writes: "If vaudeville is coming back, we don't know anyone more qualified to give it an extra shot in the arm than Beatrice Kay" Transamerican readying two new shows. . . . Joan Brocks held over in her personal appearance in Detroit. . . . NBC replacing messenger and copy boys with gals. . . . Bob Shaw, "Front Page Farrell" scripiter, back from Chicago with plenty of ideas on mobsters. He was out there when they captured "Terrible Tommy" Touhy. . . . Kay Kyser, who has a rep for picking hits, is raving about "A Rookie and His Rhythm" from the film production of "Stage Door Canteen," which he'll introduce shortly. . . . Bess Johnson back in town to stay and considering returning to radio. . . . Orson Welles and Hedy Lamarr have finally discovered each other. . . . "Young Dr. Malone," now heard on both CBS and NBC, drops its latter affiliation on the 15th. . . . The Norman Foleys (Gwen Williams) are anticipating an heir-raid. . . . With no men around and very little gasoline available. Adrienne Ames opines that a woman has to live alone and hike it!



● ● ● PHILOSOPHIES OF A SOPHISTICATE: The evil that men do lives after them in the diaries of women. . . . The young girl blushes by impulse; the old one by application. . . . The Alimony Jail is filled with guys who said: "But this girl is different!" . . . Tell a man your past and he'll tell you your future. . . . On B'way, they tell you to be different—and when you're different, they call you a "character."



Los Angeles

By JAC WILLEN

WARREN L. LEWIS, NBC writer, now in the service, is stationed at Santa Ana, doing his regular stint of radio script writing for Uncle Sam's shows instead of his former commercials.

Making such a hit with listeners of the Bob Burns' "Arkansas Traveler" program, Irene Ryan, formerly of the team of Tim and Irene, heard as "Mrs. Willoughby," is likely to pay frequent visits to the newspaper office operated by Bob Burns as the "Traveler."

Eddie Cantor concluded his performances before the Warner Bros. cameras in "Thank Your Lucky Stars," and following his "Time To Smile" broadcast, left for his desert home in Palm Springs.

Hollywood writers have accepted Uncle Sam's challenge through the OWI to solve the problem of presenting, over the radio, in an attention gathering fashion, the basic issues of the war and of the peace to come.

Under the leadership of Arch Oboler, collaboration in a war service dramatic series titled "Free World Theater" will take place, with the series to be launched over the coast-to-coast Blue Network starting February 14, and will be heard for a 26 weeks period at 3:05 to 3:30 p.m., PWT, Sundays.

Most revolutionary aspect of the "Free World Theater" is that the ideas for the plays will actually be furnished by today's outstanding world leaders, whose ideas will be assigned to members of the Hollywood Writers' Mobilization for development into dramatic material.

Freddie Rich is scheduled to take his Abbott and Costello orchestra on a series of tours to Army camps beginning next week.

Trent Christman and Joy Franklin Reid, Jr. of the NBC maintenance department in Hollywood received their cheer from the new uniform our Uncle Sam provided them over the Xmas holiday.

Shirley Mitchell, who portrays Rudy's gushy sweetheart, Shirley-Anne, of the weekly Sealtest show, made a hurried trip home to Toledo, Ohio, as a Xmas request of her brother, who is leaving civilian life for army service.

WHAT'S WHAT IN BOSTON

34 — WCOP averages 684 letters each week of fan mail alone and going higher every week.

REPRESENTED BY HEADLEY-REED CO.

WCOP

BELONGS ON YOUR SCHEDULE

Radio Gets Once-Over From Congressmen

(Continued from Page 1)
 been seen in free government. "propaganda and insinuation against Congress on the air, John Rankin, Mississippi distinguished mainly for his dinging of white supremacy, charged the House floor, suggesting that national radio system" might be the only answer. He added that the lion might be solved by a regiment that members of Congress seven time equal to that of their detractors to defend the legislative branch. Rankin later told RADIO DAILY that doesn't "really mean to advocate taking over of radio by the government," but he "does mean to Congress given far more fair treatment than is at present in use."

Asks National Radio "System"
 "The sort of national broadcast system will be necessary," he said, "if radio continues to permit flannel mouths to keep on, at least providing Congressmen with the opportunity to utter their charges." Congressmen have not had enough time on the air, he said, and when they do have they are usually channeled into isolated areas, being given only a portion of the audience enjoyed by their detractors in making their case over the air. "These people are always insinuating and undermining the live branch of government, our patriotic ideals and all things that can," said the Mississippi demagogue. Asked if he referred to the national news commentators, Rankin replied, "that's what they are themselves." Rankin declared his statements "reflect the sentiment of Congress—we won't let the radio be destroyed in the minds of the public."

Rep. Mundt More Moderate
 Karl E. Mundt of South Dakota, who has previously declared himself for much wider distribution of "Congressional Record," was less violent than his southern colleague. Taking the floor after Rankin to say he believes radio has been relatively fair," he then added that legislation might be needed to limit speakers from using commercial time.

Rankin later told RADIO DAILY that he has been quite a little disconcerted around the cloakrooms of the Capitol and wherever Congressmen are about the growing abuse of the radio gives commentators.

WANTED
 Full-time traveling field representative with thorough knowledge of broadcasting; preferably with station rep. or agency relations background. Excellent opportunity. Permanent position. Inquiries in confidence. Box 436, RADIO DAILY, 100 Broadway, New York City.

To The Colors

JOHN THOMASON, former announcer with WSPA and WORD, Spartanburg, S. C., and more recently city hall reporter for the Spartanburg "Herald," left to report for duty in the U. S. Naval Reserve at Northwestern University, Ill. He has been commissioned an ensign in the naval reserve.

BERT MADDEN, formerly program director of WABY, Albany, has been promoted to captain in the Marines.

HAROLD HIGGINS, for ten years master control room engineer at WCAU, Philadelphia, has joined the Navy as warrant officer. He will report to the Naval Research Station at Anacosta.

FRED PARSONS, announcer of WSB, Atlanta, has left for Sheepshead Bay, N. Y. for maritime training.

ELNA ERICKSON, member of the KKK, Phoenix, news staff, has been accepted into the WAAC's.

CHARLES E. ESHBACH, formerly director of the New England Farm Hour, heard over WBZ-WBZA, Boston, has left the station for service with the U. S. Army. **PHILIP LEMING**, who assisted Eshbach, also has left for active service with the armed forces and is stationed at Camp Jackson, S. C.

While it is true that radio is eminently fair on sustaining time—it's doing a grand job there—it is equally true that the use of commercial time is as bad as the other is commendable. These commentators apparently have carte blanche to kick Congress around, and several members including myself are thinking seriously about legislation to put an abrupt, final and complete end to it. Although I don't like to see it, we are moving toward government radio because of the misuse of sponsored time. I don't like to see it—I think our system is much better than the British, but remember, Congress habitually lets things ride along too long and too far, but when it finally does take action it very often goes too far in the other direction in seeking to remedy the faults."

Contacted Kaltborn

Mundt said he had correspondence on the matter 18 months ago with H. V. Kaltborn and Harry S. Butcher, CBS vice-president now on Gen. Eisenhower's staff in Africa. He told them then, he said, that radio was cutting its own throat.

Several types of legislation short of complete federal control could be worked out, said Mundt, the least drastic of which might be the "prohibition of those types of programs on the air or a provision that equal amounts of time must be given to opposite points of view. Another possibility would be expansion of the regulation prohibiting advertisers

DR. H. A. JONES, manager of sales of General Electric electronic tubes for non-radio applications, has been commissioned a Lieutenant-Colonel in the U. S. Army Signal Corps, and has reported for duty with the Research and Development division of the Signal Corps, with an office in the new Pentagon Building, Arlington, Va.

FRANKIE KRAJEIR, accordionist for seven years with "Pappy Cheshire and His Gang" on KMOX, St. Louis, reported for duty at Evansville, Ind., as a flight instructor for both Army and Navy air cadets.

JOHN CARLSON, publicist at WBBM, Chicago outlet of CBS, leaves on Jan. 8 for service in the U. S. Army.

EDWARD S. KING, member of the production department of NBC's central division, and **ROBERT M. FLANIGAN**, of the selling staff, are the latest to leave the Chicago radio territory for the armed forces.

TODD HUNTER, newscaster on WBBM, Chicago, for the past five years, goes on duty this week as first lieutenant in the Marines.

JEROME J. KARPFF, formerly news editor of WINS, New York, is now a private in the U. S. Army, and is stationed at Fort McClellan, Alabama.

from sponsoring programs for a political purpose during an election in order to forbid advertisers from using their time for moulding public opinion on issues of the day. The way the thing is now, the biggest purse can simply buy public opinion through broadcasting."

Mundt said that he was assured of support for some such measure not only in the House, but also among some Senators. Asked who these Senators were, he declined to identify them. He declined also to name Senator Burton K. Wheeler specifically, but said "poke around up there—you'll find that sentiment even on the radio committee up there."

Cox Asks Probe of FCC

A resolution to investigate the FCC was entered by Rep. Eugene T. Cox, Georgia democrat who has long been a bitter foe of the Commission. He had also introduced a similar resolution in the last session, but it got nowhere. Declaring FCC operation "shocking" under Chairman James Lawrence Fly, Cox told the House "government by bureaucracy must be broken and broken now." The FCC, he said, "has also completely established terroristic control of all media of communication. It maintains a 'Gestapo' the equal of which has never been seen in free government, and has developed the smear business into a fine art. Of all abuse of power by bureaucrats nothing approaches the record of this Commission, he said in conclusion."

Four Webs To Carry FDR, Farm-Day Talks

(Continued from Page 1)
 the problem of food for freedom. Meetings will formulate plans for greater production to aid the war program.

In addition to the President, the speakers on the special broadcast will include Secretary of Agriculture Claude Wickard; British Minister of Food Lord Wooten; Maxim Litvinov, Russian Ambassador to the U. S.; Morse Salisbury, director of information of the Department of Agriculture; Admiral William Brent Young, Chief of Supplies and Accounts, U. S. Navy; Edwin Keller, chairman of the Department of Agriculture War Board for Delaware County, Ill.; a Minnesota farm woman whose son is overseas in the armed forces, and a British mother.

Time of the broadcast will be announced later.

Martin Block To Emcee Bands At FDR 'Birthday'

Martin Block, who is assembling bands for the President's Birthday Ball, January 30, at the Waldorf-Astoria, will emcee the party in the Grand Ballroom. Already 20 name bands have been lined up for the event.

Abe Lyman, Jewish program producer at WBNX, New York, has been appointed chairman of the Jewish radio, press and stage committee sponsoring the Jewish President's Birthday Party at the Central Plaza. Fred Mendelsohn and his WBNX studio orchestra, will contribute musical services for the occasion.

CJGX To McGillvra

Joseph Hershey McGillvra, Inc., has been appointed national sales representatives throughout the United States for CJGX, Yorkton, Saskatchewan, Canada. CJGX operates full time with 1,000 watts on 1,460 kc.

Always Popular
Now More POWERFUL
WCAO
The Voice of Baltimore
NOW
5,000 W · DAY & NIGHT
600 KC
The Only Columbia Station in Maryland
PAUL H. RAYMER CO., Nat'l Sales Representative
 NEW YORK · CHICAGO · SAN FRANCISCO · LOS ANGELES

GUEST-ING

SEN. HARRY F. BYRD of Virginia, MAJ. GEN. LEVIN H. CAMPBELL, head of the U. S. Army Ordnance Department, and MAJ. DAVID L. "TEX" HILL, formerly of the "Flying Tigers" in China, on the "March of Time" program, tonight (WEAF-NBC, 10:30 p.m.).

AL JOLSON, on Jerry Cooper's "Keep Ahead" program, tomorrow (WOR-Mutual, 7:30 p.m.).

ENSIGN CHARLES ASHMORE, on "Scramble," tomorrow (WJZ-Blue Network, 7:05 p.m.).

FANNIE BRICE and HANLEY STAFFORD, on "Soldiers with Wings," Saturday (WABC-CBS, 10:15 p.m.).

FRANK LUTHER, tenor, and JEAN HOLLOWAY, script writer, on the Ellery Queen program, Saturday (WEAF-NBC, 7:30 p.m.).

HELEN MENCKEN, DAVID ROSS, BEATRICE PONS, STEPHEN SCHNABEL, JOSEPH BOLAND, EDWIN LATIMER, BRADLEY BARKER and CHARLES WEBSTER, on the U. S. Treasury Department's "Saturday Night Bondwagon," Saturday (WOR-Mutual, 10:15 p.m.).

ANNABELLE BROOKS, three-year-old child who spells, reads, writes and typewrites, on Dave Elman's "Hobby Lobby," Saturday (WABC-CBS, 8:30 p.m.).

CHARLES W. ELIOT, director of the National Resources Planning Board, and WAYNE DARROW, of the Production and Conservation Administration of the U. S. Department of Agriculture, discussing post-war agricultural problems, on Columbia's "Country Journal," Saturday (WABC-CBS, 1 p.m.).

DON GODDARD, on "Nellie Revell Presents," Saturday (WEAF-NBC, 10:30 a.m.).

RALPH BELLAMY and ROBERT ST. JOHN, on the "Radio Reader's Digest," Sunday (WABC-CBS, 9 p.m.).

James Tierney

James Tierney, radio representative of the Texas Company, died yesterday morning at his home in Brooklyn, N. Y., of heart failure. He is survived by his wife and two children, both boys. Tierney had been with the Texas Company for eight years and handled the Fred Allen and Eddie Cantor shows. He had been in ill health for some time.

Dorothy Lewis Guesting

Mrs. Dorothy Lewis, NAB's Coordinator of Listener Activities, will be a guest on Alma Kitchell's Blue Network show, "Meet Your Neighbor," Friday, Jan. 8, 12-12:15 p.m. Show is not heard on WJZ, New York, however.

WORDS AND MUSIC

By HERMAN PINCUS

THE new variety show, starring Sammy Kaye and his orchestra, which replaces Nelson Eddy for Old Gold Wednesday, Jan. 27 at 8 p.m. over the CBS system, will make it necessary for Kaye to give up his regular Wednesday night appearances on the Spotlight Bands series due to time confliction, his last regular stint for the latter show scheduled for Wednesday Jan. 16. However, Sammy will be heard on the Spotlight Bands series from time to time on other nights of the week. Besides baton-waving, the swing and sway maestro will act as emcee for the show which will include vocalists Tommy Ryan, Arthur Wright, Nancy Norman, Billy Williams, the Three Kaydets, the Kaye Choir and guest stars from the stage, screen and radio.

★ ★ ★

Bob Miller, who calls his firm "the biggest little music publisher in the world" has just about proved that in the past two years. Last year his "We're Gonna Have to Slap the dirty little jap," sold about a quarter million records and his current "Star-Bangled Banner Waving Somewhere" is nearing the million mark on the discs.

★ ★ ★

Gladys Shelley and Ted Mossman are the writers of a new song, which with very little air plugs, has been getting calls from around the country. With a title like "Put Another Nail in Hitler's Coffin," how can it miss?

★ ★ ★

William S. Gailmor, radio news analyst, will discuss the role of radio in war-time at the Victory Conference of the Foreign Language Press, Saturday, Jan. 9 at the Hotel Roosevelt in New York City.

★ ★ ★

It is now Second Lieutenant Frank Liberman, stationed at Fort Monmouth, N. J. Lieutenant Liberman was formerly a Broadway publicity man.

★ ★ ★

Vivien della Chiesa, operatic star, heard on "American Melody Hour" and "American Album of Familiar Music," is celebrating her tenth year as radio singer. The 26-year-old blonde songstress, won a nation-wide contest conducted by CBS and has been a Radiorioler ever since.

★ ★ ★

Tattle and Prattle: Barry Wood has gone in for squab-raising in a big way at his East Haddam, Conn. farm... The Barry Sisters, heard seven days a week on three different programs over WHN, sing an average of sixty-four songs weekly... Paul Cohen, has left Woody Herman and will give out with the trumpet for Charlie Barnet... Lily Ann Carol, Louis Prima's lovely vocalist, has been elected "Sailor's Sweetheart" of the Amphibious Command, Camp Allen, Va... Homer Smith, formerly first tenor of the "Southernaires," has enlisted in the U. S. Coast Guard... Beatrice Kay, Gay 90's singing star, is conducting a poll among her CBS studio guests to determine the ten most popular songs of the 90's, the selections to be used in her forthcoming motion picture... George Sterney and his orchestra will be heard from Dempsey's on Broadway.

★ ★ ★

— Remember Pearl Harbor —

AGENCIES

PACIFIC BREWING & MALTING CO. of San Francisco, makers of Wieland's beer and ale, has retained the Leon Livingston Agency of San Francisco to handle its 1943 advertising campaign in both the radio and newspaper fields.

JAY CLARK, former free lance director with the major networks, has joined the radio department of T. Bates, Inc. Until recently Mr. Clark was associated with the program "Hop Harrigan," "Back-Stage With" and Pierre Huss, news analyst.

ROBERT J. FRANKLIN, former advertising representative for Loew, Inc., has joined Times Appliance Co. Inc., to handle Columbia and Old records in the metropolitan area.

D. W. MAY, eastern regional manager for the receiver division of General Electric Company, will be guest of honor at a dinner to be tendered him on Jan. 13 by radio tailors of New York and New Jersey at the Hotel Park Central.

OWI Official Lauds Radio For Overseas Broadcasts

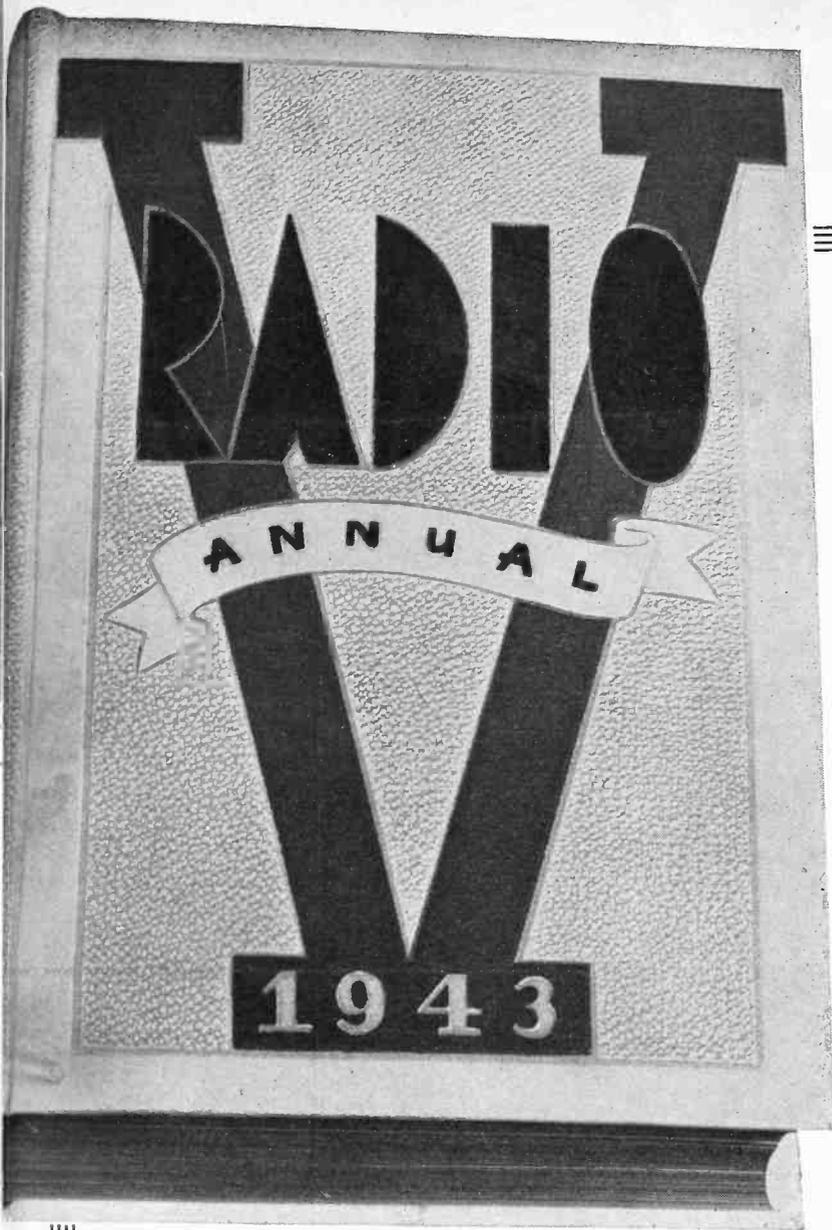
Washington Bureau, RADIO DAILY Washington—"In some parts of the world today one good radio engineer is as valuable to us as a whole division of troops," said Harold Guinzburg, deputy director of the Overseas Bureau in charge of radio posts. Guinzburg, who has recently returned from London, was discussing the role of radio as a factor both in maintaining the morale of American troops and as a factor in psychological warfare. He spoke particularly of the value of radio in the carrying of news to our allies from this country.

The OWI is increasingly concerned with carrying of news and entertainment to American troops, Guinzburg said, adding that in Iceland, for instance, the presence of troops requires far more American broadcasts to the country than would otherwise be called for.

Guinzburg would not reveal details but he said there are now schemes under way to send considerably more of our best radio shows to England for rebroadcast by the BBC. "The programs most popular here seem to be equally well liked there," he added.

Questioned with Guinzburg at an informal press conference yesterday were Karl E. Jensen and F. McCracken Fisher, OWI representatives in Stockholm and Chungking, respectively. Jensen said that the swift receipt of American news by his office via cable and radio enabled him to supply so much to Swedish papers that American-originated news is able to maintain a ratio of four-to-one over that from any other country.

Fisher said that wire service between Los Angeles and Chungking now makes it possible for him to bring news from New York in as little as half an hour, although average time is from two to three hours.



*This is the Book that
will soon be on the
desks of*

RADIO EXECUTIVES

EVERYWHERE

and stay there **EVERY**

DAY THROUGHOUT

1943

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ficers

**1000 Pages . . . Cloth Bound for Permanent Reference . . . Complimentary
to RADIO DAILY Subscribers . . . Ready for Distribution Next Month . . .**



Coast-to-Coast



RALPH BERTON, conductor of the WBNX disc show, "Jazz University," is using his program to promote a "music of Democratic America" jam session Saturday, January 9, at the Savoy Ballroom, Harlem. Among the jazz stars set are Coleman Hawkins, Mel Powell, Cozy Cole, and others. Requests for admissions have reached the 5,000 mark.

Maxine Keith will interview Martha Scott, Friday, January 8, on her "From Me To You" program. WMCA, 4:45-5 p.m.

T. O. McCullough has been appointed commercial manager of WIOD, Miami, Fla. Before joining the station McCullough was in the sales department of WSPD, Toledo, and national sales manager of WAGA, Atlanta. He succeeds Steve Vetter.

Marie Keenan, Chicago publicity woman and magazine writer has joined the WGN, Chicago, Press Department. For several years she was a member of the Richard R. Smith & Associates, Chicago publicity outfit.

WIND, Gary, Ind., recently received a call from the Federal Employment Service in Gary that one of the largest steel mills needed 300 boys to do special war work during the Christmas holidays. Shortly after receiving the call the station started a series of announcements. The following morning after 8 announcements were made the mills had over 400 boys to do the work.

The 442nd consecutive weekly broadcast of the WJSV, Washington, D. C., "Labor News Review," at 6:30 p.m., EWT, Saturday, had as its featured guest—the 350th of a series of distinguished guests—A. Creech Jones, Labor member of the British Parliament and Parliamentary Private Secretary to Ernest Bevin, Minister of Labor and of National Service—Labor's famous member of the British War Cabinet. Jones had arrived in the United States on Thursday and selected the "Labor News Review" on which to make his first public statement in this country.

The Bridgeport "Herald," weekly Connecticut newspaper, this week publishes a year-end article by Walter J. Bradford, program manager of WDRC, Hartford, on the trials and tribulations of the radio industry during war-time.

Starting Saturday, Jan. 9, from 6:30 to 6:45 p.m., EWT, and continuing every Saturday thereafter, Congressman Ranulf Compton of the 3rd Connecticut District, will speak to the people direct from Washington, through the facilities of WELL, New Haven. Congressman Compton's talks will be in the nature of reports of doings in Congress.

Jack Fitzpatrick, newsman of press and radio, is now the news editor of WJJD, Chicago. Fitzpatrick joined the station last spring and has been featured as a sports announcer. He came to Chicago from KLZ, Denver, where he was on the staff for 10 years as news editor and sportsman.

All of the facilities of KDKA, Pittsburgh, were geared to help victims of Pittsburgh's worst December flood in its history. As the waters of the three rivers in the city, rose 12 feet above flood stage, the station's staff provided the official river reading frequently, meanwhile gathering as much information as possible concerning transportation facilities, and working conditions in the various industrial plants hit by rising waters.

Abe Lyman, program producer at WBNX, N. Y., has been appointed chairman of the Jewish radio, press and stage committee sponsoring the President's Birthday Party, Jan. 30 at Central Plaza. Stars of all show business fields will take part in show. Fred Mendelsohn and studio orchestra is contributing services.

Recently twenty-nine staff members of KHJ, Hollywood, took time off to make a wholesale donation to the Red Cross blood bank. The caravan of blood donors was made up of all branches of the staff including executives, announcers, newscasters, secretaries and engineers. . . . Bob Turnbull, former page, has been made junior sound man with his appointment to the "Swing to Victory" shift. . . . Ted Palmer is the new page.

Getting lost in Philadelphia is Fred Weiting's latest penchant. Weiting, staffer at WIBG, Philadelphia, a native of Vermont had no trouble getting to the station when it was located in the country, but when it shifted from its bucolic surroundings and sylvan vistas to the more mundane monuments of urban life, among the subways he lost his bearings three times. Now the guiding hand of program director, Doug Arthur, blazes his trails underground and otherwise.

Nothing stops the resourceful man when he is faced with insurmountable problems. Lee Little, big boss of KTUC, Tucson, can now qualify as a first class steeplejack. During the Pearl Harbor anniversary ceremonies, a part of that was the raising of a large American flag atop the station's 181-foot transmitter. At the last minute, Little couldn't find anyone to climb the tower and rig a halyard for the flag so he donned work clothes and did the climbing himself. The big flag will fly over the station until the war is won.

When Fred Ripley made a 20-word appeal for portable oil stoves for flood victims in Onondaga Valley on his Carling's show over WSYR, Syracuse, on New Year's Eve, he started a 10-minute avalanche of generosity which swamped Red Cross headquarters. Six trunk lines and four attendants couldn't keep up with the rush and at the end of 10 minutes the Red Cross had 103 stoves and asked the station to broadcast a notice that no more were needed.

A small autographed photo of Penny West, suitable for a locket or billfold, is being given away on the "Farm House" program on WOWO, Fort Wayne. Penny is the vocalist with the Blackhawk Valley Boys, who are heard regularly on the broadcast.

Miriam Lane, women's commentator, WJLB, Detroit, gave over her broadcast last Wednesday to an interview with Edward Everett Horton, now appearing in that city in "Springtime for Henry." Horton's appearance on this program marks a "return engagement" as the first interview occurred last Spring.

Bob Acher has formed a hill-billy unit from the talent staffs of WIND-WJJD, Gary, Ind., and will make personal appearances weekly with the troupe at Seaman Hall in Gary. The "All-Star Radio Frolic" makes its debut at Gary, today. Two shows will be given each Thursday.

A newcomer to the WWJ, Detroit, announcing staff is William Hitch, formerly of WFLA, Tampa. Hitch has behind him 17 years of stage and radio experience. His training in drama includes work with outstanding stars of the theater, from Jessie Bonstelle to Orson Welles. He was at one time in charge of musical and dramatic production at WBML, Macon. He replaces Hugh Downs.

On her "Today's News for Children" broadcast on New Year's Eve at 5:30, heard over WCAU, Philadelphia, Katharine Clark introduced her co-workers to her juvenile audience. Joining her in the program were Taylor Grant, Al Taylor and Robin Flynn, news commentators, and Betty Sheldon, Bill Dacey, Don Taylor and Henry Murdock, of the newsroom staff.

Shirley Eder, woman's news commentator on WINS, New York, will interview Jeanne Cagney, sister of Jimmie, and currently starring in "Yankee Doodle Dandy." Shirley presents the young star to her radio audience on her program "Washington Line" today, at 11:30 a.m.

A review of the highlight events of 1942 and a wish for good luck in the coming year were offered by George F. Booth, owner of WTAG, Worcester, in a special three-minute address to Central New England listeners prior to the NBC "editors' roundup" New Year's Eve.

"The Concert Hour" program a over WWDC, Washington has a maestro in Robert Ball, lately of Lake City. Ball handles the show for the hordes of government workers who like classical music their "morning."

The first three minutes of the New Year were observed on WPDQ, Jackson, with a prayer delivered by Captain Reuben Shrum, Senior Chaplain at Jacksonville Naval Air Station. It was Chaplain Shrum, who in conjunction with British Chaplains, officiated at the religious services, held at the time Roosevelt and Churchill met to formulate their famous Atlantic Charter. Several of the prayer delivered over WPDQ were used by the British Chaplain during services held at the time of the signing of the Charter.

Civil Service Commission Thanks NAB For A

Washington Bureau, RADIO DAILY
Washington—The aid of broadcasters in carrying manpower announcements for the United States Civil Service Commission during the past two and a half years has drawn the thanks of the Civil Service Commission, in the following letter. NAB President Neville Miller, CSC Chairman Harry R. Mitchell.

"As you know, commencing first of the year the Office of Information will issue all government spot radio notices. This will see the last of the manpower announcements which for nearly one and one-half years we have issued through the generous cooperation of the National Association of Broadcasters.

"Perhaps it may seem superfluous for me to again express our gratitude and thanks for the unprecedented cooperation which your association has given us during these critical times, but I could not close the letter without again expressing to you my own personal appreciation to yourself, to Mr. Stringer, and to your staff. Mr. Stringer has not only been most helpful but has continued throughout the almost two and one-half years of our association to maintain contacts most pleasant at all times.

"The problems of these war years will necessarily make changes, as will problems that follow the end of the war. It is highly possible that the NAB and the Commission can cooperate in meeting some of these problems. It is most gratifying to feel that we would again have your friendly help if it becomes necessary. I hope that you will convey to me a member of your organization, to your non-member stations, through the bulletins, the sincere thanks and appreciation of this government agency charged with the problem of recruiting and placing federal personnel where it will be most effective in the war program."

1943													
BIRTHDAYS													
17	18	19	20	21	22	23	24	25	26	27	28	29	30

January 7

H. R. Baukhage Al Bowley
Gertrude Friedlander Bert Georges
Herbert Magidson
Floyd D. Rogers, Jr.

Peabody Award Interest

Cox Sure He Can Pass His FCC Resolution

Washington Bureau, **RADIO DAILY**
 Washington—Representative Eugene Cox, (D.Ga.), long a bitter foe of the FCC, yesterday stated that he could push through his resolution calling for an investigation of the Commission if he so desired. Rep. Cox introduced the bill to investigate the FCC Wednesday, as stated in these columns yesterday.
 Although he emphasized that there is "nothing personal in his attitude toward the Commission" and that he merely is "interested in protecting

Benny Guest Of Honor At Federation Luncheon

Jack Benny was guest of honor yesterday at the annual luncheon of the Amusement Division of the Federation of Jewish Charities held at the Hotel Astor. More than 800 people attended from various branches of the industry which has a quota of 10,000 to meet. Some 225 new members were announced by Barney Kaplan, co-chairman of the luncheon. The emcee was Louis Nizer, well

Our Accounts On WABC Sign Renewal Contracts

Effective Jan. 1, Ward Baking Company and Pepsi-Cola Company renewed their campaigns on Columbia's New York City outlet, WABC. Jan. 1 marked the beginning of the sixth campaign for Marlin Firearms Company (Razor Blade Division) on the

Jessel Appeal

George Jessel, who will be heard with Basil O'Connor president of the National Foundation for Infantile Paralysis, on that organization's special program Sunday night, states that he will make his appeal "in 14 different languages." The program will be broadcast from 11:30 p.m. to midnight and will be aired over WBYN, WHOM, WEVD and WBNX.

FDR's Listeners

President Roosevelt's address at the opening of the 78th Congress yesterday, 12:30-1:35 p.m., drew a 27.7 rating, and 14,290,200 listeners, according to a survey by C. E. Hooper, released by CBS. Rating is not as great as the President achieved either Labor Day in 1942, or his war message to Congress, December 9, 1941.

4 P & G Shows Expand To Full NBC Network

Chicago—Expansion of four daytime dramatic programs: "Ma Perkins," "Road of Life," "Right to Happiness" and "Vic and Sade," to the full NBC network, and an added station lineup for a fifth, "Lone Journey," was set this week to start Monday, Jan. 18. All of the programs are sponsored by Procter & Gamble.
 "Road of Life" will add 47 stations, making a total of 129. "Vic and Sade" will add 49, for a total of 127; "Ma

Hettinger To Address Marketing Assn. Meeting

"What Radio Time Buyers Want to Know," and the question of radio market research techniques, will be discussed by Dr. Herman S. Hettinger, research consultant, at the next monthly meeting of the Radio Group of the American Marketing Association, Thursday, January 14, at the

Statistics Prove Business Rose During N. Y. Newspaper Strike

Staff Co-Ordinating Unit Set By NBC Central Div.

Chicago—Completion of an organization of a staff operations committee in the NBC central division along the lines of the similar group set up by NBC in New York was announced yesterday by Harry C. Kopf, vice-president. Committee composed of men

Numerous Outlets Submit Their Entries Although Webs Standing Aloof Can Still Receive Awards

Safety Council Drive Gets Full Radio Co-Op

National community plan of action against accidents and conservation of manpower will get under way tonight via the Blue Network when the National Safety Council, Inc. launches the drive during its "Men, Machines and Victory" program, 10:30-10:45 p.m. In place of its usual dramatic program, Council has obtained Ray-

Brazil Has 4,000,000 Sets Serviced By 100 Stations

In an interview at the Inter-American Affairs office in New York, Capt. Amilcar Dutra, director of the radio division of the Department of Information and Press of Brazil, said that at present there are 4,127,000

WTTM And IBEW Settle Strike Of Employees

Washington Bureau, **RADIO DAILY**
 Washington — Capital representatives of IBEW announced the settlement of the strike of employees at WTTM, Trenton.
 The controversy began Dec. 18, at

Although three of the major networks did not submit entries last month for the 1942 Peabody Awards, they did write the Committee that they will be glad to cooperate in furnishing any material the committee might ask for from them, it was learned here yesterday. NBC, CBS and Blue have definitely not entered the competition; it could not be ascertained whether Mutual had submitted any programs for consideration.
 The reason given for failure to submit entries, in individual letters from

Yankee Net Officials Chosen At Board Meet

Boston — The Yankee Network officials chosen at a Board meeting yesterday were as follows: Chairman of the Board John Shepard III; president, William O'Neil; executive vice-president, Henry Linus Travers; vice-president, Robert T. Bartley; treasurer, William O'Neil, Jr.; as-

Foote, Cone And Belding Elect Principal Officers

Election of principal officers and initial plans were made by Foote, Cone & Belding, new advertising agency which succeeded Lord & Thomas. Emerson Foote of New York has been elected

Piano Lessons

Utica — WIBX broadcasts the Perry Le Roy piano lessons every day and recently received the following and unusual phone call: "This is the county jail, and one of our inmates wants to know if he can learn to play the piano in 90 days because he's only in for that long. He says, 'Send the lessons along anyway and he'll lull the keeper to sleep some night.'"

(Continued on Page 5)

(Continued on Page 3)

(Continued on Page 2)



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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, Jan. 7)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
A. M. Tel. & Tel.	131 3/4	130 3/4	131
CBS A	153 3/4	153 3/4	153 3/4
Gen. Electric	31	31 1/2	31 1/2	+ 1/2
Philco	14 1/8	14	14	+ 1/8
RCA Common	5 3/4	5 1/2	5 3/4	+ 1/4
RCA First Ffd.	60 7/8	60	60 7/8	+ 1/8
Stewart-Warner	7 1/2	7 3/8	7 1/2	+ 1/8
Westinghouse	81 1/2	81 3/8	81 1/2	+ 1/8
Zenith Radio	20	19 7/8	20

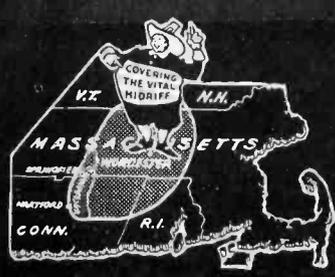
OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	3 7/8	4 1/8
WCAO (Baltimore)	19	22
WJR (Detroit)	20	22

Wright CBO Manager

Ottawa—Charles P. Wright, producer of numerous programs for the Winnipeg studios of CBC, has taken over his new duties here as manager of CBO, outlet of CBC in this city. Among the Winnipeg productions with which Wright has been associated are "Souvenirs of Song," "Wishing Well," "Tunes for Today" and "Impressions by Green." He also has been closely connected with the legitimate stage and the musical comedy world.

When you buy time—
BUY AN AUDIENCE



WTAG WORCESTER

Brazil Has 4,000,000 Sets Serviced By 100 Stations

(Continued from Page 1)

radio sets in Brazil which are serviced by 100 stations. He also pointed out that the exchange of programs between the United States and Brazil is growing. Presently there are two daily, one weekly, and five monthly programs going from the U. S. to the South American country, and five programs are coming up from Brazil to the U. S.

Dutra, who arrived in this country yesterday at the invitation of Nelson Rockefeller, Co-ordinator of Inter-American affairs, to view the American radio industry said: "Radio can't win the war, but it can be used as a spiritual force to bring the nations of the world closer together, and can help break down the prevailing restraining barriers of language and custom."

Dutra will remain in the United States until the first week in February.

Yankee Net Officials Chosen At Board Meeting

(Continued from Page 1)

sistant treasurer, Roert F. Ide, and clerk, Howard F. Wright.

The executive committee is made up as follows: William O'Neil, Chairman, John Shepard III, vice-chairman, and John W. Haggerty.

On the Board of Directors are William O'Neil, Jr., of Akron, Ohio; Loren Angus McQueen, Akron, Ohio; Samuel Smith Poor, Akron, Ohio; James W. Haggerty, West Roxbury, Mass.; John Shepard IV, Brookline, Mass., and Henry Linus Travers, Wellesley Hills, Mass.

FDR's Talk Shortwaved By American Webs, BBC

Simultaneously with the domestic broadcast of President Roosevelt's address to Congress yesterday, CBS and NBC shortwave sent the speech to Latin America in English, Spanish and Portuguese, and over stations beamed for Europe. European airing, in English, went via WCBX, WCRC and WCDA. Last night, CBS transmitters carried five repeats in English, Spanish and Portuguese to South America.

Networks and independents both rebroadcast the speech last night, and again early this morning for the benefit of night war workers who were unable to hear it earlier. BBC re-broadcast the address intermittently in 26 languages.

Ralph B. Huber

Petersburg, Va.—Ralph B. Huber, president of WPID, and the Petersburg Newspaper Corporation died suddenly on Jan. 4. He was 54 years of age.

Huber, affectionately known as "Jimmy" to radio and newspaper associates, has been ailing since last Spring and was hospitalized for several weeks. He suffered an attack while on a visit to the studios of WPID to extend New Year's greetings to the staff on New Year's Day.

Foote, Cone And Belding Elect Principal Officers

(Continued from Page 1)

president; Fairfax M. Cone of Chicago, chairman of the executive committee; and Don Belding of Los Angeles, chairman of the board.

New agency starts out with total billings well in excess of \$20,000,000 annually. Plans are already in the works for expansion of personnel. No changes whatever in present personnel of the agency are contemplated.

Foote, Cone & Belding will function on a national basis, with the principal officers each participating in the problems of all the agency's offices from coast to coast. In this way, problems will be met when necessary by all firm heads, instead of just one, thus bringing to bear a concentration of talent and experience representing all sections of the country.

To still further carry out the new firm's conception of central direction, frequent meetings of the principal officers will be held in Chicago and New York.

Foote Issues Statement

The advertising firm confirmed reports that with but a single exception all accounts handled by the former agency have definitely placed their advertising with Foote, Cone & Belding. Belief was expressed that before the end of the week, no account which was handled by the former agency at the time of its dissolution will have failed to signify its intention to remain with the new agency.

"The fact that such a large number of important national advertisers have already definitely placed their business with Foote, Cone & Belding, is highly gratifying," said Foote. "It constitutes an endorsement of which we are understandably proud and grateful, and a trust for which we feel the keenest sense of responsibility."

Foote will remain in charge of New York operations; Cone, the Chicago operations; and Belding, the Pacific Coast. The San Francisco office will be managed by Eugene I. Harrington, of the new firm.

At a meeting of the executive committee to be held in Chicago on Jan. 16, other officers will be elected.

Benny Guest Of Honor At Federation Luncheon

(Continued from Page 1)

known attorney battling for Georgie Jessel on short notice. Judge Joseph M. Proskauer was the principal speaker and added to his appeal an outline of how the Federation works.

Jack Benny, at the expense of the motion picture executives present explained why he was going to produce his own pictures, his talk proving unusually funny, possibly worthy of repetition on one of his Sunday night programs, with but little change. Benny, incidentally revealed, it was actually the first time he had ever been a guest of honor at a New York affair. The comedian, on a tour of army and navy camps, came in from Bangor to keep the appointment.

COMING and GOING

ARCH GRINALDS, MARK JENNINGS, GEORGE COMPTON and BERNARD MUSNIK left yesterday for Cincinnati, where they will attend the semi-annual Crosley sales meeting today and tomorrow. They are expected back in town on Monday.

S. C. VINSONHALER, general manager of KLRA, Columbia outlet in Little Rock, has arrived from Arkansas on a short business trip.

S. BERNARD BERK, president and station manager of WAKR, returning to Akron, Ohio, after having spent the early part of the week here.

JOHN MAYO, sales manager of Associated Recorded Program Service, back from a short trip to Philadelphia.

C. P. HASBROOK, president and station manager of WCAX, Burlington, Vt., in town yesterday and visiting at the headquarters of CBS.

LT. ARNOLD SCHEINBERG, former radio engineer now detailed at Drew Field, Fla., to New York to discuss with Lyle Engel, editor of "Song Hits Magazine," the matter of government publication of song lyrics for the armed forces.

TED HUSING and JIMMY DOLAN have returned from Miami, where they broadcast the Orange Bowl game over the Columbia network.

HAL SEVILLE, of WJEF, Hagerstown, Md., spent yesterday here on station business.

IREENE WICKER was in Montreal last night for an interview over CFCF.

BOB HURLEIGH, of Press Association, Chicago, has returned to the Windy City following a two-week trip to New York and Baltimore.

WTTM And IBEW Settle Strike Of Employees

(Continued from Page 1)

which time it was claimed that the strike began over payment of salaries and wages to employees. Station representatives contended that a question of union jurisdiction was the cause of the walk-out.

William M. Margolis, U. S. Department of Labor Conciliator, participated in the final conferences between A. Harry Zoog, WTTM general manager and Lawson Wimberly, IBEW representative.

GIVES YOU LOW COST RESPONSE IN The DETROIT AREA

CKLW

800 kc. **MUTUAL SYSTEM**

DAY and NIGHT 5000 WATTS

Statistics Prove Biz Rose In Paper Strike

(Continued from Page 1)
 red disparagingly to radio's role in the strike. (RADIO DAILY January 7)
 Original newspaper accounts, from the New York "Herald Tribune," quoted and embellished by Chicago and Buffalo newspaper writers, had held that retail volume, for lack of newspaper advertising, had dropped, and that radio had not accomplished a substitute merchandising job.

Basic Figures Reliable
 Chason's survey, based on Federal Reserve Bank and department store figures, and reports from advertising agencies and the motion picture industry, proves that business increased, slightly, and that there were too few examples of radio advertising by retailers, to form any kind of conclusion. Federal Reserve figures for New York City, for the week ending December 19, as contained in Chason's survey, show that there was a 4 per cent increase in the week's sales, as compared to the same week of the previous year. This 4 per cent is to be applied against the Weekly Federal Reserve Index of Department Stores' Value of Sales of 302 (1935-1939), and this points to the highest peak in department store figures since the Federal Reserve Weekly Index was started in 1935. The entire New York Federal Reserve District shows an increase of 4 per cent in sales volume for this same week, and the district includes the war production centers of Newark, Buffalo, Rochester and Syracuse. So, newspaperless New York City maintained its buying pace of the rest of the district for the week which was marked by very decidedly adverse weather.

Music Hall an Example
 In checking the business done by the motion picture industry, which had gobbled up almost every available spot on local radio during the strike, Chason noted M-G-M's "Random Harvest" premiered at the Radio City Music Hall on Thursday, December 17, following three days of no newspapers, and on a day when the thermometer fell to 12° above zero. Despite these adverse conditions, surveys, based on reports from "Film Daily" of Dec. 18, 1942, the management of Music Hall, "Harvest" played "Mrs. Miniver" business in its world premiere. Crowds disregarded the freezing temperature, jammed the lobby half hour before ticket sales began, and more than an hour before the first show started, "Random Harvest" was attracting the largest advance sale in the 10-year history of the house, with mezzanine seats sold out for more than a week in advance. Throughout the city, the report found.

WANTED
 Executive-type traveling field representative with thorough knowledge of broadcasting industry; preferably with station rep. or station relations background. Excellent opportunity. Permanent position. Inquiries in strict confidence. Box 436, RADIO DAILY, 501 Broadway, New York City.

★ PROMOTION ★

WEEL Folder
 WEEL, Boston, in a three-part promotional folder presents the story of Priscilla Fortescue whose program, "Good Morning Ladies" is now one year old.

The fact that the program is a year old is marked on the cover by a picture of a baby, symbolic of the year-old is marked on the cover by youthfulness carries a 3.6 Hooperating which was based on June-September findings, and are the latest figures available.

The folder contains a black and white picture of Priscilla Fortescue and alongside it on the middle section a brief resume of her program and the forceful presentation of her 3.6 rating, which is, according to the station "the biggest established audience ever achieved by a woman participating program on any Boston radio station."

Also contained in the promotion piece is a list of the 19 participating advertisers who have used the program to their advantage.

The piece concludes with a mention of the time of the program, the

Four Accounts On WABC Sign Renewal Contracts

(Continued from Page 1)
 outlet, and renewal of Penick & Ford Ltd., Inc.'s sponsorship of "Odd Side of the News." Craven & Hedrick, Inc. have purchased Monday, Wednesday and Friday participations in the 6:30 to 6:55 a.m., "Arthur Godfrey" program for the sponsor's Marlin Blades. Pepsi-Cola announces its renewal through Newell-Emmett Company. Pepsi-Cola is advertised Monday through Saturday on the Arthur Godfrey program from 6:30 to 7:45 a.m. The sponsor uses 12 participations weekly for Pepsi-Cola.

With its renewal, Penick & Ford, Ltd., Inc. continues to sponsor "Odd Side of the News" broadcast from 8:20 to 8:25 a.m., Monday through Friday. Penick & Ford's campaign is for My-T-Fine Desert. BBD&O handles the account.

In its third campaign on WABC, Ward Baking Company participates in Adelaide Hawley's "Woman's Page of the Air." Ward's participations on the program are heard Mondays, Wednesdays and Fridays from 8:45 to 9:00 a.m., for "Ward's" and "Tip Top" bread and cake. J. Walter Thompson Company placed the business.

theater grosses were maintained in what is normally considered to be a bad motion picture week.

Some other local radio execs planned similar studies to reply to the unfavorable references. Others, however, pointed that the whole incident is unfortunate in that it strikes at the whole field of advertising, and that rather than having media attacking each other, all should be cooperating for the good of the nation and the war effort.

Lady Esther Tieup

Lady Esther Cosmetics is using a promotional tie-up which utilizes the actual selling branches of its product. The cosmetic concern, sponsors of the "Screen Guild Players" program, in conjunction with KNX, Hollywood, has been inviting to the studio for the past several weeks, groups of 250 employees from the large drug and department stores in the Los Angeles area as special studio guests to the broadcasts. Blocks of tickets are turned over to the station by the agency, Pedlar & Ryan, for direct distribution to the retail outlets.

Already in attendance at the broadcasts have been the employees from Woolworth's, Thrifty Drug Company, The May Company, Broadway Department Store, and Sontags. The station was also host to the drug and cosmetics staff of Bullocks, and Newberry's.

fact that WEEL's primary daytime listening area contains 817,000 radio homes and that on a six-a-week basis for 13 weeks, costs only \$19 for each 1-minute participation.

Cox Sure He Can Pass His FCC Resolution

(Continued from Page 1)
 our communications media." Cox said he could get the resolution through the Rules Committee with no more than one dissenting vote. As to the House itself, he believed that no more than seven or eight dissenting votes would develop.

On Wednesday Cox deplored the alleged "Gestapo" methods of the government agency. He had also introduced a similar measure in the last session of Congress.

Two Renew On WJZ

American Chicle Company, Long Island City, has renewed for 52 weeks its sponsorship of station breaks on WJZ. Four broadcasts are used weekly through Badger & Browning, Boston. "Reader's Digest" has renewed for 13 weeks its one-minute announcements on WJZ. The magazine sponsors three broadcasts weekly through B B D & O, New York.

W P E N
 THE PROOF IS IN THE LISTENING
 Philadelphia
 5000 WATTS • 950 ON THE DIAL
 Affiliated Station of the Atlantic Coast Network

Many Outlets Enter 1942 Peabody Awards

(Continued from Page 1)
 the three networks, was primarily that they did not feel they could in war time devote the manpower nor go to the expense necessary in preparing the elaborate presentations they have submitted in the past. Their programs will be considered for the award, however, since it is not necessary that programs actually be entered in order to be awarded a prize.

Although three, and possibly the fourth, major networks did not submit entries, broadcasters throughout the country evidenced a genuine interest by the number of entries that came in. No exact count was available here, but it was learned that the total of entries received compares favorably with that of previous years.

A preliminary meeting of the Award Committee will be held next Friday in the library of Alfred A. Knopf, publisher, who is a member of the group. Others on the committee include: Bruce Barton, BBD&O; John H. Benson, AAAA; Dr. Ralph Casey, University of Minnesota; Jonathan Daniels, Raleigh, N. C., publisher; Mark Ethridge, Louisville "Courier Journal" and WHAS, Louisville; Joseph Henry Jackson, San Francisco "Chronicle"; Waldemar Kaempffert, New York "Times"; Beatrice Sawyer Rossell, of Chicago; Dr. I Keith Tyler, Ohio State University; Mrs. Marjorie Peabody Waite, daughter of the late Dr. George Foster Peabody, in whose memory the awards are made; Edward Weeks, Atlantic Monthly; S. V. Sanford, University of Georgia, and Earl J. Glade of Salt Lake City, chairman of the NAB Code and Compliance Committee.

"ONE I'LL NEVER FORGET"
 Starring THE ONE AND ONLY Jack Stevens

156 5-minute Sports Stories starring the ONLY Commentator who called the World Series exactly — Cards, 4 — Yanks, 1.* — The BEST sports series in the country.

Write for samples and prices
KASPER-GORDON, Inc.
 140 BOYLSTON STREET
 BOSTON, MASS.

*See Radio Daily, Oct. 9, 1942, Main Street Column.

Los Angeles

By JAC WILLEN

THOMAS FREEBAIRN SMITH recently joined Lord & Thomas agency and is named agency producer of the Orson Welles-Lockheed show over CBS, as replacement for Jim Fonda now in the armed service.

Spike Jones, leaders of the City Slickers heard on the Bob Burns' "Arkansas Traveler" series, has been named musical director of the entire program.

To help the rubber-miser program, "Blondie" producer Don Bernard has changed the Camel show's rehearsal schedule to eliminate one Sunday night reading. Bernard has calculated a weekly saving of 150 car miles by the cast.

Len Levinson, who resigned as "Great Gildersleeve" author last Spring to devote full time to OWI activities, was in Hollywood over the holidays and made the rounds to see old friends.

Life story of Dinah Shore, Blue Network's noted singer, is being gathered in Hollywood this week by the staff writer of a national magazine, with publication of the article due in March.

Dick Joy pops up with another rare fact—due to his hobby of browsing in historical tomes. He has learned that the grave of the Unknown Soldier of the American Revolution is located in an old churchyard at Alexandria, Virginia.

Kay Kyser will have his entire "College of Musical Knowledge" band back with him when he makes his first M-G-M film, "Right About Face," in January.

Dick Joy's birthday on Monday, Dec. 28, was strictly a utilitarian affair, as far as gifts went. The KNX-CBS announcer and newscaster received, among other things, a dozen of eggs, two pounds of butter, and from relatives back in his home of Putnam, Conn., half a dozen jars of home-made jellies.

Anita, throaty songstress on the Riggs show, has turned song promoter and is responsible for the publication of the new tune "The Tulips are Talking Tonight." She made a recording and sent it on to New York. Attracted first by Anita's smooth tones, the publisher heard the melody through, liked it and ended up buying it.

Republic Studios have signed Frank McDonald to direct an untitled musical which will feature Al Pearce and his gang.

Jan Rubini, eminent violinist, has returned to Hollywood and is currently deciding between future radio, screen or concert chores.

"Cresta" Adds Kaufman

Additional talent lined up for the new "Cresta Blanca Carnival," Wednesday January 13, via WOR-Mutual, will include George S. Kaufman who will share the emcee chores with Oscar Levant. Program airs between 9:15 and 10 p.m.



Radio Is My Beat. . . !

● ● ● Back in the old days, Hollywood, from the heights of greater age and what was thought to be a superior wisdom, looked down on radio as the stepchild of the acting profession—the Cinderella that stayed home and swept while the movies, stepping high, wide and handsome, took all the honors in its stride. Well, as we observed the other day, it took a radio-trained actress to show Hollywood that it could be wrong. She is Agnes Moorehead, who plays "Mrs. Dithers" on the CBS "Blondie" series. Radio-wise, radio-trained Agnes last week copped the N. Y. Film Critics award for the best feminine acting performance of 1942, outranking such cinema greats as Greer Garson, Bette Davis and scores of other cinema glamour girls. Furthermore, she received this recognition in a film produced by another radio-wise, radio-trained technician—"The Magnificent Ambersons," produced by Orson Welles. Welles himself was discovered by radio and until his first Hollywood venture with "Citizen Kane," was practically sustained by radio while developing the genius peculiar to him. All of which brings up another point. The \$25,000 ceiling may affect Hollywood stars to such an extent that they will make fewer and fewer radio appearances. This means that radio at last will come into its own. Radio-trained and radio-minded actors and actresses, who formerly sat in agency and network reception rooms while film-trained and film-minded performers walked in and took radio work right out from under their noses, may find themselves enjoying a sudden rise in prestige and a proportionate increase in radio assignments.

★ ★ ★

● ● ● Ted Collins will receive still another honor today when W. H. Fawcett, Jr., president of Fawcett Publications, presents him with a scroll as a token of recognition for Ted's part in bringing together the two great entertainment media—motion pictures and radio.

★ ★ ★

● ● ● We should be congratulating Marge Morrow for her decision to leave CBS and join the Warner talent dept.—but somehow or other, the only emotion we seem to be able to work up is sympathy for the hundreds of radio performers to whom Marge was a big sister. For make no mistake about it, Marge will be missed. Not only by the acting profession but by CBS. Marge came to Columbia some eight years ago from the NBC publicity staff. She wasn't hired to create a talent dept., but that's exactly what she wound up doing. She not only created a talent department—she was it! Known and loved throughout the entire industry, Marge had a fabulous memory and had the records of most of the performers carefully indexed in her mind. It was an exception to the rule when a director didn't call up Marge to ask her for her opinion of such-and-such an actor. Yes, Marge will be missed. On Feb. 15th she will clean out her desk at 485 Madison Ave. for the last time and move over to Warner Bros. where she will be associated with Marty Jurow in the talent department there. Good luck, Marge, and we think we speak for the entire acting profession when we say that.

★ ★ ★

● ● ● TICKER TAPE: Josephine Houston has turned in her notice at "Show Time." Too tough to continue along with her two air shows weekly. . . Basil Loughrane, who started "Mary Marlin" some nine years ago, returns to it again Monday. . . Henny Youngman returns to the Kate Smith show for another guest shot tonight. . . Mickey O'Day, graduate of Madge Tucker's kid group, is the new lead on the Blue's "Parker Family." Leon Janney, who had it, has withdrawn to devote his full time to the study of the Russian language in preparation for army service. . . War Production Board has taken over Alton Alexander's "Soldiers of Production" series.

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

SIDNEY N. STROTZ, vice-president of the NBC western division, stopped off in Chicago en route to New York. He was accompanied to New York by Jules Herbueaux, central division program manager.

An order from the Kellogg Company, through J. Walter Thompson Co., calls for six-a-week 10-minute program of recorded music beginning Monday, January 18, headed new business announced this week for station WMAQ by Oliver Morton, manager of the NBC central division local and spot sales department. The program featuring Norman Ross as M.C. will be heard Mondays through Saturdays from 8:30 to 8:40 a.m. CWT, for various Kellogg products. The show now is sponsored by the W. J. McLaughlin and Co., latter contract expiring January 16. New contract is for 50 weeks. New announcement business was headed by Rit Products Corp. through Earle Ludgin & Co. for a series of 460 one-minute transcribed announcements during a 23-week period beginning January 18.

Added to the WBBM engineering staff: Charles Barnhart, former WIND engineer.

Pvt. William Snyder of the Army Air Force Technical Training School, Madison, Wis., was guest on "Victory Matinee" Saturday, Jan. 2. Snyder was half of the Glidden & Snyder two-piano team on WBBM-CBS until very recently.

New castings on "Midwest Mobilizes" include Forrest Lewis, Art Hern, Ray Suber, and Betty Hanna.

WBBM script editor Robert Hartman is the author of the radio drama, "A Very Romantic Ghost," heard on CBS' "Stars Over Hollywood" in November.

Edna O'Dell, singer heard with "Tom, Dick and Harry" on their WGN-Mutual show hails from Fort Wayne, Ind., and started in radio on WOWO.

Philip Morris Renews "Playhouse" Over CBS

Beginning its seventh year as a continuous CBS client, Philip Morris & Co., Ltd. announces renewal of its full network program, "The Philip Morris Playhouse." Philip Morris was among the first seven CBS advertisers to take advantage of the 15 per cent discount plan, and the renewal, effective Feb. 5, continues the program on the full Columbia network, dramatizing motion picture stories with Hollywood stars playing the leads.

Broadcast Friday evenings from 9:00 to 9:30 EWT, with rebroadcast at 11:30, the show is for Philip Morris cigarettes. The Biow Company, Inc. handles the account.

Wedding Bells

Major George Fielding Eliot, CBS military commentator, became a bridegroom New Year's Day. The bride is June Hynd, formerly associated with NBC.

Safety Council Drives Full Radio Co-Op

(Continued from Page 1)

Gram Swing as chairman of broadcast and will present Council members including William A. Irvin, national chairman of the War Production Fund to Conserve Manpower, Colonel John Stillwell, president of the National Safety Council. Reeler of the safety drive on the will consist of one-minute announcements and short talks which the council is preparing and which will hope radio will incorporate ready established programs.

ording to Martha Linn, radio or of the Council, OWI has oned these requests for air Network and station executives they were considering the et and trying to fit the anements into their schedules. igh on the air will not solicit for the War Production Fund nserve Manpower, but will stick subject of safety and reduction dustrial accidents. The fund is raised among industrialists. of the community drive will le a speaking tour by Irvin, ll and others. Miss Linn exto arrange radio tie-ups.

Weekly Bond Award

ultaneously with the official ng of the safety drive, the il will inaugurate a weekly t of \$100 in bonds on its Blue rk show, to the individual who a noted contribution to the tion of accidents on his own ction line. Names will be sublt by safety engineers in induslants. Recipient tonight is from ille, N. J.

ject of safety in industry to ve manpower was reviewed isussed as a preliminary broad-Wednesday evening, during the al Radio Forum on the Blue.

NBS Cancels Races

reaching effect on the OPA's n pleasure driving, has caused ncellation of Mutual's planned weekly broadcasts from Hia-and Bryan Field race tracks. tracks were closed shortly after overnment's gasoline order was Season was to have opened ry 13, for a 46-day meet.

NEW PROGRAMS—IDEAS

"Dinner with the Bishops"

A new monthly series, called "Dinner With the Bishops," will be inaugurated over the WGY, Schenectady, the new series being part of the current daily program, the "Farm Paper of the Air." It was conceived by the station to facilitate the dissemination of information as sent out by the Food Distribution Administration of the United States Department of Agriculture.

The "Bishops" will be a typical farm family, the members of which have been selected by the station to play the roles of Charlie Bishop, his wife Sylvia, and their two children. At each broadcast they will have as their dinner guest a member of some agency of the U. S. Department of Agriculture, the first of which will be Millard C. Fraught, Chief of the Marketing Reports Division for the Northeast of the Food Distribution Administration. The family and guest will discuss current problems of the farmers in terms of the Bishop's own farm and family.

A typical farm has been laid out

Honor Students

An educational sustaining quiz program, "The Victory Quiz," was inaugurated on KMOX Saturday, the program lasting 25 minutes, to feature competing teams consisting of honor students from two high schools in the Greater St. Louis area, teachers of each competing school selecting entries.

Questions will be on current events and will be chosen by Miss Rosamond Willifey, acting Educational Director of KMOX. Carl Christopher will be the quizmaster. Winners of each program will appear later in the semi-finals and finals for championship honors. Each program will be open to the public and schools competing are planning to send cheering sections.

and stocked with all the animals, tools, and problems of a real farm in order to create a more realistic atmosphere for those who will listen to the program.

The new series will go on the air Jan. 8, at 12:35 p.m. (EWT).

Hettinger To Address Marketing Assn. Meeting

(Continued from Page 1)

Hotel Sheraton, at 12:30 p.m. Dr. Hettinger is currently with the OWI, in Washington, D. C.

Program will be the first in a series which the Radio Group is sponsoring to enable newcomers in the industry, or those who have changed jobs as a result of the war situation, to catch up on fundamental subjects. As an assist for those who would be reluctant to query orally, in the discussion, program calls for submitting questions in writing. Also, these educational meetings are being thrown open to the whole trade, rather than confined to AMA membership, declared George Allen, chairman of the Radio Group. Hettinger's topic is based on a research he has but recently completed and released through the NAB.

Hettinger is the author of "Practical Radio Advertising"; associate professor of marketing at the Wharton School of Commerce, University of Pennsylvania, former research director of the NAB, and economic consultant to the FCC.

Benson & Hedges Adds WOR Time For Cigarettes

Benson & Hedges Inc. has signed a fourth radio contract for plugging Virginia Rounds Cigarettes. Latest is "John Gambling Musical Clock" on WOR, 7:15 a.m. to 8 a.m. The other three programs are "Songs America Loves," on WJZ Sunday evenings; the "Virginia Rounds Round-Up of World Wide News" on WEAF, and Paul Schubert, analyst, week day evenings on Mutual. The new WOR contract goes into effect Tuesday, January 12.

Staff Co-Ordinating Unit Set By NBC Central Div.

(Continued from Page 1)

who are directly in charge of operations in each of the network's departments, will seek to produce more closely co-ordinated action by the Chicago staff as a whole and the better integration of network procedure.

William Weddell, of network sales, was appointed chairman of the group. Other members are: Jack Ryan, press department news editor; Leonard Anderson, assistant office manager; Eric Danielson, program traffic supervisor; E. A. Stockmar, sales traffic manager; Charles Urquhart, production manager; Phil Steitz, national and local spot sales; Thomas Horan, sound effects supervisor; William Kephart, supervisor of announcers; Gilbert McClland, assistant advertising and sales promotion manager, and T. E. Schreyer, technical operations supervisor.

Transamerican and AFRA To Arbitrate Dispute

Transamerican Broadcasting and Television Corp. and the American Federation of Radio Artists have submitted for arbitration a dispute between the producing organization and a member of AFRA, over question of contract renewal. No question of principle based on the union's codes or contracts is involved. Issue, rather, is question of fact involving verbal arrangements concerning Transamerican's picking up artist's option. Arbitration, under the auspices of the American Arbitration Association, will be handled by Sydney Fleisher, who was selected by the union, and Ben Selvin, of Muzak Transcriptions, who was chosen by Transamerican. Third member will be selected from an AAA panel.

4 P & G Shows Expand To Full NBC Network

(Continued from Page 1)

Perkins" will add 47 for a total of 129, and "Right to Happiness" will add 51 for a total of 129. The latter program is broadcast from the NBC New York studios and the other three from NBC Chicago.

"Lone Journey," broadcast from NBC Chicago, will add 11 stations for a total of 51.

Station additions on the five programs total 205 daily or 1,025 weekly, the biggest expansion ordered by any sponsor since NBC inaugurated its special rate plan for a 125-station minimum network.

Agencies involved in the Procter & Gamble shows are Blackett-Sample-Hummert, for "Ma Perkins" and "Lone Journey" and Compton Advertising, Inc., for "Road of Life," "Vic and Sade" and "Right to Happiness."

Connolly To Talk

Tom Connolly, director of program promotion at CBS, will speak at the Advertising Club of Erie, Pa., Monday, January 11, on "Radio In the War Year 1943."

New AP Subscribers

Press Association, Inc., the radio subsidiary of AP announced that the following stations have acquired the AP radio wire: WHBQ, Memphis, Tenn.; KRIS, Corpus Christi, Texas; KXYZ, Houston, Texas; and WINN, Louisville, Ky. These stations will feature AP news on their newscasts.

Sigmund Spaeth

FUN WITH MUSIC

26 1/4-hour Transcribed

Programs Starring Famous "TUNE DETECTIVE"

Music helps morale—and no one knows more about how to help people have fun with music than Sigmund Spaeth. A complete merchandising campaign accompanies this series with a terrific mail-puller for proof of purchase.

Write or wire for samples and prices

KASPER-GORDON, Inc.
140 BOYLSTON STREET
BOSTON, MASS.

GUEST-ING

MRS. RAYMOND SAYRE, president of the American Country Life Association; FLOYD W. REEVES, professor of Administration at the University of Chicago; HOWARD Y. McCLUSKY, professor of Adult Education at the University of Michigan, and HOWARD A. LANE, professor of Education at Northwestern University, discussing "Shall We Close the Rural Schools," on the "Reviewing Stand" program, Sunday (WOR-Mutual, 1 p.m.).

FRANK X. CAMERON, U. S. Marine who fought in the Solomons; FULTON McKELICAN, of Scotland; HAROLD SCHIMMELFENG, of Highland Park, Ill., and HELEN DICKER, of New York, on "We, the People," Sunday (WABC-CBS, 7:30 p.m.).

JUDITH EVELYN, winner of this year's Drama League award for distinguished work on the stage, on the "Inner Sanctum" mystery series, Sunday (WJZ-Blue Network, 8:30 p.m.).

SEN. JOHN A. DANAHER of Connecticut, J. CHEEVER COWDIN, chairman of the board of Universal Pictures; JAMES G. PATTON, president of the National Farmers Union, and JAMES B. CAREY, secretary of the CIO, discussing "Is the \$25,000 Salary Limit Sound," on Theodore Granik's "American Forum of the Air," Sunday (WOR-Mutual, 8 p.m.).

PHIL BAKER, on the Jack Benny program, Sunday (WEAF-NBC, 7 p.m.).

GROVER B. HILL, assistant Secretary of Agriculture, discussing "Food for Freedom," on the "Womanpower" program, Sunday afternoon (WABC-CBS, 12:15 p.m.).

FRANKLIN PIERCE ADAMS (FPA) and WHIT BURNETT, editor of "Story Magazine," on "Invitation to Learning," Sunday (WABC-CBS, 11:30 p.m.).

Anthony 'Good Will Hour' Marks 6th Year On Sunday

The "Good Will Hour" will celebrate its sixth anniversary Sunday, Jan. 10. Presented weekly with John J. Anthony as analyst of human problems, the program made its debut in January, 1937, and since January, 1938, has been sponsored by Ironized Yeast Company. The program is aired at 10 p.m., EWT, on 66 stations of the Blue Network. Ruthrauff & Ryan, New York, is the agency.

Mutual Ups Marts

Carroll H. Marts has been named assistant to Miles E. Lamphier, MBS auditor. Marts replaces Frank J. Dvorak, and will be located in the network's Chicago headquarters.

WORDS AND MUSIC

By HERMAN PINCUS

CAB CALLOWAY and his orchestra has been signed by 20th Century-Fox to appear in the forthcoming musical "Thanks Pal," a cavalcade of Negro entertainment. Picture will go into production about Feb. 1 and will include Bill Robinson, Lena Horne and the Katherine Dunham Dance Group.

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During the past year, the greatest number of requests on the Landt Trio and Curley's CBS program, "Sing Along," were for "Mother's Prayer," an anonymous poem that was sent to the boys. More than 26,000 requests for copies was received. "I'll Take You Home Again Kathleen," and "In the Garden of Tomorrow," led the requests for old-time favorites and "Praise the Lord and Pass the Ammunition" was by far the favorite for 1942. (Aside to Frank Loesser). If you bat the same average for Uncle Sam's Air Force that you have earned as one of America's most famous songwriters then woe unto Democracy's enemies.

☆☆☆

The Cresta Blanca Carnival, on Jan. 13 over WIP-Mutual, will feature a specially-written drama by Norman Corwin with Benny Goodman and Oscar Levant playing Gershwin's immortal "Rhapsody in Blue" and Morton Gould's 51-piece orchestra introducing his own original "World Anthem," dedicated to the United Nations. Corwin, versatile playwright-producer, authored the lyrics for the latter composition.

☆☆☆

Ben Bornstein, General Manager of Advanced Music Co. starts the new year with two potential song hits. "Gid-Dap Mule," a stirring and rhythmic recognition of the great role played by the American Farmers in the War Effort, composed by Leonard Ware and "Each Time That I Puff On My Cigarette," written by the "Lights Go On Again" Quartette, Eddie Seiler, Sol Marcus, Benny Benjemen and Lou Singer.

☆☆☆

Paul Lavalle, WJZ composer-conductor, whose "Symphonic Rhumba" was recently played on the networks by Stokowski and the NBC Symphony, has been selected "outstanding network musical director of 1942" by Song Hits Magazine. Lyle Engle, editor of that publication will present Lavalle with a silver cup on the "Basin Street Blues" program, Monday at 10:30 p.m. over WJZ.

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For the second successive year, Martin Block, "Hit Parade" and Kay Kyser emcee, will act as Chairman of the Entertainment Committee of the President's Birthday Ball Celebration, which will take place on the President's Birthday, Jan. 30.

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Columbia network's morale show, "Keep Working, Keep Singing, America," has taken on added significance for the show's narrator, David Ross, whose son, David Ross, Jr., an announcer in his own right, has reported for military duty at Camp Dix, New Jersey.

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Milton Charles, organist on the CBS "Vic and Sade," daytime serial, transferred his activities for new work at KNX-CBS in Hollywood. Herb Foote replaces Charles on the "Vic and Sade" show.

☆☆☆

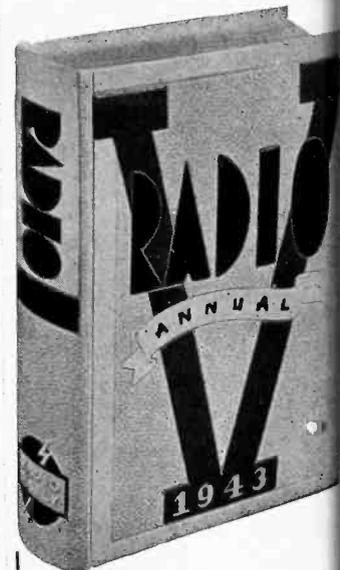
Patter and Chatter; 20th Century-Fox is making overtures to the Blue Network songstress, Vickie Vicki.... Another "first" for Dinah Shore. This time it's the World-Telegram Scripps-Howard annual radio poll.... Ed Pancoast, formerly of Universal Recording, has joined Rockhill Radio Productions, Inc.... Adrienne Ames, screen star and more recently, radio luminary, will soon get a network spot of her own.... Wolfe Gilbert's "The Things We Love Will Live Again," rates a spot on every morale-building program in the country.... Jackson Beck, Mutual's "Cisco Kid," has wooed and won the hearts of 42 lovely heroines since the start of that series.

NEW BUSINESS

KSFO, San Francisco: Western Union Telegraph Co., anns. daily (alternative), 65 one-minute ETs, through Joseph Katz Co.; Farm Journal Magazine, daily participation "Radio Rancher," 13 weeks, through Clarence B. Juneau Agencies; Parrot & Co. (Simi Wines), 39 100-watt anns., through Blum's Adv. Agency; Spice Island (seasonings), five participations monthly in "Woman Page of the Air," direct; Lyon V. & Storage Co. (moving), 24 newcasts, through BBD&O; Morton Salt Co. (Smoke Salt division), 30 participations in "Radio Rancher," through Klau-Van Pieteron-Dunlap Associates; Capwell, Sullivan & Furber (dept. store), 42 newcasts, through Sidney Garfinkel Adv. Agency; Eagle Products & Vineyards (Baron Wines), 78 one-minute ETs, through Frederick Seid Agency; Kutler Bros. (men's clothing), 26 newcasts, through Long Adv. Service; Golden State Creamery (creamery products), 96 one-minute ETs, through Ruthrauff & Ryan.

Stork News

Don Wayne, announcer of WEDU Dayton, became the father of a seven-pound boy, David Lee, born late in week.



The 1943 RADIO ANNUAL

CONTAINS FACTS,
FIGURES AND
STATISTICS ESSENTIAL
TO RADIO EXECUTIVES
THROUGHOUT THE
COUNTRY

NOW IN INTENSIVE PREPARATION
OUT SOON



Coast-to-Coast



SCHOOL information is now being broadcast via the airways in 20 cities and towns in the New Haven area. As part of this enterprise WELI, New Haven, contributes the station's facilities to announce changes in school schedules. School official calls the station and uses a code to identify himself, his name and his telephone number. It is understood that schools will remain open unless the station is notified to the contrary. In keeping with war-time restrictions no mention of the weather will be announced.

William Watson, a former engineer at WTRY, Troy, is now serving with the OWI as a control engineer in the short wave service. At present he is located in New York City.

W. P. A. workers offering their skills to the war effort will gain the attention of potential employers through a Sunday broadcast series from WNYC, N. Y. Station will present "W. P. A. Workers for War Work" each Sunday at 4:45 p.m. Mayor LaGuardia, in his talk to the people on January 3, stated that City and Federal officials and industrial executives will be heard on these broadcasts.

Jimmie Lunceford's "Harlem Amateur Hour" from the Apollo Theater, New York, Wednesday evening, was transcribed from its WMCA line by the OWI for a special overseas feature dedicated to the U. S. Marine Corps.

Max Lerner, one of the first motion picture recording artists, has returned "home" with his own orchestra to air a series of dance programs over KFVB, Hollywood. Lerner's broadcasts will emanate from the new Pink Elephant Room and Cinegrill of the Hollywood Roosevelt Hotel from 10:15 to 10:30 p.m., Tuesday through Saturday.

Two guests, instead of the usual one, will spotlight "Commentators' Round Table," aired over WHN, N. Y., Sunday, January 10, 3-3:30 p.m., when Sir Bernard Pears and Walter Duranty will join with George Hamilton Combs, and B. S. Berovici, station news analysts, to discuss the subject, "Will Stalin Smash the German Army?"

Fifty families here today owe their delivery of oil to WTAG, Worcester. When informed by the mayor that the homes were without oil for cooking and heating because of a shortage of delivery trucks, station's managing director E. E. Hill arranged for special announcements calling for volunteers to transport the oil. Every family was supplied within 24 hours.

WINX, Washington, D. C., went athletic in a big way last week, featuring both the Touchdown Club dinner, at which awards were presented to Frank Sinkwich, Bob Dove and Bruce Smith, and the Georgetown-George Washington University basketball game with Sam Lawder doing the play-by-play and Jerry Strong handling the color.

KROW, Oakland, broadcast the ceremonies when the Army-Navy "E" Award was presented to Ben C. Gerwick, Inc., contractors, for their work in construction at the Oakland Port of Embarkation. A repeat broadcast was also released for the benefit of the employees who were unable to hear the original release.

A scene from Dan James' new play, "Winter Soldiers," which is now scheduled for production in Hollywood, will be featured in the Russian War Relief radio broadcast over station WINS, N. Y., Sunday, Jan. 10, from 4:30-5 p.m. This is the second of "This Is the Cause" series, staged weekly as a tribute to the peoples of the United Nations by the Skouras Theaters War Effort Department.

When Sammy Kaye and orchestra appeared at Stewart Field, West Point, recently, for a "Spotlight Bands" broadcast, the band-leader met Don Cornell, his former vocalist who had joined the service and who was stationed at the field. Last Wednesday night's "Spotlight" airing saw Kaye and his swing and swayers entertaining the Merchant Marine at their training center at Sheepshead Bay, Brooklyn. And there they were reunited with another former member of the band—Ralph Flenniken, pianist and arranger.

At 10 p.m. Christmas Eve, somewhere in the South-Pacific five Charlotte boys tuned in Grady Cole's Time on WBT, Charlotte. Simultaneously (6:15 a.m. EWT, December 24), five Charlotte mothers gathered around the WBT microphone to say, "Merry Christmas, Son" to these boys. A sixth mother, Mrs. J. Mac Woodside, whose son is a prisoner of the Japanese, was chosen as honor mother to send greetings to all sons on the fighting fronts everywhere.

"Pan Americana—dedicated to our South American neighbors—is the theme of this week's all-army "Pennsylvania on Parade" radio show, broadcast over WIP, Philadelphia, from the Recreation Hall of the New Cumberland Reception Center, Tuesday, Jan. 12 at 9 p.m., EWT. Rhumba, conga and other typical Latin rhythms will be played by the Post orchestra. There will be solos by Pvt. Alvin Rudnitsky, formerly with the Philadelphia orchestra, on his \$45,000 Stradivarius violin, and by Pvt. Joseph V. Becht, of 1149 E. Strafford St., Germantown, on the trumpet.

WCAU, Philadelphia, highlighted the ceremonies marking the 157th anniversary of the death of Haym Solomon, by broadcasting the event Thursday evening, Jan. 7, from 6:15 to 6:30 p.m. Among the speakers on the special broadcast were Judge Edwin O. Lewis, president of the Pennsylvania Society, Sons of the American Revolution, and Dr. A. A. Neuman, rabbi of the Mikveh Israel Synagogue, the congregation of which the Revolutionary War hero was a founder.

Gennett Records of Richmond, Indiana, have just completed building new Recording Studios at their factory in Richmond, Indiana. Notable in the equipment installed, are three new Scully recording machines. Gennett is one of the few independent Recording firms having their own processing plant on the premises. New organizational set-up consists of: Harry Gennett, president; Ryland Jones, general manager; Charles Michelson, N. Y. sales manager.

Lawson Zerbe has joined the cast of "When a Girl Marries," NBC, 5:00 p.m., EWT, Mondays through Fridays, in the role of Phil Stanley. He replaces Michael Fitzmaurice.

On this Sunday's "Answering You" program, over WNYC, N. Y., at 5:30 p.m., master-of-ceremonies Peter Donald will present Katharine Cornell, Guthrie McClintic, Vivian Leigh and Laurence Olivier in a transatlantic discussion of "The Effects of the War on the Theater," and the post-war plans. Miss Leigh and Olivier will be heard from London on this two-way broadcast, in cooperation with the BBC.

Another participating sponsorship has been added to Galen Drake's "Housewives Protective League" and "Sunrise Salute" programs, it was announced by Harry W. Witt, sales manager for KNX. The Sunnysdale Packing Company has bought 13 weeks for their Rancho Soups Product through the Lord & Thomas agency.

Estelle M. Sternberger, who formerly conducted a "World Peaceways" program on WQXR, will celebrate her third anniversary with the station, and her 7th in radio, Sunday, January 10. She now conducts "The Washington Front."

Three WDRC, Hartford, employees celebrating anniversaries with the station during January. Educational director Sterling V. Couch has been with the station for 15 years; assistant communications manager G. Arthur Peterson, 12 years and chief studio engineer Lewis Houder, six years.

Rosemary Tholl, WOKO, Albany, control room technician, has passed her FCC examination to qualify for a third class certificate as radio operator... Forrest Willis, who conducts the morning hour clock for My Department store, entertained soldiers at Albany DAR Canteen before Christmas Day. Willis attracts more dinner invitations for men in armed forces than the supply.

Frances Harris, who has been conducting Peabody's "Nancy Dixon" on WDET, Detroit, for several years has given up reporting the news in the stores to the news of the world. She is now a full-fledged member of the station's staff of newscasters.

The Office of War Information has requested that Sammy Levine, bowling commentator heard on the Mutual Network from WHK, Cleveland, transcribe a short program of bowling news and notes for transmission shortwave to American service men overseas. It will be the first short broadcast devoted to bowling, and there is a possibility it will be broadcast regularly.

Phil Cook Adds Three Clients To WINS Show

Three participating sponsors have recently been signed for Phil Cook's hour and a half morning show, "Phil Cook's Notebook" on WINS, 8-9 a.m. to make a total of four. The most recent is the Alkine Co. of New Brunswick, N. J., for Flemming through the Jackson Advertising Service. Contract went into effect last week, and consists of 6 participations a week, for 13 weeks. Don Juan Cosmetics, in a 16 week contract, called for one spot a day, five days a week, now in effect, and came through Grey Advertising Agency. The Gate-Palmolive-Peet deal for Suds, calling for 780 announcements started last week, and will run 39 weeks. Oldest sponsor on the program is Ackerman Clothes Inc., for 52 week contract.

Additional new business on the station this week includes a 32-week contract with Jacob Ruppert Brewery, for Ruppert beer. Account taken news comments by Waverly Root, daily, six days a week, through Ruthrauff & Ryan; 12 half-minute spots Mondays through Saturdays and 12 one-minute spots six times a week.

The Greenwich Village Inn conducted through with a 13-week contract, a total of 78 announcements, starting this week.

1943 BIRTHDAYS

January 8

Paul Case Sam Cowling
Leon Goldstein G. W. Johnstone
C. P. MacGregor Ralph Wonders

January 9

Morris Altschuler Crane Calder
Marion Carley Arthur Simon
Nelson Yates

January 10

Bertha Bennett Mary Francis Cahill
John Held, Jr. Donald Herbert Lowe
Lou Mindling Daniel I. Rodgers
Harold Stokes

Credit Buying Radio-Aid

AIRA's Agents' Rule In Effect This Week

Agents' regulations and two more contracts were formally inked at the week-end by AFRA. Agents' regulations, first listed by RADIO DAILY, November 5, 1942, and known as Rule 12-A, limit all commissions to 10 per cent, thus eliminating the 15 per cent which had been allowed under guarantee management uses for sinners and announcers. Other highlights in the revised regulations cover more stringent regulation of package shows, extension of agent's scope to phonograph record and, telescoping of all existing con-

(Continued on Page 3)

Unexpected Draw

Unexpectedly strong listener reaction followed the Time and Life, Inc. new type of Spanish lessons over WQXR when some 2,000 requests for vocabularies were received after the first two shows last week. One school requested 700 and as a result of promotion by letter, many requests from Latin American teachers and institutions were also received.

Mutual 1942 Billings Show 31.9% Increase

Mutual Broadcasting System time billings for the year 1942 totalled \$9,636,122.49, highest annual figure ever attained by the network in its eight-year history. This figure represented an increase of 31.9 per cent over the 1941 total of \$7,300,955. Billings for Dec., 1942, totalled

(Continued on Page 3)

FCC Gives Gerald Gross Leave For the Duration

Washington Bureau, RADIO DAILY
Washington—Now a lieutenant commander in the U. S. Navy, Gerald E. Gross, assistant chief engineer in charge of FCC's common carrier division since December, 1941, has received a leave of absence for the duration of the war. Gross has held a commission in the Naval Reserve since 1932. Gross participated in the formation

(Continued on Page 2)

IO President Demands Salary Ceiling Retention

Washington Bureau, RADIO DAILY
Washington—The first indication at labor intends seriously to fight for the maintenance of the \$25,000 salary limitation came Friday as the O legislative committee opened a three-day session. President Phillip Murray called specifically for enforcement of the ceilings, and it is expected that one of the planks of

(Continued on Page 3)

Court Holds Station-Break Deductible From Sponsor

A \$5,000 judgment against the famous Furriers was awarded by Judge Morris Eder in the Supreme Court of New York, late last week, in a suit brought by Donald Flamm. At the time the sponsor had purchased on WMCA during 1939 and 1940. In handing down the judgment.

(Continued on Page 2)

Touchy!

Ted Byron, ad manager for Sterling Products who has just returned from South America, came within an inch of fighting a duel while on the Southern Continent. A radio actor whom Byron hawled out challenged the executive to mortal combat on the field of honor. Only last minute intervention and mediation by the seconds prevented a possible international incident.

Strengthened Commodity Advertising Expected From OPA Certificate Plan Assuring Priority On Deliveries

CIAA-Networks Set Rio Confab Programs

Elaborate plans for the anniversary observance of the Third Meeting of the Foreign Ministers of American Republics (Rio Conference) held in Rio de Janeiro last year, are being set by the Office of the Coordinator of Inter-American Affairs in cooperation with CBS and NBC. Ar-

(Continued on Page 7)

Washington Bureau, RADIO DAILY
Washington—There is the possibility of considerable strengthening of commodity advertising as a result of Leon Henderson's blessing, announced this week-end, of the plan drawn up by the OPA economist, Rolf Nugent, for credit buying in advance of delivery. The plan will go from Henderson to the Federal Reserve Board for administration, but it is reported that Federal Reserve

(Continued on Page 3)

All War Dept. Radio Now Released Via OWI

Washington Bureau, RADIO DAILY
Washington—Distribution of all radio scripts and transcriptions originating with the War Department has been turned over to the Office of War Information for transmission to and placement on radio stations, according to a new War Department

(Continued on Page 6)

BMI Plans New Dept. Headed By Roy Harlow

As one of the steps in BMI's expanded service to its licensees, M. E. Tompkins, vice-president and general manager of BMI, announces the early opening of a new department of Program and Music Relations. This department will be under the direct supervision of Roy Harlow, who for many years was vice-president and program director of the Yankee and

(Continued on Page 7)

Many Express Willingness To Testify At AFM Probe

Washington Bureau, RADIO DAILY
Washington—A flood of letters from interested parties all over the country has come to Senator D. Worth Clark, chairman of the special sub-committee

(Continued on Page 6)

Workers Educational Assn. Retires From CBC Forum

Montreal—Drummond Wren, secretary of the Workers Educational Association, said Friday night that the association decided to withdraw from participation in the Canadian Broadcasting Corporation's "National Labor

(Continued on Page 2)

★ THE WEEK IN RADIO ★

... Congress and Radio

By BOB LITZBERG

BROADCASTING matters, which were not expected to be discussed in the new Congress until at least the second or third week of the new session, drew a surprising amount of attention on the opening day of the new House of Representatives last week. Two members, Representative John Rankin and Representative Karl E. Mundt, hinted at government control and charged, in effect, that the authority of Congress and our democratic institutions are being under-

mined by broadcasters; a third, Representative Eugene T. Cox, charged that the FCC "maintains a Gestapo the equal of which has never been seen in free government"... Washington broadcasting circles were also discussing last week the possible outcome of the Senate hearings on the Petrillo recording ban, which begins tomorrow; Congressional action on salary ceilings and taxes as it affects the industry; censorship, among other

(Continued on Page 2)

Red Cross On Blue

Human interest stories about American fighting forces are being featured in a new series on the Blue Network in cooperation with the American Red Cross which began Friday. The programs also illustrate the work being done overseas by the American Red Cross. From London, "Johnny Doughboy Reporting" will be heard Fridays from 4:30-4:55 p.m. EWT.



Vol. 22, No. 6 Mon., Jan. 11, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL (January 8)

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Workers Educational Assn. Retires From CBC Forum

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Wren said the change, which he saw in the approach to labor problems, was noted after a complaint was received by the CBC regarding an "anonymous letter" read on the program. He said the letter was not anonymous as the name of the writer was known although it was not broadcast.

Wren added that a script submitted to him based on material from the Workers Educational Association, contained noticeable changes, which were not acceptable to himself and other labor representatives taking part in the program. He added a meeting with the CBC would be held today regarding the matter.

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THE WEEK IN RADIO

Congress and Radio

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Born in New York City in 1903, Gross obtained his elementary schooling in France, and received a BS degree from Haverford College in 1926. At Haverford he was instrumental in setting up WABQ, one of the first college broadcasting stations in the country. He served as a radio and communications officer in the American merchant marine and worked for the United States Bureau of Standards, where he was engaged in research on plane radio and on the radio beacon. Later he was placed in charge of the bureau's standard frequency transmissions.

Stork News

Slocum Chapin, of the WJZ sales staff, is a father for the third time. Daughter, Michele, was born Dec. 30.

COMING and GOING

EARL GAMMONS, director of the Washington office of CBS, spent Friday in New York.

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PARKS JOHNSON and WARREN HULL are Bolling Field, Washington, D. C., from whom they will broadcast tonight's stanza their "Vox Pop" program.

Former Radio Daily Man In Stinson Field Post

San Antonio—Everett T. (Tom) Swalm, former member of the editorial staff of RADIO DAILY, has been named assistant public relations officer of the Air Depot Training Station, Stinson Field here, it was announced Friday by Major Stanford S. Spear, public relations officer at the field. Lt. Swalm, commissioned Dec. 9 as 2nd Lieutenant, Air Corps, upon graduation from Officer Candidate School at Miami Beach, Fla., has been joined here by Mrs. Swalm, who, under her maiden name of Beulah Frear until recently was assistant director of publicity and special events at WNEW, New York.

Lieut. Swalm left RADIO DAILY in July and was accepted as a volunteer Officer Candidate at Ft. Jay Governor's Island, New York. He received his basic training at the Replacement Training Center, Miami Beach, entering OCS in September.



"His WFDF Flint, Mich. spots do so well, he's all wrapped up in golf."

A Credit Buy Plan Gives Adv.-Radio Aid

(Continued from Page 1)

anxious to try out the plan and not hold it up. It is hoped that a considerable portion of the nation's surplus income will be put into federal certificates of redemption as soon as production of civilian goods gets into full swing after the war. The plan calls for certificates to be put into federal certificates in several different denominations, to be redeemed for automobiles, refrigerators and other consumer commodities. The purchaser has decided to begin paying for these certificates who hold these certificates will be given priority in the redemption of these articles as soon as production of them is resumed.

This plan may prove to be especially helpful to small independent businesses which have been suffering because of the falling off in local advertising as a result of scant stocks and actual withdrawal from the market of such important items as automobiles, tires, refrigerators, etc. It is hoped that the advance buying plan will mean a resurgence of local advertising.

The plan is interested in the plan because it offers a method of draining a considerable portion of that surplus national income which represents an inflationary danger. The plan is also expected to help build up a solid post-war market and to provide employment for many not available for war work.

The plan means a major selling effort for advertisers to build up public confidence of and confidence in the plan, and here it is that radio is expected to play a major part. Newsprint size is being cut below the normal size by restrictions on use of newspaper, and radio is thought to be the logical medium to carry the message of the program to put over a new plan.

Mutual '42 Billing Up 31.9%; December Gross Shows Drop

(Continued from Page 1)

\$861,814.87, a decrease of 9.14 per cent. Dec., 1941 totalled \$948,498.

Month-by-month billings for 1942 follow:

January	\$1,024,511.74
February	938,185.39
March	1,053,414.35
April	901,815.13
May	748,741.64
June	665,372.17
July	531,305.41
August	518,226.36
September	707,283.51
October	772,221.29
November	910,167.60
December	861,814.87

Total \$9,636,122.49

MUTUAL NETWORK BILLINGS BY AGENCIES—1942

(In Order of Expenditures)

Ivey & Longton	\$1,005,503.97
Conzett-Sampson-Hummert	1,100,000.00
A. H. Alber Co.	1,061,935.56
Arwin, Wasey & Co., Inc.	718,208.18
Arvey Advertising Co., Inc.	612,904.94
Maxon, Inc.	604,670.58
J. Walter Thompson	418,067.76
William Esty & Co.	411,057.26
Stox Reeves Adv., Inc.	300,121.95
Jack Parker and Associates	242,311.00
Levy, Zahndt & Kelly, Inc.	175,936.16
Levy & Eschardt, Inc.	171,865.00
Campbell-Mithun, Inc.	170,392.26
G. C. Hoskin & Associates	165,422.00
Crucifers, Inc.	128,076.30
Loene, Williams & Cunningham, Inc.	112,510.00
William H. Weintraub & Co.	111,666.77
Moore, Moore & Wallace, Inc.	95,754.80
Scruggs, Castleman & Freese, Inc.	74,727.00
Autrauff & Ryan, Inc.	71,064.66
Bedford-Johnstone, Inc.	59,634.00
Leo Burnett Company, Inc.	51,028.00
Quinn-MacFarland & Co.	40,108.20
Quane Jones Company	35,101.08
M. H. Baekett, Inc.	29,730.00
Grundy & Wagner Co.	24,439.50
Lord & Thomas	19,326.34
Young & Rubicam, Inc.	13,674.38
Weston-Barnett, Inc.	9,386.25
Marchant & Pratt, Inc.	7,368.19
A. B. Humphrey Co.	6,352.00
Edenman & Co., Inc.	5,004.50
Clarence Juneau Agencies	2,964.00
Swaney & James Co.	1,315.50
Direct	10,309.50
Locally Sponsored	761,729.63

Total \$9,636,122.49

The following compilation of expenditures by individual clients shows Bayuk Cigars, Inc., leading with a figure of \$973,072.43, followed by the Gospel Broadcasting Assn.

MUTUAL NETWORK BILLINGS BY CLIENTS

(In Order of Their Expenditure)

Bayuk Cigars, Inc.	\$973,072.43
Gospel Broadcasting Assn.	929,698.41
oca-Cola Co.	642,984.94
Jillette Safety Razor Co.	604,670.58
General Mills	540,371.65
Pharmaco, Inc.	447,057.26
General Cigar Co.	448,067.76
J. B. Seidler, Inc.	438,916.20
Voice of Prophecy, Inc.	408,236.00
Anacin Co.	333,738.20
Whitehall Pharmaceutical Co.	321,712.88
Richfield Oil Corp. of N. Y.	301,729.50
The Wander Co.	277,925.65
Young People's Church of the Air	275,561.26
Lutheran Laymen's League	175,936.16
Standard Brands, Inc.	171,865.00
Land O'Lakes Creameries, Inc.	170,392.26
Lonite Products	161,108.00
Algrim Hour	135,237.15
Chenley Import Corp.	111,666.77
The Barbasol Co.	117,883.96
Studebaker Corp.	112,510.00
Detroit Bible Class	100,010.61
Campana Sales Co.	95,754.80
Conti Products Inc.	74,727.00
D. L. & W. Coal Co.	61,368.66
Howard Clothes, Inc.	59,634.00
People's Church, Inc.	56,870.28
Marrow's Inc.	40,108.20
Hecker Products Corp.	39,597.00
Benson & Hedger	35,101.08
Stigite Tobacco Corp.	29,730.00
Wesley Radio League	28,065.66
Gotham Silk Hosiery Co.	24,439.50
Pabst Sales Co.	19,326.34
Lumbermen's Mutual Casualty Co.	17,451.06
Iglehart Bros.	13,674.38
American Bird Products, Inc.	9,386.25
Standard Oil Co. of N. J.	7,368.19
Garrett & Co.	6,696.00
Pepperell Mfg. Co.	6,352.00
Chase Brass & Copper Co.	5,387.50
Paramount Pictures	5,004.50
Western Conference of Transmitters	2,964.00
The Bullard Co.	2,697.50
Worumbo Mfg. Co.	1,972.50
Diebold Safe & Lock Co.	1,315.50
Lansdowne Steel & Iron Co.	252.00
Locally Sponsored	761,729.63

Total \$9,636,122.49

AFRA's Agents' Rule In Effect This Week

(Continued from Page 1)

tracts so that any long term contract previously entered into will have expired by 1946, and tightening up of licensing on artists bureaus. (Detailed in RADIO DAILY, November 5, 1942).

Regulation was signed at the close of the week by Emily Holt, executive secretary of AFRA and Adrian MacCallman of the Artists Managers Guild, Los Angeles. Artists Representatives Association was to sign on the dotted line over the week-end for the New York agents. It contains provisions for negotiations and discussions for revisions even prior to its expiration date, November, 1948. New pact goes into effect November 1, 1943.

The two station contracts consist of WCAE, Pittsburgh, which was negotiated by Vic Connors, AFRA's field rep, and WJWC, Chicago, by Raymond Jones, executive secretary of the Chicago local and a member of the national board. Both contracts are almost in the nature of farewell celebrations, for both Jones and Connors are being inducted into the army January 15 and 29 respectively.

CIO President Demands Salary Ceiling Retention

(Continued from Page 1)

the legislative program due to be announced today will be the maintenance of the OES orders.

Unless a very strong drive for this ruling is pushed, however, it is thought unlikely that the new Congress will be deflected from its almost certain intention to kill the limitation.

WJZ Adds Spot Biz

Doubleday, Doran & Co., Garden City, L. I., last week launched a campaign for its income tax book on WJZ. The publisher will use one transcribed one-minute announcement weekly through Huber Hoge & Sons, New York. F. & M. Schaefer Brewing Company, Brooklyn, has extended for 39 weeks its participation in "Ed East in Breakfast in Bedlam" on WJZ. For Schaefer beer, the brewer sponsors six five-minute participations weekly. BBD&O, of New York, is the agency.

"True Story" Programs On MBS As Co-Op Show

Dramatizations from "True Story Magazine" will be resumed on Mutual, starting Wednesday, January 13, on a sustaining basis, available for local sponsorships. Program had been sponsored by Howard Clothes, 8:30-9 p.m. Its new title will be "My True Story." Cast lineup will be different too. Henry Hull will not appear. However, Ann Seymour will portray the "Voice of Truth" on each broadcast. Lew White will provide organ interludes. When the Howard series terminated, net billed a new series, "Just Five Lines," which is now being replaced by the return of the magazine dramas. Norman Livingstone will produce.

Callahan To Speak

Rosellen Callahan, Woman's Page Editor of CBS, will speak at the Sisterhood of Sinai Temple, today, on the subject, "People Behind the Radio Star."

Diplomats Guests At Close Of "Pan-American" Series

Washington Bureau, RADIO DAILY

Washington — Pan-American diplomats and high government and broadcasting officials were on hand Saturday for the final program in NBC's "Pan-American Holiday" series, highlighted by addresses by Vice-President Henry A. Wallace, Don Ernesto Jean Guardia, Ambassador from Panama; NBC President Niles Trammell and Don Luis Fernando Guachalla, Bolivian Ambassador.

The program, which ran since February, was ushered out during a reception at the Mayflower Hotel with more than a hundred prominent officials of government and radio on hand. It was an extension of NBC's "Down Mexico Way," suggested by Vice-President Wallace as a means of fostering better relations with the Latin-American countries.

"Down Mexico Way" won a first award at the 13th Institute For Education By Radio, held by Ohio State University.

WHAI To Burn-Smith
Greenfield, Mass.—WHAI announces appointment, of Burn-Smith Company, Inc., as national representative. Station operates on 1,240 kilocycles, 250 watts full-time, and is affiliated with the Mutual and Yankee networks.

NATIONWIDE—BUT NOT TOO BIG FOR FRIENDLY SERVICE!

Postal Telegraph

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

THE **Philadelphia Story** IN RADIO 5000 WATTS

950 on the Dial

WPEN

Affiliated Station of the Atlantic Coast Network



Vol. 22, No. 6 Mon., Jan. 11, 1943 Price 10 Cts.

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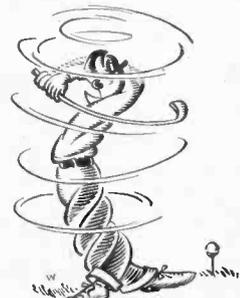
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Avey & Emington	\$1,005,503.97
Backett-Sampie-Hummert	1,139,077.70
K. H. Alber Co.	1,061,935.56
Arnold, Wasey & Co., Inc.	718,208.18
Barney Advertising Co., Inc.	612,964.91
Maxon, Inc.	601,670.58
Walter Thompson	418,087.76
William Esty & Co.	447,057.26
Jack Keeves Adv., Inc.	300,421.95
Lock Parker and Associates	242,814.00
Levy, Zahradt & Kelly, Inc.	175,936.16
Levy & Eckhardt, Inc.	171,865.00
Samppet-Mittun, Inc.	150,392.26
G. C. Huskin & Associates	165,122.00
Streeters, Inc.	128,076.50
Lucene, Williams & Cunningham, Inc.	112,510.00
William H. Weintraub & Co.	111,666.77
Shorey, Moore & Wallace, Inc.	96,751.80
Berningham, Castleman & Pierce, Inc.	71,727.00
Anttrauff & Ryan, Inc.	71,061.66
Weddel-Johnstone, Inc.	59,651.00
Leo Burnett Company, Inc.	57,028.06
Ways-Macfarland & Co.	40,108.20
Juane Jones Company	35,101.08
M. H. Backett, Inc.	29,730.00
Grady & Wagner Co.	21,439.50
Lord & Thomas	19,326.34
Young & Rubicam, Inc.	13,671.38
Weston-Barnett, Inc.	9,386.25
Marschaik & Pratt, Inc.	7,368.19
A. B. Humphrey Co.	6,352.00
Jucanman & Co., Inc.	5,004.50
Clarence Juncat Agencies	2,961.00
Sweeney & James Co.	1,315.50
Jirret	10,309.50
Locally Sponsored	761,729.63
Total	\$9,636,122.49

"True Story" Programs On MBS As Co-Op Show

Dramatizations from "True Story Magazine" will be resumed on Mutual, starting Wednesday, January 13, on a sustaining basis, available for local sponsorships. Program had been sponsored by Howard Clothes, 8:30-9 p.m. Its new title will be "My True Story." Cast lineup will be different too. Henry Hull will not appear. However, Ann Seymour will portray the "Voice of Truth" on each broadcast. Lew White will provide organ interludes. When the Howard series terminated, net billed a new series, "Just Five Lines," which is now being replaced by the return of the magazine dramas. Norman Livingston will produce.

Callahan To Speak

Rosellen Callahan, Woman's Page Editor of CBS, will speak at the Sisterhood of Sinai Temple, today, on the subject, "People Behind the Radio Star."

The following compilation of expenditures by individual clients shows Bayuk Cigars, Inc., leading with a figure of \$973,072.43, followed by the Gospel Broadcasting Assn.

MUTUAL NETWORK BILLINGS BY CLIENTS
(In Order of Their Expenditure)

Bayuk Cigars, Inc.	\$973,072.43
Gospel Broadcasting Ass'n.	929,698.11
Coca-Cola Co.	612,984.94
Gillette Safety Razor Co.	604,670.58
General Mills	540,371.65
Pharmaco, Inc.	447,057.26
General Cigar Co.	448,087.76
A. B. Semler, Inc.	438,916.20
Voice of Prophecy, Inc.	408,236.00
Aminco Co.	333,738.20
Whitehall Pharmaceutical Co.	321,712.88
Richfield Oil Corp. of N. Y.	301,729.50
The Wander Co.	277,926.65
Young People's Church of the Air	275,561.26
Lutheran Laymen's League	175,936.16
Standard Brands, Inc.	171,865.00
Land O'Lakes Creameries, Inc.	170,392.26
Zonite Products	161,408.00
Algim Hour	155,231.15
Schenley Import Corp.	141,666.77
The Barbasol Co.	117,883.96
Audubaker Corp.	112,510.00
Detroit Bible Class	100,010.61
Campana Sales Co.	95,751.80
Conti Products Inc.	74,727.00
D. L. & W. Coal Co.	61,368.66
Howard Clothes, Inc.	59,631.00
People's Church, Inc.	56,870.28
Marrow's Inc.	40,108.20
Hecker Products Corp.	39,597.00
Benson & Hedges	35,101.08
Biggio Tobacco Corp.	29,730.00
Wesley Radio League	28,065.66
Gotham Silk Hosiery Co.	24,439.50
Palst Sales Co.	19,326.34
Luthermer's Mutual Casualty Co.	17,131.06
Iglehart Bros.	13,671.38
American Bird Products, Inc.	9,386.25
Standard Oil Co. of N. J.	7,368.19
Garrett & Co.	6,696.00
Pepperell Mfg. Co.	6,352.00
Chase Brass & Copper Co.	5,387.50
Paramount Pictures	5,004.50
Western Conference of Teamsters	2,984.00
The Bullard Co.	2,697.50
Worumbo Mfg. Co.	1,972.50
Diebold Safe & Lock Co.	1,315.50
Lansdowne Steel & Iron Co.	252.00
Locally Sponsored	761,729.63
Total	\$9,636,122.49

Diplomats Guests At Close Of "Pan-American" Series

Washington Bureau, RADIO DAILY

Washington — Pan-American diplomats and high government and broadcasting officials were on hand Saturday for the final program in NBC's "Pan-American Holiday" series, highlighted by addresses by Vice-President Henry A. Wallace, Don Ernesto Jean Guardia, Ambassador from Panama; NBC President Niles Trammell and Don Luis Fernando Guachalla, Bolivian Ambassador.

The program, which ran since February, was ushered out during a reception at the Mayflower Hotel with more than a hundred prominent officials of government and radio on hand. It was an extension of NBC's "Down Mexico Way," suggested by Vice-President Wallace as a means of fostering better relations with the Latin-American countries.

"Down Mexico Way" won a first award at the 13th Institute For Education By Radio, held by Ohio State University.

AFRA's Agents' Rule In Effect This Week

(Continued from Page 1)

tracts so that any long term contract previously entered into will have expired by 1946, and tightening up of licensing on artists bureaus. (Detailed in RADIO DAILY, November 5, 1942).

Regulation was signed at the close of the week by Emily Holt, executive secretary of AFRA and Adrian MacCalman of the Artists Managers Guild, Los Angeles. Artists Representatives Association was to sign on the dotted line over the week-end for the New York agents. It contains provisions for negotiations and discussions for revisions even prior to its expiration date, November, 1948. New pact goes into effect November 1, 1943.

The two station contracts consist of WCAE, Pittsburgh, which was negotiated by Vic Connors, AFRA's field rep. and WJWC, Chicago, by Raymond Jones, executive secretary of the Chicago local and a member of the national board. Both contracts are almost in the nature of farewell celebrations, for both Jones and Connors are being inducted into the army January 15 and 29 respectively.

CIO President Demands Salary Ceiling Retention

(Continued from Page 1)

the legislative program due to be announced today will be the maintenance of the OES orders.

Unless a very strong drive for this ruling is pushed, however, it is thought unlikely that the new Congress will be deflected from its almost certain intention to kill the limitation.

WJZ Adds Spot Biz

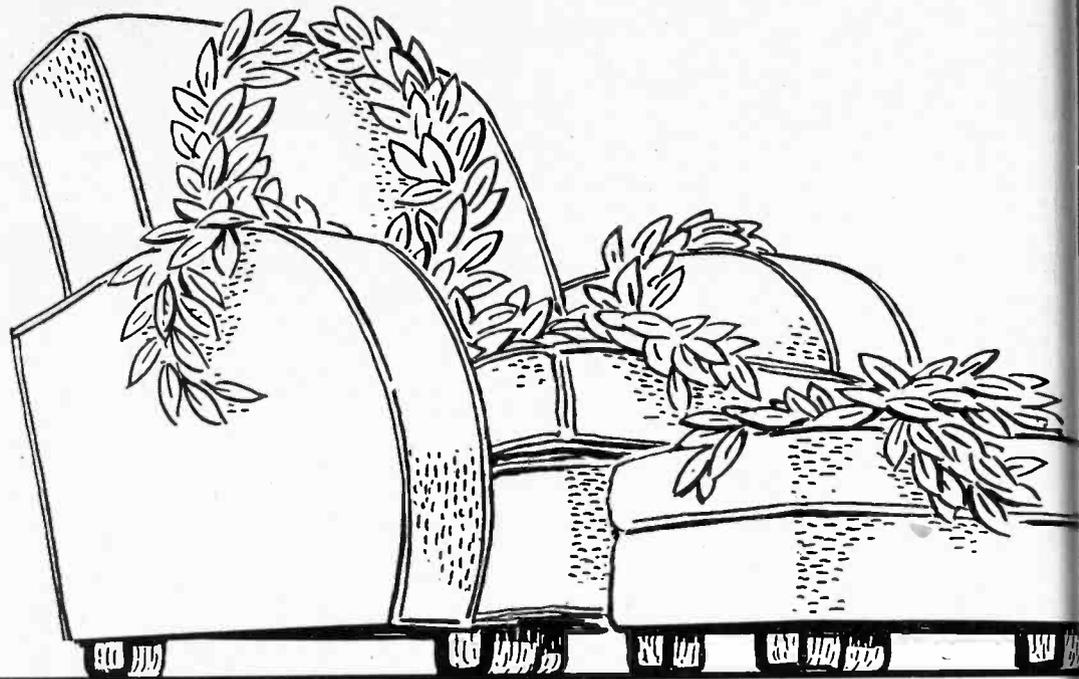
Doubleday, Doran & Co., Garden City, L. I., last week launched a campaign for its income tax book on WJZ. The publisher will use one transcribed one-minute announcement weekly through Huber Hoge & Sons, New York. F. & M. Schaefer Brewing Company, Brooklyn, has extended for 39 weeks its participation in "Ed East in Breakfast in Bedlam" on WJZ. For Schaefer beer, the brewer sponsors six five-minute participations weekly. BBD&O, of New York, is the agency.

THE Philadelphia Story IN RADIO 5000 WATTS

950 on the Dial

Affiliated Station of the Atlantic Coast Network

WPEN



WE HAVEN'T TIME TO REST ON

TWO YEARS AGO PA was organized for the purpose of producing a distinctive AP news report for radio. It began in one room with a wire "to nowhere". Then it added its first New York station. Soon an Atlanta Station joined and the wire "to nowhere" began to go places. Now it is transcontinental, serving more than 350 stations.

But we haven't time to rest on our laurels.

The year 1943 presents new opportunities, new obligations, new determination. During 1943 PA will further improve the high quality of its radio news report . . . will first test and then introduce new techniques in radio writing . . . will develop and inaugurate new profit-making Telescripts . . . will establish more regional radio bureaus for the exclusive purpose of providing more state and regional news.

PA's performance during its first two years is a promise to all affiliated stations of even bigger and better things in 1943.

BRINGING YOU UP TO DATE

PA ORIGINATED the first regular 24-hour radio wire exactly two years and two weeks ago.

PA ORIGINATED separately staffed radio bureaus (in addition to AP's 100 regular news bureaus) for the sole purpose of writing state and regional AP news for radio.

PA ORIGINATED Telescripts and other radio feature continuities which have proved highly-salable to affiliated stations.

PA ORIGINATED the extra service of the only press association Station Relations Department.

PA ORIGINATED a new service to acquaint national advertisers with the special news and feature scripts offered by affiliated stations.

PA ORIGINATED the first news association Press Relations Department for the sole purpose of promoting affiliated stations.

PA ORIGINATED the first news staff composed exclusively of experienced radio news writers . . . people who know radio and news.

**THESE SIGNIFICANT INNOVATIONS HAVE
MADE PA THE PACE-MAKER AMONG
ALL WHO SUPPLY NEWS FOR RADIO**

OUR LAURELS

AP News for radio is available exclusively through

PRESS ASSOCIATION, INC.

**50 Rockefeller Plaza
New York, N. Y.**

All War Dept. Radio Now Released Via OWI

(Continued from Page 1)
policy directive just issued, it was learned here Friday. At the same time, it was stated that the whole War Department setup in regard to new radio scripts and transcriptions by the Army was under study and it was indicated that some sweeping changes in procedure might be forthcoming in the near future. Pending completion of the study, however, Army post public relations officers have been directed to continue their current schedules, but make no new commitments involving programs on more than one station.

Centralization Step

In effect, the new War Department policy represents another step toward complete centralization and coordination of Government broadcasts through the OWI, a condition long sought by the broadcasters. Under the new setup, proposals by the War Department for inclusion of official material in established programs, network or local, sustaining or commercial, will be submitted to and cleared by OWI, through the War Department Bureau of Public Relations. In turn, the OWI is charged by the War Department with reporting acceptance and use of Army disks and scripts by the radio stations.

Local broadcasts, on only a single station, by field public relations officers are least affected by the new directive. These programs will continue as heretofore, but in areas where OWI regional representatives make themselves known to public relations officers, the OWI representative will be given copies, schedules and descriptions of local broadcast activities. Radio material originating with the War Department here, however, and which is sent to public relations officers in the field by the Bureau of Public Relations will have been cleared and coordinated with the Radio Bureau of the OWI. In this way, duplication of Army and OWI broadcast activity is expected to be completely eliminated, it is understood. Local radio station operators are now being notified of the new system.

Slight Modification of Method

Some modification of the method of initiating new network programs (more than one city) has been established also. Hereafter all proposals originating with field public relations officers for new network programs, or for the inclusion of official material on them, will be submitted to the War Dept. Bureau of Public Relations for clearance and coordination with OWI. Proposals for network programs or special events to originate from Army posts will be presented by the public relations officer to the War Department Bureau of Public Relations for consideration of Army requirements, coordination with OWI, and, if approved, placement with the networks.

Officers' Speeches Affected

Speeches by Army officers via the networks likewise are affected by the new directive which, in effect,



A Reporter's Report Card. . .!

● ● ● SEC'Y MORGENTHAU: Radio has solved the "wage ceiling" problem to an extent. Top radio stars now swap guest appearances on each other's shows with no coin changing hands. . . . DAN GOLENPAUL: Are you holding back a surprise announcement about a new soap sponsor for "Info, Please"? . . . CHARLIE McCARTHY: Edgar Bergen has just returned from Reno—but not for the usual reason. He took some flying lessons. . . . ALBERT D. LASKER: Although Radio Row figured the Lord & Thomas accounts to scatter when you stepped out of the picture, only one account will change hands with the successor firm. . . . WALTER WINCHELL: Looks like the permanent sub on your Sunday night spot may be your pal, Quent Reynolds. . . . MARLENE DIETRICH: Joseph von Sternberg's book, "Life and Film," names names, places and things. . . . BOB HOPE: The report is that since your latest success in the radio polls, what every other comic prays for now is a "Hope Jest". . . . GEO. JESSEL: Your "Showtime" would make a great idea for a radio variety show with you emceeding the same way, doing your old vaude turns and introducing two or three guests on each show. . . . ABBOTT & COSTELLO: So many many camp appearances have been lined up for you when you come East for your Jan. 28th airshow, you'll be lucky to find time for your broadcasts.



● ● ● CECIL B. DeMILLE: Why not call your top air show the de-Lux radio theater? . . . BUDD HULICK: "What's My Name" has been sold as a package to a facial tissue company. . . . GUY LOMBARDO: Spike Jones, bandleader on the Bob Burns show, now has the title of "King of Corn" won in a recent mag poll. . . . CLARK DENNIS: Don't look now but you'll repeat again on the "Duffy" show tomorrow night for the third week in succession. And don't be too surprised if you're signed up as a regular! . . . ED KOBAK: That was a nice gesture on your part, giving a dinner for the Blue's live-wire publicity staff. . . . MILTON BLOW: Max Marcin's new formula for "Crime Doctor," which went into effect with last night's broadcast, does away with the jury, parole board, etc., and promises to make more exciting listening. . . . BOB HAWK: Starting with the Feb. 23rd issue of "Look" mag, you will be guest editor of their quiz feature. . . . ED BARROW: Your former star hurler, Red Ruffing, now a private in the army, will be on the Ginny Simms show tomorrow night and will 'phone to Chief Petty Officer Bobby Feller, another ex-pitcher, in Norfolk, Va. . . . NBC: "Tune In," the new radio mag, will be on the stands by Jan. 20th. Fawcett Publications' new radio mag has been shelved because of paper rationing.



—Remember Pearl Harbor—

prohibits any officer from making a network talk without prior clearance of the speech through War Dept. Public Relations. Generally, it was stated, Army officers will confine their radio speeches to matters pertaining to their own activities and when reference is made to subjects within the province of other federal agencies, the Bureau of Public Relations will coordinate and clear the speech of the officer with the OWI.

At present, speeches by Army officers over local radio stations require clearance only by the local commanding officer, and this procedure is continued by the new directive. It is pointed out, however, that the same general caution should hold with regard to discussing policy

matters beyond the scope of the officers' activities.

All spot announcements, from the War Department, along with those from other government agencies, destined for the Philadelphia area have been placed through the OWI Radio Bureau since the OWI Station Plan test began in that area last month. Beginning Jan. 18, all War Department spots no matter where they are to be broadcast in this country are to be allocated through OWI.

Transcriptions will be channeled through OWI as of today. These will be handled through the bureau's station announcement plan, which calls for 75 per cent transcriptions and 25 per cent scripts, the latter coming from regional governmental offices.

Many Ask To Testify At Gov't-AFM Probe

(Continued from Page 1)
of the Senate Interstate Commerce Committee which will open hearings tomorrow on the AFM-Petrillo recording ban, offering to testify during the sessions. The vast majority of them come from broadcasters ready to tell the committee in detail just how the ban has affected their operations. Many are from transcription people, and there are a few professional musicians.

James Caesar Petrillo, AFM president, takes the stand tomorrow to read a prepared statement and then undergo questioning by members of the sub-committee. When he is through a statement will be read by his counsel, Joseph L. Padway, as far as is now known no other witness will be called by Padway. The sessions are expected to adjourn Thursday while Padway tries a case in Miami, but he is expected to return within a week, when additional sessions will get under way.

To Mail Petrillo Testimony

No other witnesses have been asked to testify as yet, the plan being, according to attorney Herbert L. Birmingham, who is handling the investigation for the Senate group, to send copies of the transcript of Petrillo testimony to a number of individuals who then may be asked to appear. Elmer Davis, OWI director; James Lawrence Fly, FCC chairman; Thurman Arnold, chief of the Antitrust Division of the Department of Justice, are among those who will receive transcripts, as well as representatives of broadcasters and music houses.

The idea is that if the Petrillo testimony leads these persons—Davis and Fly particularly—to believe they have anything to add to previous statements on the matter, they will be given an opportunity to be heard by the committee. Davis and Fly are expected to appear, although it is doubtful that Arnold will.

Some representative of the NAB is almost certain to take the stand, probably Neville Miller, president, although it is not improbable that Sydney Kaye, attorney, also will be heard.

Kaye has been at NAB headquarters in Washington for several days working on the matter.

Heads Lamp Division Of Westinghouse Mfg. Co.

George H. Bucher, president of the Westinghouse Electric & Manufacturing Company, announced that Bernard H. Sullivan, manager of sales for the Westinghouse Lamp Division in Bloomfield, N. J., has been assigned the responsibility for all commercial activities involving lamps and special products, and Ralph C. Stull has been appointed manager of manufacturing and engineering for the division. The announcement follows the recent death of David S. Youngholm, vice-president in charge of the lamp division.

Radio Networks Set Confab Programs

(Continued from Page 1)
 arrangements have been made for two special programs celebrating the occasion as well as devoting a number of the Office's regular programs to the occasion. The first of the special programs will be "America's Promise" which will be more or less of a documentary account of the conference as derived from materials of broadcasts from the conference to the United States.

The second special program will be a special "Reciprocal Trade Treaties" program in retrospect the history of treaties between Latin America and the United States.

Programs Listed
 Regular weekly programs to be devoted to the event:

"Epopeya del Nuevo Mundo" (Epic of America), to be broadcast in Latin America Jan. 25. This program will dramatize the life of Christopher Columbus.

"Ideas No Se Matan" (Ideas Cannot Be Killed), to be broadcast in Latin America Jan. 19 or 26. This program is devoted to the lives of great writers whose works have been suppressed by the Axis will, for the Conference anniversary, be devoted to the works of one such among the Latin American writers, probably Gabriela Mistral or Pablo Neruda, or both.

"Radioteatro de America," to be broadcast either Jan. 20 or 27. This program will be an original dramatic production dealing with the human interests of the Rio Conference.

"La Marcha del Tiempo," to be broadcast Jan. 21. This program will be a documentary computation of the progress of the conference, dealing particularly with the financial aspects of the Conference.

"Baron Eje"
 "Baron Eje" (Baron Axis), to be broadcast Jan. 22. This program regularly devoted to a satirical treatment of contradictions in Axis propaganda during the past week. For the anniversary the program will deal with the wild and irresponsible propaganda predictions made during the Conference last year, comparing them with the facts as proved during the past 12 months.

"Homenaje a los Heroes," to be broadcast Jan. 16. This program is regularly devoted to the tribute to North American and Latin American heroes. For the anniversary program will be devoted to a salute to the hero of the Conference, Ezequiel Padilla, foreign minister of Mexico.

"Famosos en Guerra," to be broadcast Jan. 31 as a finale to the observance. This program will feature a roundup of editorial comment from the Americas relating to the anniversary of the conference.

Martin Block Junket

Martin Block is on his second annual junket of inspection of the American tobacco Co., Richmond, Va., today and tomorrow. His WNEW broadcast "Believe Ballroom" broadcasts are being fed by direct line from Richmond.

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 Dec. 31-Jan. 6, 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 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 Had The Craziest Dream (Bregman-Vocco-Conn)		1128	987
There Are Such Things (Yankee)		1110	1163
Moonlight Becomes You (Famous)		1044	630
Master Five By Five (Leeds)		951	586
Dearly Beloved (Chappell)		906	696
You'd Be So Nice To Come Home To (Chappell)		854	677
Brazil (Southern)		749	809
Why Don't You Fall In Love With Me (Harms)		708	1160
Touch Of Texas (Southern)		635	658
Rose Ann Of Charing Cross (Shapiro-Bernstein)		629	449
Hip Hip Hooray (Robbins)		627	352
I'm Getting Tired So I Can Sleep (Army)		538	396
When The Lights Go On Again (Campbell-Loft-Porgie)		530	1051
Praise The Lord And Pass The Ammunition (Famous)		450	682
Please Think Of Me (Witmark)		446	266
There Will Never Be Another You (Mayfair)		435	309
That Soldier Of Mine (National)		369	302
Moonlight Mood (Robbins)		366	577
Constantly (Paramount)		363	222
I've Got A Gal In Kalamazoo (Bregman-Vocco-Conn)		352	225*
My Flame Went Out Last Night (Southern)		352	...
If I Cared A Little Bit Less (Feist)		346	128
Ev'ry Night About This Time (Warock)		340	128
Street Of Dreams (Miller)		295	197
For Me And My Gal (Mills)		293	651
This Is The Army Mr. Jones (Army)		283	351
Pennsylvania Polka (Shapiro-Bernstein)		262	345
Jingle Jangle Jingle (Paramount)		251	586*
I Let My Heart At The Stagedoor Canteen (Army)		245	190*
Paradise Valley (Atlas)		232	351*
I Lost My Sugar In Salt Lake City (Mills)		225	136*
White Christmas (Berlin)		212	1281
Three Dreams (Remick)		211	129*
Weep No More My Lady (Dorsey)		197	155
Rosie The Riveter (Paramount)		192	257
Army Air Corps (Fischer)		181	431
Here Comes The Navy (Shapiro-Bernstein)		176	...
Take It From There (Miller)		175	129
Can't Get Out Of This Mood (Southern)		169	226
He's My Guy (Leeds)		169	210
Starlight Sonata (Broadcast Music)		167	264
Taking A Chance On Love (Miller)		162	...
Daddy's Letter (Berlin)		161	...
Manhattan Serenade (Robbins)		160	352
Nightingale (E. B. Marks)		159	137*
Ev'rything I've Got (Chappell)		157	142
I'd Do It Again (Santly-Joy-Select)		145	262
Daybreak (Feist)		141	337
Idaho (Mills)		137	158
Velvet Moon (Witmark)		132	180

(Continued on Page 8)

* Not in survey of preceding week; figure given is that which the song received when last on the ACI survey report.

BMI Plans New Dept. Headed By Roy Harlow

(Continued from Page 1)

Colonial Networks, in Boston. He resigned that post six months ago to become State Organization Officer for the OPA in the Commonwealth of Massachusetts.

Tompkins Statement

"We are fortunate to secure for this important assignment a man with so rich and varied a background," said Tompkins. "Roy Harlow has had practical experience in every detail of station management with the exception of engineering. Many years ago he operated his own advertising agency in New England, devoting his personal efforts exclusively to radio at which time he wrote and produced nationally sponsored broadcasting programs. He disposed of his advertising business in order to join the Yankee Network. He is an accomplished musician and for years has been the director of the Metropolitan Male Chorus, one of New England's most important musical groups. He has also had a wide theatrical experience, having served in an executive capacity the well known producers, Colan and Harris. He is ideally suited to his new task of serving the program and musical directors of BMI licensed stations. He will bring to bear upon station program problems the full fund of his background plus a knowledge of the scope of the catalogues of BMI's many affiliated publishers. Harlow is well and favorably known throughout the broadcasting industry and the news of his appointment will be welcome to those program directors who care to submit their program problems to him. Roy Harlow will make regular reports to management as to suggestions and requirements of these program men throughout the country so that BMI may be better able to service its licensees. He will work very closely with Carl Haverlin in all matters pertaining to Station Relations."

Radio Man Minority Leader In New York Legislature

Albany—Assemblyman Irwin Steingut, veteran Democratic leader who serves as chairman of the board for station WLIB, Brooklyn, was elected minority leader of the Assembly when the legislature convened here late last week. Steingut, nominated for speaker by his party, was defeated for that post inasmuch as the Republicans have 89 seats in the lower house to 59 Democrats and one American-Laborite. Steingut then became minority leader, a post he has held since 1931.

Radio's other former representative in the legislature, Senator Phelps, 13th District Manhattan and commentator on WMCA, has retired. Senator Phelps peeled off 73 pounds to get his weight down to 186 and has been commissioned a lieutenant in the Army Reserve. Senator Phelps, who resigned his legislative seat, is on duty in New York.

GUEST-ING

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

BING CROSBY and DINAH SHORE, in an adaptation of "Holiday Inn," on the "Screen Guild Players" program, today (WABC-CBS, 10 p.m.).

NORMAN THOMAS, writer and noted liberal; DR. PAUL DAWSON EDDY, president of Adelphi College, and REV. DR. PHILLIPS P. ELLIOTT, retired president of the Brooklyn Federation of Churches, on A. L. Alexander's "Mediation Board," today (WOR-Mutual, 9:15 p.m.).

HELEN HARRIS, director of Mayor LaGuardia's Committee on Wartime Care of Children, on the "Children and the War" series, today (WABC-CBS, 4:30 p.m.).

MICHAEL ZADORA, pianist, on the "Keyboard Concerts," tomorrow (WABC-CBS, 3:30 p.m.).

DEEMS TAYLOR, at "Duffy's," tomorrow (WJZ-Blue Network, 8:30 p.m.).

GOV. JOHN W. BRICKER of Ohio and BOB HOPE, on the "Stage Door Canteen" program, Thursday (WABC-CBS, 9:30 p.m.).

FTC Got 1,053,875 Scripts For Perusal During 1942

Washington Bureau, RADIO DAILY
Washington—Full cooperation of all 841 standard radio stations in the constant perusal of advertising copy by the Federal Trade Commission was acknowledged last week in an FTC report on radio advertising. Copy is called for from local stations every three months. While national and regional networks and transcribers submit scripts monthly, copies of 1,053,875 programs were received last year by the FTC, and over a million programs were read. This represented a total of 2,032,417 pages of continuity submitted while the Commission staff managed to read, 1,912,725 pages. Of the pages read, 483,000 were of network shows, 1,416,606 of local shows and 13,119 typed scripts of transcriptions.

1 9 4 3
BIRTHDAYS

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

January 11
Don Buckley
Paul Alee Walker

Coast-to-Coast

MANY radio stations during the recent flood crisis stood by to give their assistance in averting disaster. Among them was WPAY, Portsmouth, Ohio, which for the second time since the 1937 Ohio flood, stood by for emergency service. As soon as the waters of the Ohio River began to rise, the station's radio staff was organized to check and broadcast river bulletins. The station remained on the air for 76 hours, starting Dec. 30.

WELL, New Haven, is cooperating with the New Haven Branch of the National Association for the Advancement of Colored People by donating two fifteen-minute periods, 3:45-4 p.m. on Tuesdays, Jan. 12 and 19, for the purpose of conducting a Membership Drive in the New Haven area. The programs will consist of a speaker describing the organization's work, influence, ideals and its importance to all American Negroes.

WAAT, Jersey City, recently was presented with a Certificate of Merit and Appreciation by Edward H. Kip, chairman of the Blood Donor Service of the Jersey City Chapter of the American Red Cross, in ceremonies at the Jersey City Medical Center, for outstanding cooperation in securing blood plasma donors in 1942. Roland Trenchard, director of War Activities for the station accepted the award.

Continental Baking Co. has just renewed its spot contract with WDRC, Hartford, for another year, extending through Dec. 11, 1943. During the period, there will be 415 ETs used. Account was placed by Ted Bates Agency. . . . Painting as a war-time hobby is spreading at the station. General manager Franklin M. Doolittle and salesman J. Eric Williams have been putting out excellent work for some time.

WTIC, Hartford, and the Hartford "Courant" are again joining in sponsoring a "Mile O' Dimes" campaign in Hartford. The drive will begin on Friday, Jan. 15 and close on Saturday, Jan. 30, the President's Birthday. Last year Hartford's "Mile O' Dimes" turned over to the National Foundation for Infantile Paralysis over \$34,000 or nearly four miles of dimes, leading the nation on a par capita basis and ranking second only to Chicago in gross return.

"Civilian Defense News" will celebrate its first anniversary on WMCA during the last week this month. With Lillian Okun as commentator, program has been devoted to presentation of material to further the civilian war effort. Program has been used by government agencies during special drives.

Story reviewing WTAG's accomplishments during 1942 in the "Worcester Sunday Telegram" last week showed the station in the forefront in efforts to promote all phases of the war program. Singled out for special attention was the program featuring Walter Pidgeon for the "American Heroes" war bond campaign, the station's recent overseas broadcast in connection with the "Buy a Bomber for Worcester" drive, and 20 WTAG broadcasts of Army-Navy "E" awards presented to local war plants.

Jacob Ruppert Brewery has signed a 32-week contract with WINS, N. Y., sponsoring Waverley Root, station's news commentator—six 15-minute periods per week, 6:30-6:45 p.m., Monday through Saturday. In addition to the sponsorship of the Root program, contract calls for four 1-minute spots daily, six days a week. This business was placed through Ruthrauff & Ryan, Inc.

AGENCIES

BERNICE FITZ-GIBBON, director of publicity and sales promotion, Gimbel Brothers, Inc., will speak today before the Advertising and Sales Course, conducted by the Advertising Club of New York, on "Radio Advertising in Wartime." This meeting will be held at the Advertising Club, 23 Park Avenue, corner 3rd Street, at 6:15 p.m.

CAPT. L. DAVID GAMMA, member of the British Parliament who has just returned from the conference held by the Institute of Public Relations, will speak on the subject, "Good Neighbors," at Wednesday's "Celebrity-Forum Luncheon" at the Advertising Club of New York.

J. WALTER THOMPSON COMPANY'S London office reports the advertising to the British public fill vacancies existing in war services has moved up to third rank in the list of British Governmental advertising expenses for the first nine months of 1942.

Zipf Named Assistant To Mason At WLW

Cincinnati—William H. Zipf, most west information agent for the Federal Credit Administration, has joined WLW, of this city, as assistant to J. Mason, director of the station's far programs.

Zipf for years has been in close touch with the farm situation here during his tenure with the Federal Administration and at Ohio State University, where in his student days produced "Campus Mirror," a program which kept farmers in the area informed of the activities of the students in the College of Agriculture, OSU.

Mark Gregory has been added to the staff of announcers on WLW-WSAI, replacing Howard Woodard, who has joined the armed forces. In 1941 Gregory began his radio work as announcer for WMCA in New York. He has since served as announcer at stations WFIL in Philadelphia and WNAC in Boston. He comes to WLW-WSAI from WCPO, a local station.

WLW's newsroom is now working around the clock. News broadcast on the hour from 1:00 to 5:00 a.m. are a regular part of the station plan calling for a news service second to none.

Tommy Riggs' New Time

Hollywood—Beginning with the broadcast of Jan. 29, the "Tommy Riggs and Betty Lou" air show sponsored by Lever Brothers, and emanating from the West Coast, will be heard only from 7:30 to 8:00 p.m. PWT, coast-to-coast, eliminating the earlier eastern 4:30 p.m. PWT broadcast, it was announced yesterday by Young & Rubicam—Hollywood officials. Reason for the decision to eliminate the early eastern broadcast was not given.

NETWORK SONG FAVORITES

(Continued from Page 7)

FAVORITE STANDARDS OF THE WEEK

SONG TITLE	PUBLISHER OR COPYRIGHT OWNER	ACI
Whispering (Miller)		274
Begin The Beguine (Harms)		233
Blue Skies (Berlin)		188
What Is This Thing Called Love (Harms)		187
Hawaiian War Chant (Miller)		162
St. Louis Blues (Handy)		144
Runnin' Wild (Feist)		143
Embraceable You (Harms)		139
Star Dust (Mills)		138
I Got Rhythm (New World)		132
Make Believe (T. B. Harms)		132

PATRIOTIC

Anchors Aweigh (Robbins)	277
Over There (Feist)	247
Semper Paratus (Sam Fox)	218
Caissons Go Rolling Along (Shapiro-Bernstein)	153

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



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 22, NO. 7

NEW YORK, N. Y., TUESDAY, JANUARY 12, 1943

TEN CENTS

FDR Stands With OES

FCC Asks Outlets File Finance Questionnaire

Washington Bureau, RADIO DAILY
Washington—The FCC urged yesterday that broadcasters return as soon as possible the special questionnaires that they last month to provide estimates of their operating profits or losses for 1942. Less than one-quarter of these replies were received by yesterday noon. Their filing is desirable alone to provide a basis for Commission and OWI moves to stimulate advertising for small independent broadcasters, but also to provide information which may make telling testimony for the special senate group

(Continued on Page 6)

Mark Woods Chairman Of Boy Scout Committee

Mark Woods, president of the Blue Network, has been named chairman of the public service division of the businessmen's committee for the 1943 finance campaign of the Boy Scout Foundation of Greater New York. Among those who will be working under Woods' direction in the public service division will be Frank White,

(Continued on Page 2)

MSV Show-Realignment Gives Godfrey More Time

Washington Bureau, RADIO DAILY
Washington—Going after a lion's share of the daytime audience for MSV, CBS outlet here, Manager Carl Burkland and Program Director Dan Heiney last week completely revised local air shows throughout the

Arthur Godfrey, the station's most

(Continued on Page 7)

Appropriate

Washington—WOL listeners the other night heard a slight but noticeable pause following a station break and a scheduled broadcast of Richard Himber and his orchestra. The next thing heard was Himber's vocalist singing the first strains of "I Didn't Know What Time It Was." The tune sung was unintentional but appropriate. Delay was due to a technical difficulty.

Official Reader

Washington—The Department of Agriculture announced yesterday that the four-network speech by President Roosevelt scheduled for 4:30 p.m. today as a special feature of Farm Mobilization Day will not be delivered by the Chief Executive. It will be read instead by James F. Byrnes, director of the O.E.S.

WPB Lists 5 Rules To Save Battery Sets

Washington Bureau, RADIO DAILY
Washington—Pointing out that replacements for battery sets—excluding portables—cannot be made more frequently than once a year, the WPB has issued a list of five rules for conservation of batteries to be observed by owners of battery sets. These are aimed primarily at rural districts. Observance of these rules, according to the WPB, will help keep farm and other rural radios in operation and these families abreast of

(Continued on Page 7)

Heinz Buys "Info. Please"; NBC Clearing Mon. Night

H. J. Heinz Company, food manufacturers of Pittsburgh, Pa., have purchased "Information Please" and will sponsor the quiz program starting Monday February 15. According to spokesman for Dan Golenpaul, owner and producer of the show, quiz will air Monday evenings, on NBC, 10:30-

(Continued on Page 2)

CBC Program Plans For '43 Discussed By Major Murray

FMBI Takes Stock Of Current FM Status

The latest FM report by the FMBI includes the listing of 45 FM stations now in operation. It includes the 36 stations now operating on a regular commercial basis with 9 others continuing as experimental ventures. These stations maintain operating

(Continued on Page 2)

Presidential Statements Show Intention Not Only To Retain Salary Ceiling But To Include Other Income

See Fly Complaints Somewhat Ambiguous

Washington Bureau, RADIO DAILY
Washington—"More than the ordinary number of complaints," about alleged vulgarity and profanity on the air have been received in recent weeks here, Chairman James Lawrence Fly of the FCC said yesterday. A large file of complaints, mainly about network programs, has been

(Continued on Page 2)

NBC's Red Cross Show Has Two Disks Completed

The first two quarter-hour transcriptions in the "March of Mercy" series sponsored by NBC and affiliated stations, in cooperation with the American Red Cross, have been completed for use during the week of Jan. 17.

Jane Delano, pioneer in the nurs-

(Continued on Page 7)

Capital Expects Increase In Wire Revenue For 1944

Washington Bureau, RADIO DAILY
Washington—A sharp rise in revenue from telephone, telegraph, radio, cable, leased wires, etc., is looked for by federal budget officials, who expect the take for the 1942

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Discussing with reporters "loopholes" in the tax laws which he wants closed, and "inequities" which he wishes removed, President Roosevelt yesterday said he had in mind expansion of the \$25,000 salary ceiling to include income from all sources as well as from salary alone.

The Chief Executive did not state whether he wished Congressional action in the matter or that he was considering another executive order to attain the desired ends.

Although the President's budget message yesterday contained no reference by name to the OES salary limit-

(Continued on Page 7)

Blue Gains On Coast Cited By Don Gilman

West Coast Bureau, RADIO DAILY
Hollywood—Don E. Gilman, vice-president in charge of Blue Network's Western Division, in celebration of the net's first year of operation as an independent unit on Jan. 10, summed

(Continued on Page 6)

Guests, Speakers Listed For Nat'l Academy Meet

Washington Bureau, RADIO DAILY
Washington—A number of diplomats and legislators are expected to attend the dinner which will open the sixteenth season of the National

(Continued on Page 2)

Plenty of Air

Hartford—WDRG is offering a new method to relax announcers. Station discovered that if an announcer takes three deep breaths at an open window just before he goes on the air to do a show, he sounds much more relaxed on the air. Now it is an unwritten law that all announcers are expected to do the deep-breathing before their programs.

RADIO DAILY



Vol. 22, No. 7 Tues., Jan. 12, 1943 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

(Monday, Jan. 11)

NEW YORK STOCK EXCHANGE

	High?Low	Close	Net Chg.
Am. Tel. & Tel.	134 1/2 133 1/2	134 1/2	+ 1/2
CBS A	16 1/4 16	16 1/4
CBS B	16 15 7/8	15 7/8
Gen. Electric	31 3/4 31 1/4	31 3/4	+ 1/4
Philco	14 7/8 14	14	- 1/8
RCA Common	6 5 3/4	6
RCA First Pfd.	62 1/2 61 3/4	62	+ 5/8
Westinghouse	81 3/8 81 1/8	81 5/8	+ 1/2

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	4	4 1/4
Stromberg-Carlson	4	7
WCAO (Baltimore)	19	22
WJR (Detroit)	20	22

Heinz Buys "Info. Please"; NBC Clearing Mon. Night

(Continued from Page 1)

11 p.m. That time is currently occupied by an NBC sustainer, "Inter-American University of the Air—Lands of the Free." Network said that Golenpaul has been negotiating for that time, but the sustainer had not definitely been moved as yet. Golenpaul negotiated the deal with Heinz, which is serviced by Detroit office of Maxon, Inc. Contract has a 44-week term.

"Info's" present sponsorship, American Tobacco for Lucky Strike Cigarettes, expires February 5.

WHAT'S WHAT IN BOSTON

35—WCOP consistently receives testimonials unsolicited from advertisers who want to see them?

REPRESENTED BY HEADLEY-REED CO.

WCOP

BELONGS ON YOUR SCHEDULE

FMBI Takes Stock Of Current FM Status

(Continued from Page 1)

schedules ranging from 24 to a minimum of 6 hours daily.

Although FM does expect some curtailment of the longer schedules as 1943 proceeds, due to the scarcity of replacement tubes and parts, shut downs are not expected.

During 1943 and for the duration membership rates in the FM Broadcasters, Inc., has been reduced from \$300 to \$50. These rates are not permanent and will be restored to the normal level when the war ends.

One of the items in the report is the caustic rebuke given to a large national advertising firm for an alleged "falsification of fact" regarding the number of FM sets now in use. The ad firm, told a prospective client for FM use, that there were only 24,000 FM sets in operation in the whole U. S. FM hastened to return the misstatement with the reply that in the area where the prospective advertiser wanted to use FM there are upwards and above 30,000 sets, and in the U. S. as a whole, there are approximately over a half-million. Not all of these sets are attuned for FM reception but a break-down survey reveals that 75 per cent to 80 per cent of the sets are located within areas served by one or more FM transmitters.

Capital Expects Increase In Wire Revenue For 1944

(Continued from Page 1)

fiscal year from this source to double in the fiscal year 1944. Collections in 1942 were \$48,231,338.63; the estimate for the current fiscal year is \$84,700,000, while the estimate for the year 1944 is entered in the books at \$110,600,000.

A low point in revenue from radio receivers, phonographs, records and musical instruments is expected, with the 1944 fiscal year take not expected to go much above one quarter of that for the 1942 fiscal year. Collections in 1941-42 were \$22,438,119.64, while that for the present year is expected to reach \$9,400,000. The estimate for 1944 is only \$6,700,000.

Tangee Adds S. A. Outlets

George W. Luft Company, manufacturers of Tangee cosmetics, has just added four stations to its Latin-American coverage, making a total of 19. Sponsor has two live fifteen minute programs going three times a week in South America. The programs are "Habla Hollywood," a gossip and fashion column, and "Aviles" a commentator. The latter airs on five Argentine stations. Account has been placed by Export Advertising Agency.

Gen. Electric Dividend

General Electric will pay its 182nd consecutive dividend on its common stock on Jan. 25. This will be received by 221,501 stockholders of record on December 18 according to a statement issued by W. W. Trench, secretary of the Company. This is an increase of 618 stockholders since the last record date, Sept. 25, and an increase of 3,145 over a year ago.

Guests, Speakers Listed For Nat'l Academy Meet

(Continued from Page 1)

Academy of Broadcasting here next Friday. Among the guests will be Dr. Leon de Bayle, Minister from Nicaragua; Rep. Margaret C. Smith of Maine and Richard Eaton, news commentator.

Former students of the academy who are expected to speak are Rep. Estes Kefauver (D), of Tennessee; Irving Swanson, reading clerk of the House of Representatives; Mrs. Edna Edmundson of WMAL; Richard Harkness, news commentator; Larry Carl, announcer at WWDC; Ernest McIver, news editor of WJSV; Frances Fox of the U. S. Agriculture Department's information division, and Mrs. Theodore Messinger, radio chairman for the district OCD.

Mark Woods Chairman Of Boy Scout Committee

(Continued from Page 1)

treasurer of CBS radio broadcasting; J. Frank Ross, American Railroad Express Company, express and trucking, and for musicians James C. Petrillo, president of the American Federation of Musicians.

The campaign will be launched at a Dawn Patrol Breakfast Thursday, Jan. 14, at the Starlight Roof of the Waldorf-Astoria Hotel. Eddie Rickenbacker will be among the speakers. The ceremonies will be broadcast over WJZ from 8:16 to 8:29 a.m., EWT.

See Fly Complaints Somewhat Ambiguous

(Continued from Page 1)

referred to the Commission by the President, Senators, Congressmen and other federal officials.

Relatively few of the letters concern entire shows, although gags and sequences from the most popular comics of the air waves are frequently cited. RADIO DAILY has learned that a number of complainants seem quite capable of catching a double entendre—some even where no second meaning was intended.

An investigation by the FCC is a good possibility, although, contrary to news reports of yesterday, Chairman Fly said nothing to indicate that he has such an investigation in mind. His reply to a question along those lines was simply, "I don't think I care to express my thoughts at this time."

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

EDGAR KOBAK, executive vice-president of the Blue Network, is on a two-week vacation.

HOWARD LANE, central division field manager of CBS, has arrived from Chicago on a short business trip.

TOM SLATER, director of special events for Mutual, left yesterday for Washington. He will return tomorrow.

W. C. IRWIN, commercial manager of WSOB, Charlotte, in town from North Carolina yesterday for conferences with the New York representatives of the station.

LT. E. P. H. JAMES, formerly director of publicity and promotion for the Blue Network in New York yesterday for a brief visit.

JOHN LIVINGSTON, San Francisco representative of Associated Recorded Program Service is visiting in town. JOHN MAYO, sales manager of ARPS, off today on a short business trip.

CARL J. BURKLAND, general manager of WJSV, Washington, D. C., has returned to the Capital after spending the latter part of last week in New York.

BILL THOMPSON, of the "Fibber McGee and Molly" program, is en route from Chicago to Hollywood following a number of guest appearances in the Windy City during the holiday season.

MARIE HOULAHAN, publicity director of WEEL, Boston, is here for conferences at the headquarters of CBS.

JACK T. VAN SWERINGEN, commercial manager of WPIC, Sharon, Pa., is here for a few days on station business.

AUSTIN E. JOSCELYN, general manager of WCCO, Columbia affiliate in Minneapolis, has returned to Minnesota after a short business trip to New York.

OVELTON MAXEY, station representative, is in town for a few days.

A. N. ARMSTRONG, JR., general manager of WCOP, who had been in New York for a few days last week on station business, has returned to his Boston headquarters.

GRACE KINZEL, assistant to Ron Ferguson in the script division of the Blue Network, is back at her desk following a leave of absence.

Chas. W. Mitchell Named Branham Vice-President

Charles W. Mitchell has been named vice-president of the Brannan Company, station representatives. He has been associated with the organization for the past 25 years.

When you buy time—
BUY AN AUDIENCE

COVERING THE VITAL MIDWEST

MASSACHUSETTS

VT. N.H.

CONNECTICUT

MAINE

CONNECTICUT

R.I.

WTAG WORCESTER

READY.. AIM.. FIRE

Those boys KNOW what they're shooting at! And smart radio advertisers have learned they can AIM . . . FIRE . . . and HIT their market targets just as surely as the man behind the gun. No waste . . . no misses.

Consider Baltimore . . . today the country's 6th largest city. Do you know how sales costs can be reduced? The answer is WFBR.

The station that covers the Baltimore trading area *without waste*.

1. WFBR does not try to cover the surrounding states of Virginia, West Virginia, New Jersey, Pennsylvania or Delaware. Our job is the Baltimore market.

We're under the impression that radio stations in those scattered states have loyal listeners of their own.

2. WFBR uses the electrical power that gives a magnificently clear signal DAY and NIGHT. There are no dead spots.

3. WFBR is the station Baltimore people have depended on for years. It has a station loyalty of listeners that has brought one half million people out of their homes into our studios.

If you want people to hear about your products in the town you sell them in . . . WFBR is your buy in Baltimore.

RADIO STATION **WFBR**
NATIONAL REPRESENTATIVE: JOHN

BALTIMORE
BLAIR & CO:



PHOTO BY ACME

Los Angeles

By JAC WILLEN

JANUARY'S schedule for "Lamp-lighter" friends will find Ted Yerxa playing host to a wide variety of talented artists on his programs, heard Saturday mornings on KHJ. (10:15 a.m., PWT.) Johnny Mercer guested Jan. 9, Andrews Sisters expected Jan. 16, with Harry James, Ray Noble and Woody Herman booked through January and into the start of the "Lamp-lighters" February schedule.

The belief that Ethel Barrymore may appear with her brother Lionel on the latter's "Mayor of The Town" broadcast grew bright this week. Ethel reached Los Angeles for her theater run of "The Corn Is Green," and dickering is on to star her with Lionel in one of his radio dramatizations.

Harry W. Flannery, CBS news analyst, has been awarded another choice radio assignment. He was chosen to be west coast correspondent on the CBS news roundup feature, "The World Today."

The Sportsmen are still the busiest of all singing aggregations in West Coast radio. Their regular weekly schedule is an involved matter that includes five visits to the Gracie Fields show over the Blue, one Chase & Sanborn show over NBC, a visit to the NBC Rudy Vallee show, another on the Nelson Eddy CBS broadcast, a shift over to NBC again for the Eyes Aloft program, then a switch over to Mutual for Tune Up America...with Screen Guild, Command Performance and Gene Autry appearances thrown into their schedule whenever possible. Added to this are their recent appearances in pictures for 20th Century-Fox, RKO, and at Republic.

To top off the above schedule, Art Rush, who manages the group, is setting the boys in for a five time weekly series over at CBS on a program, whose title has as yet not been announced but is scheduled to take off within the next week or two.

Rita Hayworth has been set to guest star on the Tommy Riggs and Betty Lou broadcast of Jan. 29.

Judy Canova will visit the Eddie Cantor "Time To Smile" show Wednesday, Jan. 13, and give out with some of her own inimitable comedy and music that should have been heard regularly on the air for some good sponsor.

The Abbott and Costello cast found themselves with more time on their hands than they figured on at Thursday's rehearsal. It seems most of the cast forgot that there was to be only one broadcast instead of the usual two on Thursdays.

Have You Met The Voices
of
GILBERT MACK
?
LEX. 2-1100



Memos of An Innocent Bystander. . .!

● ● ● Tony Leader, former NBC director, back in town on a furlough. Tony's with the Air Corps and has just completed his primary stage of CAA War Training. In about six months, he'll be ready to fly those big bombers overseas with the Ferry Command... Wonder why nobody ever thought of putting Frank Buck on the air as a teller of animal stories. The guy made our flesh fairly crawl with his tales at the Radio Execs' luncheon last week... Ed Gardner will be the first guestar on Sammy Kaye's new series which bows in Jan. 27th via CBS... Rumors are still thick and heavy about a new air show for Groucho Marx... Dave Levy takes over the direction on "Manhattan-at-Midnight" this week... Sol Lewis, the small-town editor who scored such a solid hit as a guest on the "Town Hall Meeting of the Air" not long ago, has been grabbed by radio as we knew all along he would be. He starts a weekly 15-minute series from KJR, Seattle, shortly on topics as viewed by a country editor... Noel Coward headed this way soon... Greer Garson confiding to intimates that she will go to England after her next picture for the duration... Recommended: Lorraine De Wood's warbling at the Mon Parea.

★ ★ ★

● ● ● Jerry Seelen and Lester Lee, considered by no less an authority than the Shuberts as one of the hottest writing combinations around today, are Hollywood-bound where Paramount has inked them to a five-year contract at a fabulous starting figure. They wrote most of Joe E. Lewis' special material and are credited with most of the sketches in "Star and Garter" and the forthcoming "Ziegfeld Follies." Before they accepted the Para contract, they had been offered a show of their own by Shubert and may get a leave of absence from the coast to come in and do it. For their initial assignment in Hollywood they drew the next Crosby-Hope film—a plum eyed by every writer out there.

★ ★ ★

● ● ● Because of his promise to appear at a Carnegie Hall benefit for the Infantile Paralysis fund, Jack Benny will do another broadcast from N.Y. this Sunday... Kate Smith a victim of ptomaine and temporarily off her daytime show. She'll probably be well enough to do her Friday night show, but from N.Y. and not Lakehurst, N. J., as originally scheduled... Incidentally, Olyn Landick, the Hackensack Gossip on her show, rumored to be leaving soon... Warner Baxter signed to star as the "Crime Doctor" in the movie version of Max Marcin's program... Aside to Milton Berle: Remind me to tell you I thought you were terrific on the "Duffy" show last week... In Ginny Simms' forthcoming picture, "Here We Go Again," she asks Charlie McCarthy if he's a Boy Scout. "Yeah," replied Charlie. "The Wolf Patrol!"... Bill Pennell closes out one year of announcing service at CBS this week to take over the Westinghouse program to be aired over NBC Sunday afternoons... Marty Namm, MCA publicity chief, reports to the army Saturday... Eve LeGallienne starts her first radio series Sunday on the Blue called "Horror, Inc." She'll narrate outstanding horror stories which Mort Lewis will adapt for her.

★ ★ ★

● ● ● CBS censorship nixed one of Herb Shriner's gags slated for the "Stage Door Canteen" show last week. The gag went like this: "My girl wears glasses with lenses two inches thick. Makes it nice because when you breathe on 'em, she can't see what you're up to." The payoff was that while they nixed it for the Canteen airters they had allowed Shriner to use it previously on the Camel Caravan—also a Columbia show!

★ ★ ★

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

AL BOYD, WLS production manager, takes the National Barn Dance on tour for three dates within the next month. First appearance will be at the Great Lakes Naval Training station, Great Lakes, Ill. on Jan. 23; next at the President's Birthday Ball celebration, Indianapolis, Jan. 30, and on Feb. 13, show will journey to Buffalo, N. Y., a Buffalo Evening News sponsorship of "Smokes For Soldiers."

Recent new spot business at WMAQ includes: Colgate-Palmolive-Peet Co., through William Esty, New York, 312 one-minute transcribed announcements during a 52-week period, Marlin Firearms Co., through Craven & Hedrick, New York, 39 one-minute transcribed announcements during a 13-week period.

Test campaign conducted for a tobacco sponsor on WLS "Bunkhouse Jamboree" heard from 3-5 a.m., pulled 10,176 requests for free samples of the sponsor's tobacco. Mail came from all forty-eight states, District of Columbia, Canada and Hawaii, according to WLS.

Jerry Wald, clarinet playing orchestra leader heard over the Blue from the Hotel Sherman, Chicago, got the distinction of being the best dressed orchestra leader in Chicago-land in a recent poll conducted by merchant tailors. Now Jerry has five tailors seeking to do business with him.

Mrs. Agnes S. Hosford, widow of the "Uncle Harry" Hosford who died recently, will probably carry on his children's shows on WGN.

Kay Ashton Stevens, wife of the Hearst columnist, had Irving Berlin as a guest on her program over WBBM from the Ambassador Hotel recently. Berlin is here with "This Is The Army" show.

Radio friends have nominated Roy Fabian, editor of the Des Plaines, Ill. Journal, for a spot on "We The People" show. Editor Fabian and his Kiwanis Club associates are community godfathers to "Tom, Dick and Harry Krause," little boy triplets whose parents are in modest circumstances.

Pillsbury Flour Mills, Minneapolis, through McCann-Erickson, has bought "Meet the Missus" on WBBM three days a week, Tuesdays and Thursdays, from 2:15-2:30 p.m., and Saturdays, from 9:15-9:30 a.m., starting Jan. 19. Program features Harold Isabell as emcee and originates at Chicago Home Arts Guild with Chicago housewives being interviewed.

RADIO ARTIST ?
Call
LEXington 2-1100
FIRST AND FOREMOST

CBC Program Plans For '43 Discussed By Major Murray

(Continued from Page 1)

of 1943, CBC programmes are re-invigorated and developed. Established features are strengthened; new features are added. In the spoken word, there is to be a challenging series on the main problems of the post-war world. Balanced exposition and the "round table" method will be used. "Comrades in Arms" which has come to be the human rendezvous of Canada's three armed forces with the civil population, continues each Friday evening after the National News. This is a good example of "combined operations."

Musical Series Set

In music, Alexander Chuhaldin, with an expanded CBC String Orchestra and guests artists, gives a welcome new series on Wednesday evenings, 9:00-9:30 EDT. Another treat for music lovers will be the Karl Philip Emanuel Bach Concerti, the first radio performance on this continent, with Mme. Wanda Landowska as series guest artists.

The Thursday night concert series, 10:15-11:00 EDT will continue with specially chosen artists; distinguished pianists—Kolesa, Guerrero, Seitz, and others—are to appear.

The serial drama "Newbridge" ran

from January to June, 1942, as a 15-minute broadcast five times a week, Monday to Friday. This is given as a weekly feature, on an alternate network, for 13 broadcasts, beginning Jan. 7, 9:00-9:30 p.m. EDT when it will resume the story of Canada and Canadians, this time in 1943.

"Heroes of Canada"

"Dramas for the Bible" will continue the series of stories from the New Testament, Sunday mornings, 9:00-9:30 EDT.

The "Heroes of Canada" listed for January, in the national school series, are Frank Oliver (Alberta) and John Stewart (Prince Edward Island). On the last Friday of the month "Canadian Horizons" brings a stirring tale describing the lives and experiences of the fishermen of Nova Scotia, "Together We Stand."

Succeeding the "Science in the News" broadcasts, there will be a new series, "Science at War." Lawrence Harris will discuss "Art and Life" from Vancouver; John Coulter will continue to review "Books and Shows." Arthur Phelps will be welcomed back in a new series of literary talks from Winnipeg. National Labor Forum, the daily Farm Broadcasts, National Farm Forum and the CBC Discussion Club carry on with increasing vigor and variety."

WQXR Spanish Lessons To Add Night Session

WQXR will add an evening session, 10:30-10:45 p.m., starting Feb. 1, for Spanish lessons, to supplement its 5:30 p.m. schedule. Production is handled by Time & Life, Inc., and will run just a month behind the daytime schedule, Monday, Wednesday and Fridays.

Stork News

Elliott Jacoby, WIP, Philadelphia, musician, handed out the cigars recently to celebrate the arrival of a son. Mother and son are doing well at Lying-In Hospital.

GUEST-ING

DORANCE ELDRIDGE, featured in "The Skin of Our Teeth," and L. LOGAN, vocalist, on the "Victory Hour," today (WJZ-Blue Network, 2:30 p.m.).

AE SIMON, former candidate for heavyweight championship and an employee of Republic Air on "What's Your War Job," tomorrow (WJZ-Blue Network, 7:05 p.m.).

JAMES MARSHALL, retired president of the New York City Board of Education; AUSTIN MACCORMICK, former president of the American Education Association and now treasurer of the Osborne Association; JUSTINE DEER, Justice of the Domestic Relations Court in New York City and daughter of Rabbi Stephen S. Wise, and DR. ROBERT W. SEARLE, general secretary of the Greater New York Federation of Churches, discussing "How Can We Curb Juvenile Delinquency," on "America's Town Meeting of the Air," Thursday (WJZ-Blue Network, 8:30 p.m.).

WALTER CASSEL, baritone of the Metropolitan Opera Company, on "Keep Working, Keep Singing," American Friday (WABC-CBS, 6:30 p.m.).

DOROTHY LAMOUR, on "Soldiers in Wings," Saturday (WABC-CBS, 10:15 p.m.).

ANNETT CERF, publisher and president of Random House, Inc., discussing "The Classics Are Contemporary," on "Of Men and Books," Saturday (WABC-CBS, 2:05 p.m.).

JAMES MELTON, tenor, and VINCENTE GOMEZ, guitarist, on the "Cola program, Sunday (WABC-CBS, 4:30 p.m.).

L. WILLIAM H. GRAY, JR., president of the Florida Normal and Industrial School, on "Wings Over the Sun," Sunday (WABC-CBS, 11 p.m.).

DEUT. COMM. MILDRED McE, top officer of the WAVES, on "Hospitalny's 'Hour of Charm' program," Sunday (WEAF-NBC, 10 p.m.).

THIS LITTLE BUDGET
WENT TO
**WORL
BOSTON
MASS.**



Always Popular
Now More **POWERFUL**

WCAO

The Voice of Baltimore

**NOW
5,000 W · DAY & NIGHT
600 KC**

The Only Columbia
Station in Maryland

PAUL H. RAYMER CO., Nat'l Sales Representative
NEW YORK · CHICAGO · SAN FRANCISCO · LOS ANGELES

AGENCIES

STEPHEN M. KENYON and SAMUEL DALSIMER, account executives and members of the plan board of Cecil & Presbrey, Inc., have been named vice-presidents of the agency.

J. B. VAN URK, formerly of the Bureau of Industrial Service, Inc., has joined the public relations staff of N. W. Ayer & Son, Inc.

GEORGE CARLETON ROHRS, formerly with Lord & Thomas and more recently regional food rationing representative of the OPA, has joined Sweetfager & Hixon Advertising Agency. He will be in charge of marketing and merchandising.

ROBERT L. SMOCK has joined the copy department of Marschalk and Pratt Company, New York. Previously he was with Young & Rubicam, McCann-Erickson and radio stations WNEW, WIRE and WFBM.

THE ADVERTISING ACCOUNT of Babijuce Oranges, grown and distributed by the Babijuce Corporation of Massachusetts, from coast to coast, returns to the David Malkiel Advertising Agency of Boston. Newspapers, radio, and billboards will be used. The New England radio advertising for I. J. Fox, furriers, has also returned to David Malkiel.

CINCINNATI'S

Favorites



THE L. B. Wilson STATION

FCC Asks Outlets File Finance Questionnaire

(Continued from Page 1)

investigating the facts of the Petrillo-
AFM recording ban.

Although he has not yet been called to testify before the special sub-committee of the Senate Committee of the Senate Committee on Interstate and Foreign Commerce, which is hearing evidence on the ban, it is likely that Fly will be called at a later date.

Petrillo On Stand Today

The hearing, chaired by Senator D. Worth Clark, gets under way today with James C. Petrillo, AFM president, on the stand. A recess is likely after Petrillo and his attorney, Joseph Padway, are heard, and the transcripts of their testimony will be sent to other possible witnesses.

Fully expecting to be called, Chairman Fly said his testimony will be basically the same as that he delivered last fall on the matter, but he is anxious "to bring it up to date and perhaps offer any further views that I might have at the time of testimony."

It is quite likely that the results of the survey of station operating status for 1942 will furnish a basis for some of this testimony, the chairman said, adding that he hopes all stations that have been invited to submit data will do it right away, "so we can get going on the problem."

Clark Bill Introduced

Senator Clark has already re-introduced his bill to prohibit certain contracts, agreements, conspiracies and combinations which prevent the making of recordings for use by radio broadcasting stations and coin-operated phonographs, and it has been referred to the Interstate Commerce Committee, of which he is a member and Senator Burton K. Wheeler, Montana, is chairman. This is the same bill Clark introduced to the last Congress.

Frank Mullen Appointed To Directorate Of NBC

Frank E. Mullen, vice-president and general manager of NBC, was elected a director of the company, at the recent meeting of the board of directors.

In announcing Mullen's election, Niles Trammell, NBC president issued a statement which said:

"Mr. Mullen's election to the NBC directorate is a recognition of his fine service to broadcasting and to his many contributions to the network's part in the war effort. In his position as NBC's general manager, his ability as an organizer and executive has contributed substantially to the progress of the network."

Stork News

Bob Shield production man for KDKA, Pittsburgh, is the father of a girl born New Year's Day morning. Mrs. Shield is the former Elaine Kinder of KDKA's singing trio, the Kinder Sisters.

PROGRAM REVIEWS

"KRAFT MUSIC HALL"

Kraft-Phenix Cheese Corp.

WEAF-NBC network

Thursday 9-9:30 p.m., EWT

J. Walter Thompson Co.

CROSBY TAKES HALF-HOUR CUT IN STRIDE: PROGRAM'S RATING CERTAIN TO REMAIN HIGH.

The Kraft Music Hall made its first appearance Thursday night in a "war-time digest edition" (as Crosby put it) and the premiere program indicated that thirty minutes, more or less, means nothing on a Crosby show. True, Bing had to watch his script more closely and dispense with a bit of the nonchalant chit-chat. But the fact that the show has sheared a half-hour certainly won't lose the listening audience for the Music Hall nor customers for Kraft products.

Opening program, in its abbreviated form, had Janet Blair, Charlie Ruggles, and a naval lieutenant as guests. The regulars (Charioteers, John Scott Trotter, Ken Carpenter, Music Maids & Phil, and Bing) carried on as if they were doing a half-hour show for years. One item that was missed was the Crosby-Carpenter gagfest over the NBC chime-station break. Compensating for it was a humorously presented skit having Charlie Ruggles as a pitchman and Bing as his "shill."

An abbreviated form of the "Song of Yesterday" skit (with Crosby and Miss Blair); Carpenter's pungent commercials, and Crosby's smooth song delivery still stand out—even on the half-hour version. The only complaint Bing's radio audience might have is that the program should have never been cut—for a double portion of the Music Hall show is naturally better than 30 minutes of it.

"THE KATE SMITH SHOW"

General Foods Corp. (Jello)

WABC-CBS Network

Friday 8-8:30 p.m., EWT

Young & Rubicam, Inc.

FEWER SONGS, GAGS, COMMERCIALS—BUT KATE SMITH "HOUR" STILL STRONG.

"We've got to put on a 55-minute show in 30 minutes," commented Kate Smith at the beginning of her Friday night program. And, literally, that's what Kate and Ted Collins did. For even though 25 minutes of the former hour program have been given over to the "Adventures of the Thin Man" series, the Kate Smith show is sure to hold its high ranking among listeners.

From the opening "This is the Kate Smith Hour," voiced by Ted Collins to the station break at 8:30, 100 per cent entertainment prevails. For instance on the initial 30-minute format, there were such items as Peter Lorre in a crackerjack dramatization of an Edgar Allan Poe thriller; songs, music, and solos by Kate, Jack Miller's orchestra, and trumpeter Leonard Sues; a comedy turn by regular Henny Youngman; and those top notch conversational commercials on behalf of Jell-o by Collins and Miss Smith.

The only weak spot, compared to

"CAMEL COMEDY CARAVAN"

R. J. Reynolds Tobacco Co.

WABC-CBS Network

Friday 10-10:45 p.m., EWT

William Esty Co.

TOP-NOTCH COMEDY SHOW IN THE MAKING; SHOULD DO WELL IN ITS 45-MINUTE SETUP.

Lopping off 15 minutes of its former time, and substituting a new name, this variety show is gradually taking shape as an ideal escapist program. As the new title indicates, the accent is on laughs from start to finish, this former hour show holds on to its regulars—Lanny Ross, Georgia Gibbs, Herb Shriner, Xavier Cugat's orchestra, Lew Lehr, and Jimmy Wallington. Policy calls for one or two guest star comedians each week, the initial 45-minute broadcast having Groucho Marx with Maureen O'Sullivan as a foil for his typical gags.

Once this Camel crew get the feel of the 45-minute setup, the show is bound to lose the slow moments that were apparent now and then on this first broadcast. This was one of the drawbacks when the program was a full hour, so it should be easily eliminated in a 45-minute period.

Highspot of the show was the skit, from Hollywood, wherein Groucho and Miss Sullivan enacted the famous John & Mary Thorndyke couple ("Olive, who is Olive") made famous by Marx a few years back. As for the others holding down comic scripts, Lew Lehr's spot indicated that with fewer minutes to present his routine, he's better than before. His regular brief spot in Fox Movie-tone News serves him in good stead for the characterization on the Camel program.

And young Herb Shriner's script seems to improve as he goes along. His role of the humorous mid-western lad is building up a large following.

The few minutes that Cugat spends at the microphone to provide the cue for a Camel commercial by Jimmy Wallington seems to indicate that he could do equally well in the comedy end along with his capable musical direction.

It shouldn't be long before this program is considered as one of the top-notch comedy shows on the air.

the rest of the show, was caused by some of the bearded gags emoted by Youngman. But with fresher material, this lad is sure to go through his chores in the key set by everyone else on the program.

Sandwiching in an attention-keeping dramatic spot in a half hour show might have been something badly done, but drawing on Edgar Allan Poe and giving guest star Lorre the really capable support of Jean Muir and William Cordner hit the bell.

As sort of a preview for the army and navy base tour the show embarks on next week, Kate introduced a new war tune, "Song of the Bombardier," which shapes up into a melody that will be heard often—especially the way in which Miss Smith presents it.

Blue Gains On Coast Cited By Don Gilman

(Continued from Page 1)

up the advances made by the Blue Pacific Coast network as "very gratifying to those of us who have the responsibility of steering new-old network into channels service and broadcasting development."

"We have tried to avoid the precedent and find new roads activity which would distinguish from the existing networks and thereby make us more useful to the western public and more successful as a broadcasting organization."

Stresses Individual Recognition

Gilman traced course of the year events, new experimentations, the attempts to find the pulse of public interest and taste in new programs, an open mind and door to outside talent to present new ideas, and resume of all the programs that have become popular with the listening public during the first year of network's existence.

In conclusion Gilman pointed out that "although long years of association with another network have given the Blue some problems, as it is difficult for the public to disassociate them, the network is being successful in its efforts for individual recognition. My contacts in the last year with sponsors, agency and radio men emphasize that the conscientious effort we have put into the Blue has resulted in the Blue being more on lips of the advertising and radio industry than any other. This is so because of our having attained an objective or because we have surpassed the efforts of our competitors but because our network really came to life and became a virile, live, effective network operation. This is recognized by everyone who is familiar with broadcasting and radio operations."

Promises Continued Progress

"Our accomplishment in 1942 marks 1943 a much more difficult task. We intend to maintain our rate of progress. Confusion which existed with Blue's former association with another network made difficult the public's acceptance of the Blue as a separate and distinct buy in radio. Although the allusion has not been accomplished in its entirety, in advertising circles our purpose and acceptance are in view."

Goodman On Music Committee

Benny Goodman has been appointed by President Roosevelt to serve the Advisory Committee on Music. He has been learned. His official duty as a member of the committee will be to assist the State Department in its program of cultural relations. The purpose of the committee is to advise the State Department, through the Division of Cultural Relations, regarding the stimulation of musical inter-change among the American Republics and the coordination of activities in this country, which concern Inter-American music. The committee also serves the Coordinating Committee of Inter-American Affairs in a similar capacity.

WPB Lists 5 Rules To Save Battery Sets

(Continued from Page 1)
 movements on the war front and home. The rules are:
 —Don't waste batteries. Operate your radio only when there are programs that you particularly want to hear.
 —Avoid long, continuous radio operation. Break up reception into a number of short periods.
 —Keep batteries Away From

—Have tubes checked regularly as insurance against battery wastage.
 —Disconnect batteries from radio when not in operation. There will be a double check against the radio being left on accidentally. It is also a guard against young children in the family operating the radio unnecessarily.

The shortage of batteries, which has been experienced generally throughout the country for the past several months, is due to military requirements as well as to the zinc shortage, and has developed at a time when the war news and transportation restrictions have naturally resulted in increased use of radios.

Zinc Stringently Rationed
 Last July the WPB cut the use of zinc in all types of dry cell batteries 50 per cent below 1941 consumption. In an effort to alleviate this situation, Order B-71 was issued in October, eliminating entirely production of batteries for portable radios and establishing specific quotas for production of farm radio batteries, flashlight batteries and other types of industrial and occupational use. The effect of this action was to limit the use of available zinc to the most essential batteries, in which were classified radio batteries.

Most recent models of portable radios can be operated on household electric current; the remainder will have to be stored away for the duration. In the meantime, stocks of batteries are exhausted. Officials declared that the WPB is fully cognizant of the need for maintaining farm radios in operation, both as a means of keeping America's farm population informed on the progress of the war effort and also as a source of entertainment to replace drastically curtailed peacetime recreational facilities. To attain that objective, more than half of the zinc allocated for production of farm radio batteries, until military requirements are met, there is little possibility of additional allocation.

Boke Carter Shows Move
 Boke Carter's programs for Land Leases Creameries will shift to Wednesdays and Thursdays, effective February 2, at 12 noon. He will continue to be heard on a sustaining station, however, on the Mondays, Tuesdays and Fridays.

WARTIME PROMOTION

Westinghouse Brochure

NBC, in connection with the new Westinghouse program, has issued an exploitation brochure, complete with publicity material and recordings of spot pre-announcements.

Inserted in the brochure's page-pockets are photographs of John Charles Thomas, who will act as emcee for the new program; John Nesbitt, known to radio audiences through his "Passing Parade" on the air and in films; and of Mark Warnow, conductor, whose orchestra will supply the music.

Promotional material supplied in the brochure includes releases for newspapers, column items for radio editors, and both display and classified advertising layouts for use by promotion departments of the NBC stations airing the program.

The Westinghouse programs, as the promotion piece explains, will present the outstanding artists mentioned, together with the Lyn Murray chorus, as something more than mere entertainment. Not only is the program designed for the listening pleasure of war-harried millions but it will convey an up-to-the-minute picture of the ways in which an industrial organization is meeting and solving many of the critical problems of a world at war.

The brochure, approximately 12" x 16" in size, is illustrated throughout with montages depicting the various

NBC's Red Cross Show Has Two Disks Completed

(Continued from Page 1)
 ing service of the ARC and heroine of World War I. is the subject of the first recording. The script has been written by Frederick Heider.

The second script is based on the story of a typical American mother's reaction to news of her son's death in foreign service, during the present war.

Stations affiliated with NBC will present these transcriptions during the week, at times to be announced by them individually.

NBC's contribution to the recruitment campaign for more graduate nurses, nurse's aides and home nursing students, also includes a series of half-hour Sunday programs, "That They Might Live," featuring stars of stage and screen. The first of this series will be broadcast Sunday, January 17 at 12:30 p.m., EWT.

Baudino In New Post

Pittsburgh—Joseph E. Baudino, former KDKA staffer, left his post in Philadelphia as technical manager of all Westinghouse stations to supervise industrial installations for a newly developed Westinghouse process of tin plating by an application of radio. The method will be utilized to make cans in which to pack food for the armed forces. Baudino will be temporarily in Philadelphia by Dwight A. Meyer, chief engineer, at KDKA. Ted Kenny will take over Meyer's duties.

WJZ Tie-up

As a promotional effort for the "Write-A-Fighter-Corps" of General Mills, Inc., WJZ, N. Y., will stage a show this afternoon, before 1,150 school children attending P. S. 64, Manhattan.

Through "Jack Armstrong," fifteen-minute serial aired daily over the Blue in behalf of Wheaties, General Mills is enlisting the children in its audience in the WAFC, members of which pledge themselves to write one letter each month to a fighting man. The listener is asked to organize five of his friends into a WAFC unit with himself as the squadron leader.

The performance at P. S. 64 was arranged through the cooperation of the New York Board of Education. To estimate the children's interest in the WAFC and its value, representatives of the Board will attend the performance. Among the child favorites scheduled to appear in the non-broadcast show are Texas Jim Robertson, cowboy troubadour, and Jeanne Roy, the original Olive Oyl of the "Popeye" series.

manufacturing processes in the sponsor's plants. The cover is a view of the show's principals and the orchestra, as seen through the center of a huge generator in process of manufacture, in a Westinghouse plant.

WJSV Show-Realignment Gives Godfrey More Time

(Continued from Page 1)
 popular morning feature, now runs his "Sun Dial" program an extra 45 minutes until 9:45 a.m. by switching Laura May Stuart's women's show, "Keeping in Step" for Vick Chemical to 11 a.m. Monday, Wednesday and Friday. "School of the Air" was moved to 3 p.m. daily.

Starting with "School of the Air" in its new period, all afternoon schedules are revised. CBS newsman Albert Leitch, now broadcasts five minutes of news daily at 3:30 p.m. followed by light piano stylings until 3:45 p.m., when popular recordings will be played. Shannon Bolin, local girl night-spot artist, sings for 15 minutes at 4:15 p.m. and more records are run at 4:30 p.m.

Johnny Salb, staff organist, is on from 4:45 until 5 p.m., when the "Texas Rangers" are heard in their regular half-hour show at the usual time. The P. J. Nee Furniture Company then sponsors Paul Kain's orchestra in a 10-minute "Dream House" program at 5:40 p.m.

Burkland and Heiney worked out the revisions on the theory that the large summertime baseball audience would prefer a light entertainment schedule the balance of the year.

"Pat" Kelley To CBS

Patricia "Pat" Kelley joined the staff of the publicity department of CBS on Monday, it has been announced by George Crandall, publicity director.

FDR Indicates Hope Of OES Being Upheld

(Continued from Page 1)

tations, the Chief Executive made it plain that he hopes to receive no crippling opposition on that line from Congress. "Some would like to see the controls relaxed for this or that special group," he said. "They forget that to relax controls for one group is an argument to relax for other groups, thereby starting the cost of living spiral which would undermine the war effort and cause grave post-war difficulties.

"Economic stabilization for all groups—not just for the other fellow—is the only policy consistent with the requirements of total war." Expressing his confidence that the new Congress will aid in the anti-inflation program, the President said "the stabilization of incomes and the absorption of excess purchasing power by fiscal measures are essential for the success of the stabilization program.

"I cannot ask the Congress to impose the necessarily heavy financial burdens on the lower and middle incomes unless the taxes on higher and very large incomes are made fully effective. At a time when wages and salaries are stabilized, the receipt of very large net incomes from any source constitutes a gross inequity undermining national unity."



The 1943 RADIO ANNUAL

THE BOOK THAT
 RADIO EXECUTIVES
 WILL USE THROUGHOUT
 1943 EACH AND
 EVERY DAY

NOW IN INTENSIVE PREPARATION
 OUT SOON



Coast-to-Coast



SYLVIA MILROD'S "Victory Starts at Home" aired over WINX, Washington, now in its second year, is having an anniversary month during January. Miss Milrod has invited distinguished guests from wartime government agencies to help her forecast the civilian outlook for 1943.

Carter Wayne, formerly with WPIC, Sharon, Pa., WKST, Newcastle, and WLEU, Erie, has recently joined the announcing staff of WFDF, Flint, Michigan.

When shortages of stenographic help occurred lately in the WKRC, Cincinnati, offices, general manager Ken Church handled the situation through his own medium, in securing replacements. One day's announcements provided an over-supply of available girls.

Walter M. Koessler, general manager of WROK, Rockford, has announced that the station contributed a total of 1,742 announcements, 200 quarter-hour programs and 62 thirty-minute programs to various government agencies during the last three months of 1942. Station issues a monthly mimeographed report to the NAB and radio departments of federal agencies. In addition to air time, the station is using a large portion of its advertising in the Rockford "Register-Republic" and Rockford "Morning Star" to publicize government programs.

Women in factories, women taking over the new duties of the home front are highlighted in the new program, "Women At War," heard over WTOL, Toledo. Jean Wright conducts the program which is sponsored by Tiedtke's department store. It is aired five days weekly, Monday through Friday at 11:30 to 11:45 a.m.

Written and compiled by top writers of the Press News Service, a special war commentary is presented daily at noon by Lou Spector, news-editor-publicity-director of CHML, Hamilton, Ontario. When the last "Cigarette For The Armed Forces" show was broadcast, the 1942-43 station cigarette fund passed the one million mark.

Leo Arnaud directs the music on "This Is The Hour," KHJ, Mutual Don Lee show which is heard Saturdays at 5:30 p.m., PWT coast-to-coast, with Betty Rhodes, vocalizing.

WBYN, N. Y., last Sunday night aired the speech of Basil O'Connor, president of the committee for President Roosevelt's Birthday Dinner. George Jessel was among the many who participated in the program.

"What's Your Name, Soldier?" the musical entertainment show produced by the War Bond Section, Headquarters Eighth Service Command came back to the airwaves over WFAA, Dallas, and other Texas Quality Network stations, Monday, Jan. 4. The show was originated by Lee Segall, also originator of Dr. I. Q. and other radio shows. He is now radio advisor connected with the public relations branch Headquarters Eighth Service Command.

According to Fred Dodge, program director of WKRC, Cincinnati, the station recorded for posterity the city's preparedness for any future flood. Recently when the flood waters seemed imminent of inundating the city WKRC made preparations for full coverage, and broadcast several programs and bulletins daily regarding the event. When evident that the flood would not approach sewer levels the broadcasts assumed the character of demonstrations of the city's preparedness.

On a recent KPO, San Francisco, broadcast, Edith Bristol, columnist on the San Francisco "Call Bulletin" conducted a round-table discussion on War-Time Care of Crippled Children. Others who participated were Mrs. Frances E. Smith, executive director of Casa Colina Home for Crippled Children, and Mrs. Eleanor Shuking, head of the San Francisco Guild for Crippled Children.

Successful ways of meeting the new point rationing system were discussed this week by Mildred Bailey, women's feature editor on WTAG, Worcester, during her guest appearance at the North Brookfield Woman's Club, in Massachusetts. Miss Bailey is currently stressing this topic on the "Modern Kitchen" and "Afternoon Journal" which she conducts.

Radio did its part to start the new year right, when at the stroke of twelve New Year's Eve, KLZ, Denver, staged a broadcast of the sale of the very first war bond to be bought in Colorado in 1943. Governor-elect John Vivian was the purchaser and the AWVS member who made the sale was Mrs. Oscar Linscott, who does her voluntary war work in addition to her duties as secretary to sales department.

Tom Slater, m.c. of "The Better Half," WOR fun program that has husbands and wives competing against each other in a battle of wits, started the program off on its new time schedule on January 10, at 9 p.m., with such husband-and-wife guests as Bessie Beatty and her husband, John Gambling and his wife, Frank Singiser and his wife, and Ed and Pegeen Fitzgerald.

WKBN, Youngstown, Ohio, recently had a cancellation of one of their programs. The cancellation carried an ugly overtone when the party wanted the program cancelled indefinitely. At the same time the cancellation came in over the phone the monitor system revealed that the fire department had under control a fire which completely demolished the highly decorative Torch Club. The Torch Club being the party of the first part who cancelled the program.

As a promotion tie-up with its new radio series on WINS, Sundays, the Skouras Theaters (65 in the Metropolitan area) will use two-reel trailers which will change weekly, to conform to the particular angle of the broadcasts. Series is entitled, "This Is Our Cause."

Alva Smith, chief engineer of WOWO, WGL, Fort Wayne, and W49FW, will be guest speaker at a dinner meeting of the American Institute of Electrical Engineers in Fort Wayne January 14. His subject will be frequency modulation.

Salesmen William Banks and Charles Kaplan of WIP, Philadelphia, mark their 10th year with the station this month. John Facenda, staff announcer chalks up his 6th year of service. As an added feature in addition to his playing in the WIP band delivers fresh eggs from his chicken farm to station colleagues. He does this attired in tux, bow tie and patent leathers.

George Suderman, newscaster and commentator, left KSAL, Salina, Kansas, to join the Cowels group of stations at Des Moines, Iowa.

Kroger's serial drama, "Hearts In Harmony," will for the first time in daytime radio history, combine news with a dramatic offering. The show is aired five times a week.

Francis Scott is hauling the WHN, N. Y., mike to the Penn Station today to hold a train-side interview with six players of the new picture "Stage Door Canteen." The players arriving from Hollywood for the premiere will take to the air at 9:30 to 9:45 a.m.

Louise Wilson, on her program "Women In Wartime" aired over WBEN, Buffalo, on Tuesdays at 9:15 a.m., recently interviewed her cousin Adelaide. In reality she is Mrs. Eddie Rickenbacker, the wife of the many-lived flyer. "Our Relations With France" will be discussed in a round-table forum tonight by four members of the University of Buffalo faculty during the U. S. Forum.

WHN broadcast the ceremonies marking Alexander Hamilton's 186th birthday Monday from the American Scenic and Historic Preservation Society Headquarters, Hamilton Grange, 10:05-10:30 p.m. Dramatic sketch, written by Merrill Denison, and enacted by Helen Menken and Bert Lytell, was featured.

Barnes & Noble, Inc., has renewed contract on WQXR, as of Jan. 10, 7 weeks, presenting Derna De Pamphylis lyric soprano, on a 15-minute broadcast, Sundays, 1:45 p.m.

"McCoy's Harem" is what they now calling the news department radio stations WHK-WCLE, Cleveland. Beatrice Furdas has joined the news staff—the fourth woman to replace a man in the department. The news staff now consists of four women, with Ray McCoy, news editor, serving as boss. McCoy was the continuity department, who has five women under the direction of Leslie Biebl. Biebl and McCoy can now get together on the problems of administering their departments.

WRBL, Columbus, Ga., has recently started an all girl show. Featuring MC's... Singers... Quiz masters and entertainers. This show is sponsored by Howard Bus Lines and designed for men stationed at Fort Benning, Ga., at their service clubs.

Linda Marvin of WOR, N. Y., moved over to a new spot with her hints to wartime home makers. She now comes on at 9 a.m., every Monday, Wednesday and Friday. To date Linda had received over 200,000 letters enclosing helpful hints, which she passes on to her listeners. The demand from her listeners for a collection of these hints has been so great that she has put them in book form. Vanguard Press will have ready for distribution to the public by March 1.

KROW, Oakland, started a schedule for the Alameda County Nursery on January 4, through Emil Reinhardt Agency of two five-minute spots daily. The nursery is advertising a direct mail offer of strawberry plants for Victory Gardens which will bear fruit the best part of the year. Other stations on the schedule include KPO and KQW, San Francisco.

Corwith Talks For NBC Reached 12,000 Persons

In a series of meetings held in Pennsylvania cities of York, Wilkes-Barre and Philadelphia during December, Mrs. Doris Corwith, assistant to James Rowland Angell, NBC Public Service Counselor, talked to audiences totalling more than 12,000 people, describing the expanding public service activities of NBC in war time.

In her travels Mrs. Corwith visited NBC affiliated stations WORK, York, and WBRE, Wilkes-Barre, where she discussed, with program managers, Public Service programs now on the air and those under consideration. Mrs. Corwith's 1943 speaking schedule, now being compiled reveals equally heavy bookings for the first quarter of the new year.

1943																														
BIRTHDAYS																														
17	18	19	20	21	22	23	24	25	26	27	28	29	30																	
January 12																														
Patsy Kelly															Smiling Ed McConnell															
Harry Reser															Sid Silvers															
Buddy Xavier																														



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



L. 22, NO. 8

NEW YORK, N. Y., WEDNESDAY, JANUARY 13, 1943

TEN CENTS

Petrillo Heard At Probe

Union Executives Seeking More 'Ceiling' Clarity

Although a few trade executives have expressed optimism in possibilities of clarification of the current wage ceiling of \$25,000 net, by the new Congress, representatives of commercial organizations and the performer trade union are planning trips to Washington, D. C., to obtain standardized clarification of the stabilization regulations. Two of the major issues about which there is wide disagreement in the trade, cover the questions of whether commissions should be paid on the contract gross or on the ceiling.

(Continued on Page 7)

Buy War Savings Bonds and Stamps

Renewals for NBC Radio-Recording

NBC's Radio-Recording division during the past week has announced a number of new contracts as well as renewals for its transcribed series. New contracts for "The Name You Remember" were signed with WMA, Spartanburg, S. C., for Vogel Furniture Co., and with WFR, Syracuse, N. Y.; WJDX, Jackson, Miss.; WHEB, Portsmouth,

(Continued on Page 2)

Buy War Savings Bonds and Stamps

Kate Smith's Illness Diagnosed As Gallstones

For the first time in 13 years, Kate Smith will miss an evening show this week due to a sudden attack of what has been diagnosed as gallstones. The singer was taken ill last Friday night, after her first show, but did the show despite doctor's orders. Miss

(Continued on Page 2)

"United We Stand"

Representatives of three competing stations in the metropolitan area testified in behalf of colleague as a suit by Donald Flamm, who has an interest in WPAT, Paterson, N. J., against Famous Furriers, Inc. Al Weisman, his attorney, has an interest in WLIB; Charlie Stark, sales director, and George Castle, MCA salesman, were also witnesses in his behalf.

No Rolling Stone

For the third time in the 16-year history the Cities Service Concert program on NBC will leave its New York studios this week in order that Lucille Manners can make a concert appearance with the Houston Symphony Orchestra, which, in addition to its concert, will supply the orchestral background for the commercial broadcast.

Several Radio Bills In N. Y. Legislature

Albany—Several bills of interest to broadcasters and affecting radio advertising have been placed before 1943 state legislators. Two bills introduced by Senator Pliny W. Wilhamson provide that industrial banks and bank or trust companies in connection with a personal loan department, may not "advertise, print or broadcast" any statement with regard to rate for loans unless stated as rate per cent per annum or per month.

(Continued on Page 7)

Buy War Savings Bonds and Stamps

Amos 'n' Andy-Campbell End Affiliation Feb. 19

Rather than inaugurate a new half-hour show at the tail-end of the season, Amos 'n' Andy and Campbell Soup Co. terminate their five-year affiliation on Feb. 19. Program is on five nights weekly over CBS network. Direct cause of the situation is further

(Continued on Page 2)

New NBC Planning Committee Agrees Upon Public Services

Jack Gross, Of KFVB, Buys KFMB, San Diego

West Coast Bureau, RADIO DAILY Los Angeles—Jack O. Gross, commercial manager for KFVB, of this city, has purchased KFMB, San Diego, Cal.

Prior to joining KFVB, Gross operated KEHE, which subsequently was purchased by the Earle C. Anthony interests of Los Angeles.

AFM Head In Full Day Of Questioning Firm In Justifying Recording Ban; Ambiguous Concerning Solution

New Tax Not Delaying Free-Lance Pay Checks

Thus far, the Victory Tax caused only a few pay checks to be delayed or withheld from free lance actors and writers, check-up reveals. Agencies and sponsors had conferred individually with AFRA, and for the most part, standard practice prevails. That questions still persist however, may

(Continued on Page 5)

Buy War Savings Bonds and Stamps

Radio-Film Critics Aid In FILM DAILY Pix Poll

Analysis of the "Ten Best" ballots cast by 68 radio film commentators in "The Film Daily's" 21st annual poll shows them in close agreement with the press' critics and reviewers in the selection of the year's outstanding features.

Indicating that the radio commen-

(Continued on Page 2)

Buy War Savings Bonds and Stamps

Clark Candy Returning With Another Blue Series

D. L. Clark Co. of Pittsburgh, will return to the Blue Network Feb. 28 or possibly earlier when the candy concern will launch a half-hour news

(Continued on Page 2)

Washington Bureau, RADIO DAILY Washington—The first day of the Senate hearings on the recording ban of the American Federation of Musicians, through its president, James C. Petrillo, saw the stocky AFM leader, confused and bewildered by the barrage of questions fired at him by members of the investigating committee, stick doggedly to his guns despite frequent outbursts of laughter at his expense from the huge press corps and more than a hundred spectators. "Whenever a musician is put out

(Continued on Page 6)

Buy War Savings Bonds and Stamps

Sked WOKO Hearing; Other FCC Activities

Washington Bureau, RADIO DAILY Washington—The FCC yesterday designated for hearing the application of WOKO, CBS affiliate in Albany, N. Y., for renewal of its license. The station is affiliated with but not owned by the Albany "Knickerbocker News," and broadcasts on 1,430 kilocycles, with 1,000

(Continued on Page 5)

Buy War Savings Bonds and Stamps

Mygatt And Howard Join CBS Sales Promotion

Gerald Mygatt and Ella Howard have joined the CBS sales promotion department. Paul Hollister, CBS vice-president in charge of advertising and sales promotion announced;

(Continued on Page 7)

Accommodating

Santa Barbara, Calif.—Competition isn't always cut-throat. Recently the two rivals for the Santa Barbara market, KDB and KTMS put on a brother act. KDB signed off with "Auld Lang Syne" then they played it again. This time it was for the engineers at KTMS who couldn't locate their platter and asked the other station to play it again so they could record it.

(Continued on Page 7)



Vol. 22, No. 8 Wed., Jan. 13, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Tuesday, Jan. 12)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	135	134	134	- 1/2
CBS A	16	16	16	+ 1/4
CBS B	16	16	16	+ 1/8
Crosley Corp.	9 1/2	9 1/2	9 1/2	+ 1/8
Gen. Electric	31 3/4	31 1/2	31 1/4	- 3/8
RCA Common	5 7/8	5 5/8	5 3/4	- 1/4
RCA First Pfd.	61 3/4	61 1/4	61 1/2	- 3/8
Stewart-Warner	7 3/4	7 1/2	7 1/2	- 3/8
Westinghouse	81 7/8	81	81	- 5/8
Zenith Radio	19 3/4	19 1/2	19 1/2	- 1/8

OVER THE COUNTER

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

Waldman Assistant Chief Of Treasury Radio Section

Emerson Waldman, chief of Foreign Language and Farm Programs of the War Savings Staff, Treasury Department, has been appointed assistant chief of the Radio Section, it was announced yesterday by Marjorie L. Spriggs, chief of the Radio Section.

Waldman came to the War Savings Staff in October 1941 from Steve Hannagan Associates, and had previously served with the Scripps-Howard Newspaper Alliance, on the Washington "Daily News," Transradio Press and NBC.

W P E N
 THE PROOF IS IN THE LISTENING
 Philadelphia
 5000 WATTS • 950 ON THE DIAL
 Affiliated Station of the Atlantic Coast Network

Sign Contracts, Renewals For NBC Radio-Recording

(Continued from Page 1)
 N. H.; and KOB, Albuquerque, N. Mexico.

Other new contracts include the following: "Let's Take a Look in Your Mirror," by KVOS, Bellingham, Washington, for Wahl's Department Store, and by All-Canada Radio Facilities, Ltd. (Canadian rights only). "Five Minute Mysteries" has been taken by KSD, St. Louis, Mo., and WALA, Mobile, Ala. WMOB, Mobile, Ala., signed "Flying for Freedom" for the Delchamps Grocery Co., and the All-Canada Radio Facilities, Ltd., has taken the Canadian rights to "Hollywood Headliners."

Renewals reported at the same time include four for "Betty and Bob" and two for "Getting the Most Out of Life Today." Contracts for the former series were signed by WEEU, Reading, Pa., for the Keystone Wholesale Grocery Co.; WISR, Butler, Pa., for the Hone Furniture Co.; WJAC, Johnstown, Pa., for the Penn Traffic Department Store, and WFEA, Manchester, N. H., for Singer-Snow Clothes.

"Getting the Most Out of Life" was renewed by WENY, Elmira, N. Y., for Edward J. Northrup, monument dealer; and will be re-run by KFPW, Fort Smith, Arkansas, for the Edwards Funeral Home.

Amos 'n' Andy-Campbell End Affiliation Feb. 19

(Continued from Page 1)

curtailment of tin for canning, which shortage was weathered during 1942 by Campbell and the famed team continued on the air as per schedule.

After the sponsor heard the half-hour show Amos 'n' Andy did last summer for the "Victory Theater" he immediately offered the duo an opportunity to do the half-hour instead of the weekly strip, since further tin rationing was inevitable. At that time however suitable time could not be cleared and the matter was dropped. Within the past week however, upon being notified of further drastic cut for civilian consumption, President Dorrance of Campbells phoned Messrs. Correll and Gosden in Hollywood that further tin rationing, curtailment of the advertising budget was essential and would necessitate a switch to a half-hour program to be heard weekly. As stated above, Correll and Gosden felt it inadvisable to start a new program at this time of the season.

Stork News

Judy Morath Johnson, six pounds, five ounces, born Jan. 5, is doing very well at the Fifth Avenue Hospital, as is her mother, the former Ann Morath, actress and for some time a member of the staff of RADIO DAILY. Jay Johnson is an entertainer at the Pink Elephant in Stamford, Conn., home of the couple.

Lee Cooley, Ruthrauff & Ryan's production supervisor, is a father for the first time. Daughter, Pamela Lee, born Friday, Jan. 8.

Clark Candy Returning With Another Blue Series

(Continued from Page 1)

program featuring John Gunther and John Vandercook. Promoting Clark candy bars and Zagnut bars, the show will be heard on 110 Blue stations Sunday at 5 p.m., EWT. Walker & Downing, Pittsburgh, is the Clark agency.

One half of the program will be devoted to an analysis of the news. During the second 15 minutes, Vandercook and Gunther will answer questions submitted by listeners. For every question used on the broadcast, Clark will send to the listener a world atlas and a 24-bar box of Clark candy.

With the new program, Clark not only returns to the Blue for a second series but expands its promotion on the Blue. The candy company turned to radio advertising for the first time when it launched "Service With a Smile" on 65 Blue stations in October, 1941. The broadcast, originating at army camps throughout the country and featuring army talent, was aired on 65 stations. The network of 110 stations for the Gunther and Vandercook broadcast is almost double that used for Clark's first radio venture on the Blue.

Radio-Film Critics Aid In FILM DAILY Pix Poll

(Continued from Page 1)

tators across the country apply exactly the same critical yardstick as those who report on films for the newspapers and magazines, the analysis discloses that the commentators rated Metro's "Mrs. Miniver," 20th-Fox's "How Green Was My Valley" and Warners' "Kings Row" in that order as the top three of 1942. This coincides with the results of the national poll.

"Mrs. Miniver" came close to being a unanimous choice, 65 of the 68 commentators casting ballots for the poignant Metro was drama.

The commentators departed from the national "Ten Best" to select Paramount's De Mille production "Reap the Wild Wind" as No. 4, while Paramount's "Wake Island," No. 4 on the national "Ten Best," was their choice for No. 5. As No. 6, the radio voters named RKO's "Suspicion," which was No. 8 on the national list.

"Now Voyager," produced by Warners, took seventh place on the critics' list. The Bette Davis starring vehicle was followed by a five-way tie consisting of "Fantasia," "One Foot in Heaven," "The Pied Piper," "Pride of the Yankees" and "Tales of Manhattan."

Kate Smith's Illness Diagnosed As Gallstones

(Continued from Page 1)

Smith, who may undergo an operation, is confined to her home. Ted Collins has been doing her noonday news broadcasts over CBS and will hold forth as well Friday night. Paul Muni has been added to the cast, along with Leonard Sues, trumpeter, Henny Youngman and others.

COMING and GOING

SIDNEY N. STROTZ, vice-president of NBC in charge of the western division, is in town from Hollywood for conferences at network headquarters.

LYMAN BRYSON, education director of CBS, has returned from a short trip to Washington, D. C.

JAMES D. RIDDELL, assistant commercial manager of WXYZ, Blue Network outlet in Detroit in town yesterday and visiting at Rockefeller Center.

JACK M. DRAUGHON, president and station manager of WSIX, Nashville, has arrived from Tennessee for a few days on station and network business.

A. D. WILLARD, JR., general manager of WBT, Charlotte, N. C., conferring yesterday at the offices of CBS.

KAY KYSER, SULLY MASON and TRUMP ERWIN are at Tucson, Ariz., from which they will broadcast tonight's stanza of the "College of Musical Knowledge" for the entertainment of the soldiers at Davis Monthan Field.

ROGER W. CLIPP, general manager of WFIL Philadelphia, spent yesterday in New York.

HORACE N. STOVIN, of Stovin & Wright Toronto station representatives, paid a call yesterday at the offices of the Blue Network.

E. S. WHITLOCK, station manager of WRNL, Richmond, Va., who is here on a business trip, expects to remain the rest of the week.

JOHN H. McNEIL, manager of WIZ, Baltimore, at the station this week after having been absent for some time because of illness.

LLOYD G. del CASTILLO, program director of WEEL, Columbia outlet in Boston, here for a short stay on network business.

ROBERT L. RIPLEY is in Chicago today for a luncheon to be tendered him at the Congress Hotel by United Airline officials. Later in the afternoon he will be entertained at the Stevens Hotel by the U. S. Army Air Force.

JAMES F. HOPKINS, president and station manager of WJBK, Detroit, spending a few days here on business.

A. J. "MIKE" ROWELL, chief of the radio and market news section in the newly-created Food Distribution Administration of the U. S. Department of Agriculture, left yesterday for a trip among stations in Pittsburgh, Akron and Cincinnati.

DALE ROBERTSON, general manager of WAPZ Scranton, is in town from Pennsylvania on another of his frequent but brief business trips.

Nadine Connor At Met

Nadine Connor, who left the Nelson Eddy-Old Gold show on CBS in order to meet her Metropolitan Opera commitments will make her first operatic appearance this season in the role of "Pamina" in "The Magic Flute" on Saturday night.

NOT JUST MONROE COUNTY
 but WHAMland
 5305 factories sweet buying power for 900,000 radio homes
 Nat'l Rep. George P. Hoffingbery
 50,000 Watts... Clear Channel...
 Time... NBC Blue and Red Networks
 ROCHESTER, N. Y. — TEL. STROMBERG-CARLSON STATION

After more than five years with the Campbell Soup Company on February the nineteenth 1943 their sponsorship will discontinue.

During this period we feel that we have advertised one of America's finest products.

We want to express our deep appreciation to the Campbell Soup Company for the very pleasant association we have had with this great organization.

AMOS 'N' ANDY

Freeman F. Gosden,
Charles J. Correll

Los Angeles

By JAC WILLEN

BLUE NETWORK'S Hollywood publicity department comprising Bill Samuel and Noel Corbett, are on their toes for any little or big break that involves the Blue. Approached by Chuck Lewin, new Blue producer on the Gracie Fields show, who griped about the fact that L. A. Motor Coach Line buses passing the premises never mentioned the Blue for passengers' entertainment as they did with the other networks stops. Quick work by Bill and Noel soon remedied the situation with grand gesture of the bus drivers now yelling Blue along with the others.

Penny Singleton, Blondie of the Blondie air series, returns to the air show Feb. 1 after a long leave of absence.

Maureen O'Sullivan and Groucho Marx were cut in from Hollywood on the Camel Caravan broadcast Friday, January 8, with the procedure likely to be the usual iron here on due to the situation existing in the film guest star problem. Most shows will take the stars where they find them, when they find them, and cut them in. Dick Mack handed the Hollywood portion of the program.

Dottie Haas has been named Hollywood contact for the "March of Dimes" Committee campaign which will start preparation to furnish talent for the giant radio shows to be broadcast in behalf of the effort. Blue Network has already scheduled an hour broadcast on Saturday, January 23, from 8:15 to 9:15 p.m. PWT, originating from Hollywood featuring Eddie Cantor as master of ceremonies. Vick Knight has been set to produce the special "March of Dimes" show.

Bill Gillespie Very Low Following Accidental Fall

Tulsa—William C. Gillespie, vice-president and general manager of KTUL, and OWI regional consultant, is in a critical condition following an accidental fall which fractured his skull. Emergency three-hour operation the night before last resulted in the broadcaster being given only a chance for recovery, but physicians in attendance admit that there is slight hope.

WANTED

Pittsburgh network station seeking experienced announcer. Good basic pay and exceptional opportunity for additional fees. Send name, age, draft status.

BOX AT

RADIO DAILY

1501 Broadway New York City



Notes From A Ringside Seat. . .!

● ● ● Red Skelton would give a good fraction of his Cross'ey rating to snag the Wilson Mizner role when Metro films the life story of the fabulous adventurer. . . Since "Duffy's" has become one of the hottest shows on the air, Ed Gardner's fee for guest shots has more than tripled. . . Francis Von Hartesveldt taking over the direction on the Kate Smith show. . . Carlo DeAngelo ailing at his home. Strep throat. . . Mark Hawley reporting to the Navy today. He'll rate a Lieutenant (j.g.) commission. . . Following this corner's rave on Helen O'Connell, it's nice to learn that Phil Carlin has signed her up for the Blue. She makes her debut on that web a week from Monday via the "Basin St." series. . . Toni Gilman off for Chicago to wed her childhood sweetheart. . . Twosome at the NBC drug store: David Sarnoff and Samuel Chotzinoff. . . Attention Kay Kyser: Al Segal's newest protege, Jean Collins, who bows in on the Red Jan. 28th, is said to be a sensation. . . Eddie Forman, who just took over the writing chores on "Stage Door Canteen," was asked how come a certain comic wasn't taken by the army. "The draft board heard his show," cracked Eddie, "and put him in 4-F!" . . . "They Stand Accused," starring Jay (Mr. D.A.) Jostyn, now being transcribed by the OWI as a replacement on 800 stations for "You Can't Do Business With Hitler" . . . Orson Welles has asked for and received his release from the Lockheed show, "Ceiling Unlimited," effective Feb. 1st, due to his increased film activities. No successor has been named as yet—but the format of the show will remain unchanged.



● ● ● It's farewell for Dick Jurgens and his ork this Sunday via the Bandwagon on NBC. He's going in the service and his orchestra is breaking up. . . Alan Hewitt replacing Santos Ortega as "Bulldog Drummond" on Mutual. . . Gil Lam slated to go overseas to entertain the troops. . . Frankie Carle, pianist on NBC's "Treasure Chest," voted the outstanding musician in country in "Orchestra World" poll. . . And in the "World-Telly" poll, Andre Kostelanetz was the only conductor to place in both the popular and symphonic classifications. . . "Today At The Duncans," now heard three times weekly on CBS, will be aired on Fridays only starting Feb. 2nd. . . Margaret Blackmar, formerly with B. A. Rolfe and Vincent Lopez, now associated with Morton Gould. . . Frank Sinatra, who rose from a sports writer's desk to become one of the leading male singers in the country, will be handed an award Friday night at the Paramount by "Downbeat," whose poll he won. . . Alfred Wallenstein's program moves to the coast for three airings next month. . . Gil Braun, one of our favorite press agents, reports to his new client, Uncle Sam, at Ft. Dix Friday. . . John McTigue, publicity director of WJZ, leaving next week for an OWI assignment overseas.



● ● ● **THE REVIEWING STAND:** A tour of the studios, watching the big shows go on the air, is refreshing for a student of radio. We noticed on a recent swing around the studios, for example, that many announcers use the same line in their pre-broadcast "warm-up" talks to the audience: "Radio is an exact science, so we must control your applause. Now, when we give the signal. . ." Or words to that effect. . . Easy-going Herb Shriner, in his pre-broadcast nonsense, works smoothly and puts the audience in a happy mood for the broadcast itself. . . No one we've ever watched matches Fred Allen's gift for putting the audience at its ease. Fred pours out a line of chatter on how "dangerous" it is to suppress a laugh and also tells the audience not to sit there stiffly but shift around all they want. After all, he points out, who wants to go out with "blood-shot hips"!



—Remember Pearl Harbor—

Chicago

By FRANK BURKE

L. T. ORRIN TUCKER, former orchestra leader, makes his service radio debut directing a 22-piece Navy orchestra over WGN from the Navy Pier today, in a new program sponsored by Naval Public Relations. In addition to Tucker's orchestra, the show will feature Mary Ann Mercer as guest singer, and a 50-voice Navy chorus. The program is designed as a Navy institutional and will be offered for commercial sponsorship. Bob Wood, of the local WOR office is throwing a luncheon Thursday for New York and Chicago Mutual executives.

Chico Marx and orchestra are in Minneapolis, where they will originate tonight's Coca-Cola show over the Blue Network from the plant of the Minneapolis-Honeywell Company.

Virginia Payne, president of the Chicago local of AFRA, is back from Cleveland, where she was guest star at the opening of the "Stage Door Canteen" on Saturday.

When Dick Jurgens and orchestra are heard over the "Fitch Bandwagon" program from Chicago, on Sunday, Jan. 17, it will mark the break-up of the Jurgens band for the duration, as Dick is entering the Army.

Bonnie and Connie Linder, from KMA, Shenandoah, Iowa, are the latest additions to the staff of WLS; the girls are twin sisters and are heard on the early Monday "Smile A-While" program.

Local artists bureaus and booking agencies scurrying to sign "small fry" among artists and entertainers because of the salary ceiling which has cut down commissions on some of the bigger name attractions.

Greig Joins Blue Sales

Humboldt J. Greig, formerly national sales manager of McClatchy Broadcasting Corp., has been appointed to the sales staff of the Blue Network. His appointment was announced yesterday by George Benson, Eastern sales manager.

Greig was with McClatchy for several years before coming to the Blue. In 1932, he founded Greig, Blair & Spight, national radio representative, which now operates under the name John Blair Company.

★ the **BEST** and the **MOST** ★
FOR YOUR DOLLAR

WNBC

In America's
INDUSTRIAL ACTIVE
HARTFORD
5000 WATTS BASIC BLUE

WOKO Hearing; Other FCC Activities

(Continued from Page 1)

00 watts power. The hearing was held upon the following issues: to determine whether the representations and statements made to FCC or predecessor, the Federal Radio Commission, by the license, its officers, directors, stockholders or agents, with respect to ownership or transfer of subscription to, or consideration for the stock of WOKO, Inc., and accurately reflect the facts, determine also all the circumstances and conditions under which the stock of WOKO, Inc., has been sold, transferred or assigned, to determine whether or not the applicants are qualified to continue operation of the station, and to determine whether the facts on the issues mentioned above indicate whether the public interest will be served by a renewal of the license.

Approval for KROY

Approval was given the assignment of license for KROY, Sacramento, Calif., from Royal Miller to a partnership composed of Miller, Marion Miller, H. Penney, Gladys W. Penney, Will Thompson, to do business as Miller Radio, for a total consideration of \$15,500 to be paid Miller. Hearings have also been scheduled by the FCC for next Tuesday for renewal applications of WKBW, WGR, both in Buffalo, N. Y., both owned by the Buffalo Broadcasting Corporation. The former operates with 50 kilowatts power unlicensed, on 1,520 kilocycles, while the latter operates on 550 kilocycles, one watt days and five kilowatts

WLAW Hearing Today

A motion hearing is scheduled for today on the petition of WLAW, Lawrence, Mass., to intervene in the application of WBNY, Buffalo, to operate on 680 kc., with 250 watts unlimited. WBNY now operates on 680 kc. with 250 and 100 watts. WPTF, NBC 5,000-watter in Raleigh, N. C., also on 680 kilocycles, already been granted permission to intervene.

WBNY, through attorney George B. ... has also entered a motion to ... the hearing on the matter conducted from Jan. 23.

Continuance is also sought by

PROGRAM REVIEWS

"THE WESTINGHOUSE PROGRAM"

Westinghouse Electric & Mfg. Co.
WEAF-NBC Network
Sunday 2:30-3:00 p.m., EWT.
(Young & Rubicam, Inc.)

IDEAL SUNDAY AFTERNOON ENTERTAINMENT WITH JOHN CHARLES THOMAS HEADING CAPABLE CAST.

Westinghouse has a winner in its new Sunday afternoon program and as such can depend on the large audiences built up by other successful Sunday afternoon shows like "The Family Hour" and Kostelanetz. Spot-lighting John Charles Thomas, who returns to the air in his first regular series in a long period, the cast includes John Nesbitt, Mark Warnow's Orchestra, Lyn Murray Chorus.

Thomas, also acting as master of ceremonies, was in fine voice on the opener offering selections varying from straight classical to the "Song of the Army Air Corps." The musical portions of the program are geared to please every type of listener.

John Nesbitt, who has proven his radio ability on the Johnson Wax Summer Show, continues the theme of his "Passing Parade" film series with attention-keeping story-telling. Premiere spot had him telling a tale, the oft-told Abraham Lincoln dream that foresaw the President's assassination. Windup of Nesbitt's contribution dovetailed into a commercial interesting as the entertainment.

From start to finish here is perfect Sunday afternoon entertainment. Realizing it has a top-notch, Westinghouse used large ads in metropolitan newspapers heralding the new program—and this is one show that lived up to its advance superlatives.

Levant, Kaufman Conduct "Cresta Blanca" Tonight

Oscar Levant and George S. Kaufman, who are sharing emcee chores tonight in the first of the revised "Cresta Blanca Carnival" series, have been booked for next week's also.

WORK, York, Pa., on its petition for a modification of its construction permit to permit operation on 1,350 kilocycles, one kilowatt, unlimited. Postponement of the hearing scheduled for Jan. 26 is sought by KFAC, Los Angeles, which is seeking a permit to operate on 1,330 kilocycles, 5,000 watts unlimited.

WEEU, Reading, Pa., applied to the FCC for special service authorization to operate from 7 a.m. to local sunrise for the first three months of 1943. The station operates with one kilowatt power on 850 kilocycles.

KFAB, Lincoln, Neb., applied for extension of its special service authorization to permit synchronous operation with WBBM, Chicago, from local sunset at Lincoln until 12 midnight, CST, for another year. WBBM, Chicago CBS outlet, applied for similar permission. Both broadcast on 780 kilocycles.

"STOOPNAGLE'S STOOPAROS"

Schutter Candy Co.
WABC-CBS Network
Sunday 1:45-2:00 EWT

(Roche, Williams & Cunnyngham, Inc.)

STOOPNAGLE'S NEWEST TYPICAL CREWBALL STUFF; KIDS QUIZ SHOW; GEARED TO PLEASE STOOPNAGLE FANS.

F. Chase Taylor's newest program, "Col. Stoopnagle's Stooparos," won't win any "Program of the Year Awards," but its 15-minute format will keep Stoopnagle fans laffin' if the opening program was typical. The new program won't draw non-Stoopnagle fans since it is a case of appreciating this type of humor or thinking it plenty silly.

Built on a quiz-show pattern, the resemblance ends there. According to Stoopnagle, a "Stooparoo" is a person who won't appear on any quiz show but his. Between squeaks on the mighty characteristic organ and plenty of ad-libbing, the Colonel acts as master of ceremonies. The contestants are asked for their reaction after Stoopnagle describes an unusual situation. For instance—"What would you do if you were in a bank, making out a check, and a holdup man pointed a gun and yelled 'stickemup.'" The answer to that one was "help," and the "contestant" was awarded \$10 in war stamps.

Program is sponsored by a new radio advertiser, Schutter Candy Co., makers of popular-selling candy bars, with Ken Roberts handling the commercials. Initial program was heavy with commercials for a 15-minute show, but since Stoopnagle is the star it will satisfy a large number of radio listeners.

Bowman Dairy On WGN; Feature Dinning Sisters

Chicago—The Dinning Sisters have been signed by the Chicago office of the National Concert and Artists Corporation for a five-a-week half-hour show over WGN, Chicago, for the Bowman Dairy Company. Contract runs for a year and starts Jan. 18. It will be broadcast Mondays through Fridays from 10:30 to 11:00 a.m., CWT.

New Tax Not Delaying Free-Lance Pay Checks

(Continued from Page 1)

give rise to an industry wide meeting wherein the union would guide the trade in the several tax and wage freeze operations.

Those agencies which sought clarifications from AFRA, have adopted practice stipulated by the Bureau of Internal Revenue in special report to RADIO DAILY (December 31, 1942). Among the free lancers and those performing or writing as single shots, (established pay period less than one week) employer is required to deduct the 5 per cent on salary above \$1.71.

The few cases where payments have been held up arise from fact that some agencies have not taken upon themselves to establish practice, but have asked each client to stipulate. The delays are occasioned not so much from lack of understanding of proper procedure, as from red tape of getting the okays through the sponsor's attorneys, etc. Some talent reps and their legal advisers have sought to interpret guest spots on programs aired once a week, as a week's unit, rather than a day's reckoning as specified by the Bureau.

Bureau spokesman told RADIO DAILY, yesterday, that the analysis was off beam. Majority of trade folk, talent, writers, unions and agencies are inclined to feel that the Victory Tax is not complicated as it is a bookkeeping nuisance, because the government will get its taxes either now or at the end of the year.

Dale Carnegie On Blue

Dale Carnegie, author and lecturer, is being heard five nights weekly over the Blue Network beginning this week in a series of five-minute broadcasts on the lives of famous people. The author of "How to Win Friends and Influence People" will present short biographies on world personalities under the titles, "Little Known Facts" Monday through Friday at 9:55 p.m., EWT. The series will originate in New York.

RESULTS!

Radio, nothing succeeds like RESULTS... and in New York, station has ever so quickly and conclusively demonstrated its ability to GET results as WLIB.

RKO Building, New York
Chicago Rep.—The Walker Co.
NEW YORK'S

WLIB
THE VOICE OF LIBERTY
1190 ON YOUR DIAL

GETTING A SIGNED RECEIPT IS A STANDING RULE OF

Postal Telegraph

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

Always Popular
Now More POWERFUL

WCAO
The Voice of Baltimore

NOW
5,000 W • DAY & NIGHT
600 KC

The Only Columbia Station in Maryland

PAUL H. RAYMER CO., Nat'l Sales Representative
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

Petrillo Heard At Probe

Says "More Work" Only Reason For Recording Ban

(Continued from Page 1)

of work, 'Mr. Can' comes in as a substitute," he said, and throughout his testimony he could not be shaken from this one issue.

Frequent invitation to outline what he wants as a condition to calling off the ban failed to bring forth a clear reply from Petrillo. Several times he stated that all he wants to do is to sit down and talk it over with the recording companies.

During the course of his testimony Petrillo called for a full investigation of the industry—the "tremendous control of the entire music industry, including record making, radio broadcasting and the like "as a requisite to full understanding of the AFM recording ban. Pointing to the nine-month ban of ASCAP music from the air, Petrillo said that he was not "the only dictator in the field."

Session Starts With Review

One main point, and one only, he clung to throughout the first two hours of the hearing in which a special Senate subcommittee of the Interstate Commerce Committee seeks to learn the facts underlying the AFM recording ban. "We want more work" said the AFM czar, and explained that the AFM is in a unique position because it is the "only labor organization which makes the instrument which destroys itself."

The session got under way with a lengthy review of all the circumstances of the ban and testimony delivered last September by three government officials representing the public. This review was presented by Senator D. Worth Clark of Idaho, chairman of the subcommittee who discussed the actual events leading up to the ban, then reviewed the testimony given the previous subcommittee by OWI director Elmer Davis, FCC chairman James Lawrence Fly and Thurman L. Arnold, head of the anti-trust division of the Department of Justice.

"Ban Detrimental," Says Clark

Clark described the workings of the ban as "progressively detrimental and probably suicidal to our American communications system." He reminded his colleagues and Petrillo of the pledge "music for morale," contained in a letter sent President Roosevelt a few weeks after Pearl Harbor by Petrillo.

Clark added that he cannot lay the blame for the situation to Petrillo because he has not heard Petrillo's side of the story. On the suggestion of Senator Charles W. Tobey, New Hampshire Republican who is a member of the subcommittee along with Clark, James M. Tunnell of Delaware, Ernest W. McFarland of Arizona and Wallace White of Maine, it was agreed that the testimony before the previous subcommittee be incorporated in the record of this hearing.

The previous committee included

Clark, Tobey, Lister Hill of Alabama, Chan Gurney of South Dakota and Charles O. Andrews of Florida. The last named was present yesterday.

At this point Senator Clark was interrupted by Burton K. Wheeler, chairman of the full committee on Interstate and Foreign Commerce, who remarked that he came to hear the witness, not Clark. This remark came after Clark had been talking half an hour. Clark assured Wheeler the witness would be heard right away.

Reads Prepared Statement

Petrillo then read his prepared statement after which he was questioned for more than an hour, most of the questions designed to elicit from the AFM chief just what specific measures he had in mind as solution to the problem. Senator Clark posed most of the questions as the session got under way, but gradually Senator Wheeler took the lead in questioning.

Petrillo's first statement was that the controversy cannot be settled by the AFM alone—only by "recording and transcription companies sitting around a table with the AFM." Wheeler characterizing the ban as a strike—a term which was later used by Petrillo himself and most of his questioners—repeated the question, "what do you want?" At that point Senator Tobey declared heatedly that there was more involved than simply the interests of the recording companies and the AFM. "John Q. Public has a stake here," said Tobey, "and this committee is sitting in for the public."

Discusses Recording Procedure

Petrillo then gave the first of several assurances that the AFM will do nothing to take away music from the public. The questioning then turned to the effect of "machinery" on the musicians' livelihood. Predicting that in two years the professional musician would have no livelihood under conditions existing prior to the ban, Petrillo said, "who goes broke first? The recorders, the broadcasters or AFM? We don't believe any one should. We will not make canned music under the present conditions."

He then discussed the recording procedure, under which a band is paid a flat fee for its performance, and thereafter the profit accrues to the recording company. Senator Clark pointed out that as a result of the recording, the band can "clean up" and other bands throughout the country will be playing the same piece. Petrillo's reply was that he is not interested in making name bands, and cannot agree that a piece popularized by a name band means more work for other bands throughout the country.

Cites Ringling Case

Petrillo then mentioned the case of 40 musicians on strike since last June against Ringling Brothers. These men are now on the streets without work, he said, and when several members of the committee forcefully made the point that they should now be working in defense industries, Petrillo said

"these men want to be musicians. They don't have to and shouldn't be forced into defense work," he said.

The fact that these men are unemployed now, along with thousands of other musicians, Petrillo attributed to the widespread use of "canned music," and then declared, "our men are scabbing on one another right now with canned music, and we don't intend to continue."

Senator Clark asked Petrillo if he would still honor his statement to Elmer Davis last summer that the ban would be relaxed in the event a direct request from the President. Petrillo answered that he would stick by that promise, but only after the chance to explain his story to the President.

Mentions Pre-Ban Libraries

A large part of the testimony concerned radio directly as it affects the status of musicians. Petrillo charged that some broadcasters are now making recordings on programs as they come in off the air and selling them to small stations for rebroadcast.

Petrillo said one reason the recording ban has not yet been of benefit to musicians is that broadcasters have such a huge library of pre-ban recordings to fall back upon.

Several sets of figures demanded of Petrillo were read into the record by Harry J. Steeper, one of his assistants.

Twice during the afternoon, Senator Tobey brought up as a possible solution the charging of royalties for all commercial playings or recordings with a fixed portion of those royalties going to the performers. Present royalties on records accrue only to publishers and composers.

Much of the afternoon session was taken up by discussion of the role played by recorded music in making the public music conscious. This thesis was not accepted by Petrillo, who doubts that the popularity of the music is made by records.

Calls Records "Too Good"

Asked for an objective comment on recorded music, Petrillo said, "there's only one thing I have against recording. Its too good. Sometimes it comes over better than live musicians. They can take second rate bands and make them sound like the best."

Questioned by Senator Bingham, Petrillo revealed that he had planned to impose the ban on Jan. 15 last, but because of Pearl Harbor, had postponed it until the summer. In response to one of numerous questions why he had "called a strike" without prior negotiation, he said he had made demands upon recording companies as long ago as 1937 that they discontinue serving canned music to organizations which can afford live music.

Lists Relief Figures

The situation getting progressively more serious, he said, revealing that the union has spent more than \$900,000 in the past three years "to feed unemployed musicians" in New York alone, and \$90,000 for that purpose last year in Chicago. A check within the past week of 25 locals revealed

States Willingness To Permit ET's If FDR Asks

more than 41,000 unemployed as musicians among a membership first stated to be 63,000. This figure seems to drop to about 56,000, however, from compilation of the other figures these 25 locals. Just over 11,000 members are employed full-time as musicians, said Petrillo, while nearly 4,000 are employed part time.

Petrillo's ban of the broadcast scheduled by NBC last summer to present the orchestra of the Interlachen, Mich., music camp was raised by Senators White and Tobey, said Petrillo read a prepared statement that matter. The substance of the statement was that Interlachen is in a good position as other schools which want to put students on the air because students there pay tuition fees and extra fees for private lessons. For that reason, the Interlachen school is actually a commercial enterprise, and if it is to be advertised it should be advertised by paid musicians, not amateurs.

Confers With Padway

During the afternoon sessions Bingham objected to frequent conferences between Petrillo and his counsel before the former answered some of the questions put to him, causing AFM President to complain that "I've got an attorney here and can't help me. What do I want for. I might as well send him home. He added that he could not be expected to be able to answer every question put to him unassisted.

His counsel, Joseph C. Padway, heatedly declared that the hearing was not a trial, and that it was signed to bring out information. He added that much of the information sought by the committee which Petrillo had not been able to supply in detail was contained in a lengthy statement Padway had hoped to read but the committee had forced him to postpone the reading of that statement. It was to be read at the opening of the afternoon session but been put off until today.

The session came to a close with Senator Tobey accepting, for the committee, Padway's challenge to more musicians employed."

Appears in Chicago Monday

Chicago—In reopening the government's anti-trust suit here to restrain James C. Petrillo, president of the American Federation of Musicians and the AFM, from halting the making of recordings for public use, Judge John P. Barnes directed Petrillo and eight other officers of the AFM to appear here next Monday to show cause why an injunction should not be issued as a means further preventing the enforcement of their anti-recording edict.

The defendants have been charged with violating the anti-trust laws conspiring to restrain the trade in recordings and transcriptions.

Talent Unions Seeking More 'Ceiling' Clarity

(Continued from Page 1)

...ure, and whether the employer
...ave to turn over to the govern-
...all moneys in excess of the ceilings
...withheld from the performer
...ter or other employee. The lat-
...question arises from doubt that
...rate taxes would plug the loop-
...Additional question of equity—
...employer retains the full share of
...from sale of his product
...by full contract compliance
...employees—was raised by talent
...though they were skeptical
...of the possibilities of solving that.
...Some of the major talent reps and
...ing offices planning to confer
...with Treasury officials in Washington,
...a ruling which would enable
...to receive commissions on the
...cross of a contract, though actual
...ons paid the artist are in compli-
...with the ceiling. Offices represent-
...ing high prices talent here and in
...ollywood, it is argued, would prac-
...tically fold up otherwise.
...Situation in the AFRA regula-
...governing agents (Rule 12),
...this states, however, that "the
...agent's sole right... is to receive from
...the artist the percentage of commis-
...ions specified in the agency contract,
...and when the artist receives
...he receives moneys or other con-
...sideration on which such percentage
...is payable, irrespective of the reasons
...why an artist does not receive the
...percentage."
...AFRA execs were to have gone to
...Washington, this week, to discuss
...and other phases of the stabiliza-
...tion and tax laws but conferences
...have been postponed for next week.
...Mr. Holt, executive secretary, has
...been tied up getting the networks'
...agreements on final form of new basic
...contracting agreement granting ten
...percent minimum increases.

NBC Committee Agrees On Policies

(Continued from Page 1)

...ants for the American Red Cross.
...James D. Shouse, of WLW, Cincin-
...ati was named chairman of the com-
...mittee for 1943. Shouse succeeds Paul
...Conroy, of WTIC, Hartford, who was
...chairman of the first committee which
...met during 1942.
...After a review of the year's activi-
...ties, it was decided that the work of
...the committee had been highly use-
...ful to all affiliates, and that meetings
...in the future would be of two days' dura-
...tion instead of one.
...To meetings of the committee
...will take place during the day. In the
...evening a joint session was held with
...the NBC management committee at
...the Hotel St. Regis. Dr. James Row-
...land Angell, NBC Public Service
...Director, was the principal speaker
...at the dinner session.
...Committee members besides Shouse
...and Conroy were Arden Pangborn,
...Portland, Oregon; Sidney S.
...KDYL, Salt Lake City; Edward
...Lerman, KARK, Little Rock;
...Ray Hubbard, KSTP, Minneapolis.



To The Colors



LEONARD ALLEN, news editor in the English Section of NBC's International Division, has been inducted into the Army. Before joining NBC's shortwave division, Allen was a frequent contributor to magazines, and a radio script writer.

—vvv—

KEN MICHAEL, producer-director of the Blue Network will be inducted into the Army Jan. 11.

—vvv—

DAVE SCOFIELD, announcer at KFRC, San Francisco, has enlisted in the air corps ground schools, and is now stationed at Minter Field, Bakersfield, California.

—vvv—

MEL VENTER, veteran KFRC commentator and production manager, has received his commission as a lieutenant (j. g.) in the Coast Guard. He reports in two weeks.

—vvv—

HAROLD HACKETT, KPO traffic manager, has joined the Army Signal Corps. His assistant, Lon King, has joined the Air Corps.

—vvv—

BETH GARDNER, assistant to Byron Mills, continuity acceptance editor at KPO, San Francisco, has enlisted in the WAVES and is now an apprentice seaman V-9. Hers is the 15th star on the KPO service flag.

R. A. LIMBERG, field engineer of NBC in Chicago, has been commissioned a second lieutenant in the U. S. Army Signal Corps. WILLIAM C. McDONALD, JR., guide, and ROBERT RECHT, mail clerk, have volunteered in the aviation division of the U. S. Navy.

—vvv—

JAMES G. COMINOS, radio director of BBD&O in Chicago, has joined the U. S. Marines as a second lieutenant and will leave Jan. 15 for training at Camp Lejeune, New River, N. C. He had been with the agency for seven years.

—vvv—

GROVER COBB, former announcer at KSAL, Salina, Kansas, has entered the Air Corps of the U. S. Naval Reserve.

—vvv—

MILLICENT POLLEY, women's director on WHBF, Rock Island, Ill., has resigned, to join the WAVES. Her resignation will affect, also, her post as chairman of District 9 of the Association of Women's Directors.

—vvv—

JIM JORDAN, (NBC's Fibber McGEE) has disclosed that his only son, Jim, Jr., has enlisted in the U. S. Army Air Corps Reserve. Young Jim, 19, is a student at the University of Southern California. He has resumed his studies pending a call to training.

Mygatt And Howard Join CBS Sales Promotion

(Continued from Page 1)

Mygatt is a former editor of "This Week" and of "Liberty" magazine. He was associate editor of the Sunday section of the Philadelphia "Inquirer," managing editor of "Cosmopolitan," sales promotion manager of "Good Housekeeping" and copy chief at Calkins & Holden, Inc. In addition, Mygatt is the author of one novel and two movies and has written over one hundred and fifty short stories.

Prior to joining CBS, Miss Howard was associated with Conde Nast Publications, Inc. as promotion manager of "House and Garden," and "Glamour." She was also assistant advertising manager of the Bon Marche department store in Seattle, Wash., and advertising manager of several Oregon newspapers. She will assist Louis Hausman, CBS Supervisor of Presentations.

St. Paul, Richard Shafto, WIS, Columbia, S. C., and Harry Stone, WSM, Nashville.

NBC executives attending included Niles Trammell, president, Frank E. Mullen, vice-president and general manager, William S. Hedges, Roy C. Witmer, Clarence L. Menser, Frank Russell, Harry Kopf, Sidney N. Strotz, O. B. Hanson, Dr. Angell, Charles B. Brown, John McKay, Sheldon B. Hickox, Jr., Easton C. Woolley, E. B. Lyford, Burton M. Adams, John M. Gaines, Albert E. Dale, William Burke Miller, A. W. Kaney, Phillip I. Merryman and William Brooks.

Several Radio Bills In N. Y. Legislature

(Continued from Page 1)

on unpaid principal balances. Another Williamson bill requires that in advertising by licensed lenders of small loans, the rate of charge shall be stated as rate per centum per month on unpaid principal balances.

Senator Elmer Quinn introduced a measure to create a consumers bureau for registration in the health department, including advertising control.

A bill by Assemblyman Eugene Bannigan would require pawnbrokers to express as interest rate a rate per centum per annum on unpaid principal balances and provides "all rates advertised, broadcast or published must express such rate."

Dr. Baker To Talk

Dr. Walter R. G. Baker, vice-president of the General Electric Co. in charge of radio, television and electronics, will be on the same speaking program tomorrow, with Dr. Herman S. Hettinger of the OWI, at the monthly luncheon meeting of the radio group of the American Marketing Association. Announcement came from George H. Allen, chairman. Dr. Baker's topic will be "Post War Radio-FM-Television." Luncheon is held at the Hotel Sheraton. Dr. Hettinger will review current radio research techniques. Meeting is open to non-members.

TODAY-12:30

Luncheon of the

RADIO EXECUTIVES' CLUB

OF NEW YORK

at the Loyale

521 Fifth Ave., New York City

INTERNATIONAL NEWS SERVICE DAY

— • —

THE WORLD AT WAR

with

LEO DOLAN—chief of the INS London staff in charge of European coverage

J. C. OESTREICHER—director of INS foreign news coverage

Come on down. All radio people welcome—every Wednesday at 12:30. Bull Ring Bar. Members \$1.00—Guests \$1.50.



Coast-to-Coast



PAUL E. MILLS, formerly WOWO-WGL, Fort Wayne, salesman, has been elevated to the rank of sales manager of the Fort Wayne stations. Mills, who has been associated with WOWO for ten years, succeeds Frank V. Webb.

W. L. Gleason, president of KPRO, Riverside, Cal., turned the entire afternoon program over to the Fontana celebration, marking the first steel mill to make its appearance in the agricultural community. Among the Walnut and Orange groves of the California countryside Henry J. Kaiser built a steel mill and the opening day exercises was an event which the station marked as memorable.

Paul Wagner, veteran staff member of WPAV, Portsmouth, Ohio, was recently appointed acting manager of the station. Wagner has been with the Portsmouth station since 1936 and during his service covered sports and special events in addition to handling newscasts.

WCBI, Columbus, Miss., has just completed a deal with The Fairway Amusement Company, distributors and service outlet for so-called "Juke Boxes" or Nickelodeons, to sponsor four programs per week over the station, featuring only the records currently played on the machines in Northeast Mississippi. On each program, the sponsor mentions the name and location of several of the Taverns, Cafes, Hotels and Drive-In Sandwich Shops where they have machines in operation. A boy and girl combination announcing team handles the program in a song and patter arrangement, complete with sound effect of dropping the nickel in the slot and hearing the same music as is played on the machines in the area. **Jane Burrous**, popular MC and **Bill M-Han**, chief announcer handle the mike duties.

The Mentholatum Company sponsors **Phil Stearns** in a news broadcast at a different time. The new program with Stearns will air from **KQW**, San Francisco, every Sunday from 5:45 to 5:55 p.m., **PWT** on the stations of the Columbia Pacific Network. Mentholatum, through the **J. Walter Thompson** agency, has contracted for the program for a thirteen-week period. Yesterday was the new starting date.

B. C. Ohlandt, president of Grocery Store Products Company, will continue the "News" program for "Cream of Rice"

over **WEVD**, N. Y., at 3:30 p.m. Mondays through Fridays the **Joseph Jacobs Jewish Market Organization**.

Luella Weresub is filling the needs of poetry lovers by broadcasting morning mood poetry over **CHML**, Hamilton, Ontario, every Monday through Friday at 9:05 a.m. Program is called "This Business of Living." All the home games of both senior and junior C. H. A. teams are being broadcast in addition to the dramatized N. H. L. hockey broadcasts every Sunday night.

Bob Bouchier, formerly at **KOBH**, Rapid City, South Dakota, has joined the announcing staff of **WLOL**, Mutual outlet for the Twin Cities.

Dick Basehart, announcer at **WSRR**, Stamford, Conn., recently resigned his position to join the cast of a New York stage show. **Bill Bender**, the Happy Cowboy, formerly of **KOA**, Denver, joined the station's staff and is heard Saturday nights from 6:00 to 6:15 p.m. All of Bill's spare time is spent working in one of Stamford's defense plants.

WBT, Charlotte, is included among the CBS stations carrying the **E. R. Squibb and Sons** new show, "Keep Working, Keep Smiling, America," which is aired Wednesday, 6:30-6:45 p.m.

B. F. Goodrich Silvertown Stores, are now sponsoring the "Sing For Victory" program, broadcast every Sunday afternoon at 1:30 over **WLAC**, Nashville, Tenn. The show is a modern version of an old-fashioned community sing and is staged every Friday night at the Paramount Theater, where it is transcribed for rebroadcast on Sunday. **Wayne Howell**, emcee the program with **Herman Grizzard**, leading the singing, in which he audience joins.

Celebrities appearing on the **WTAG**, Worcester, "Stars in the Spotlight" program recently were **Stuart Erwin** and **Jane Collyer**. The Hollywood favorites were interviewed by announcer **Bob Dixon** before a studio-invited audience.

Wilda Boles of Steubenville, has joined the promotion staff of **WCAE**, Pittsburgh as a stenographer. **Dorothy Bryan** is the station's first messenger girl.

Two meetings concerning radio and the war were announced by **Mrs. Frances Farmer Wilder**, Director of Education for **KNX** and the Columbia Pacific Network. On Thursday, Jan. 7, at 1 p.m., a meeting was held at the station of the radio chairwomen of the Federated Women's Clubs of Los Angeles. Addressing the gathering on the subject of "Radio Activity in Wartime" was **Mrs. Wilder** and the Columbia news analysts **Elizabeth Bemis** and **Chester Huntley**. On Friday, Jan. 8, **Mrs. Wilder** addressed the Tenth District Parent-Teachers Association at Mullocks on "Radio Listening in Wartime."

Close to \$5,000,000 has been contributed to the war bond campaign through the activities of **WBZ-WBZA**, Boston, since Pearl Harbor. In announcing the huge sum, **C. S. Young**, general manager of the New England Westinghouse stations, paid tribute to the cooperation accorded his staff by the Massachusetts branch of the Treasury Department's War Bond Division of which **Daniel J. Doherty** is administrator; also to the heads of various groups which conducted programs in aid of the War Bond campaign.

"In Our Opinion," roundtable broadcast from **WJR**, Detroit, celebrated its first year on the air Sunday. Two former presidents of the Society of Automotive Engineers, **Arthur Nutt**, vice-president in charge of engineering for the **Wright Aeronautical Corporation**, and **D. J. Roos**, vice-president in charge of engineering of the **Willys-Overland Company** were guests. **Royce Howes**, military commentator of the Detroit "Frees Press," is a regular member of the discussion panel, of which **George Cushing**, news editor of **WJR**, is the moderator. Discussion took up the problem of wartime engineering.

Farm editor, **Grady Cole**, of **WBT**, Charlotte, and the **WBT "Briarhoppers"** did a benefit program at **Morris Field Army Air Base Hospital** on Christmas Eve, entertaining soldiers who were confined to the infirmary. As part of the CBS round-robin pick-up on the coast to coast hook-up, **Jack Knell**, station's news-editor analyst showed the south hard at work. His portion of the "American Scene" originated from the **Leaksville Woolen Mills** and he gave a brief description of the war work being accomplished in the plant, symbolic of the South's textile industry.

Audrey Christie will be guest speaker on the Treasury Department's weekly Chamber Music Series with the **Perole String Quartet** over **WQXR**, N. Y., on Sunday, January 24 at 1:45 p.m. **Jane Cowl** will speak on this series Sunday, January 31. **Abram Chasins** will be master of ceremonies at both concerts and tickets of admission will be given by **WQXR** to purchasers of \$100 or more in War Bonds.

WIBG, Philadelphia, began broadcasts from its show-window studio facing on Walnut Street in downtown Philadelphia, this week. The studio which is one of the features of the new **WIBG** building, will be the scene of all of the station's daily newscasts, of **Fred Wieting's "Screen and Stage"** and several shows especially prepared for show-window presentation. Sponsors' products will be displayed in the window during the course of the shows.

Wade Lane, heard weekly on **KNX**, Los Angeles, as "Your Singing Neighbor," (Thursday, 3:30-3:45 p.m., **PWT**), recently celebrated the tenth anniversary of his first air show with **KNX-CBS**. Lane, at that

time, was the featured singer of the "California Melodies" program inaugurated by **Raymond Paige** on the Columbia Pacific network. Lane's present program is sponsored by **Forest Lawn Memorial Park**, and features familiar melodies, Grand Opera, musical comedy and nostalgic ballads.

Each afternoon Monday through Friday, **CKLW**, Windsor, Ontario, brings its listeners a solid period of music from 2:45 to 5 p.m., **EWT**. The musical portion of the program broken periodically for the late news bulletins and Hollywood Highlights with **Mary Morgan**. It enables the listener to set his dial at **CKLW** for the afternoon and hear his favorite tunes without missing the late happenings of the world.

Jepson Lundquist has joined the announcing staff of **KGVO**, Missoula, Montana. He fills the vacancy created by the shifting of **Bill Strothman**, from announcing staff to the post of **News Editor**. "Calling All Women," participatory program heard five days weekly, is now conducted by **Erwin Day**, who replaced **Margaret Leppert Peterson**, now serving as the only woman representative in the Montana State Legislature.

When speakers on the **WGY**, Schenectady, "Empire State Town Meeting" notified **Dr. Dixon Ryan Fox**, president of Union College, they could arrive on time for a recent Sunday show, **Kolin Hager**, station manager, agreed to pinch-hit along with **Elmer Peterson** **NBC London** correspondent. **Hager** discussed the part played by the domestic station in war time and **Peterson** related the achievements of **NBC** in war time reporting.

Frank Weltmer, former **KOY**, Phoenix, continuity editor, has resigned to the staff of **KTMS**, Santa Barbara. He has been replaced by **Paul Charles Benz**, who was in charge of dramatics. "Superman" is the latest show to be heard over the Phoenix station airwaves.

"Pepper Young's Family" Starts 8th Year Jan. 13

"Pepper Young's Family," NBC serial of domestic life, will celebrate the beginning of its eighth year on the air, Jan. 15. **Mrs. Elaine Carrington**, author of the serial since inception on January 13, 1936, will have as her guests on the anniversary broadcast, **William M. Ramsey**, radio director of **Procter & Gamble**, sponsors of the comedy, and representatives of **Pedlar & Ryan**, advertising agency which handles the account.

When the show first went on the air it was called "Red Davis." Ten years later, when a new sponsor took over the show, its title was changed to "Pepper Young's Family."

Only calls to military service at the death of **Jack Roseleigh** have entered the cast since its debut. **Mrs. Carrington** has been sole author of all scripts since the first broadcast.

1 9 4 3

BIRTHDAYS

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

January 13

Elmer Davis	Jeanne Harper
Fayette Krum	Irving Morrow



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



PL. 22, NO. 9

NEW YORK, N. Y., THURSDAY, JANUARY 14, 1943

TEN CENTS

More Petrillo Testimony

WALB Renewal Plea Considered By FCC

Washington Bureau, RADIO DAILY
Washington—The famous Gene Cox neck case" came up again yesterday morning at an FCC hearing on application by the Albany Herald Publishing Co., operator of WALB, Albany, Ga., for license renewal, change in frequency and voluntary assignment of license to the Albany Herald Broadcasting Co.
When the matter of a check for \$500 allegedly sent representative Gene Cox, Georgia, by WALB, came up last year, the Department of

Industry Post War Plans Shortwaved To Troops

Complete story of how American industry, working with the government, is preparing for the post-war period, is being told to the American soldiers overseas in a new series of addresses by leading American industrialists over the shortwave facilities of NBC.
The talks, presented in cooperation with the National Association of

W. C. Gillespie Dies Following Accident

Tulsa, Okla.—William C. Gillespie, vice-president of KTUL and a civic leader of this city, died at 9:30 p. yesterday as a result of a skull fracture received Saturday night in a fall at his home. Blood transfusions and a brain operation were tried to no avail.
Gillespie was the victim of an un-

On The Job
Timeliness and variety is demanded by CBS even in the merest incidentals concerned with press releases. These are footed up in each case with a plug for War Bonds. Originally "Victory" spelled out in Morse Code; then "Buy More Bonds," and now "Bonds Buy Victory." Network will continue to freshen press material with slogans suggested by staff members.

International
Gracie Fields, internationally known comedienne, whose daily five minutes for Pall Mall cigarettes on the Blue Network has been increased to 15 minutes daily, is starting a new custom in which she will dedicate each broadcast to a particular country of the United Nations. The distinctive Fields wit will be directed to people of that nation.

Hershey Lauds Shows Sent Soldiers Overseas

Transcribed programs prepared in this country and transmitted to American troops in England and Africa by BBC, as well as the live USO shows touring the encampments have had marked effect upon BBC's own entertainment programming. The effect has been to make the British more cognizant of the comedy, dramatic and modern-musical forms. This observation was noted by Burnett Hershey, president of the Overseas

Folger Returns To Air Via CBS Coast Net

West Coast Bureau, RADIO DAILY
Hollywood—The J. A. Folger Company returns to radio advertising over the Columbia Pacific Network beginning Jan. 23. The firm has contracted for Harry W. Flannery, CBS-KNX news analyst, for their Folger's Coffee.

WEAF Sets Expansion Plan To Establish Local Identity

Canada Army Bands Set Performance Conditions

Montreal—Regulations governing the public performance of Canadian Army bands have been promulgated by the Defense Department. These may interfere with radio broadcasting engagements. They forbid bands to accept engagements, except on behalf of charities, at rates lower than would be

AFM's Head Says He Will Make Effort To Present Actual Union Demands As Basis For Halting Ban

Co-Op League Spots; 15-Min. Drama Period

First radio series sponsored by the Co-operative League of U. S. A. will be a 15-minute dramatic program which will get started on 30 stations, February 14, for an initial 13-week run. In accordance with arrangements made with the NAB Code Committee, the program subject has nothing to do with the co-operative movement.

"Inner Sanctum" Renewed For Third Year On Blue

Carter Products, Inc., has renewed "Inner Sanctum Mystery" for the third year on the Blue Network. The series is heard Sunday from 8:30 to 9 p.m., EWT, on 53 stations in behalf of Carter's Little Liver Pills, and a recorded repeat is broadcast on 12

Big Brazil Outlet Debuts With Winchell Featured

Rio De Janeiro—Recently, Radio Nacional, the new RCA 50,000 watt shortwave station went on the air from here. It is now the most powerful

Washington Bureau, RADIO DAILY
Washington—James C. Petrillo yesterday turned down flatly a request of Senator D. Worth Clark of Idaho, chairman of the Senate Interstate Commerce sub-committee investigating the AFM-Petrillo ban on recordings, that he call off the ban for a specified period—"perhaps 30 days"—while he negotiates with the recording companies.

The request followed an hour and a half of questioning, during which the music czar was several times

Thomson Denies CBC Slur On Worker Assn.

Montreal—Dr. James S. Thomson, general manager of CBC, has issued a statement in which he declared that the corporation had not been unfair either to the Workers' Educational Association, which withdrew from the weekly broadcast of Labor Forum,

Benjamin Moore Resumes Web Program March 6

Benjamin Moore Paint Co. will present "Betty Moore" on 56 stations of the Blue Network beginning March 6. The 15-minute program will be heard Saturday at 10:45 a.m., EWT. Consisting of hints on interior decor

Special Tieup
Kay Kyser will join Bob Hope next Tuesday in a trek to the U. S. Navy Section Base at Terminal Island near San Pedro, Calif., to entertain the servicemen stationed there. The "Ol' Professor" will be accompanied by a galaxy of talent. The home front will be able to listen to the show during Hope's regular Tuesday broadcast on NBC at 10 p.m., EWT.



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JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL

(Wednesday, Jan. 13)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	133 3/8	133 1/4	133 3/4	+ 1/4
CBS A	16 1/4	16 1/4	16 1/4	+ 1/4
Gen. Electric	31 3/4	31 3/4	31 5/8	+ 1/8
RCA Common	5 3/4	5 1/2	5 3/4
RCA First Pfd.	6 1/4	6 1/4	6 1/4
Stewart-Warner	7 1/4	7 1/4	7 1/4
Westinghouse	81 1/2	81	81 1/4	+ 1/4
Zenith Radio	20	19 3/4	20	+ 1/2
OVER THE COUNTER				
Farnsworth Tel. & Rad.			Bid 4 1/4	Asked 4 1/4
Stromberg-Carlson			6	7 1/2
WCAO (Baltimore)			19	21
WJR (Detroit)			19 1/2	

"Inner Sanctum" Renewed For Third Year On Blue

(Continued from Page 1)
Pacific Coast stations Sunday at 6:30 p.m., PWT, in behalf of Arrid. Ted Bates, Inc., handles the Carter's Little Liver Pills account, and Small & Seiffer, Arrid. Some of the stage and screen's best horror men—such as Boris Karloff and Peter Lorre—have appeared frequently on the show. The program won first place in mystery shows, and fifth place in all dramatic broadcasts in the New York "World-Telegram's" annual poll of radio editors.

BILL WEISMAN:
On a Sunday afternoon (January 10th at 1:30 to be exact) the Franklin School of Dancing, through Director and Lane, paid \$57 for time on WLIB to invite people for a free-trial dancing lesson, IF THE TITLES OF ABBREVIATED INSTRUMENTAL SELECTIONS WERE GUESSED CORRECTLY. What do you think happened, Bill? Over 1200 people in Manhattan, Brooklyn, Queens, Bronx, Staten Island, Westchester, Long Island, New Jersey and Connecticut wrote out the titles correctly and received a free invitation to the school. It cost Franklin less than 5c an invitation. There are many, many more success stories like this one over WLIB. Bill, I think that's swell progress and WLIB is not even eight months old.
BOB SCHOLLE

Big Brazil Outlet Debuts With Winchell On Show

(Continued from Page 1)
shortwave station in South America. Dedicated to the strengthening of inter-American friendship and understanding, Radio Nacional now beams a nightly program to North America on a 26.5 meters, using talks, skits, Brazilian and American popular music to give its shortwave audience a picture of South America and its people.

Lt. Commander Walter Winchell, USN, in Brazil on a special mission, acted as master of ceremonies for the inaugural broadcast. Guests of honor appearing on the program were Oswaldo Arhana, Brazilian Foreign Minister; Jefferson Caffrey, American Ambassador to Brazil, and Senor Morales, Chilean Cabinet Minister.

NBC Tuesday night transmitted a special program for rebroadcast in Brazil over Radio Nacional's station in Rio de Janeiro, PRL-8. It was presented on the occasion of the recent inauguration of Radio Nacional's powerful 50,000 watt shortwave transmitter, and featured Muriel Dickson, soprano; William Hargrave, baritone, and a symphony orchestra conducted by Burle Marx, eminent Brazilian conductor.

The show originated in Radio City and featured the playing of American and Brazilian numbers. It was sent to Brazil via point to point facilities.

Industry Post War Plans Shortwaved To Soldiers

(Continued from Page 1)
Manufacturers, are transmitted over WBOS, each Sunday at 2:12 p.m., EWT, by the English Section of NBC's International Division. Opening address in the series was made by D. C. Prince, vice-president of the General Electric Company, who spoke on January 10. The January 17 speaker will be Cloud Wampler, president of the Carrier Corporation, Syracuse, N. Y. Charles E. Brinley, president of Baldwin Locomotive Works, will speak on January 24.

Others to be heard in the series are Malcolm Muir, publisher of Newsweek; William P. Witherow, president of Blau-Knox Company, and Paul L. Davies, president of the Food Machinery Corp.

Benjamin Moore Resumes Web Program March 6

(Continued from Page 1)
oration, the program has been on the air for 13 years and was the first sponsored broadcast to be heard on a network on Saturday morning. The network of 56 stations in which the paint company will present the series this year will be the largest network ever used. The account is handled direct.

Condon Joining Army

Maurice Condon, for many years connected with WGAR, Cleveland, leaves the station shortly to join the U. S. Army. Condon currently is promotion director for the station.

Co-Op League Spots: 15-Min. Dramatic Show

(Continued from Page 1)
ment. That is left entirely to the commercial.

The series will be entitled "Here is Tomorrow, Neighbors," and will concern opportunities and problems in the post-war world, taking such items as food, shelter, new industries, agriculture, transportation, and cities of tomorrow. The dramas will be personalized to lend comprehension. In addition, each program, which will run once a week, will feature one or two guest speakers who will be persons definitely outside any of the Co-operative groups, but who will be top wigs in the fields of food, transportation or whatever subject is being dramatized that day.

Series will be heard in New York, and among most of the cities where the League had originally planned to air its program before the network controversy set in. Complete list of the 30 stations will be listed by RADIO DAILY next week. League has also obtained some additional moneys, over the original \$25,000. Success of this first series will determine subsequent fund raising campaign to keep the League in radio.

This series is being produced by Clinton Johnston, director of CBS educational shows; written by Gerald Keen, free lancer, and placed by Atherton & Currier agency.

Canada Army Bands Set Performance Conditions

(Continued from Page 1)
offered to civilian bands in similar circumstances or in circumstances in which acceptance of the engagement would deprive a civilian band of an engagement. Engagements are to be accepted only when the person desiring the services of a band delivers a signed statement to the effect the engagement will not deprive a civilian band of the job and that the terms are not lower than those of a civilian band.

Bands are authorized to accept engagements for charities operating under the Wartime Charities Act, and to charge only out-of-pocket expenses for such engagements. They may also give performances in public places if the commanding officer considers them helpful to recruiting or in the general interest of the army.

Folger Returns To Air Via CBS Coast Web

(Continued from Page 1)
the contract, handled by Heber Smith of the CBS sales force, was placed through the Raymond R. Morgan Company agency for a 52-week period. Flannery's time will be from 5:30 to 5:45 p.m., PWT every Saturday.

WNEW Band At Cafe

Merle Pitt and his "Five Shades of Blue" orchestra, will open for an indefinite stay at the Monte Carlo Cafe, Monday night, Jan. 18. Pitt, who is musical director for WNEW, will double between his jobs at the night club and the station.

COMING and GOING

E. R. BORROFF, vice-president of the Blue Network in charge of the central division, and JOE HARTENBOWER, of the Chicago sales staff are in town and plan to remain until the end of the week.
EARL J. GLADE, executive vice-president of KSL, Columbia outlet in Salt Lake City, arrived from Utah on a short business trip.

JOHN LIVINGSTON, general manager of the San Francisco office of Spot Sales, Inc., attended the WLW sales meetings in Cincinnati last week, conferred yesterday at the New York headquarters of the station rep organization.

WARREN TROOB, attorney for the Association of Recording Studios, is in Washington, D. C. for a few days on association matters.

T. FRANK SMITH, general manager of KRIL, Corpus Christi, Texas, is expected in New York for business talks with the local representatives of the station.

RICHARD W. DAVIS, general manager of WNBC, Hartford, a visitor here yesterday.

DOROTHY VANSTON, director-producer for General Sound Corp., is on a short business trip to Washington, D. C.

SYDNEY KAYE, attorney for the NAB, is attending the Petrillo hearings in Washington.

LEO FITZPATRICK, executive vice-president of W.J.K. Detroit, is in New York for conferences at the offices of CBS. He is accompanied by Mrs. Fitzpatrick.

FRED HOPKINS, owner of WJBK, Detroit, and of Muzak Transcriptions in Florida and Detroit returning to the Michigan metropolis today having completed his business visit in New York.

REV. F. A. KAVEY, W. H. SUMMERVILLE and LARRY BAIRD, of WWL, New Orleans, are in town from Louisiana. Visited yesterday with the local representatives of the station.

S. C. VINSONHALER, general manager of KLR, Little Rock, who has been here for several days, plans to return to Arkansas tomorrow.

IRVING ABELOFF, program manager of WRVA, Richmond, Va., is in New York. Paid a call yesterday at CBS.

C. F. FINNEY, president of Associated Music Publishers, Inc., in Washington attending the Senate hearings on the Petrillo-AFM recording ban.

LEE CHADWICK, promotion manager of WJSV, Columbia affiliate in Washington, up from the Capital for a few days in New York.

ARCH ROBB, station manager of WIOD, Miami, up from Florida for a short visit on station and network business.

BEN LUDY, general manager of WIBW, CB and Kansas Network outlet in Topeka, has joined the executive contingent currently in New York on station and network business.

WHAT'S WHAT IN BOSTON
36—WCOB is getting more and more radio dollars from more and more advertisers... do YOU know why?
REPRESENTED BY HEADLEY REED CO.
WCOB
BELONGS ON YOUR SCHEDULE

... a memorable contribution to the war” —

WNEW can be proud, without boasting, of Variety's Special Award for 1942—a citation for its program memorializing Nazi rape of the Czech town of Lidice.

In making the award, Variety's editors said:

“In producing ‘We Refuse To Die’, WNEW displayed vision, courage and showmanship of first-rate calibre . . . It was a major undertaking. The original broadcast was aired on October 25th. Subsequently it was heard over the entire world.

“Thus a single station was responsible for telling all the peoples of the world that America noted well the infamy of Lidice. By so doing, WNEW made a memorable contribution to the war.”

WNEW expresses its thanks to Variety, and to Madeleine Carroll, Joseph Schildkraut, Erich von Stroheim, Clifton Fadiman, Philip Cohan, and the

others who freely gave their services to this broadcast.

If, through “We Refuse To Die,” millions of people, or even a handful, came to understand better what the United Nations are fighting for, that is reward in ample measure.

Recent WNEW Awards

- 1940** *Variety* Showmanship Award.
Billboard Radio Publicity and Exploitation Award.
- 1941** *Variety* Honorary Award.
Billboard Radio Publicity and Exploitation Award.
- 1942** *Motion Picture Daily* Special Exploitation Award.

WNEW

Los Angeles

By JAC WILLEN

CHEF MILANI, KFVB's daily morning gatherer of listeners to his food talks, and music, had added Van Camp's Tenderoni macaroni and spaghetti products to his list of participating sponsors over KFVB. Contract is for 26 weeks and was placed through Calkins & Holden.

Joseph E. Kay of NBC engineering department, became the father of a 10-pound baby girl January 5.

Dick Joy, Nelson Eddy announcer and other CBS-KNX programs, and Clinton Jones, managing editor of the KNX-CBS news bureau, gave a reunion and farewell party for members of the U.S.C. radio staff of 1935 at Jones' home in Sherman Oaks.

Stu Wilson, auxiliary fireman, was a weary commentator on his KHJ radio show "Time Out" Monday morning. For Wilson, with his Auxiliary Fire Company, 60-A, worked six hours with the regular fire companies Sunday night when Bing Crosby's home at Toluca Lake was destroyed by fire.

Abbott Tessman, Blue Network announcer in Hollywood, is now on his way to being an instructor with Aero Tech Institute. He left his post as staff announcer with the Blue, January 4, to take a month or so course which will qualify him to teach electricity fundamentals to Army personnel.

John Wald has been assigned, temporarily, to fill broadcasts previously handled by Tessman.

Gilbert Seldes, director of television programs for CBS, now working on daytime programs for the network, left Hollywood by plane for New York after an extended visit, to observe operations of the Columbia Pacific Network.

Bing Crosby visits the Bob Hope program of Jan. 26. The two buddies will throw their collective weight behind war bond sales.

Dean Wickstrom and N. Vincent Parsons, both formerly of KPAS in Pasadena, have been made staff members of the KNX engineering department. Another addition to the same staff is Cleon McKnight, formerly with KFAC.

Gene Burdette, columnist on "Radio Life," has received a temporary assignment as a staff writer at NBC Hollywood.

REC Hears INS Man

The Radio Executive's Club Luncheon, held yesterday at the Cafe Loyale, presented Leo Dolan as the guest speaker.

Dolan, chief of the INS London Bureau, who recently returned from that city was introduced by J. C. Oestreicher, director of INS Foreign News Coverage.

Dolan gave a first hand account of his experiences in that war-torn city.

Among the out of town guests attending the luncheon were Jack Sweringer of WPIC, Sharon, Pa., Ben Baylor, WMAL, Washington, D. C., Ben Ludy, WIBW, Topeka, Kan., and Irwin Kopper, WTIC, Hartford.



Reporter At Large !

● ● ● Have a prediction on us: That "Radio Reader's Digest" will be a thing of the past at the conclusion of its present run... Jack Hurdle taking over a new Procter & Gamble show, "Women of America," which bows in on NBC Jan. 25. Anne Seymour has the lead... Latest War Casualty: The AFRA ball is out for the duration... John Daly slated to go to Cairo late this month covering CBS news... Lew Walker new program director of WCOP, the Atlantic Coast outlet in Boston... Ed Herlihy's brother, Walter, joining the Blue announcing staff. He'll have plenty of a rep to live up to... Theo Gannon, of NCAC's sales staff, taking exams for army commission... Kay Kyser will be Bob Hope's guest this Tuesday with Bing Crosby on the following week... When "What's My Name" returns to NBC, Arlene Francis will again hold down one of the quizmaster spots... Jack Kearney, former head of NCAC's band dept, has opened his own offices... CBS has a new twist on a day-timer. The "Joe & Ethel Turp" series, with Patsy Campbell and Jackson Beck, is being rebroadcast Friday nights at 10:45 using the Friday ayem episode—Vi and Vilma, the Victory Twins, doing more benefits than any other act we know of in radio... Mel Kampe, of WIL, St. Louis, wires: "Tokyo's top radio station is JOAK. (No Joke). When the next flight of our B-17's hits the Jap capital, let's hope they change the call letters to JUNK!"... And Herb Shriner sat next to a bookie in a restaurant the other day and swears he heard the guy order "one horse-meat steak across the board"... Woody Herman due in Hollywood Feb. 22 to begin work on a new Sonja Henie film... Madeleine Carroll certainly made a wise choice in selecting "Lost Horizon" as the first book to read via her new series, "Madeleine Carroll Reads." It's nothing short of Shangri-La leaning back in your easy chair listening to the lovely Madeleine's liquid tones.

★ ★ ★

● ● ● Memo from the United Seamen's Service: "As a result of your item in RADIO DAILY, the United Seamen's Service has created a special radio department and has developed a library of material for radio use. This library is increasing daily and contains current material available for radio usage. Anyone interested should contact USS at 39 Broadway, N. Y. C."

★ ★ ★

● ● ● A few years ago, a radio producer named Carlton Alsop and two not very well known performers named Martha Scott and Joseph Cotten formed a trio to produce and act in a series of transcriptions called "Story of Martha Blair." Passing time has brought many changes in the trio's status. For one thing, the producer married the actress, who went on to make a name for herself on the screen. The actor didn't do so badly in films either, including leading roles in "Citizen Kane" and "The Magnificent Ambersons." The director became head of the west coast Blood Bank for the American Red Cross. This week, the three of them are meeting again in N.Y. to unite their talents for the Red Cross. Alsop, producer of "Abie's Irish Rose," has been assigned to transcribe 15 quarter-hour programs titled "Main Street Album." Miss Scott, rehearsing in the new Eddie Dowling vehicle, "This Rock," will take time off to do one program with Joe Cotten, who's in town for the premiere of Alfred Hitchcock's thriller, "Shadow of a Doubt."

★ ★ ★

—Remember Pearl Harbor—

To the Colors!

S. SOMERS SMITH, WBT, Charlotte, engineer, now with the armed forces in the South Pacific, has been promoted to the rank of Major.

—VVV—

BILL CARTY, former announcer at WIP, Philadelphia, is now an ensign. He reported for duty Dec. 31.

—VVV—

TWO MEMBERS of the sound department at WGN, Chicago, Lloyd Knight and Bob Cline, have been ordered to report for induction.

—VVV—

WALTER "RING" LARDNER, transmitter engineer at WTRY, Troy, leaving the station to join the armed forces.

—VVV—

PVT. ERIC F. LUND, former program director for WLVA, Lynchburg, Va., is now in training with the MP service... MAYNARD M. DUVALL, maintenance engineer leaves Jan. 20 for Officer's Candidate School, Army Signal Corps... LT. BILL LOREN, former music director and announcer has received his wings in the Paratroops.

—VVV—

RALPH H. PATT, JR., for the last three and a half years, manager of WPAY, Portsmouth, Ohio, has been appointed a lieutenant junior grade in the U. S. Navy. He reported for training Jan. 1 at the naval training station at Noroton Heights, Conn.

—VVV—

JIMMY JAMES, sports editor of WPDQ, Jacksonville, has left for Nashville, Tenn., where he is attending Flight Training School in the Army Air Corps.

—VVV—

RED BELCHER, formerly of KGVO, Missoula, Mont., is now in the U. S. Army.

W. C. Gillespie Dies Following Accident

(Continued from Page 1)

usual type of accident in his home. While talking over the telephone he leaned against the basement door, which was unlatched. He fell about eight feet, and never regained consciousness. He is survived by his wife, a son, his parents, two sisters and a brother.

Gillespie opened KTUL in 1934. In 1939 he negotiated with Elliott Roosevelt the deal for KOMA, Oklahoma City. During the early portion of his career he was commercial manager of WKY, Oklahoma City, manager of the Iowa Broadcasting System and also was associated with NBC and WMBD, Peoria.

At the time of his death Gillespie was radio consultant for the 12th District of the OWI.

Former KWK Man Prisoner

St. Louis—Official notification has been received by the parents of Ed Kalbfleisch, former assistant news editor at KWK, that he is a prisoner of war in the Philippine Islands. Kalbfleisch, a member of the Coast Artillery, was sent to the islands shortly before the war started.

Hershey Lauds Shows of Soldiers Overseas

WEAF Sets Expansion Plan To Establish Local Identity

Thomson Denies CBC Slur On Worker Assn.

(Continued from Page 1)

(Continued from Page 1)

(Continued from Page 1)

Club, who just returned from which covered England and neutral parts of the Continent. Another of his observations was the massive effectiveness of OWI's propaganda. That agency, he told DAILY yesterday, instituted a daily American bit of promotion, only to have it copied by the Nazis. The promotion consisted of display ads in the Portuguese press, listing and calling attention to the American broadcasts. Until innovation, the matter of plug-propaganda broadcasts was left to the mentions, usually buried, in the communists' departments.

Live Talent Intrudes

In support of his conclusion about the effectiveness of the OWI's efforts particularly in Portugal, Hershey remarks that the papers manifested less hostility for the Nazi propaganda, although local censorship had prevented any forceful editorializing for the United Nations, the press had been treating the American producers more cordially.

According to Hershey, the importance of American live talent to tour Europe by the British talent groups, American camps in England, is an official England has made no reference to the OWI or U. S. reps.

British Change Program Style

The establishment of the OWI in England, however, and the subsequent importation of American writers-directors, has caused the British to modify BBC programming too. Invasive, staid programs, which prevailed in symphonic music, commentators, etc., have now been replaced, in many instances by the prevailing American types of comedy-drama, dramatic, modern music, etc. Along the troops in and around Europe, Hershey added, feeling is that recorded entertainment together with local talent is a pretty good combination, and that the expense of bringing live USO shows thereabouts is not the wisest move. Troops are considerably conscious of transition priorities and feel that the changes might be put to better use. Talent in the district consists largely of refugees from France and conquered countries, together with the native element.

ment, which took effect in November, Gregory divided his time between WEA F and other NBC operated stations.

Gregory revealed that national spot and local sales increased 25 per cent in 1942 over the previous year. For the month of January, 1943, national spot and local sales business will be 33 per cent ahead of the same month last year, Gregory said.

Shirley F. Woodell, who was sales manager for the NBC International Division until the government leased the short-wave facilities and who was subsequently executive and liaison director between the Division and government officials, has been named WEA F promotion manager. Woodell will have general charge of program promotion and station exploitation in addition to sales promotion.

Prior to joining NBC in 1941, Woodell was for 10 years advertising manager of the Packard Motors Export Corp. He has taken over the duties of Robert L. Hutton, formerly WEA F sales promotion manager, who has joined the NBC promotion department.

Provost Managers Aide

DeLancey Provost has joined WEA F as assistant to the manager. Provost will concentrate on program building. He was in charge of sales for Empire Broadcasting Corp., a transcription and program building firm, before coming to WEA F. Prior to that he was treasurer and general manager of Grombach Productions, Inc., and Jean V. Grombach, Inc.

Leighton Blood has been assigned to WEA F publicity exclusively, succeeding Lois Lorraine. Among the promotional activities already instituted are the identification of local public service programs as WEA F presentations instead of NBC; use of station break time for announcements of outstanding WEA F programs and special events; increased participation by the station in local civic efforts, notably the forthcoming American Red Cross campaign to recruit nurses and nursing students; and increased coverage of local and regional special events. A much broader program is currently under consideration.

The entire WEA F program schedule is being studied, Gregory said, to build local programs with specific

appeal to listeners in the area covered by WEA F.

In program revisions already begun, special attention has been given to the noon to 1 p.m., and 6-7 p.m., periods. On Monday, Jan. 11, Ben Brady started a new Monday through Friday series, "And So To Brady," 12:30-12:45 p.m., immediately following the regular news period and Chuck Acree. From 12:45-12:55 p.m., W. W. Chaplin, one of the best known war correspondents, is doing a Monday through Friday news commentary. From 12:55-1 p.m., WEA F is broadcasting "You and the War."

Brady is known to the industry as a script writer, working on such shows as "The Thin Man," "Joe and Ethel Turp," and "Inner Sanctum Mysteries." Recently he has been conducting "Brooding With Brady" on WMCA. Chaplin, who has covered five wars, returned recently from Russia where he was an INS correspondent.

The 6-7 p.m. period has been titled "The Family Hour." The first 15 minutes is devoted to popular music with Don Lang as master of ceremonies. The second quarter-hour is devoted to news; the third quarter to sports and the last to classical and semi-classical music. During the last quarter, the "First Piano Quartet" is heard twice weekly and the "Singing Strings" on three days.

Revise Farmer Show

The farm program, "The Modern Farmer" at 6:30 a.m., has been revised with Merton Emmert, formerly assistant farm director at WLW, Cincinnati, now conducting the show. Leading agriculturists in the WEA F listening area will be guests on the program.

In the 8:05-8:30 a.m. period, following news, is another new show, "The Two Minute Man." Ralph Dumke is emcee with music and chatter. The correct time is announced every two minutes to aid commuters. Following "Spice of Life" and just before "Everything Goes," is another new show, "It's All in the Record," from 8:50-9 a.m., a program of the best recorded music.

All changes are effective immediately and further improvements in programming are planned for the near future, Gregory said.

New Conti Program

Conti Products Inc., which has been sponsoring Walter Compton Sunday mornings on Mutual, will switch to an evening series of symphonic programs today. Concert series will be under the direction of Alfredo Antonini, and will include guest singers. Program will include about 15 stations, and will be available to the remainder of the network on a sustaining basis. Conti will wind up on Compton's series January 17. Birmingham, Castleman & Pierce Inc. placed the account.

Labor Union On WLIB

The Transport Workers Union, an affiliate of the CIO, which is seeking wage increases for New York subway workers from the New York City Board of Transportation, has purchased a 15-minute program weekly over WLIB for a period of four weeks through the Walter Wiley Agency. Each Sunday, union officials and citizen representatives appear on the broadcast to discuss the transit workers case. Michael Quill, TWU international president, appeared on the initial broadcast Jan. 10.

or to its secretary, Drummond Wren. The statement was in reply to one made by Mr. Wren who claimed that a script prepared by the CBC for broadcast last Wednesday night did not properly express labor's view.

The general manager described as "unfortunate" the action of Mr. Wren in making public a letter written by Hon. C. D. Howe, Minister of Munitions and Supply, to the CBC, complaining about a previous broadcast on November 25. In this broadcast an unidentified worker's letter was read. This letter charged an Eastern Ontario defense plant with waste and extravagance. It was unfortunate, said Dr. Thomson because it gave the impression that there was an association between this complaint and the present situation.

"Mr. Wren has not disclosed that following receipt of Mr. Howe's letter, the general manager placed the whole matter before a meeting of the executive committee of the Labor Forum, at which representatives of the Canadian Congress of Labor, the Trades and Labor Congress and Mr. Wren of W.E.A., were present," the statement continued. "This meeting, including Mr. Wren, accepted not only without dissent, but with cordial approval, the proposal of the general manager that he should submit the letter to which objection has been taken to an investigator who would be acceptable to all parties."

The script to which exception was taken by Mr. Wren was prepared under direction of the CBC "as the CBC must accept final responsibility for what it broadcasts."

Cross Officiates At "E" Award

Milton J. Cross, NBC announcer, will officiate at the presentation of the Army-Navy "E" Award to the Detroit Broach Company in Detroit on Jan. 19. The engagement was booked by the NCAC.

THIS LITTLE BUDGET
WENT TO
WORL
BOSTON
MASS.



Always Popular
Now More POWERFUL

WCAO

The Voice of Baltimore

NOW
5,000 W · DAY & NIGHT
600 KC

The Only Columbia
Station in Maryland

PAUL H. RAYMER CO., Nat'l Sales Representative
NEW YORK · CHICAGO · SAN FRANCISCO · LOS ANGELES

GUEST-ING

HENNY YOUNGMAN, on the Kate Smith program, tomorrow (WABC-CBS, 8 p.m.).

ANITA LOUISE and RALPH BEL-LAMY, in an adaptation of "Private Worlds," on the "Philip Morris Playhouse," tomorrow (WABC-CBS 9 p.m.).

PAT O'BRIEN, on the Tommy Riggs and Betty Lou program, tomorrow (WEAF-NBC, 7:30 p.m.).

JAN PAPNEK, Czechoslovakian Minister Plenipotentiary, and ELSIE HITZ, radio actress, on "Double or Nothing," tomorrow (WOR-Mutual, 9:30 p.m.).

SELENA ROYLE, on "Nellie Revell Presents," Saturday (WEAF-NBC, 10:30 a.m.).

JOAN EDWARDS and BEN YOST, on the Ellery Queen program, Saturday (WEAF-NBC, 7:30 p.m.).

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

HERBERT W. PARISIUS, director of the Food Production Administration of the U. S. Department of Agriculture, discussing the nation-wide Farm Mobilization Campaign, on Columbia's "Country Journal" program, Saturday (WABC-CBS, 1 p.m.).

DARRELLE SHIRLEY, MARTHA VARGAS and ANN BAXTER—all grandmothers—and PVT. LYSLE AARONS, PVT. BEN COLE and PVT. SAUL RICHMAN, on the Crumit-Sanderson program, Saturday (WABC-CBS, 8 p.m.).

BRANCH RICKEY, new head of the Brooklyn Dodgers baseball club, on Bill Stern's "Colgate Sports Newsreel," Saturday (WEAF-NBC, 10 p.m.).

Kasper-Gordon In ARS

Kasper-Gordon Studios Inc., Boston, was added to the membership of the Association of Recording Studios at a meeting yesterday. Group discussed, further, the problem of having to compete with government installed studios through the Overseas Branch of the OWI, and made additional plans for following through in Washington, in an attempt to obtain assurance of government orders. Warren Troob, attorney, leaves for the capital today.

New Radio Course

It was announced by Evelyn Lyons, National Radio Director of the AWVS, that Maurice Dreicer, originator of the "Where Are You From?" program, forum director, and news commentator, has volunteered to give a special course of instruction in radio technique to a group of 30 AWVS members at their national headquarters at 345 Madison Avenue, tonight and tomorrow evening.

WORDS AND MUSIC

By HERMAN PINCUS

WHEN it takes a prolific creator such as Arch Oboler, author of more than 400 plays, two years to write a story, that fact is a story by itself. That's exactly the time he took to finish the forthcoming "Lights Out" tale, entitled, "The Mirror," which was heard Tuesday at 8 p.m. over the Columbia network. The adage about "the best laid plans of mice, etc." holds true again, for although, at various times, such stars as Norma Shearer, Bette Davis and Miriam Hopkins, were scheduled to portray "Sherry Palmer" Hollywood star in the play, an unknown got the assignment.

★ ★ ★

Leona Roberts, who plays the mother, Dorothy Maidstone on Columbia network's "Our Gal Sunday," has numbered among her "children" such personalities as Helen Hayes, Jack Oakie, Ginger Rogers, Burgess Meredith and Katharine Hepburn. In real life she is the mother of Actress Josephine Hutchinson.

★ ★ ★

While on tour recently, Beatrice Kay visited a Red Cross Blood Bank one day in Rochester where she donated a pint of red corpuscles. Immediately in front of her was another lady-donor, who was currently employed as a gasoline station attendant. "Are you ready to give your blood?" the female g.s.s.a. was asked by the doctor. The answer was, "yes sir, which would you like—the regular or high-pressure?" We don't believe it either.

★ ★ ★

Eighteen years ago an ambitious youngster with a sunny disposition and voice to match, sang for the first time on the air. A year later, "Smiling" Jerry Baker, began "Tenoring" for WMCA and has been that station's star vocalist ever since. A new series dedicated to shut-ins and convalescents, was inaugurated Monday over WMCA, 4:15-4:30 p.m., featuring Jerry Baker, Bill Wirges at the mighty Wurlitzer Organ and Jerry Sears and his orchestra.

★ ★ ★

Diane Courtney, crowned "Queen of the Prom," with a tiara made with real coffee beans, at the recent NYU Junior Prom, visited her local grocer forthwith. After all, the brewing of a good cupacoffee was the most sensible thing to have done in these times.

★ ★ ★

"Civilian Defense News," featured on WMCA Tuesdays and Thursdays (4:30-4:45 p.m.) with Lilian Okun as commentator, celebrates its first year the end of this month. Serving a very useful purpose, in the war effort, this program, not only is responsible for many gifts such as bicycles, ping pong tables, radios, writing desks, books and other useful items, being donated by listeners to the armed forces, but has often been used by Government agencies for special drives for typists, stenographers and other patriotic contributors of their services.

★ ★ ★

Don't be surprised if you should find yourself listening to a beautiful rendition of a song one of these days and then hear the announcer say "and now lovely Betty Wragge will sing, etc.—" Betty, heretofore known only as a fine actress, as proven by the swell job she's been doing as Peggy Young in the popular radio show "Pepper Young's Family," and her appearance on Broadway as Drina, in "Dead End," kept her singing ability a secret until recently. As a child, Betty started her career as a dancer, which just about makes her a good bet for musical comedy.

★ ★ ★

Patter and Chatter: Bob Cotton, formerly production manager for WINS, has gone into the radio production field under the banner of Cotton-Tunic Productions... Johnny Long and his orchestra will follow Benny Goodman into the New York Paramount... Al & Lee Reiser, Blue Network piano team, have been signed for the forthcoming Veloz & Yolanda Dance Revue, which goes into rehearsal next week for a Broadway opening early in February.

PROGRAM REVIEWS

"Radio Reader's Digest"

"The Radio Reader's Digest" program, (Campbell Soup Co.) which has been growing steadily since it made its debut several months ago, really hit its stride last Sunday night in both material and talent. The two sketches presented were choice radio material. The first, "Stuka Horror Over Greece," written by Robert St. John, was a dramatic report of Nazi bombers over Corinth. Using clearly marked hospital trains carrying the wounded as their choice objectives, the Nazi planes left in their wake death and destruction almost unbelievable in their horror. The sketch was told with frankness that is rare in radio. As to this, the fact that it was admirably acted and produced, and the result is one of the most genuinely stirring dramas of the war. James Monahan who portrayed Robert St. John as the eye-witness reporter, couldn't possibly have turned in a better performance. It was a gem of sincerity and fire.

The second sketch had to do with the delightful adventures of a man who found a thousand dollar bill. How this event served to turn a tiny soul into a small town big shot was enacted with great skill by Ralph Bellamy of the movies. It was a tailor made for Bellamy and he acted it as though he were enjoying it. Of course, the bill turned out to be counterfeit, but that was after our hero had married the girl and succeeded in business.

Peter Donald was present with some definitions not to be found in any dictionary and Conrad Nagel handled the master of ceremonies chores with affable ease. Lyn Murray furnished effective music for the program and Ernest Chappell was the announcer. "The Radio Reader's Digest" program is under the direction of Bill Rousseau and Robert Nolan, and is heard Sundays (preceeding the Fred Allen show) at 9-9:30 p.m., EWT. Ward Wheelock Co. is the agency.

WALB Renewal Plea Considered By FCC

(Continued from Page 1)

Justice began an investigation that apparently got nowhere. It was the case which crystallized Cox's disapproval of the Commission, although he had already introduced a resolution to investigate the Commission prior to the breaking of the check story. The same resolution was introduced again last week.

I. C. Gortatowsky, a stockholder of the Albany Herald Broadcasting Co. said stockholders had approved an offer of \$2,500 to Cox for services which might render in a "legal and ethical" manner here in Washington but that the Congressman had refused the money. Cox was not present, but might be on hand today when H. T. McIntosh, president of both "Albany Herald" companies, is expected to be heard.

More Petrillo Testimony

Gets Exec Board Feb. 1 To Mull Settlement

(Continued from Page 1)
 to admit that his union had several serious mistakes and himself was guilty of same. Although there is still no question of the committee, including Senator Clark, McFarland, White, Tobey, and Andrews, as a body is probably more sympathetic to the plight of the professional than was the case when hearings opened Tuesday, that was not advanced by yesterday's morning session.

Settlement Possibility Grows

possibility of early settlement of the situation seemed brighter when, in response to one of numerous questions to what he wants that have been thrown at him for two days, Clark said, "We are now ready to meet demands, and hope to clear up the situation as soon as possible." Clark assured him of the confidence of the committee, and he declared himself satisfied with the case.

to represent the people," Petrillo said and you want this thing done on "a fair basis." He promised that he will get together with the AFM executive board in Chicago next week and draw up the union's demands for presentation to the committee. McFarland then remarked, "My part, I'd be willing to quit investigation now and see what happens."

Petrillo Calls Solution Desirable

Senator Clark then asked when Petrillo could present his demands to the committee, and McFarland invited him to say that he did not think it necessary for Petrillo to present the demands to the committee only to the recording people. Petrillo acknowledged that a speedy solution is desirable, expressed certainty that this investigation will help clear up and report back here.

Senator Clark put his request that the ban be called off the ban now at the beginning of the morning session, suggesting that Petrillo think about it during the recess and give his answer to the investigation reconvened at 10:30. "Would you consider, at the request of this committee," he asked, "to lift your ban at this time and proceed to negotiate with the industry to see if something can't be worked out? It is my sincere hope that you would thereby put a better light with the American public."

Refusal Emphatic

at question the conciliatory nature of most of the morning session, and, once again the American music, the AFM representative broke in, "I can answer

that question right now. I am satisfied that the committee wants quick action, and so do we. But," he continued "20 years' experience in dealing with those people convinces me that if the ban were lifted now, negotiations would go on for two or three years."

Clark Quotes Book on Music

Clark countered with a suggestion that the ban be lifted for a definite period, suggesting 30 days. To this suggestion Petrillo answered that recorders could make a year's supply of discs in 30 days, thereby pushing back any date at which the ban could begin to benefit his members. "It's been on five months now," he said. "Another two weeks won't hurt."

The session opened with Senator Clark reading several passages from "American Symphony Orchestras and How They Are Supported," a recent book by Margaret S. Grant and Herman S. Hecht. The first point he made was that in the decade from 1930 to 1940, when canned music achieved a prominence it never before enjoyed, 84 symphony orchestras were organized—more than in the entire previous century. He read this passage to support his theory that canned music has actually aided live musicians by increasing the demand for music. Petrillo had no comment.

Music Clubs Hard Hit

Senator Andrews then added that most objections he has received concerning the ban have come from music clubs. He fails to understand, he said, how the ban aids musical education and furthers music consciousness among the public.

Petrillo remarked here that he was not opposed to school orchestras on the air, reminding the committee that the Interlochen orchestra was on the air for 12 years before he banned it last summer. He discussed at a conference two years ago with Mrs. Roosevelt, during which he agreed even to serve on the committee to arrange weekly Sunday morning pick-ups by CBS of NYA orchestras in various cities throughout the country. On principle, he said, he doesn't object to such broadcasts, but he does object to loss of livelihood for professional musicians.

"If we can get guarantees from the chain broadcasters that they won't discharge our people" Petrillo said.

Repeats "More Work" Plea

When Senator Andrews said that banning school orchestras from the air turns the public against the AFM, Petrillo shouted, "No one has told these people our side of it—I've heard from plenty of them—no one has told them anything but the National Association of Broadcasters. We know what they want, and so do they."

Senator Clark: "What do you want?"

Petrillo: "More work—from the whole crowd—radio and recording people."

As was the case Tuesday, when

the hearings got under way, this was Petrillo's main point, and he stuck to it doggedly all day long. He stuck to it when he was told by Senator Andrews that the ban "strikes at the very foundations of our country." He stuck to it when the Senator read him letters of sharp protest from Florida and the National Federation of Music Clubs, describing the ban as a "serious blow to American musical culture."

Sticks to the One Point

Petrillo told Senator Tunnell that the AFM was not asking any relief from Congress, but added that he'd "certainly welcome" Congressional aid. "We make no demands," he said, "But we would like to have a law to put us into the position of ASCAP. Then we could get revenue from every record made by a musician."

Petrillo denied that sentiment against the ban was a natural thing, charging that it was the result of hundreds of thousands of dollars spent by the NAB in publicity.

Hits Budget Distribution

Here the musicians' leader stated that every union in the country is getting part of the new 109-billion-dollar budget except AFM and yet "AFM is giving the government \$25,000 to \$50,000 in free music every week." At this point he launched into a slightly incoherent plea for consideration of the plight of the musician, who, he said, is ignored by his government and at the mercy of giant corporations.

AFM Counsel Joseph Padway spoke briefly on several occasions, referring once to Senator Tobey's suggestion of Tuesday that some plan might be worked out whereby musicians might receive royalty for every commercial performance of a record, or transcription. He suggested that a general fund might be set up with these collections to be controlled by AFM or someone else, and that it might be used to support local bands. In reply to Senator McFarland's question as to why the ban had been called without prior attempts to effect this or some other solution, Padway said, "We know they won't go for our plans, we know."

Bingham Questions Figures

The standby system came in for considerable discussion by the Senators who demanded a full and detailed explanation of the reasons for and working of standby clauses in union contracts. Petrillo declared that the system is designed to protect local musicians, explaining that the money paid standbys goes into a special fund used by the AFM to provide music for special occasions.

Petrillo's uncertainty over myriad major and minor points is probably the greatest factor working against him during these hearings. Amazing irresponsibility in deciding upon the ban without information on the most important points has been admitted on numerous occasions. Not only did he come to the hearings unprepared to answer questions that were certain to be posed—he said he did

Won't Lift ET Ban During Period Of Solution Talks

not talk to Padway about what he'd be asked, and has never had previous experience at a Senate hearing—but he also admitted that he lacked information on such points as how much money broadcasters were making, how much they could pay musicians over what they now pay, how many musicians are not working and numerous other matters at the time he decided to impose the ban.

Standby System Discussed

Bingham questioned Petrillo's figures that 201 network stations employ no staff musicians and could afford them. This figure, Petrillo said, came from the testimony of FCC Chairman James Lawrence Fly before the Commission last September. Fly's figures showed 463 stations with no full-time musicians, 124 with one full-time musician and 201 with no musicians at all.

There was considerable discussion during the afternoon of the arrangements whereby music is recorded and the income from juke boxes.

Petrillo said he believes half of an estimated 300,000 locations where juke boxes are now found could afford at least one live musician. "About a quarter of them could afford piano, 10 per cent a piano and fiddle, and 15 per cent a four or five piece combination," he said. He then admitted that AFM couldn't possibly supply that many men.

Overseas Broadcasts Permitted

Harry J. Steeper, an assistant to Petrillo revealed that AFM has allowed OWI and CIAA to make any recordings they wish for overseas broadcast to the troops and to South America.

When Senator Clark said he had been informed by broadcasters that competent musicians have been difficult to obtain lately in many cities, Petrillo said that the best men are probably working a full week and can't accept part-time jobs. He can get plenty of men for full time work, he added—maybe not all Stokowski, Toscaninis or Petrillos. "We can furnish good men now," he continued, "but I doubt if the war goes on for another four or five months, that we can do so."

Padway Testifies Today

As the session closed, and Petrillo prepared to rush for a train, he promised to send proposals to his executive committee at once and go over them on Feb. 1, when the committee meets. After that time, he said, he will furnish the Senators with a copy of their suggestions for settlement of the situation. "We'll show we're in good faith," he said. Senator Clark urged that he make the AFM settlement proposals public.

Judge Padway, AFM counsel, will be heard this morning.



Coast-to-Coast



CLAUDE TAYLOR has been named program director of WLVA, Lynchburg. . . . Gayle "Teedy" Pearson is the Tri-City network's first girl control operator.

Bruce Wendell, former disc jockey at WNEW, WHN, and WOV, all New York stations, is now in the Army and spinning platters for the Army show "Reveille in Rhythm" heard over WQAM, Miami. Wendell is attached to the Army Air Corps Base Command, Special Services Division.

Spanish lessons will be resumed on WEOA, Evansville, Ind., after Jan. 15. Each lesson is broadcast twice, and in addition an airing is given of the preceding week's issue of "Listen," is station's periodical, which is a guide and vocabulary to the Spanish lessons. The course will continue for 30 weeks and is designed to carry the student well into the elementary knowledge of Spanish.

Elton Britt gave his fans a break the other day when he made an appearance in the reception room of WAAT, Jersey City, N. J. Britt was at the station to do a guest performance on Dave Miller's "Home Town Frolic" program. Britt last appeared at the station in 1938 when he was a regular feature.

WKZO, Grand Rapids-Kalamazoo was first in western Michigan area to broadcast an actual WAAC induction ceremony. Nine western Michigan recruits were sworn in immediately following a formal interview in the studio. Evelyn Courtney, women's editor, was hostess.

There are a lot of varied careers taking shape at WDRC, Hartford. Two girl secretaries, Toina Harju and Lydia Gamble, are taking up tap dancing and Eleanor Nickerson, chief bookkeeper is taking up painting. And Rosemary Mansworth is knitting for the soldiers.

John A. Tappin has been appointed manager of the WLW, Cincinnati, department of Grocer Relations. He replaces W. H. Oldham. . . . A face-lifting job is being done on Crosley Square, the station's new home in down town Cincinnati. Workmen are sand-blasting the exterior.

Stanley Richards, on his program "Theater Date," aired over WEVD, N. Y., will interview Canada Lee of the recent "Native Son" show Jan. 17. And on the 24 he brings to the mike Doris Nolan who is featured in the new Broadway hit, "The Doughgirls." The program is four years old and is heard Sunday nights at 10:00 p.m.

Listener requests to attend broadcasts of "Overseas Special" all night show of KTSP, Minneapolis-St. Paul, have grown so numerous that the station finally started having audiences each Friday night. Program is aired from 11:10 p.m. to 6:00 a.m. nightly and is emceed by Randy Merriam. . . . John Verstrete, former rewrite man in the newsroom has been upped to news editor. . . . Sam Roth is the newest edition to the engineering staff and Del Franklin is the latest arrival to the announcing staff. The latter comes from KDAL, Duluth.

Dolores O'Neil, the blues singer who started her career at WCAU, Philadelphia, returned to the scenes of her first triumphs and will be heard again over the Philadelphia airmiles when she appears with Johnny Warrington's Band. Program is heard from 8:00 to 8:30 p.m. on Thursday nights. On Sunday she has a spot of her own which is broadcast at 12:45 to 1:00 p.m.

KGVO, Missoula, Montana, just completed a nine weeks series of "Victory Auction" broadcasts under the sponsorship of the B & H Jewelry Company, and under special license from Dave Elman, originator of the "Victory Auction" programs. Conducted from the stage of the Fox Wilma Theater in Missoula, the nine weeks series of "Auctions" added more than \$35,000 to the station's sales of War Bonds.

Willis H. Homer, Connecticut director of the Aircraft Warning Service, congratulates WDRC, Hartford, for its work in recruiting volunteers to spot airplanes. Homer wrote program manager Walter Haase: "The spot broadcasts which you have put on the air at various times each day have helped up tremendously."

Several recent additions have been made to the engineering staff at KNX, Los Angeles. Dean Wickstrom and N. Vincent Parsons, both formerly with KPAS, Pasadena are now associated with the Los Angeles station. Cleon McKnight after being connected with KFAC, Los Angeles, joins the CBS Pacific Coast organization.

Russ Hodges, sportscaster at WOL, Washington, was a recent guest of honor at the Fairfax, Virginia, High School where he presented the school letters to the members of the football team. The invitation came from coach Bob Mavity, who was a former schoolmate and teammate of Hodges at Holmes High School in Covington, Kentucky, and who is now coach of the Fairfax, Virginia, High School football team.

Rush Hughes, KWK, St. Louis, commentator, who sold more than a quarter of a million dollars worth of bonds, recently received an engraved award of merit from the Treasury Department for his services in America's war effort.

Peter Donald, comedian and dialectician, has been given a permanent assignment to read one or two anecdotes each week on "Radio Reader's Digest," Sunday, WABC, at 9 p.m. Donald is the chap who reads the jokes on the "Can You Top This?" program.

WELI, New Haven, had a pretty interesting day last Monday. Station's facilities were utilized by the newly-appointed Chief Air Warden Chester R. Kelsey when he greeted the wardens of the city and explained to them the ever increasing importance of their work. . . . Robert Aston Smith, executive of the Yale-in-China Association, broadcast from the Hotel Taft at the New Haven Ad Club Luncheon. He spoke of his experiences in China during 1941. . . . Beecham's Pills renewed for 13 weeks. Atherton & Currier placed the contract.

American and British ideas on broadening social security will be discussed by five outstanding men in that field on Theodore Granik's American Forum of the Air Sunday evening Jan. 17, at 8:00 p.m. over the coast to coast hookup of the Mutual network.

FM component of WWSW, Pittsburgh, shifts to the A. M. Standard Broadcasting over WWSW with a new program called "Miller Makes With Music," or "Jive With Jimmy." He will be heard each Tuesday at 3:00 p.m.

Robert E. Larrabure has been appointed war program manager for WCOA, Pensacola, Fla. He will have complete charge of all governmental agencies and program concerning the war effort.

WPDQ, Jacksonville, city's only full-time 5,000 watt station, recently carried exclusively to the Jacksonville area, the ceremonies of ship launchings at the Gibbs Gas Engine Company the day before Christmas. Four mine-sweepers and one submarine-chaser went down the ways simultaneously and were christened by five southern women all of whom have sons, husbands, or sweethearts in the service.

KDYL, Salt Lake City, started its New Year off on the right foot by having the Hudson Bay Company increase its schedule from two quarter-hour shows weekly to seven per week. The five new shows will hit the airmiles at 8:00 a.m. Tuesdays, Thursdays, Saturdays, with additional night time shows spotted on Friday and Sunday evenings. The morning programs are produced from disc libraries and the evening shows feature brief interviews on various types of furs in conjunction with a musical show.

Speaking on the theme, "Uniting for Tomorrow," the Honorable W. Nash, Minister to the United States, New Zealand, and Paul H. Pazery, Vice-Consul of the French Consulate, Philadelphia, will broadcast over Philadelphia, January 16 during the Foreign Policy Luncheon from the Belmont Stratford Hotel.

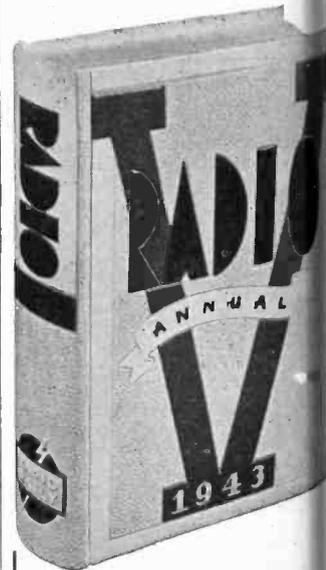
In keeping with the threat of wartime criminal problems, particularly involving aliens and sabotage, in San Francisco has begun a weekly series conducted by Frank J. Williams, special rep of the Secret Service. Another new KJBS show is "Problems," conducted by mothers and dealing with prevention of venile delinquency. . . . Marjorie R. of the San Francisco Museum of staff has been added to the special feature commentators on KJBS.

Daryle Hutchins, singer and jukebox from Hollywood film lots, has joined announcing staff of KSAN, San Francisco. . . . A weekly program featuring doctors and nurses, in appeals for the bank and other health needs of nation in wartime has been started KSAN.

1943													
BIRTHDAYS													
17	18	19	20	21	22	23	24	25	26	27	28	29	30

January 14

- Jane Acre
- Charles W. Butterfield
- George Ansbro
- Spencer Bentley
- George McCoy
- Ken McKenzie
- Jeanne Poli
- Bill von Zehle
- Hendrik Willem Van Loon



The 1943 RADIO ANNUAL

THE BOOK OF THE YEAR

NOW IN INTENSIVE PREPARATION OUT SOON

NRDGA Asks Rate Study

Asks Impeachment 'Unnamed Officials'

Washington Bureau, **RADIO DAILY**
Washington—Impeachment proceedings against unidentified government officials were demanded yesterday on the House floor by Georgia Representative Eugene T. Cox. Although Cox would not say whom he had in mind, his brief outburst preceded another prediction that the House Committee will speedily approve his resolution to investigate the FCC. Cox and Chairman Flye have long been at odds.
You can draw your own inferences.
(Continued on Page 8)

Tunis Pickups Good

Washington—Elmer Davis, director of the OWL, has informed reporters here that broadcasts from Tunis are now being picked up so well in New York that they are being transcribed here for re-broadcast via short-wave to French Africa and France. It is said that re-broadcasts are received abroad better than those which the French receive direct from Tunis.

Grant KOA Petition To Intervene Re WJW

Washington Bureau, **RADIO DAILY**
Washington—The FCC yesterday announced that it has finally decided to grant the NBC petition on behalf of KOA, Denver, to intervene in the case of WJW, Akron, which last month was given permission to move from Akron to Cleveland, Ohio, shift from 1,940 to 850 kilocycles and up its power from 250 watts to five kilowatts.
At the same time it dismissed without prejudice the KOA petition for
(Continued on Page 6)

"Screen Guild" Renewed On Full CBS Network

Lady Esther, Ltd. announced yesterday that effective Feb. 15 it is renewing "Screen Guild Players" on the full CBS network. Well into its tenth year as a Columbia sponsor, having signed its first contract with
(Continued on Page 2)

Senate Probers Hear Padway Criticize "Tactics" Of NAB

WKAT To Spot Sales, Inc. Effective February 14

Miami Beach—Effective Feb. 14, Spot Sales, Inc., is appointed representative for WKAT. Station is owned and operated by A. Frank Katzentine, who at present is a Lt. Colonel in the U. S. Army Air Force. WKAT, Blue South Florida outlet, operates with 1,000 watts and has been represented by Paul H. Raymer Co.
(Continued on Page 7)

To Query Newspaper-Owned Stations On Attitude Toward Higher Scale When Ads Mention Radio Show

Marketers Assn. Meet To Discuss Time-Buyer Need

Predicting that market research will be more important than ever in the post-war, Dr. H. S. Hettinger, who has become known for his radio income estimates and statistical analyses, called upon an audience of research and advertising men at the AMA luncheon meeting yesterday, to seek standardization in methods
(Continued on Page 8)

Walter Bunker Signed To Produce Benny Show

West Coast Bureau, **RADIO DAILY**
Hollywood—Walter Bunker, Jr., production manager of NBC Western Division, has resigned to become producer of the Jack Benny show for Young & Rubicam, Inc., advertising agency. He succeeds Robert L. "Bob" Welch, who left this week to join
(Continued on Page 2)

AFRA Execs To Confer With Treasury Officials

Delegation of AFRA executives are scheduled to confer with Treasury officials Monday afternoon on questions arising from the Wage Stabilization
(Continued on Page 2)

The issue of New York newspapers invoking a national rate when retailers make incidental reference to their own radio programs, is being made the subject of a survey among newspaper owned radio stations throughout the country. The questionnaire will be assembled and sent out by Lew Avery, director of NAB's bureau of advertising and promotion, at the request of the Board of Directors of the sales promotion managers of the National Retail Dry Goods Association
(Continued on Page 3)

Future Of Electron Great, Says Dr. Baker

Out of the engineering and scientific achievements being attained for war purposes currently in the fields of electronics will come a measure of great new materials, tools, ideas and equipment which will add to the comfort of life, but these new items will not be available for public consumption for a long time after the
(Continued on Page 3)

KPAS Completes Tests Of New 10,000 Transmitter

West Coast Bureau, **RADIO DAILY**
Hollywood—KPAS, Pasadena, equipment tests on its newly installed 10,000 watt transmitter have been completed, and application for licensing to put it in operation has been
(Continued on Page 2)

"Mystery Chef" Offered For Local Sponsorship

"Mystery Chef," heard on the Blue Network Monday through Friday from 2:15 to 2:30 p.m., EWT, will be made available for local sponsorship on all Blue affiliates beginning Monday. The "Chef" has been on the air for 12 years, during which time it was sponsored on a network basis by R. B. Davis Company, American Association and Joseph Tetley &
(Continued on Page 2)

Belviso To Be Honored With Degree At Bethany

Thomas H. Belviso, manager of the Music Library Division of NBC will be awarded the honorary degree of Doctor of Music at the first mid-year commencement of Bethany College, at Bethany, W. Va., on Sunday, Jan. 24. Belviso will be the only recipient of an honorary degree at the commencement and will make
(Continued on Page 2)

Via Kansas

William Randall "Bill" Downs, CBS correspondent in Russia, was born in Kansas and educated at the University of Kansas. When he arrived at Kuibyshev Airport in Russia a group of Red Army pilots asked him, "Sprechen sie Deutsch?" To which the linguist from the tall corn country replied: "Yah—aber Ich bin American correspondent."

Not Bad!

Detroit—Radio newscasters are accustomed to receiving letters from fans asking for copy of some particular part of the news on a broadcast, but when someone writes in and asks for the copy of a commercial, that's news. Jack White, newscaster for WJR had that experience. The commercial was for Richman Brothers clothes, wishing all a Happy New Year.



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M. H. SHAPIRO : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Thursday, Jan. 14)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

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

Walter Bunker Signed To Produce Benny Show

(Continued from Page 1)

The Army. Bunker, who leaves Friday to join the Benny troupe in the East, has been at NBC Hollywood for seven years, first as an announcer-producer and for the past four years as production manager. He has served as NBC producer for the Benny show when broadcasts came from Hollywood.

Bunker came to radio via the legitimate theater. At one time he appeared in Broadway productions, in addition to engagements in stock and road companies.

After entering radio he became chief announcer at KRFC, San Francisco. Then he left radio again to become business manager for Anson Weeks' orchestra. This job brought him to Hollywood and NBC. No successor has been named.

Rubin On CBS Program

Benny Rubin, is the newest member to join the cast of "Only Yesterday," the new variety show which is heard over the CBS network, Tuesday, 10:00 to 10:30 EWT. Other regulars on the show include Mary Small, Bobby Tucker's chorus, and Don Walker's orchestra.

Belviso To Be Honored With Degree At Bethany

(Continued from Page 1)

the chief address at the ceremonies. As manager of the Music Library Division, he is in charge of program preparation, music rights, composing, arranging, music traffic and the music library divisions of the company.

Bethany College, founded in 1840, is the oldest college in the state of West Virginia. It is a co-educational school of about 400 students and has been accredited by all major educational associations.

Belviso, born in New Haven, Conn., in 1898, began the study of music at the age of seven. At the age of 13 he was first violinist in the New Haven String Orchestra. The following year he began conducting orchestras in hotels and clubs while still in school. He attended Yale for more than six years, taking special music and academic courses. While at Yale he organized an orchestra booking agency which expanded until it embraced the entire Atlantic seaboard.

In 1921 he became the general music director of Olympia Theaters, Inc., and in 1930 joined NBC as program builder and conductor. The following year he reorganized the NBC Music Library and arranging department; in 1932 he took over the music rights division, and in January, 1936, reorganized the music supervision department and coordinated all musical activities at NBC. As composer and musical director, he had written and directed musical scores for many major radio programs.

"Mystery Chef" Offered For Local Sponsorship

(Continued from Page 1)

Company, and took a year's vacation before returning to radio on the Blue.

Wartime rationing of foods and rising prices make the program particularly timely, according to the Blue. The problems raised by the point rationing system will receive primary consideration throughout all broadcasts. Just as the "Chef" was able to help impoverished families during the depression by showing them how to cook nourishing meals on slender budgets, he now concentrates on now showing housewives how to cook at low costs with available foods.

'People Are Funny' Moves To 'Plantation' Slot

That in-and-out-of-the-studio stunt show "People Are Funny" moves into a new spot Friday, Jan. 29, and will be heard at 9:30 p.m., EWT instead of 10:00 p.m., on NBC. The new time is vacated by "Plantation Party" and "Raleigh Sexenade" which leaves the air.

Stork News

A daughter, Judith, was born to Mr. and Mrs. Hyman Faine, recently, at the Leroy Hospital here. Father is the Leroy field representative for AFRA.

KPAS Completes Tests Of New 10,000 Transmitter

(Continued from Page 1)

submitted to the FCC, with expectations of official sanction to switch over on the new 10,000 watt transmitter sometime this week.

KPAS has been operating since Feb. 16, 1942 on a 5,000 watt special service authorization pending installment of the 10,000 watt equipment. A 3-tower directional antenna, 365 feet high, is being employed to direct the stations signal along its West Coast radius of coverage.

Recent action of KFAB, Lincoln, Nebraska, in withdrawing its application for a construction permit and increase in power from 10,000 watts to 50,000 and switch from the 780 kc. frequency to 1,110 kc. frequency, where they share time and synchronize with WBBM, Chicago, on 780 kc., and at the same time WBT, Charlotte, N. C., 50,000 watt Columbia outlet, withdrew their application for permission to go directional resulting in WBT and KPAS changing the 1,110 frequency spot.

The old 5,000 watt transmitter used by KPAS has been sold to the United States Signal Corps at the Presidio at San Francisco, with delivery awaiting the start of use of the KPAS new transmitter.

"Screen Guild" Renewed On Full CBS Network

(Continued from Page 1)

the network in October 1933, Lady Esther Face Powder, Face Cream, Rouge, Lipstick and Nail Polish are advertised on the weekly dramatic program. The show is heard Mondays from 10:00 to 10:30 p.m., EWT.

Often called the "stars' own broadcast," the Screen Guild program enlists the talents of the leading performers in the entertainment world in weekly dramatizations of popular motion pictures. The show has been heard over CBS since June, 1939 with a different sponsor and under slightly different titles, Pedlar & Ryan, Inc. is the agency handling the Lady Esther account.

Hauser Names Two Aides In Blue Sales Promotion

Allen C. Kaye-Martin and Margaret Sidney Eaton have been appointed to the sales promotion staff of the Blue Network by B. J. Hauser, sales promotion manager. Kaye-Martin comes to the Blue from "Printers' Ink," advertising trade journal, where he was a member of the sales staff. He was previously with Stevens Davis Company, Chicago sales consultants, with the National Institute of Research and Economics as secretary and treasurer, and with the James Butler grocery chain as advertising and sales promotion manager.

Miss Eaton was formerly promotion director of the American Legion Magazine. Previous connections were with Collier's and the New York Times as a member of the promotion staff of the two publications.

COMING and GOING

TED HUSING off to Bryan, Ohio, where he will interview representatives of the Army, Navy and Aro Equipment Corp. on tomorrow night. CBS program which will mark the awarding of an Army-Navy "E" to the corporation.

JACK STEWART, general and sales manager of KCMO, Kansas City, who is in town, conferred yesterday at the offices of the Blue Network.

LUCILLE MANNERS, soprano of NBC's "Citizen Service Concert," is in Houston for an appearance tonight with the Houston Symphony Orchestra conducted by Ernst Hoffman.

WOODY HERMAN and the members of his band are in Chicago for an engagement at the Chicago theater.

JACK VAN SWERINGEN, commercial manager of WPIC, Sharon, has returned to his Pennsylvania headquarters after spending the early part of this week in New York.

LESLIE F. SMITH, station manager of WMUT, Blue Network outlet in Manchester, N. H., here for a few days on station and network business.

LT. ARNOLD SCHEINBERG, is back at Drew Field, Fla., with an original Signal Corps tour which will be introduced by the Drew Field band.

ROBERT L. RIPLEY is at Lowry Field, Denver, where he will participate in tonight's "Scramble" program which will be broadcast for the entertainment of the 10,000 soldiers at the post.

LYLE ENGL, editor of the magazine, "Song Hits," back from another conference in Washington, D. C., regarding a series of song lyric publications for the armed forces.

LOUIS PRIMA, now appearing in Philadelphia with his band, will make the trio into New York tomorrow evening for an appearance on the "Platterbrains" program aired over WMCA for Crawford Clothes.

MARIE HOULAHAN, publicity director for WEEI, Columbia outlet in Boston, is back at her desk after a short visit to New York.

AFRA Execs To Confer With Treasury Officials

(Continued from Page 1)

zation regulations. Those going to Washington will be Emily Holt, executive secretary; Lawrence Tibbels, president; Henry Jaffe, attorney, and George Heller, executive secretary of the New York local.

"Timmy" James To Marry

First Lieut. E. P. H. James of the U. S. Army Air Forces, on military leave of absence as director of publicity and promotion of the Blue Network, will be married Saturday, Jan. 23, to Laura Wyatt-Brown of Harrisburg, Pa. The ceremony will be performed by the bride's father, the Right Reverend Hunter Wyatt-Brown, Episcopal Bishop of Harrisburg, in the Chapel of the Holy Spirit at 11 a.m., EWT.

"Jimmy" James, who had been with NBC and the Blue since 1927, reported for duty in Miami, Fla., in August last year and was later transferred to Harrisburg, where he is now stationed.

William Green On MBS

Aiding the 1943 fight against infantile paralysis, William Green, president of the American Federation of Labor, will speak from Miami, Fla. on "Labor and the Health Front" of Mutual Broadcasting System on Jan. 19 from 8:15 p.m. to 8:30 p.m., EWT.

Future Of Electron Geat, Says Dr. Baker

(Continued from Page 1)

tion of battle. With this word
of introduction at the introduction, Dr.
R. G. Baker, president of the Radio
Electric, addressed the Radio
ing Habits Group of the Amer-
Marketing Association at its first
luncheon session, on the subject
of post-war electronics. Another ad-
dress, on the subject of radio re-
search, was delivered by Dr. H. S.
Hettinger, author, statistician, and
recently with the OWI. (See separ-
ate story for details on Hettinger's
address.)

Attendance Large

Presence of both Baker and Het-
tinger attracted an exceptionally
large group of trade representatives,
and the meeting was thrown open
to non-members. About 150 attended
at the Hotel Sheraton. Program was
arranged by George H. Allen, chairman
of the group. Newly elected officers
of the AMA attended. These included
president—Prof. Dale Houghton
of the Marketing Department of the
College of Commerce, New York
University; vice-president—Cara Has-
elwood of Ferry-Hanly Co.; sec-
retary—Joseph S. Boyajy, Recording
Manager, Statistical Corp.; treasurer—Arthur
W. Newsweek. Prof. Hugh Elmer
Gibson, head of NYU's marketing
department, was a guest also.

Working on his topic of post war
electronics, Dr. Baker exercised care
to keep the address realistic. He
made no glowing predictions, despite
the fact that his audience was pri-
marily advertising representatives.
He indicated that advertising would
not be overstepping its bounds and
not taste if it created a desire for
post-war FM and television, but such
advertising should not go overboard,
he should, rather, remain "inspira-
tional."

Cites Regard for "Facts"

He set the tone of his address with
the remark: "My training is basically
that of an engineer so that I cannot
escape from facts."

The major premise in post-war
marketing, he pointed out, was the
problem of reducing wartime engin-
eering miracles to the practical
economy of public utility, in keeping
pace with the changed economy we will
have to face.

Widening of the frequency spectrum
is one of the greatest outcomes of
the last war, he reviewed, and out-
come of it is what he estimated would come
in strides in tubes, circuits and
equipment with which to operate

★ PROMOTION ★

WBAL Institutional Ads

The basic role that radio is play-
ing in the war effort both on the
fighting fronts and the home front
is the main theme of the campaign
series WBAL, is running in the
Baltimore News-Post.

The first five full-page paid adver-
tisements to appear in the Baltimore
Daily deal with the statements made
by prominent figures in national af-
fairs pertaining to the "job" radio
is doing in the current crisis.

All the advertisements carry state-
ments and accompanying pictures
of the individuals who made them.
The first ad features a statement by
Secretary of the Treasury, Henry
Morgenthau, Jr., who says, "Radio's
part in the War Bond Campaign has
been unselfish, complete, and pro-
ductive of magnificent results." The
rest of the ad completes the feature
statement and is accompanied by
copy issued by the station calling
attention to the fact that, "It's super-
easy to buy war bonds through
WBAL" . . . by mail or in person.

The second ad is devoted to a
statement made by Secretary of
Agriculture, Claude R. Wickard,
whose lead statement testifies that
"Radio is a national asset of the
greatest value." Advertisements three,
four, and five follow the same pat-
tern. Statements by James Lawrence
Fly, Chairman of the FCC, Niles
Trammell, president of NBC, and
James Landis, Director of the OCD,
follow respectively.

The campaign is extensive in scope
and its purpose is to bring to the
attention of readers and the "un-
aware" the tremendous job that
radio is shouldering during these
trying times.

more successfully in the higher
megacycles.

Immediately following the close of
the war, manufacturers in electronics
will probably pick up where they
left off when war started, to meet
the vacuum created during war
scarcity, and to keep labor and the
economy somewhat stabilized while
the engineers puzzle over the new
inventions.

Television to "Start Over"

Television, he held, will have to
start all over again, to formulate
new standards, and ventured that
it would take about 10 years post-
war to digest current developments.
FM will establish itself more readily,
he explained, because it can be offered
in combination with AM as a re-
placement unit.

Electronics in the industrial field
are experiencing vast improvements,
replacements and changes. Con-
version equipment is bound to have
important reflections in post-war.

In summary, Baker urged the audi-
ence to "Base enthusiasm on facts.
None of us should make the con-
sumer believe that he will be able
to buy an FM or television set for
\$9.95, or see a television broadcast
originating in San Francisco."

KVOD's "Sardi" Study

KVOD, Denver, reveals in a letter
the results of the station's campaign
to determine the popularity of the
"Breakfast At Sardi's" program.

During the early part of December
the station broadcast announcements
requesting listeners to write in their
opinions regarding the program. As
a result of these announcements a
total of 1,628 responses had come
in up to December 26.

The general consensus of opinion
was that the program was popular
and many of the response letters
pointed out those parts of the pro-
gram which appealed to them par-
ticularly.

Most of the cards and letters were
signed by all tenants of apartment
houses, or the residents of a neigh-
borhood. The final count, however,
was made upon the basis of the cards
and letters received and not upon
the number of names signed.

High School Tie-up

Working with school authorities,
WTAG, Worcester, is participating
in high school assembly programs
throughout this area. Bob Dixon and
Bob Martin, of the special events
department, in their capacity as
assembly speakers address the stu-
dent gatherings, demonstrating sound
effect devices, explaining radio pro-
duction, and describing technical as-
pects of transcription-making.

Volunteers from the student audi-
ence are chosen to act as production
man, announcer, and participants in
an on-the-spot ad lib show. The
project serves both as a radio atten-
tion-getter for students still choosing
their future vocation and a good-
will builder for the station.

Schaefer Renews WEAf: Other Station Business

The F. and M. Schaefer Brewing
Company has renewed for another
13 weeks, effective Jan. 25, the
"Schaefer Revue," heard over WEAf
on Monday, Tuesday and Wednesday,
from 7:30-7:45 p.m., EWT. The pro-
gram features Al Roth, his orchestra
and chorus and guest stars. Batten,
Barton, Durstine & Osborn is the
agency.

H. C. Bohack Co., Inc., will con-
tinue for another 13 weeks partici-
pations in Mary Margaret McBride's
program, heard over WEAf at 1 p.m.,
EWT, Monday through Friday, in
behalf of fruits and vegetables on
sale at Bohack stores. E. M. Frey-
stadt Associates, Inc., 570 Lexington
Ave. is the agency for the Bohack
organization.

General Baking Company, for Bond
Bread, will participate Monday
through Fridays at 7:15 a.m., EWT,
in Pat Barnes' "Morning in Man-
hattan," and during the same days
on Ben Brady's new 12:20 p.m., EWT,
broadcast, "And So to Brady." Batten,
Barton, Durstine & Osborn
is the agency.

NRDGA For Consensus Of Newspaper Outlets

(Continued from Page 1)

tion which discussed the matter
earlier this week at its evening meet-
ing between convention sessions. Re-
turned consensus is expected to block
any attempt on the part of the New
York Newspaper Advertising Man-
agers Association to extend the local
policy to other parts in the country.

Because the matter is still confined
to New York City, issue was not
brought before the entire convention
of the NRDGA. However, association
is watching developments to assist its
members who might be affected by
the new newspaper policy. Spokes-
man for the directors indicated that
analytical consensus held that the
new measure might fail of its own
weaknesses, because it hits, basically
at retailers promoting their sundry
activities rather than plugging mer-
chandise. Reasoned that the practice
of inserting a mention of the adver-
tiser's radio program was tantamount
to custom where retailers have often
advertised in one paper to call read-
ers' attention to the retailers' display
in another newspaper.

Crane Co. On Blue Web To Broadcast "E" Award

Crane Company, Chicago, will use
the complete Blue Network Friday,
Jan. 29, from 4:30 to 5 p.m., EWT,
when the manufacturer of heating
and plumbing implements will re-
ceive the Army-Navy "E" award for
outstanding war production. The
broadcast will mark the 15th firm to
celebrate a special war production
award on the Blue, and will mark
Crane's first use of radio advertising.
Buchen Company, Chicago, is the
agency.

Calco Chemical Division of Amer-
ican Cyanamid Company, will receive
the Army-Navy "E" award in a half-
hour ceremony to be broadcast over
WJZ, New York, Wednesday, Jan. 20,
at 11:30 a.m., EWT. Bleachette bluing
is one of the peacetime products of
Calco which is now making chemicals
for the armed services. J. M. Mathes,
New York, handles the account.

Presentation of the Army-Navy
"E" banner will be made by Brigadier
General Alden H. Waitt to F. M.
Fargo, Jr., general manager of Calco.

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

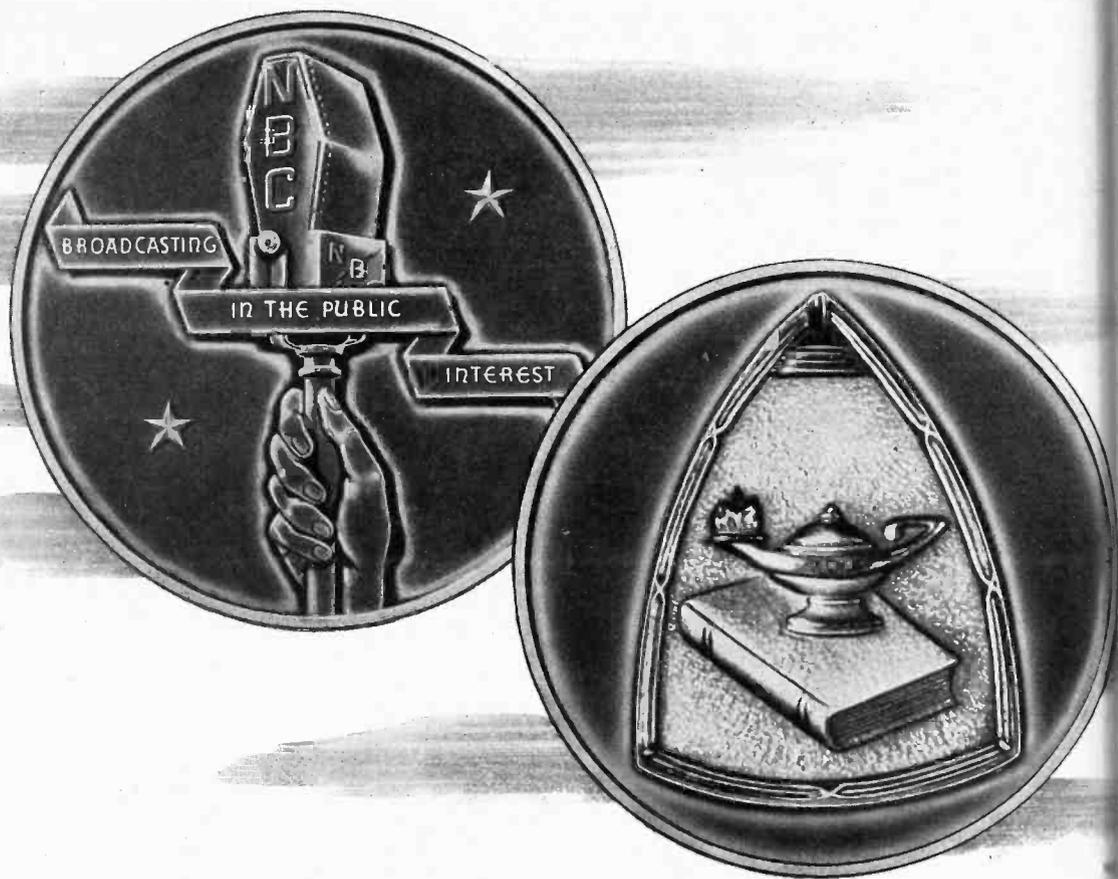
500 WATTS Directional
OVER METROPOLITAN NEW YORK

THE
Philadelphia Story
IN RADIO
5000 WATTS

950 on the Dial
Affiliated Station
of the Atlantic
Coast Network



Continued Drive



1942 Winners of the Annual H. P. Davis Memorial Announcers' Award

Howard Petrie, *WEAF*, New York, National winner

Gil Verba, *KOA*, Denver, Mountain zone winner

Lorne Greene, *CBL*, Toronto, Eastern zone winner

Ted Meyers, *KFI*, Los Angeles, Pacific zone winner

Fred Moore, *WGL*, Ft. Wayne, Central zone winner.

For Perfection...

Never before in its history has NBC been so completely mobilized for one cause and one purpose...The cause of *Victory!*

Yet even in the midst of a busy schedule of public service and war effort programs, NBC is permitting no detour from perfection, no letdown of its standards. NBC's constant striving to give America the finest in broadcasting, is continuing today, and will continue despite the pressures and demands of war.

Evidence of this is the recently conducted NBC competition for the annual H. P. Davis Memorial Announcers' Awards, open to every NBC station—owned, operated, or affiliated.

The H. P. Davis Memorial Announcers' Awards were established in 1935 by Mrs. Davis, in tribute to the memory of the late Mr. Davis, "the father of broadcasting" and founder of KDKA.

For the radio industry, these awards stand as symbols of the highest attainment in the art of announcing. *For NBC, they represent the never-ending effort to maintain the highest level of performance in an important branch of radio.*

THIS IS THE NATIONAL BROADCASTING COMPANY



Los Angeles

By JAC WILLEN

BOB McANDREWS, formerly sales promotion manager at NBC Hollywood, now stationed at Santa Ana, has been promoted from second lieutenant to first lieutenant.

The Foreign Policy Association, one of the strongest groups concerned with the international relations of the United States, has sent recommendations to all its membership to read Harry W. Flannery's "Assignment to Berlin."

Latest staff names to be added to the announcer's roster at Warner Bros.' KFVB are Dave Ormont, Bentley Morris, Owen Babbe, Dick Garton, Joe Yocam and Terry O'Sullivan. Of the pre-war group only three men remain, Lou Marcelle, Neil Reagan and chief announcer Harry Hall.

Wade Lane, heard weekly on KNX as "Your Singing Neighbor," (Thurs. 3:30-3:45 p.m., PWT), celebrated his tenth anniversary on the air with KNX-CBS. Lane, at that time, was the featured singer of the "California Melodies" program inaugurated by Raymond Paige on the Columbia Pacific network.

Second of the streamlined Kraft Music Hall shows will include comedienne Cass Daley and songstress Janet Blair on the guest list, over NBC from 6 to 6:30 p.m., PWT.

Grant KOA Petition To Intervene Re WJW

(Continued from Page 1)

a stay order against use of the 850 kilocycle band by WJW.

This petition may be reentered if WJW seeks to operate on the band prior to final decision by the Commission.

The 850 band was until a couple of years ago reserved as a clear channel. Trouble started when the commission authorized WHDH, Boston, to use it, immediately drawing a protest from KOA which is now before the Supreme Court. The situation was further complicated last month by the WJW grant. (WJW is owned by the General Tire and Rubber Co., which recently bought the Yankee Network).

Although directional antenna have been specified for both WHDH and WJW, KOA contends that operation by those stations on the 850 channel will interfere with its coverage, and is forcing what will probably be a test case to determine the legality of clear channels. A special court last September failed to uphold the Commission action in the WHDH case, but did not void that order. The Supreme Court is expected to claim certiorari this month.

ANNOUNCER WANTED

Draft exempt. Experience helpful but not essential. Give age, reference, draft status. Write: Radio Daily—Box AU

1501 Broadway New York City



Radio Is My Beat. . . !

● ● ● "Abie's Irish Rose" will celebrate its first anniversary on the air Jan. 23rd. Behind that factual statement is one of the strangest stories in show business. It's the story of a play authored by a young actress 23 years ago and panned so unmercifully by the B'way critics that wise-guys gave it only a few nights to run. Critics and wise-guys alike had to eat their words when "Abie" ran on B'way for five and a half years—was taken out by 16 different road companies—translated into five languages—performed in over six countries—witnessed by 50 million people—netted more than three million dollars in profits for author Anne Nichols—and finally was made into a Paramount picture. When Anne Nichols decided last year that the time was ripe for "Abie" to reach a new generation through the medium of radio, some of the critics again shook their heads, but this sidewise head-wagging took an up-and-down aspect when "Abie's" opening Crossley rating broke all existing records for half-hour shows on the air. Today it ranks with the first 20 programs of all night-time shows on the air and reaches more than 20 million persons every Saturday. Strange sidelight on "Abie" is that it has brought good luck to everybody who ever played it. George Brent went into the movies right after playing the role as did Wallace Ford. Buddy Rogers became a millionaire after playing "Abie" in the movie version. Russell Swan became a world-famous magician after making a London appearance in the show and Alan Reed, Ann Thomas, Menasha Skulnick and Anna Appel, currently appearing in the radio version, all landed B'way jobs this season.

★ ★ ★

● ● ● Heywood Broun's comment on the show was a classic. He was a play reviewer in those days and in his notice he penned that the show wouldn't last a week. After a week had elapsed, he wrote it wouldn't last a month. When a month had gone by, he said it wouldn't last six months. When the half-year mark had been reached, he gave up in disgust. His final prediction was that it wouldn't last forever!

★ ★ ★

● ● ● TICKER TAPE: Ted Collins had hoped to have Kate Smith say a few words from her bedside on her show tonight but she's too sick. . . Charlie Martin may take his Philip Morris Playhouse to Hollywood Feb. 5th for one airing with Henry Fonda, Maureen O'Hara and Thomas Mitchell in their latest Fox picture, "The Immortal Sergeant" . . . Jackson Beck won the announcing assignment on the new Benny Rubin show on CBS. . . Dodie Yates elected to the executive council of the Radio Directors' Guild. . . Dean Murphy, star of the Georgie Hale revue at the Versailles, will be Jack Eigen's guest this Sunday on WMCA. The Dean is also slated to step into the "Follies" . . . "Movie-Radio Guide" going monthly with the March issue.

★ ★ ★

● ● ● Martin Block taking his "Make-Believe-Ballroom" on a series of visits to defense units in the Met. area. . . "Ballroom," incidentally, gave an eye-opener to Doubleday, Doran's new spot series when a single announcement yesterday morning tied the switchboard up for over two hours answering calls on the book offer of two for \$1.39. . . Wilbur Evans, Blue Net's star baritone hops over to Mutual tomorrow night to appear on the "Bond Wagon" and sing Mrs. Frances Biddle's "Plain Chant for America" . . . Phil Lord's "Gangbusters" celebrates its 7th anniversary today. . . Good to see Ira Ashley back in harness again. Ira takes over the direction on "Stage Door Canteen" on the 28th. . . Carl Post has resigned from the Davis-Lieber office to join Dave Alber. . . Carleton Kadell the new announcer on "Ceiling Unlimited."

★ ★ ★

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

MID-CONTINENT PETROLEUM CORP., through R. J. Potts, Calkins & Holden, Kansas City, has signed for 52 weeks of "Newsroom Analysis" on WBBM three times weekly from 7:25-7:30 a.m. Program will feature Art Mercier.

George Watson yesterday began his 14th year on the air, his seventh at WBBM.

Betten Bender, WBBM mimeo clerk, makes his debut as producer-director with the Austin Theater Guild presentation of "The Taming of the Shrew" at the Kimball Building, today and tomorrow. Eleanor Klak, WBBM page, and Paul Michaels, also of mimeo department will have the leads.

Bruce MacDonald gets a new series of nightly news commentaries over WIND titled "Behind the Headlines," a show heard nightly at 5:15 p.m.

Life of the late Dr. George Washington Carver, Negro scientist, was dramatized on WGN in a special broadcast last night. Script was done by Henry Barbour and the production by Mary Afflick.

Henry King's orchestra is slated to succeed Dick Jurgens on WGN Mutual from the Aragon. Jurgens enters the service on Jan. 17.

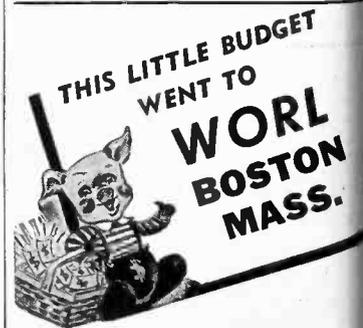
Claire Oldsen of the WGN program department, off to Los Angeles for a two-weeks' vacation.

Herb Foote, WBBM-CBS organist, will be heard on a series of organ recitals on WBBM under sponsorship of the Union Life Insurance Co., Mondays, Wednesdays and Fridays at 3:55 p.m.

"Convoy To Archangel" New Series On CBS Net

"Convoy to Archangel" is the first of the three program series, "An American in Russia," to be broadcast over the CBS network, Saturday, Jan. 16. Show will be aired at 6:15 to 6:45 p.m., EWT.

Program, produced by Norman Corwin and directed by Guy della Cioppa, dramatizes the trip of CBS Russian correspondent, Larry Lesueur, from Scotland to Archangel and then to Kuibyshev, with Lesueur acting as narrator. The show is an extension of the earlier international series, "An American in England."



Senate Investigators Hear Padway Criticize "Tactics" Used By NAB

(Continued from Page 1)

the ban imposed by the AFM on the making of recordings. Joseph A. Padway, AFL counsel and special counsel to the AFM for the recording fight, was on the stand yesterday, prepared to read a preliminary statement of 46 pages. He got through seven of them during the opening session, being stopped frequently for long sessions of questioning. Declaring that the attitude of musicians has been one of "live and let live," Padway charged, "that is only the approach of the corporations that have grown powerful and rich on 'canned music.' Instead of recognizing their debt to the live musician they have completely denied his plight and have shirked their plain responsibility to the public and economic problem of unemployment in their own industry."

Exonerates Networks

"They have preferred, rather, to take the power of the press and of the government agencies to their own great strength and to confuse a simple issue by an expensive—or, as I say cheap—campaign composed of personal abuse and false statements." Padway made it plain that he was not referring to the networks. "RCA can do more to settle this thing in an hour than NAB can do in a month," he said, charging RCA with "poisoning the issue." Offering a copy of the remarks of Samuel Rosenbaum concerning the AFM campaign, Padway told the subcommittee, "you will learn from this, if you read it, the fine technic of an advertiser organization which sets out to undermine a labor organization itself in order to defeat that organization's demands." He praised the "reasonable" stand of both RCA and Mark Woods, president of the NAB Network.

Questioned on AFL

Padway's biting references to what he termed the NAB "psychology of vilification and undermining," Senator Tobey to ask how much publicity organization the AFL demands. Padway told him the AFL publicity department consists of "Mr. Rosenbaum and seven associates," then he asked Tobey's question as to whether this was Jack Pearl. They called for the appearance of Samuel Rosenbaum to testify concerning his views about the NAB publicity campaign, remarking that if the campaign proves to be as Rosenbaum had described it, it and similar campaigns are "barnacles on the side of democracy."

Including letters from Vincent F. Ryan, director of press and radio in the Treasury Department's War Reliefs Division, and Lt. Col. E. M. Ryan, Army radio chief, thanking the AFM for cooperation in supplying music for government shows. Padway protested that "one of the unfair aspects of this entire controversy has been the attempt to

wrap it in the American flag and to question the patriotism of the American Federation of Musicians and its members. Their bitter resentment is quite justified, for they have proved beyond measure of doubt that they are as patriotic a group of Americans as can be found anywhere in the country. Our members are behind the war effort 100 per cent," he said.

Cites War Effort of AFM

This patriotism has been questioned by the NAB, Padway said, and "they wrapped it up in the flag." Presenting figures to prove the value of services donated to the war effort by AFM locals—he estimates it at 15 million dollars—he declared, "no action of the AFM has interfered in any way with the prosecution of the war and no action will be taken in the future which might possibly have such an effect. No single example of such interference with the war effort can be cited."

Again the effect of the ban on small stations was brought up by Senator McFarland of Arizona, who was assured by Padway that "we will not only protect the small station when it comes to settlement but there will be no demand for more money for musicians."

Later, in his prepared statement, Padway referred to the 1938 agreement between the AFM and independent broadcasters, stating that the agreement does not require the hiring of live musicians by any station whose gross sales do not exceed \$20,000 and that independents are required to spend for live music no more than five and one-half per cent of their gross income over \$20,000.

Says License Rules Violated

He then referred to the FCC (licensing policy), declaring that in a number of cases the Commission has indicated the desirability, from a public service viewpoint, of stations broadcasting a preponderance of live material. He took the Commission to task because, as Chairman James Lawrence Fly admitted during the September hearing, it has failed to insist that stations maintain the balance between live and transcribed material which their license applications say they will. "It is a strange situation," he said, "that the Commission should be so concerned about whether the radio stations make sufficient profits to enable them to hire musicians and at the same time completely ignored the violations by the stations of the Commission's regulations, at the cost of many jobs for musicians."

Bingham's Point Logical

Committee counsel Herbert C. Bingham brought up a point that had been whispered among spectators for three days. Since radio has actually created jobs for musicians where there were none before, he asked, is it the AFM position that radio should support musicians whom it has never employed. Padway replied that although it is true radio has made jobs

where they never existed, the very existence of radio has meant the loss of thousands of jobs throughout the country. Live musicians would be used far more extensively, he said, if there were no broadcasting of music.

He introduced into the record a letter from a band leader who wrote that he had been employed with his band by the owner of WLAB, Grand Rapids, Mich., playing both in a tavern owned by the broadcaster and over the air. He has been replaced by a jukebox, he wrote.

"Crocodile Tears," Says Padway

Padway accused the NAB of "crocodile tears" over the Interlachen School broadcast ban, and the general ban of amateur musicians from the air. Although he admitted that the situation was serious, he said it was merely being used as a "smoke screen" by the NAB. On the matter of small stations, although he agreed when Senator Clark reminded him that Petrillo had admitted Tuesday that "it's the little fellow who gets hurt," Padway declared that "all this hullabaloo about the injury to the little fellow is a smoke screen behind which the strong interests which control the music industry of this country are hiding. It is well known that the production and distribution of recorded music in this country is controlled by a handful of tremendously wealthy and powerful corporations." He went on to detail 1941 profits of NBC, CBS and MBS, also discussing the profits made from recordings by RCA, Columbia and Decca.

He then told the committee that although the AFM is willing to deal with recording companies and individual broadcasters who may be NAB members, "we can't deal with the NAB as an association unless they change their tactics."

Informed that Victor, Decca and Columbia have made no move to indicate that they desire to have representatives testify at the hearings, Padway complimented those companies on their wisdom. Senator Tobey said they'd be called anyhow.

Wider Investigation Possible

"The musicians do not want to fight for the sake of fighting," said Padway, in conclusion. Actually he did not read many passages from his statement because of the shortness of time, but the entire statement was entered into the record.

It is unlikely that there will be any more sessions of the investigations for at least two weeks. The committee will meet next Wednesday.

There is some chance that it will decide to hold off and see what comes of the settlement attempts Petrillo promised Wednesday, but Senator Tobey and one or two others, at least, may be expected to press for a full investigation into the entire system of recording and the disposition of record company receipts regardless of whether the AFM-industry negotiations are successful or not.

GUEST-ING

PAUL MUNI, on the Kate Smith program, today (WABC-CBS, 8 p.m.)

LT. BOB LAYHER, of the "Flying Tigers," and EVA BULKELEY, mother of Lt. Bulkeley who distinguished himself in the Philippines, on the "Scramble" show, today (WJZ-Blue Network, 7:05 p.m.)

ARLEEN WHELAN, on Stella Unger's "Your Hollywood Newsgirl," this afternoon (WJZ-Blue Network, 2:45 p.m.)

DAVID E. FINLEY, director of the National Gallery of Art, on the "Headlines from Washington" program, tomorrow (WNEW-ACN, 12:45 p.m.)

SIDNEY FIELDS, columnist on the New York "Mirror," on Frances Scott's "Let's Play Reporter," tomorrow (WEAF-NBC, 10:30 p.m.)

REP. WILL ROGERS, JR., of California, and REV. WALTER E. RUCH, of Clearfield, Pa., on "We the People," Sunday (WABC-CBS, 7:30 p.m.)

GEORGE JESSEL, on Fred Allen's "Texaco Star Theater," Sunday (WABC-CBS, 9:30 p.m.)



The 1943 RADIO ANNUAL

AGENCIES?
STATIONS?
CENSUS
DATA?

ALL THIS AND MORE
IN THE 1943 RADIO ANNUAL

NOW IN INTENSIVE PREPARATION
OUT SOON

Marketers Assn. Meet Told Time-Buyer Need

(Continued from Page 1)

and applications of radio market and audience research, and via cooperation, establish authenticity of studies. The advice was based on findings of his own recent research, which under the title "What Radio Time Buyers Want To Know," has just been released by the NAB, with which he formerly was associated in the capacity of consultant.

The shortcoming in today's methods, he explained, lies in lack of unanimity of definition. "We will have to establish fundamental concepts of what we are measuring and of their significance after we get them." To achieve this goal, he recommended that all current methods be applied under specific and controlled conditions, so that their process and worth in relation to each other might be ascertained to alight upon a standardization.

294 Executives Included

Hettinger's study, angled for station and not network time buyers, covered 209 advertising agency radio executives representing 194 agencies, and 85 radio advertising executives among large spot advertisers. Four major items of interest to such time buyers are in their order of rank: 1—station popularity; 2—program audiences; 3—station coverage and listening area; 4—programs before and after the spot considered. No one item was in itself complete, and often the rank would shift, he said. The average station audience was generally preferred over the habitual audience type of study. Among the three major methods of research used today, the telephone coincidental received the highest score, but the audiometer came in a close second with indications that it held out good promise for the future.

Sizeable majority of those queried agreed that the radio research methods and studies were far inferior, for lack of standardization, to research in other media.

Coast-to-Coast

A DIGEST of war news as seen from a newspaper's City Desk point of view is furnished Central New England listeners in a program recently introduced on W1XTG, FM station of WTAG, Worcester. Commentator is Ayton F. Smith, news editor of the Worcester "Evening Gazette," who analyzes facts "Behind the War News" in a 15-minute program Tuesdays and Thursdays from 9:30-6:45 p.m. Smith, who has been in the newspaper field for 25 years, joined the "Gazette" in 1922 as assistant city editor. He took over his present duties as news editor in 1936.

Morton Friedman and Mildred Kaufman, radio writers, have just been informed that their original dramatic play, "Sing a Song of Superman," first presented on the Blue Theater over the Blue Network last summer, has been rebroadcast 38 different times to this country and abroad by the Office of War Information.

Of the 422 former employees of the Columbia Broadcasting System now serving in all branches of the armed forces, 95 are from the KNX-CBS division in Hollywood. According to Frances Farmer Wilder, Director of Education at KNX, letters received here show that the former radiomen are fighting on practically every battle front of the war.

A program especially designed for women, will be broadcast three times weekly by Judy Foote, over WSRR, Stamford. Judy, a dramatic and music star, will feature musical interviews and style notes. The program will be heard Tuesdays and Thursdays at 11:30 a.m. and Sunday afternoons at 1:00 p.m.

The Pantaze Drug Stores have inaugurated fifteen 3-minute newscasts daily over WHBQ, Memphis, of dispatches from The AP radio news wire. Pantaze is a subsidiary of Plough, Inc., and operates three stores in Memphis. Deal was arranged by E. A. Albury, station manager, and Louis Heyden, president of Pantaze.

WLIB, Brooklyn, has scheduled a forum program for next Sunday at 3:15-3:45 p.m. during which time four members of the staff of "PM," New York newspaper, will discuss the topic, "What About Rationing?" Participating in the broadcast will be Martha Alekovsky, consumer editor; Elizabeth Dryden, food editor, and Beatrice Mink and Freda Stern of the "PM" consumer shopping staff.

WINX, Washington, D. C., has signed a thirteen week contract with Espa Rub. This is the first time that the Vinnary Company of Orange, New Jersey, makers of Espa Rub, have used radio advertising.

The personnel at WHEB, Portsmouth, N. H., is undergoing some wholesale changes of late. Mrs. Edward Violet is

replacing Mona Nason in the business office. Julia Hill, formerly of the continuity department has been promoted to the bookkeeping department replacing Alice Marr, who resigned to join the local OPA. Rosemary Bolles, a radio newcomer joins the continuity department, and Brenda Caswell, also a newcomer has been added to the sales department. In the engineering department, Elvy C. Scull, formerly of the merchant marine, takes over a part time job, replacing Fred Lines, now on half-time duty.

As an added feature to his morning "Jamboree" programs (6 to 6:45 a.m.) Al Taylor, WCAU, Philadelphia, announcer and newscaster salutes service men from this area who have won promotions in the various camps and bases of the Nation. On a special broadcast last Saturday night, Taylor Grant, news and sportscaster presented a parade of sporting world headlines. Speakers on his program included Marine Corporal Tommy Loughran, one-time light heavyweight champ; John Lobert, manager of the Phillies and Don Donaphey, sports expert on the Philadelphia "Evening Bulletin."

Last week, time salesman Robert M. Scholle was named sales manager of WLIB, Brooklyn, N. Y.

This is kind of tricky but it is being done. One of Virginia's Tri-City stations' newscasters claims the distinction of doing two different fifteen-minute daily newscasts within the same half hour for two different sponsors in two different cities, on two different stations. And if that's hard to take here is the scheduled itinerary. At 7:45 a.m. he does a fifteen-minute newscast for WBTM, Danville, and after a forty-second pause, does the second quarter-hour newscast for another sponsor at the key station, WLVA, Lynchburg.

WMAL, Washington, D. C., has received widespread commendation on its novel Christmas and New Year's Greetings to radio executives of local advertising agencies. Personal messages from nationally known news commentators heard over WMAL either locally or through the Blue Network, as well as messages from station executives were transcribed and sent to the agency representatives. Among the network "names" who joined in the greetings were Raymond Gram Swing, Lowell Thomas, Earl Godwin, Baukhage, Drew Pearson, John Gunther, Ernest K. Lindley, William Hillman, John Vandercook, Roy Porter, Edward Tomlinson and Hugh James.

WELI, New Haven, announces, that the Winchester Repeating Arms Company "Variety Hour" broadcast time has been changed from Tuesday to Thursday night, 7:30-8:00, effective Jan. 21. The program which is written, produced and staged by Winchester workers is now in its third cycle of a thirteen weeks' series.

Cox Asks Impeachment Of 'Unnamed Officials'

(Continued from Page 1)

ences," he told the reporters present. Cox's outburst followed a statement by Marcus Cohn, FCC attorney hadling the Commission's inquiry into the facts concerning WALB, Albany, Ga., seeking license renewal, a construction permit and assignment license from the Albany Herald Publishing Co. to the Albany Herald Broadcasting Co.

As the morning session of the hearing got under way Cohn replied at length to charges made Wednesday by the Albany attorney, DeLaney Allen, counsel for WALB, that the Commission was holding the inquiry not in the public interest but simply to "get something on Cox." Allen charged that the hearing was ordered merely to "smear" the Georgia legislator and try to block his resolution to investigate the FCC.

Former Resolution Died

Allen apparently referred to the resolution Cox had entered in the last Congress for such an investigation. This resolution died in the Rules Committee, and was re-entered last week.

Cohn denounced Allen's statement as composed of "unsupported innuendos and insinuations." The facts, he said, that the investigation was ordered as a result of the testimony given before the Commission a year ago by William K. Jenkins and Arthur Lucas in the course of the renewal hearing for WGST, Atlanta. Jenkins and Lucas, who own stations and numerous theaters in Georgia, testified then that they own stock in WALB. This was not shown in the FCC records, and an inquiry to the station brought a reply that Jenkins and Lucas owned no stock in the station, but did own stock in the Albany Herald Broadcasting Co., which was not then the licensee.

Investigation was ordered of other stations in which Jenkins and Lucas said they own stock, Cohn declared, and investigators then went to Albany. Cohn did not say, but it appears that the Commission believed that the Albany Herald Broadcasting Co. actually was operating the station, although no request had been received for assignment of license.

Cox Not Present at Hearing

Cox did not show up at the hearing yesterday, but there is a possibility that he may today. Whether or not he does, it seems certain that the whole matter of his alleged receiving of fees from the station's services rendered here will come up. It is reported that Cohn will offer evidence in an attempt to prove that Cox received a check for \$2,500 from WALB, deposited it and then wrote another check for a similar amount which was sent to the station for which Cox received 25 shares of stock. Cox has insisted that he returned the check without depositing it, and several witnesses have stated at the hearing this week that he not accept the check.

1943 BIRTHDAYS

January 15

Charles Berry H. S. Goodman
Alvin Robinson Thomas B. Smith
Kathleen Wilson Allie Wrubel

Helen Yorke

January 16

John B. Kennedy Joe McMichael
Ethel Merman Lt. Irving Mills
Albert Morgan Babs Ryan
Charles Stark Mildred Terriss

January 17

Halsey Barrett Irving Brecher
Dave Carpenter H. A. Cluck
Minetta Ellen Frank Foster
Warren Hull Fay Schulman

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

DL. 22, NO. 11

NEW YORK, N. Y., MONDAY, JANUARY 18, 1943

TEN CENTS

Set Up New AFRA Scale

NAB Protests To OPA Amendment Gas Rationing

Washington Bureau, RADIO DAILY
Washington—Charging that it is unduly restrictive and a serious impediment to the effective use of radio wartime, NAB President Neville Miller has protested to Leon Henderson, OPA Administrator, Amendment 8 to the gas rationing regulations. His amendment denies preferred privilege to radio workers other than engineers and technicians employed at stations whose transmitters are not located, barring preference for engineers on temporary locations.

(Continued on Page 2)

Junior Miss—Red Skelton Win Poll Of Young Girls

Junior Miss' as a program, and Red Skelton as a radio performer, topped ballots in their respective classification in a poll just conducted by the magazine "Calling All Girls" which is published by Parents' Magazine Press, a division of Parents' Institute Inc. "Junior Miss" was a CBS commercial starring Shirley Temple. The poll analyzed 3,000 votes from a total of 5,789. Eighty-five and one-

(Continued on Page 6)

Tollinger Succeeds Bunker In Coast Production Post

West Coast Bureau, RADIO DAILY
Hollywood—Ned Tollinger, NBC production director of the Bob Hope and Rudy Vallee programs, has been named production manager of the NBC Western Division. He succeeds Walter Bunker, Jr., who resigned to become producer of the Jack Benny

(Continued on Page 8)

Fidelity

New Haven, Conn.—In redecorating its studios and offices, WELI of this city has displayed allegiance to its network affiliations. Outlet, which is a member of both the Blue Network and the Atlantic Coast Network, has employed color schemes of both webs, in addition to erecting display panels on the side walls for pictures of the networks' stars and personalities.

Takes 'Em Literally

Hollywood—American soldiers just don't forget civilian habits, such as sending in box tops for radio prizes. On a "Command Performance" broadcast, soldiers were requested to send in the top of a Nazi Stuka. Recently producer, Glen Wheaton, received a chunk of metal from Africa. It was from a soldier who sent in a piece of a newly shot down Stuka in exchange for a Ginny Simms' song.

Food-Beverages Lead CBS Industry-Clients

Gross revenue of CBS for 1942 which totaled \$45,593,125 and compares to \$44,584,378 for the year 1941, reveals Young & Rubicam, Inc. heading the list of agency billings with \$5,674,501. Lever Bros. Co. was the largest single client on the network, this account leading the list of ad-

(Continued on Page 7)

FCC Preparing Evidence To Use In WALB Hearing

Washington Bureau, RADIO DAILY
Washington—While Rep. Eugene E. Cox charged that the FCC was trying to "frame" him in order to block his resolution for an investigation of that agency, Commission Attorney Marcus Cohn continued to turn up evidence of Cox's interest in WALB, Albany, Ga. It appeared Friday that Marcus was building up to a dramatic point where he would present the

(Continued on Page 8)

★ THE WEEK IN RADIO ★

... Senate's AFM Hearing

By BOB LITZBERG

POSSIBILITY of a showdown in the AFM recording ban was indicated last week during the three-day hearings of Senate Interstate Commerce subcommittee. Chief witness, AFM president, James C. Petrillo, stuck to his guns all through the questioning, stating that the reason for the ban was to obtain more work for his musician-members; situation seemed brighter, however, when in response to one of numerous questions as to what Petrillo wanted the

AFM prexy said: "We are now ready to make demands, and hope to clear up the situation as soon as possible." Petrillo did not make an appearance during the third day of the hearings as he returned to Chicago to make plans for a meeting of his executive board on February 1, and also to appear at the re-opening of the government's anti-trust suit in Chicago today. Third day's testimony was devoted to a prepared statement by

(Continued on Page 3)

Basic Sustaining Pacts In Final Form As Okayed By The Major Networks; Goes To WLB For Approval

Big V-Mail Campaign On All Outlets-Webs

In an all-out drive to promote wider usage of V-Mail for corresponding with members of armed forces overseas, a special three-week campaign sponsored by the United States government will be inaugurated next Monday. The major part of the drive will be conducted by radio with 67 leading network shows

(Continued on Page 3)

Three New Spot Accts Planning Drives On WJZ

Expanding its use of radio advertising, Minwax Company, New York, will launch a campaign for Preen floor wax on WJZ Wednesday, Feb. 10. The campaign will consist of one participation weekly in the "Woman of Tomorrow" featuring Nancy Booth Craig, a program aired Monday

(Continued on Page 7)

Wright Program Manager Of NBC Eastern Division

Appointment of Wynn Wright as Eastern Division program manager of NBC was announced Friday by C. L. Menser, vice-president in charge

(Continued on Page 8)

New AFRA minimum basic sustaining contracts which provide for an average increase of ten per cent and which cover the major production centers of New York, Chicago and the Pacific Coast are in final form, as shown on next page. These are the forms which will be submitted to the WLB later in the week. A few contracts have yet to obtain the actual signatures of the network execs, but the delay is caused simply by organizational procedure. Outstanding only are the NBC network and individual station contracts, and a CBS sound effects contract in Chicago. These

(Continued on Page 2)

N. Y. Sat. Listeners Averaged At 18.2%

Between 12 noon and 6 p.m. Saturday afternoons, approximately 18.2 per cent of set owners in the New York metropolitan area listened in during October, November, December and January, according to a survey by the Pulse of New York Inc.,

(Continued on Page 3)

MBS Dines Frank Cuhel, Australian Correspondent

Mutual and WOR threw a luncheon Friday for Frank J. Cuhel, returned MBS foreign correspondent who arrived recently from Australia. Luncheon, incidentally, marked the first appearance before the press of

(Continued on Page 3)

Old Reliable

Los Angeles—Silence is not always golden. During a recent selection of participants for the "Double or Nothing" program, emcee Walter Compton, of KHJ-Don Lee Mutual, picked a soldier from Texas who talked incessantly during the interview. But when it came time for his ad libbing he just stared at the mike. After a plea by Compton the Texan spied, "Hello, mom."

RADIO DAILY



Vol. 22, No. 11 Mon., Jan. 18, 1943 Price 10 Cts.

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

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

FINANCIAL

(January 15)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Lists various stocks like Am. Tel. & Tel., CBS A, RCA Common, etc.

OVER THE COUNTER

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

NAB Protests To OPA Anent Gas Rationing

(Continued from Page 1) a fact which makes attendance difficult at many Army shows.

"For some time prior to Pearl Harbor," Miller pointed out, "and ever since then, the War Department has been actively interested for reasons of morale in the broadcasting of shows from Army camps, maneuvers in the field and other such remote pickups which can only be done through the use of temporary installations."

New AFRA Sustaining Scales Ready For WLB Presentation

(Continued from Page 1)

will be signed in another day or so. Already in the bag are network basic sustaining agreements, covering actors and singers, with CBS, the Blue and WOR, representing Mutual in New York. The Don Lee and WGN (Chicago) papers are in transit; Signatured also are WABC, New York, announcer and sound effects contracts; staff announcers at KNX, Los Angeles (CBS); announcers on the Blue's New York, Chicago and Los Angeles outlets, and WINX Washington, D. C. The latter, in fact, has already been submitted to the WLB for approval.

In addition to the rates herein charted, there were many individual changes. Overtime rehearsal is now \$4.40 instead of \$4.00 per hour on programs of 16 to 30 minutes, and on pro-

grams of 31 to 60 minutes. Group standby rates were increased from \$11 per broadcast to \$12 for New York and national network; from \$8.50 to \$9.50 for Chicago and regional network, and from \$6 to \$6.50 for Los Angeles and San Francisco local and regional network.

Singers engaged on the weekly basis received increases from \$70 to \$77 per week in New York; from \$50 plus an additional \$3.25 for each national network broadcast to \$55 plus \$3.70 for Chicago; from \$45 plus \$4.15 for each national network broadcast to \$49.50 plus \$4.55 for the Coast.

All staff artists presently employed are to receive an increase computed on the basis of ten per cent of the applicable minimum rate under which they are employed.

COMING and GOING

STIRLING FISHER, director of the NBC University of the Air, back from Washington, where he was in consultation with officials of the State Department.

CARL J. BURKLAND, general manager of WJSV, Washington, D. C., was in town on Friday for conferences at the headquarters of CBS.

GEORGE W. DOWDY, president of WAYS, Charlotte, is here from North Carolina for a short visit on station and network business.

E. S. WHITLOCK, station manager of WRNL, Richmond, Va., left for the South Friday evening after having been here most of last week.

ARCH OBOLER, of the "Lights Out" show on CBS, who has been in Hollywood for some time, returns today to New York, from where he will broadcast the next three programs.

DAVID H. ROSENBLUM, owner and general manager of WISR, Butler, Pa., to New York on business. LEON BERNARD, business manager of the station, is in Pittsburgh for the same purpose.

BASIC MINIMUM SUSTAINING AGREEMENT

Large table with columns for NEW YORK, CHICAGO, LOS ANGELES and rows for ACTORS, SINGERS, and various voice group categories (2-4, 5-8, 9+ voices) with sub-headers like 'Soloists' and 'Group Singers'. Each row contains rates for different program durations and rehearsal times.

*This \$21.00 fee is minimum compensation for the program and not more than 2 hours of rehearsal; and in addition to this \$21.00 fee, the Company agrees to pay at the rate of \$2.00 per hour, for each hour of rehearsal in excess of 2 hours.

WPEN Philadelphia logo with text 'THE PROOF IS IN THE LISTENING', '5000 WATTS • 950 ON THE DIAL', and 'Affiliated Station of the Atlantic Coast Network'.

Y. Sat. Listeners Averaged At 18.2%

(Continued from Page 1)

Survey covering one Saturday each month by the personal house-to-house interview, via the roster and coincidental methods. Average figures in chart below show listening during each quarter hour. Breakdown includes also number of listeners per sex classifications, and age of listeners.

Average Quarter Hour Rating	18.2%
Number of Listeners per Set	1.5
Sex of Listeners: Men	40%
Women	60%
Age of Listeners: Under 20	13.4%
20-29	17.4%
30-44	37.8%
45 and over	31.4%

CBS Dines Frank Cuhel, Australian Correspondent

(Continued from Page 1)

Mutual's first paid president, Miller Clintock who presided at the luncheon. Other Mutual and WOR officials present included Theodore Seibert, Fred Weber, Bob Schmid, Ralph Oppinger, Lester Gottlieb, Dick Pack and others. Also present David H. Bailey, director of the Australian News and Information Bureau in the U. S.

Cuhel, a native of Iowa who has been interested in various commercial enterprises in the Orient and Pacific Islands, succeeded Elizabeth Wynne at Batavia as Mutual's correspondent there, subsequently seeing plenty of action not to mention his share with others to Australia. Cuhel gave a comprehensive picture of the Australian situation as it pertains to the war, politics and the civilian attitude, etc., revealing many interesting facts and sidelights. Queried as to the reception to OWI programs and propaganda, Cuhel said it is highly welcomed as a change from the former Axis fare which had been flooding the East Indies and Australia as well. Not that Axis propaganda ever had a welcome in Australia, he added.

AMP Definitely Claims "Estrellita" Copyright

Assuance of a new arrangement in the tempo of the Mexican love song, "Estrellita" this week by the Associated Music Publishers, in a notice sent to its licensees will probably write finis to the question of copyright ownership of this number. Many editions, some authenticated and others allegedly pirated, have been on the market for the past decade or so, with more than one publisher claiming ownership at the same time. Copyright Division of AMP, in announcing its new arrangement, reiterated copyright control over the song. Original copyright was secured by M. Ponce in 1914, and in 1929, it was assigned to AMP. AMP's renewal for the copyright for the second period began in February 1942, when again the composer resigned the rights to AMP. Song has often been held to be in public domain by users in and out of radio.

★ THE WEEK IN RADIO ★

... Senate's AFM Hearing

(Continued from Page 1)

Joseph A. Padway, AFM counsel, who charged that the NAB was conducting a "cheap campaign composed of personal abuse and false issues." Last week's investigation closed with a possibility that the subcommittee may call upon the National Association of Broadcasters for an explanation of its activities.

As a result of the recent blessing given by OPA chief, Leon Henderson, to increased commodity advertising, broadcasters, especially the smaller independent operators, were looking forward to further radio appropriations from advertisers. Plan, which is expected to receive the approval of the Federal Reserve Board, calls for the sale by dealers and commodity salesmen of federal certificates for redemption as soon as production of civilian goods gets into full swing after the war... The NAB and the National Retail Dry Goods Association are cooperating in an effort to forestall the extension of a recent policy of New York City newspapers of invoking national advertising rates when retailers make incidental reference to their own radio programs in newspaper advertising; a questionnaire is being sent out to obtain a consensus opinion, which will be used to block further action... The American Federation of Radio Artists put into effect last week its regulation eliminating the extra five per cent and limiting all commissions to 10 per cent; union also announced the signing of two more stations to the union contract... Mutual Broadcasting System revealed a new high in yearly billings for 1942 amounting to a 31.9 per cent increase... Rockefeller committee in collaboration with CBS and NBC announced elaborate plans for observing the anniversary of the Third Meeting of Foreign Ministers of American Republics... A new department of Program and Music Relations under the direction of Roy Harlow was set up BMI.

Washington activity: The FCC urged that broadcasters return the special questionnaire sent out last month to provide estimates of their operating profits and losses for 1942; the WPB issued a list of five rules for the conservation of batteries to be observed by the owners of battery receiving sets; FCC Chairman Fly commented on the receipt of an extraordinary number of complaints received by the Commission in recent weeks about the alleged vulgarity and profanity on the air; Representative

Wedding Bells

Chicago—Credit Dan Cupid with a busy week here. Dorothy Bowser, file clerk at NBC, has been married to Corp. Leslie Johns of the U. S. Marine Corps, while the Free & Peters office announces that Carmella Blando and James V. Masi have been married. nounced their engagement.

At the Sonovox office it is learned that Florence Hagenah and Lt. Edgar G. Corry, Jr., of the U. S. Navy, will be married Feb. 12, and that Jane Klimmeck and Lt. Cyrus B. Will, of the U. S. Signal Corps, have an-

Eugene T. Cox of Georgia demanded impeachment proceedings against unnamed government officials, coinciding with FCC hearings on the renewal of the license of WALB, Albany, Ga.

Following President Roosevelt's statements that he had in mind expansion of the \$25,000 salary ceiling to include income from all sources as well as from salary, broadcasting interests, including representatives of theatrical unions, announced intentions of going to Washington to obtain a standardized clarification of the stabilization regulations... The new N. Y. State Legislature has before it several bills of interest to broadcasters, it was learned last week... Co-operative League of the U. S. A. announced the placing of a new radio series on 30 stations beginning February 14... WEAFL, NBC outlet in New York City, announced an expansion of promotion activities and additions in the station's personnel, with the object of developing a well-defined local identity... The first 1943 American Marketing Association meeting was addressed by Dr. W. R. G. Baker of the General Electric Co. and Dr. H. S. Hettinger, research authority.

Big V-Mail Campaign On All Outlets-Webs

(Continued from Page 1)

slated to mention V-Mail and its advantages. In addition, an estimated 900 local stations will broadcast three daily V-Mail spots over a three-week period ending February 14.

Merchants will tie-in with local store promotions, and newspaper ads in addition to local radio publicity. In this connection Seymour Morris, director of Radio Allocation, OWI, has appointed Stanley L. Wessel as the head of a merchandising committee to supervise distribution and promotion of V-Mail nationally.

One purpose of the campaign is to emphasize the recent government ruling that airmail stamps on overseas letters will be disregarded from the point of embarkation—unless the letters are on V-Mail forms. Although more than 15,000,000 letters have already been delivered in V-Mail form, it is estimated that less than half the relatives and friends of men overseas are familiar with this medium.

Stork News

A son was born to Mr. and Mrs. Nick Cosentino in New York January 14. Father is a singer, now with WOV. Had been with Major Bowes' "Capitol Family Hour" for 12 years.

The Guiding LIGHT

Cloudy Weather it is the Beacon that Guides.

In business it is intelligence that guides safely through clouded situations

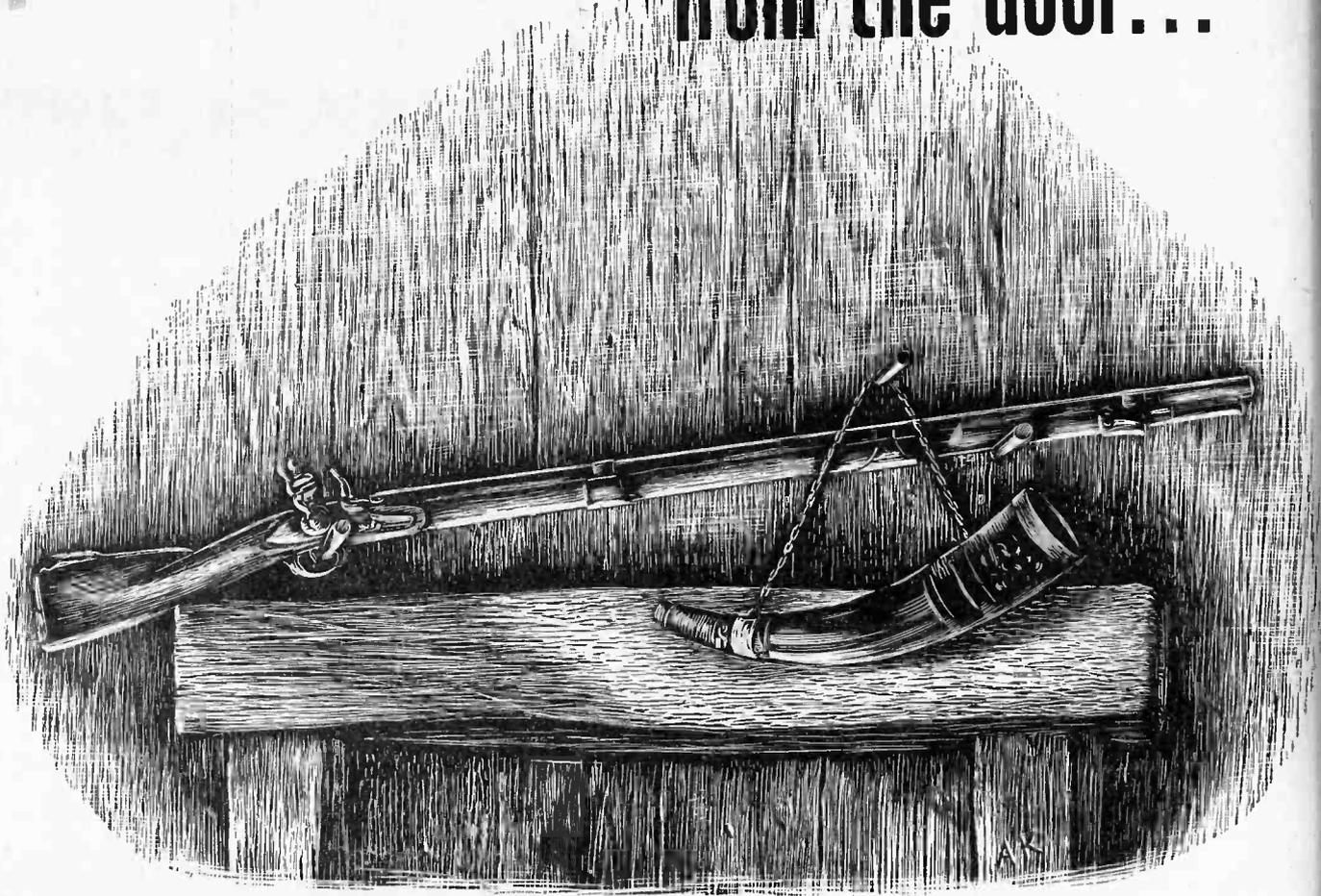
WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT
SAN FRANCISCO • HOLLYWOOD

intelligent

the musket came down from the door...



Over the door of every radio station in America, there hung, on December 7, 1941, a symbolic and invisible musket—in the traditional American manner.

December 7, 1941, without panic or flourishes from the brass section, every station in the United States yanked down the musket, grabbed powder-horn, shot, ramrod and flint, and went to work.

1. January 6, 1943, Variety announced, after a year of searching analysis of all individual station enterprise throughout the nation seven special awards to local stations, "for outstanding Wartime Service." Five are CBS stations: KMBC Kansas City, Mo. • KOIN Portland, Ore. • WBT Charlotte, N. C. • WHP Harrisburg, Pa. • WJR Detroit, Mich.

2. And Variety made special awards for *distinctive merit in some field of war endeavor* and two of these went to: WBT Charlotte, N. C. "for fostering racial good-will and understanding." • WRVA Richmond, Va. "for contributions of military-civilian understanding."

3. And Variety chose, from the ranks of the great civilian-technician army of individuals working within the hundreds of local stations throughout the United States, nine for individual citation—that is, gave them "sharpshooter medals" for rare marksmanship with the musket.

Five of them were marksmen in Columbia Broadcasting System's stations:



Irving Abeloff WRVA

Grady Cole WBT

Gene Dennis KMBC

*Clare Hays KOIN

Dick Redmond WHP

4. And Variety commended especially for "good ideas" applied to the victory effort: WCKY Cincinnati, Ohio • WBBM Chicago, Ill.

CBS stands at salute to these stations and individuals, congratulates them.

The awards simply sharpen the fact that throughout the CBS Network, there is not only singleness of purpose, but a keen eye on the target of victory, and unrelenting readiness and resourcefulness.

THE COLUMBIA BROADCASTING SYSTEM



*Someday we hope Clare will meet Jr. Lieut. Lindmila Pavlichenko of the Russian Army.

Los Angeles

By JAC WILLEN

TICKET for admission to a special Kay Kyser "College of Musical Knowledge" program from Tucson, Arizona, last week was a receipt of the purchase of a War Bond during the day on which the broadcast was heard.

Employees of General Foods who are members of classes in radio instruction are using a transcription of Dick Joy's Nelson Eddy show commercials as an example of good announcing diction.

"Bill's Beanery," new KECA 10:30 a.m., PWT, very-much-alive-show, is doing a click with before noon dialers. Format of the show offers fun, frolic, songs and good-down-to-earth laughs.

Dinah Shore, Blue Network warbler, sang her songs in Spanish and Portuguese last week—for shortwave airings to the South American countries. The special government programs were for the advancement of Inter-American Relations.

The OWI's local transcription plan now being set up here by George Zachary, chief of the program service for the government agency, with Carleton E. Morse, Carroll Carroll, Don Quinn and others set to provide scriptings for "real" messages, should provide some of the cleverest and easiest messages to fit into any broadcasters problems of handling government messages.

Bert "Mad Russian" Gordon got one of the biggest laughs of his radio career on the Eddie Cantor "Time To Smile" broadcast, when he came out onto the stage dressed in a flaming red "Aunt Jemima" dress, with a kerchief over his unruly mop of hair.

"Hollywood Showcase," starring Mary Astor, which has been on the air continuously for the last 112 weeks over KNX, has been purchased by Ben Hur Coffee through the Barton A. Stebbins Agency.

All-Canada Radio Facilities, Toronto, has bought the 39-episode transcribed serial, "White Eagles," from R. U. MacIntosh, North Hollywood, through the Ralph L. Power Agency for rights in the Dominion and Newfoundland.

"Junior Miss"-Red Skelton Win Poll Of Young Girls

(Continued from Page 1)

tenth per cent of the ballots were from girls between the ages of 12 and 16. Age group of 7-11 accounted for 11.8 per cent; 17-22 for 2.1 per cent; no age given, 1.0 per cent.

First five among favorite radio programs received 40 per cent of the votes as follows: "Junior Miss," 338 ballots; "Lux Theater," 239; "Maudie's Diary" 217; "Hit Parade" 213; "Red Skelton" 200.

Red Skelton, as an individual, pulled 18.8 per cent of the votes for a favorite radio star. He was followed by Bob Hope, Shirley Temple, Jack Benny and Ezra Stone.

Magazine sponsoring the poll, is a monthly, ten cent seller.



A Reporter's Report Card. . .!

● ● ● ELMER DAVIS: Is the OWI getting ready to crack down on Broadway columnists and tell them to resume covering Broadway instead of acting as "clearing houses" for government and war information? . . .

ARTHUR HAYS SULZBERGER: Your N.Y. "Times" is the only newspaper in the country to have a four-man staff to take care of a Sunday radio page and daily radio listings. . . FRED WARING: The prediction is that your show will reach a new quarter-hour Crossley high now that dialers won't have to divide their listening between you and Amos 'n' Andy after next month. . . LEE SHUBERT: John Murray Anderson's nickname for Harry Kaufman is "Cry Havoc" . . . PHIL CARLIN: Your new "Horror, Inc." show is the talk of the industry. Eva LeGallienne has one of the finest voices we've ever heard in radio. . . RADIO ROW: Metropolitan radio has promised to raise \$1,000 for the Boy Scout Campaign—a highly worthwhile cause when you consider what they do with the youth in Axis countries. Checks should be sent in to Mark Woods at the Blue Network made payable to Boy Scouts of America. . . JACK LAIT: Your son, George, is making quite a name for himself as a war correspondent. . . CORNELIA OTIS SKINNER: Is your book, "When Hearts Were Young and Gay," being serialized for radio?

● ● ● OPA: Network sales departments are looking for "non-priority" sponsors who will stay on the air—and they're scarcer than German victories in Russia. A survey is now being compiled to show how many radio programs come under the "institutional" heading. . . RICHARD DAVIS: Your new mag, "Tune In," which is due out this week, is the first non-trade radio publication to give broadcasting a degree of dignity. It has a completely new radio mag. format. . . MARINE PVT. PAUL MILLS: Your poem, "What Makes A Marine," which you sent in from "Somewhere in the Pacific," was read over WAAT yesterday by Pvt. Larry McGrath, of Ft. Monmouth. It's considered one of the finest soldier poems to come out of this war and one of radio's leading conductors is writing original music for it. . . MARY MARGARET McBRIDE: One of the largest insurance firms in the country nominated you as the nation's outstanding sales person and has recommended your methods of selling to their sales staff. . . WM. H. WEINTRAUB: The boys are still talking about the re-vamped Cresta Blanca "Carnival" setup last week—a honey of a show. . . VICK KNIGHT: Understand you turned down a producer's post with Metro so as not to break faith with Ginny Simms, for whom you built up the Tuesday night "Johnny Presents" show into a terrific draw.

● ● ● KATE SMITH: We're all rooting for a speedy recovery. Incidentally, we hear you're getting along so well you may return to the air Friday night. . . PRESS PHOTOGRAPHERS' ASSN.: Your ranks will be further depleted when several of the boys on N.Y. dailies accept commissions in the armed forces. . . ZAC FREEDMAN: You can expect an okay on your RKO deal this week. . . ED GARDNER: The talk around town is that you are seeking a B'way play for Shirley Booth. How's about reviving that old comedy, "Every Thursday," which had all too short a run, with Shirley taking over the Queenie Smith role? . . . ABBOTT & COSTELLO: Bob Burns has won your scripster, Howard Davis, over to his desk. . . PAUL LAVALLE: Song Hits mag. will present you with the annual Award of Merit tonight on "Basin St." . . ALFRED HITCHCOCK: Virginia Bruce and Chester Morris will be co-starred in "Mr. and Mrs. Smith on the CBS Playhouse this Friday. . . PHIL BAKER: Martin Strauss, your Eversharp sponsor, is a mighty happy gent over your Crossley and Hooper ratings on "Take It Or Leave It."

● ● ● MEL NOE, of the KNX, Los Angeles, engineering staff has been commissioned a lieutenant (j. g.) in the Navy and reports for active duty in New York Jan. 28.

● ● ● HAL MOORE, organist and music director for WSPA, Spartanburg, S. C., for nine years, was inducted in the army the day before Christmas and is now stationed at Fort Jackson, S. C.

● ● ● ARDEN E. SWISHER, merchandising manager of WNAX, Sioux Falls, Yankton, has been commissioned ensign in the U. S. N. R. He reports Jan. 1 to Cornell University for month's indoctrination training. Two brothers, HAROLD AND GERALD BURT, and two-fifths of the "Big Kids," novelty act reported to the Navy Dec. 29.

● ● ● FRANK L. SHEEHAN, JR., account executive for KOMO-KJR, Seattle, has enlisted in the Navy as a petty officer, first class. . . SPENCER C. GREEN, publicity director, has accepted an appointment as lieutenant (j. g.) in the aviation branch of the U. S. Naval Reserve. He will report for five weeks of training at Ohio State University. . . CHARLES BRAS, traffic manager, has been inducted into the Army and will train at Fort Lewis, Washington.

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—Remember Pearl Harbor—

To the Colors!

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Test Show Gets Sponsor For Blind KGO Artist

San Francisco—A test program, during which blind pianist-singer Glen Hurlburt drew more than 400 packages to be distributed to servicemen, resulted in sale of the show on a 13-week basis to Kilpatrick Baker by KGO, local blue network outlet. Hurlburt's sustainer also drew more than 40 inquiries per day for a sandwich spread recipe folder, using one one announcement daily. Sale of the program to the bakery was placed through the Emil Reinhardt Agency of Oakland. Hurlburt, who began his career as an accordionist, also appears once weekly with Dorothy Lee "Readin', Writin' and Rhythm."

"The Answer Man" Renewed

John F. Trommer Inc. has renewed its WOR program, "The Answer Man" for another 13 weeks, and has extended coverage to New England, WBZ, Boston, and WBZA, Springfield, Mass. Show airs Tuesday and Thursday, 7:45 p.m., on the New York station, and Wednesdays and Fridays at 6:15 p.m., over the other two stations. Account is serviced by the Federal Advertising Agency.

"Kibitzers" To WJZ

The radio team of Toby David and Larry Marino, known to the trade as the "Kibitzers" have left WMA Washington, D. C., to join WJZ, N. J. They will be heard from 8:00 to 8:30 a.m. Monday through Saturday and will broadcast on the Blue Network "Three R's" program during the week.

Food-Beverages Lead CBS Industry-Clients

(Continued from Page 1)
 Clients with gross billing of \$2,350,000 and Food Beverages as an industry were the largest buyers of advertising on CBS with a grand total of \$887,697 in gross billings. Drug and Toilet Goods was next with a total expenditure of \$10,301,665. Other agencies ran over the \$1,000,000 mark in billings while 12 advertisers passed the \$1,000,000 mark in their respective billings. The classification of agency, client and industry billings is listed below and columns two and three on this page. Agency list, immediately below, shows Young & Rubicam and Ruthrauff & Ryan holding commanding positions over other of the country's leading advertising organizations.

Advertising Agencies CBS Gross Billings 1942

Agency	Gross Billings
Young & Rubicam, Inc.	\$ 5,674,501
Ruthrauff & Ryan, Inc.	5,101,813
Alter Thompson Co.	3,206,386
McClellan-Sample-Hummert	3,202,741
Wheeler Co.	2,126,578
Blow Co., Inc.	1,950,838
London Advertising, Inc.	1,881,107
W. & Thomas	1,813,486
Mar Meyerhoff & Co.	1,801,957
Wam Esty & Co., Inc.	1,779,100
Levin & Bowles, Inc.	1,597,846
Bates, Inc.	1,541,183
McCall-Emmett Co.	1,472,639
Levin-Erickson, Inc.	1,345,321
Wain, Barton, Durstine & Horn, Inc.	1,033,111
Bannan & Co., Inc.	939,149
Deer & Ryan, Inc.	898,184
Wagner Advertising Co.	877,043
Reeves Advertising	863,437
Don, Inc.	832,606
Per, Cornell & Newell	663,816
Sloman & Marquette, Inc.	651,711
DeVey Adv. Co., Inc.	506,729
Mar Kudner, Inc.	466,707
Shubell-Ewald Co., Inc.	433,741
W. L. Miller Co.	387,359
One Jones Adv. Agency	315,691
Grand R. Morgan Co.	237,985
W. H. Hansen & Co.	211,112
W. H. Moore & Wallace	180,773
H. Kustor & Sons Adv. Agency	172,166
W. H. Katz Co.	125,714
W. H. Williams & Ingham, Inc.	121,941
W. M. Ramsdell Associates	111,060
J. I. Mathes, Inc.	102,012
W. H. Wasey & Co., Inc.	74,408
Chenger & Eger	60,570
W. M. Seuda Co., Inc.	51,009
J. T. Tarcher & Co.	49,082
Shub & Drum, Inc.	46,164
General Advertising Agency	44,746
Waco Advertising Agency	36,612
W. H. Bruck Co.	31,916
W. H. Guiley & Co.	31,446
W. H. Advertising Agency	30,888
W. H. Davis & Staff	30,196
W. H. Eckhardt, Inc.	28,020
W. H. Advertising Service	15,560
W. H. Maschke-Elliott, Inc.	15,273
W. H. Chalk & Pratt, Inc.	13,620
W. H. International, Inc.	12,827
W. H. Browning & Jersey, Inc.	12,364
W. H. Advertising Agency	10,920

CBS NETWORK ADVERTISERS:

Gross Billings 1942

(Listed According to Total Client Time Expenditures)

Lever Bros. Co.	\$ 4,226,550
General Foods Corp.	4,223,395
Procter & Gamble Co.	3,087,534
Campbell Soup Co.	2,858,829
Wm. Wrigley Jr.	2,462,069
R. J. Reynolds Tobacco Co.	1,779,100
Colgate-Palmolive-Peet Co.	1,697,460
Liggett & Myers Tob. Co.	1,472,639
Sterling Products, Inc.	1,469,634
American Products Corp.	1,367,079
Phillip Morris & Co., Ltd., Inc.	1,282,281
General Mills, Inc.	1,194,607
American Tobacco Co.	981,927
Texas Co.	899,812
Pet Milk Sales Co.	887,963
Johns-Manville Corp.	854,538
General Electric Co.	731,710
Eversharp Co.	668,557
E. R. Squibb & Sons	663,846
Celanese Corp.	610,416
Emerson Drug Co.	605,587
Chrysler Corp.	603,339
Lady Esther Co.	598,116
Gulf Oil Corp.	538,944
Quaker Oats Co.	516,105
Chesebrough Mfg. Co.	506,772
Coca-Cola Co.	505,729
Continental Baking Co.	502,964
Pacific Coast Borax Co.	500,475
Prudential Insurance Co. of America	489,419
U. S. Tobacco Co.	466,707
California Fruit Growers Exchange	457,223
General Motors Corp.	432,741
P. Lorillard Co.	406,599
United Fruit Co.	386,378
Armstrong Cork Co.	372,308
B. T. Babbitt, Inc.	323,799
International Silver Co.	250,318
Johnson & Johnson	245,313
Parker Pen Co.	213,723
Bowen's, Inc.	211,142
Corn Products Refining Co.	201,172
Curtiss Candy Co.	186,187
Campana Sales Co.	180,773
Welch Grape Juice Co.	172,166
Ford Motor Co.	160,370
Pillsbury Flour Mills Co.	140,931
American Oil Co.	125,714
Lewis-Howe Co.	121,941
Los Angeles Soap Co.	118,429
Phileo Corp.	111,060
Planters Nut & Choc. Co.	101,384
Magazine Repeating Razor Co.	97,458
International Cellulotton Products Corp.	72,864
Armour & Co.	65,931
Continental Radio & Television Corp.	60,570
Union Oil Co.	60,088
Thomas J. Lipton, Inc.	59,640
Sunnyside Packing Co.	58,344
Macfadden Publications	55,218
C. E. Mueller Co.	51,509
Lockheed Aircraft Corp.	51,072
Elgin National Watch Co.	48,212
General Petroleum Co.	46,164
General Cigar Co.	41,746
Luxor Ltd.	41,506
Richard Hudnut	38,064
California Packing Co.	36,773
Brown & Williamson Tobacco Corp.	34,733
Manhattan Soap Co.	31,916
Belknap Van & Storage Co.	30,888
McKesson & Robbins, Inc.	29,976
Peter Paul, Inc.	29,588
Gillette Safety Razor Co.	29,321
Soil-Oil Mfg. Co.	28,171
Mennen Co.	19,276
Smith Bros.	19,106
Barbasol Co.	18,590
Colonial Dames, Inc.	17,458
J. A. Folger & Co.	16,748
Par Soap Co.	15,273
Tidewater Associated Oil Co.	14,328
Mode O'Day Corp.	13,988
Standard Oil Co. of N. J.	13,620
Vick Chemical Co.	12,827
California Prune & Apricot Growers Assn.	12,761
American Chicle Co.	12,364
Paramount Pictures, Inc.	11,166
Mentholatum Co.	9,345
Plough, Inc.	9,126
Golden State Co., Ltd.	8,899
Bathasweet Corp.	7,683
Northern Pump Co.	6,709
Republican State Committee N. Y.	6,048
Chamberlain Laboratories	5,865
Nesbitt Fruit Products, Inc.	5,833
Seaside Oil Co.	5,275
Ludens, Inc.	4,554
J. C. Eno, Ltd.	4,498
California Federation of Labor	4,466
Committee Re-election of Gov. Olson	3,248
Gallenkamp Stores	2,799
Massachusetts Democratic State Committee	2,571
Olson for Governor	1,914
Independent Petroleum & Consumers Assn.	1,827
Massachusetts Republican State Committee	1,820
Comm. for Furtherance of Democratic Principles—Mass.	1,800
Citizens Rights Committee	1,621
Kenny for Attorney General	1,624
Eagle Oil & Refining Co.	1,490
Independent Citizens Comm. N. Y.	1,178
Gano Culwell for Gov.	812
Seudder Food Products	608
Hollywood Dem. Comm. for Gov. Olson	406
Public Health League	406
Earl Warren Committee	406
Robt. Bushwell, Attorney General, Mass.	370
Warren for Gov. Comm.	305
Breakfast Club Coffee	188
Comm. for State Improvement—Mass.	154
GRAND TOTAL	\$45,593,125

Lake-Spiro-Shurman Co.	9,126
H. M. Kiesewetter Adv. Agency	7,683
Cary-Ainsworth, Inc.	5,865
Walter K. Neill	5,833
The McCarty Co.	5,275
Atherton & Currier, Inc.	4,498
Joseph Aurrecoechea Adv. Agency	4,466
Harry M. Frost Co., Inc.	3,845
Ewing C. Kelly, Advertising	3,248
John W. Queen	2,190
Milton Weinberg Adv. Co.	1,914
W. G. Fricton	1,827
V. L. Gleason & Co.	1,624
General Advertising Agency, Inc.	1,490
Leighton & Nelson	1,178
Arthur Cooksey	812
C. Brewer Smith Adv. Agency	680
H. H. Alber Co.	406
Dana Jones Co.	406
Eugene F. Rouse & Co.	406
Campaigns, Inc.	305
Lockwood-Shackelford Adv. Agency	188
GRAND TOTAL	\$45,593,125

Industry Classification Summary of CBS Network Gross Billings for 1942

Automotive	\$ 1,197,150
Building Materials	854,538
Cigars, Cigarettes, Tobacco	6,468,732
Clothing & Dry Goods	624,434
Confectionery & Soft Drinks	3,196,337
Drugs & Toilet Goods	10,301,665
Financial & Insurance	489,419
Foods & Food Beverages	12,827,697
House Furniture & Furnishings	372,308
Jewelry & Silverware	298,530
Lubricants & Fuel	1,705,435
Machinery	6,709
Radios, Phonographs & Musical Instruments	906,340
Soaps & Household Supplies	5,215,229
Stationery & Publishers	938,098
Shoes & Leather Goods	2,799
Sports & Aircraft	54,072
Miscellaneous	42,051
Political	30,979
GRAND TOTAL	\$45,593,125

Three New Spot Acts Set WJZ Campaigns

(Continued from Page 1)

through Friday on WJZ from 8:30 to 9:30 a.m., EWT. R. T. O'Connell Company handles the account.

A floor wax containing a cleaning agent, Preen was introduced via local radio in Hartford, Conn., six months ago. The test in Hartford marked the 50-year-old concern's first use of radio advertising. Distribution of Preen has been extended from Hartford and the surrounding territory through Connecticut and to New York. A national advertiser for its other products, one of which is Minwax Flat-Finish, Minwax is a potential network radio advertiser for Preen. Distribution will be gradually extended throughout the country. Minwax products are sold through paint, department and hardware stores.

Promotion of Preen is built around the cleaning agent, a unique feature which enables the housewife to do two jobs at one time. Miss Craig will emphasize that "Minwax Preen cleans as it waxes."

Lever Bros. Company, Cambridge, Mass., and General Baking Company, Washington, D. C., will also launch campaigns on station WJZ today. For Rinso, Lever Bros. will sponsor 12 one-minute transcribed announcements weekly through Ruthrauff & Ryan, New York. General Baking will use six transcribed one-minute announcements weekly in "Breakfast in Bedlam" for Bond bread. BBD&O, New York, is the agency.

Way Succeeds Gillespie In OWI Consultant Post

Washington Bureau, RADIO DAILY

Washington—Appointment of two new regional consultants has been announced by the OWI domestic radio bureau. In Region 12, William B. Way, KVOO, Tulsa, takes over, succeeding the late William G. Gillespie, KTUL, Tulsa, who died last week.

Arthur Westlund, manager of KRE, Berkeley, Calif., and leader of the Northern California Broadcasters Assn., succeeds Lincoln Dellar, who resigned to take a new post as yet unannounced.

The bureau also has announced the appointment of Marcella Burke, script writer, who will serve in the New York office, under Merritt Barnum.

WHEN SPEED'S YOUR NEED
 PHONE TELEGRAMS TO
**Postal
 Telegraph**



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

FCC Gathers Evidence For WALB's Hearing

(Continued from Page 1)
evidence he is believed to have—that Cox endorsed a \$2,500 check for legal services in Washington from WALB, then returned it to that station and accepted 25 shares of stock.

Anticipating introduction of this evidence, Cox told a Washington newspaper that he had received the check, returned it to Georgia and had been sent 25 shares of stock in the Albany Herald Broadcasting Company. This stock, he said, he turned over to a charity, and has never received any income from it.

Cohn produced as a surprise witness Andrew D. Ring, former FCC broadcast engineer, during the course of a hearing in which WALB seeks Commission approval for the assignment of its license from the Albany Herald Publishing Co., to the Albany Herald Broadcasting Co., license renewal and a construction permit. Ring, now, a consulting engineer in Washington and not in government employ, testified that Cox had shown "extraordinary" interest in the application of WALB for a frequency shift to 1,560 kilocycles and day and night privileges during the Fall of 1940. Still under construction, the station had then a permit only for daytime operation. It was granted the shift and the additional time.

Two Telegrams Introduced

Cohn introduced into the record photos of two telegrams and a letter received by Ring from the Georgia Congressman. In a letter dated October 18, 1940, Cox wrote Ring "I do not wish to make a pest of myself, but my interest in the application of the Herald Publishing Company is so great that I feel that I must continue to come to you for help."

A telegram addressed to Ring, dated November 11, 1940, read "Please see Herald Publishing Company application gets hearing before Commission Wednesday; signed E. E. Cox, M.C. (member of Congress)."

Introduction of this evidence admitted by examiner Don Harris despite protest by WALB Attorney DeLacey Allen, brought a charge by Allen that Cohn was attempting to "get evidence into the record at this time on which it hoped to base criminal prosecution of Cox." The documents, he said, represent an attempt to "prejudice the Commission, which at this time is under the likelihood, if that is the correct word, of being investigated."

Wright Program Manager Of NBC Eastern Division

(Continued from Page 1)
of programs. Wright will be succeeded as Eastern Division production manager by Lester O'Keefe, now assistant Eastern Division production manager. A successor to O'Keefe will be announced later. The two appointments are effective immediately.

Wright was formerly NBC Central Division production manager in Chicago before coming to New York as Eastern Division production manager in August of last year. Before entering radio he acquired an extensive background in stock company work, serving with such well known companies as the Jessie Bonestelle and Sam Hume units. He joined WWJ, Detroit, Mich., as drama director in 1930 and joined NBC's Central Division as a production director in 1934.

O'Keefe joined NBC as a production director in 1931 after a successful career acting, writing and singing in musical comedies and operettas. At NBC he has been identified with virtually all of the major radio programs on the air.

Tollinger Succeeds Bunker In Coast Production Post

(Continued from Page 1)
program for Young & Rubicam, Inc., advertising agency.

Tollinger is an old-timer in radio, having started in 1925 at KOIL, Council Bluffs, Iowa. At that time he and John Wolfe made up the harmony duo known as "John and Ned, the Mono-Oil Twins."

This team not only broke fan-mail records at KOIL, but toured the country, playing at various stations and building up large followings wherever they went. Tollinger and Wolfe reached San Francisco in 1930 and went on the air for NBC. Six years ago, Tollinger became a producer for NBC in San Francisco and two years ago he came to Hollywood.

Skelly Adds Sat. Period

The Skelly Oil Co. has expanded its news program schedule from five to six periods a week, adding a Saturday broadcast at 8:00 a.m., EWT. The order, placed through Henri, Hurst & McDonald, calls for a network of 22 midwest NBC stations.

The Saturday broadcast will present a five-minute news commentary by Alex Dreier, who is heard exclusively on the Monday-through-Friday shows, and in addition, a ten-minute portion during which the outstanding "farmer of the week" will be presented with the W. G. Skelly Award for Superior Achievement in Agriculture. Lloyd Burlingham, midwest farm authority, will make the presentation. It will include a \$100 war bond, an "S" pennant, a gold lapel pin and an official scroll. Selections will be made by farm authorities in the area covered by the broadcasts.

Brinckerhoff To Marines

E. V. Brinckerhoff, head of General Sound Corp., has been commissioned a captain in the U. S. Marines. He expects to report for active service early in February.

PRESS GALLERIES FOR RADIO NEWSMEN ★ AIR

MAIL CONTRACT FIVE TON

OF KEYS

F A R M I

ARMY PE

WAR DEPA

DESTR

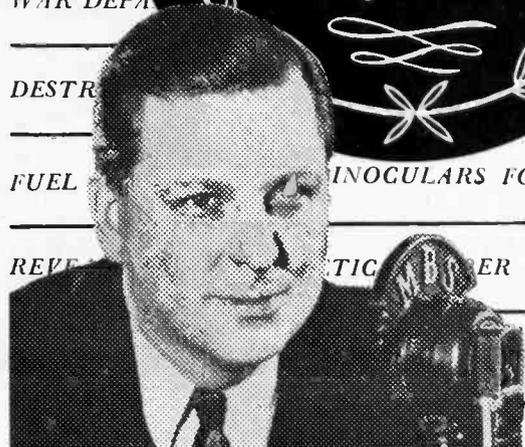
FUEL

REVE



TIC ER PRODUCTION

D DEMANDED



FULTON LEWIS, JR.

America's most famous news name
Now on 180 Mutual Stations nightly

Five years ago Fulton Lewis, jr., stepped from his role as a Washington newspaper correspondent to the microphone at WOL. In a few months he was featured on the Mutual Network, and in a few years he has "upset more political applecarts" and made more "news scoops" than any other radio personality! Congratulations to you, Fulton Lewis, jr., for a good job well done . . . not only from your millions of listeners . . . but from your many sponsors for whom you have brought extraordinary results.

Fulton Lewis, jr., is still available for sponsorship in a few "open" cities at the one time quarter hour rate per week! Phone, wire, or write at once for full details to . . . WM. B. DOLPH, WOL, Wash., D. C.

ORIGINATING FROM **WOL** WASHINGTON, D. C.
Affiliated with the **MUTUAL BROADCASTING SYSTEM**

1 9 4 3											
BIRTHDAYS											
17	18	19	20	21	22	23	24	25	26	27	28
29	30										

January 18

- Bradley Barker Art Kassell
- Ruth Lyon Donna Munson
- Trent Patterson Lucille Wall



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



V. L. 22, NO. 12

NEW YORK, N. Y., TUESDAY, JANUARY 19, 1943

TEN CENTS

Probe Season Opening

AFRA, BIR Officials Discuss Salary Ceiling

Washington Bureau, RADIO DAILY
Washington—Four top AFRA officials met yesterday with A. D. Ford, director of the salary stabilization unit of the Bureau of Internal Revenue, in another of a series of conferences designed to clarify a number of questions which have arisen under the operation of the OES Salary Limitation Order. Although the conference was not lengthy, Burford told RADIO DAILY he felt that it was helpful to the artists' representatives.

Present for the conference were:
(Continued on Page 3)

He Appoints Hillman Capital Correspondent

Appointment of network commentator William Hillman as Washington correspondent for the Blue Network was announced yesterday by Kenneth Berkeley, manager of the network's Washington outlet, WMAL, and manager for the Blue in the nation's capital. Foreign correspondent, magazine writer and radio news analyst, Hillman will serve as official editorial
(Continued on Page 2)

OWI Names H. J. Carlin As N. Y. Representative

Washington Bureau, RADIO DAILY
Washington—Harry J. Carlin has been named by the OWI as its representative in New York. Carlin, who has been teletype editor for the OWI in Washington, will service radio commentators, networks, independent and radio press associations supplying background material, news
(Continued on Page 3)

Granddaddies

Hugh A. Cowham, of CBS, in charge of traffic in New York, claims that he, together with Harold E. Fellows, station manager of WEEL in Boston, are the only grandfathers now active in the affairs of the Columbia network. Cowham became a grandfather very recently when his daughter gave birth to a girl. The baby was named Evelyn Elizabeth.

Road To Victory

Bing Crosby and Bob Hope once again will take to the "road," but this time to conduct a super bond drive. They'll be surrounded by NBC microphones when Bing guests on Bob's show on Tuesday, Jan. 26, at 10 p.m. Hope's sponsor, the Pepsodent Company, will waive all commercials to devote maximum time to bond selling. U. S. Treasury expects a first rate war bond selling job.

Red Cross Promotion For NBC Affiliates

One of the most elaborate press-books ever to be prepared for a public service radio program has been sent by NBC to all its affiliated stations for the new program series, "That They Might Live." These broadcasts are a part of the American Red Cross recruiting drive for 36,000 army and navy nurses, 100,000 nurse's aides for civilian and veteran
(Continued on Page 6)

New WMC Classification Will Include Radio Men

Washington Bureau, RADIO DAILY
Washington—All selective service local boards have been directed by national headquarters to place all 3-A men in the 35 essential activities listed by the War Manpower Commission. Broadcasting is included among these.

The effect of the order will be to
(Continued on Page 8)

800 Stations Already Signed For "Uncle Sam" ET Series

Rename CBS Script Dept. Now Headed By Landry

Script department of CBS has been renamed the Department of Program Writing with the functions of the former script department now coming under the jurisdiction of Robert J. Landry who recently assumed the new title and position of Director of Program Writing. It was previously
(Continued on Page 2)

Sparkman Plea To Investigate Industry Follows House Okay Of Cox Move; Vote On Latter Possible Today

High Court To Review Kc. Grant To WHDH

Washington Bureau, RADIO DAILY
Washington—The Supreme Court announced yesterday that it will review the decision of a special court last year in the matter of a petition by NBC, on behalf of KOA, Denver, to intervene in the granting by the FCC of permission to WHDH, Boston, to broadcast on 850 kilocycles, pre-
(Continued on Page 6)

Sun Oil And Best Foods Renew Blue Net Shows

Sun Oil Company, Philadelphia, has renewed "Lowell Thomas—The Day's News" on the Blue Network, effective Jan. 25. The company has sponsored the daily broadcasts by the veteran commentator on the Blue since June 13, 1932. Thomas is heard Monday through Friday from 6:45 to
(Continued on Page 2)

File Revised Complaint In Gov't vs. AFM Case

Chicago—An amended bill of complaint in the government's anti-trust suit against James C. Petrillo and the AFM was filed yesterday and accepted by Judge John P. Barnes, who
(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Following on the heels of approval for the Cox resolution to investigate the alleged "Gestapo" practices of the FCC, passed without a dissenting vote yesterday by the House Rules Committee, another resolution for a broad and comprehensive investigation of the entire radio industry was entered yesterday by Representative John J. Sparkman, Alabama Democrat.

The Cox resolution probably will be forced onto the floor for a House
(Continued on Page 7)

WNRC Program Study Modifies Procedure

In conducting its ninth annual survey of radio programs, the Women's National Radio Committee will modify its previous procedure slightly. Instead of indicating typical programs in the various classifications and submitting a long checking list, the committee which has arranged the survey has given the text of the citations
(Continued on Page 2)

Fourth Gen. Baking Drive Is Launched Over WABC

General Baking Co. has signed its fourth contract with Columbia's New York City outlet, WABC. The company launches its new campaign on the station effective immediately. Through BBD&O, General Baking will
(Continued on Page 2)

Ribbers

San Francisco—Wedding showers are customarily given for the bride to be. However, recently engineers caught Jim Summers, KPO, junior control room supervisor, crying while listening to "Stella Dallas." Later he was moved by the account of a child's tonsillectomy. And when found reading "Child's Guidance" he was given a stag baby shower.

(Continued on Page 2)



Vol. 22, No. 12 Tues., Jan. 19, 1943 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

(Monday, Jan. 18)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	133 3/4	132 1/2	132 1/2	- 1/8
CBS A	17 5/8	17 1/8	17 1/8	+ 1/4
CBS B	17 1/4	17	17	+ 1/4
Crosby Corp.	9 1/4	9 1/8	9 1/4	+ 1/8
Gen. Electric	32 7/8	32 3/4	32 7/8	+ 3/8
Philco	15 1/8	15 1/8	15 1/8	+ 1/8
RCA Common	5 7/8	5 3/4	5 7/8	+ 1/8
RCA First Pfd.	62 1/2	62	62	+ 3/8
Stewart-Warner	7 3/4	7 5/8	7 5/8	+ 1/8
Westinghouse	82 5/8	82 1/2	82 5/8	- 1/8
Zenith Radio	20	20	20

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	4 5/8	4 7/8
Stromberg-Carlson	6 3/8	7 7/8
WCAO (Baltimore)	19	22
WJR (Detroit)	20	22

Fourth Gen. Baking Show Is Launched Over WABC

(Continued from Page 1)

advertise on morning and afternoon programs on WABC. For Bond Bread, the client will participate in the Arthur Godfrey program Monday through Saturday from 7:00 to 7:45 a.m., EWT. In addition the musical program, "Personally, It's Off the Record" will carry Bond Bread commercials Monday through Friday from 4:45 to 5:00 p.m., EWT.

Mrs. George L. Moskovics

Hollywood—The wife of George L. Moskovics, sales promotion manager for KNX, died last Friday night at the Hollywood Hospital, following a lingering illness. Besides her husband, she leaves a son, Ensign John G. Moskovics.

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

CBS BASIC SUPP. **WBX** **270,000 METRO M'KT**

UTICA, N. Y.'s ONLY RADIO STATION

Blue Appoints Hillman Capital Correspondent

(Continued from Page 1)

and news representative of the Blue and maintain close contact with the national capital.

In his new capacity, supplementing his regular broadcasting activities for the network, Hillman will attend all important press conferences in the interest of the Blue, reporting his observations to Berkeley and G. W. Johnstone, director of News and Special Features stationed at the network's headquarters in New York City.

Hillman's appointment, according to Berkeley, will insure a close check on vital developments on the Washington front, further consolidating the Blue's coverage of the war.

Hillman is heard Monday through Fridays at 8 a.m., EWT (except WMAL) as editor of the Blue's "Daily War Journal" and Sundays at noon, EWT, (including WMAL) as Washington commentator on the network's "Weekly War Journal."

800 Stations Signed For "Uncle Sam" ETs

(Continued from Page 1)

in Hollywood, where Carlton Morse, Don Quinn and Carol Carol, scripters for "One Man's Family," "Fibber McGee" and the Kraft show, respectively, are aiding.

"Uncle Sam" tells a different story every day, but there is a link between the discs. "It's a contiguity rather than a continuity" explained Douglas Meservey, assistant chief of the bureau. The first week will see discs on rationing, China and lend-lease, manpower, the planned brutality of the Nazis and the war production incentive drive. The discs will have music, and may be sold to local sponsors. Sample presentations are now being prepared by the bureau.

Rename CBS Script Dept. Now Headed By Landry

(Continued from Page 1)

announced by CBS that the subject of radio writing would receive special attention hereafter with an eye to its gradual enhancement as an art.

With the renaming of the script department Albert Perkins assumes the title of Manager of Writing Staff while John C. Turner will be script editor. Joseph Ruscoll, who has been doing the "Our Town" sketches for the "Camel Caravan" program, this week became a member of the CBS program writing department staff.

File Revised Complaint In Gov't vs. AFM Case

(Continued from Page 1)

will try the case starting on Feb. 8. The amended complaint charges that independent stations face extinction if the AFM ban on the making of recording is permitted to stand.

Thurman Arnold, assistant attorney general, is expected to come here from Washington to argue the government's case.

WNRC Program Survey Modifies Procedure

(Continued from Page 1)

which will accompany each award, and will leave it up to the listener to determine which network program best conforms to those specifications. Results of the survey will be announced at the annual award luncheon, May 5 at the Waldorf-Astoria, at which time, also, the committee will present a program stressing the role of radio as an educative force in war and in the post-war world that will follow.

As last year, the WNRC's survey will consider only, those programs directly serving the war effort. Voting will be confined to network programs classified as drama, music forums, news analyses, and children's and young people's programs.

The sub-committee planning this year's survey consists of Mrs. Marion Miller, Miss Laura Applegarth and Miss Helen Havener. Mrs. Rosalie Wolf, executive secretary of the Women's National Radio Committee is an ex-officio member. Mme Yolanda Mero-Irion is again chairman of the WNRC, having been re-elected in December.

Sun Oil And Best Foods Renew Blue Net Shows

(Continued from Page 1)

7 p.m., EWT, on 23 stations. Roche, Williams & Cunyningham, Philadelphia, is the agency.

Best Foods, Inc., formerly Hecker Products Corporation, has renewed the "Moylan Sisters" on the Blue and shifted the 15-minute program to a new time. Both the renewal and the change in time are effective Feb. 14. The songsters will be heard at 3 p.m., EWT, instead of at 5 p.m., in behalf of Force and H-O Oats on the same line-up of 14 Blue stations. Arthur Kudner, New York, handles the Best Foods account.

Lanza To Yankee Net

Boston—Gertrude Lanza, is now the new publicity director of the Yankee network. She was formerly connected with the NBC Artists' Bureau and did the sales promotion and advertising agenda for the CBS Artists' Bureau for four years.

Ehrman To Red Cross

Washington—Robert Ehrman, production manager of WJSV, CBS outlet here, for the past year, has left that station to join the American Red Cross, in Washington.

WBX 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

NEVILLE MILLER, president of the NAB, in town.

BOB HAWK, quizmaster on the "Thanks to the Yanks" program heard over CBS, off today for the U. S. Army Signal Corps post at Fort Monmouth, N. J.

DON SEARLE, general manager of KOIL Omaha, returning to Nebraska following a short visit to New York on station and network business.

H. ALLEN CAMPBELL, secretary and general manager of the Michigan Radio Network, will arrive in town from Detroit today.

EDWARD J. LORD, general manager of WLOF, Orlando, Fla., in New York yesterday and paying a visit to Blue Network headquarters.

RAY BRIGHT, commercial manager of KTRH Columbia outlet in Houston, is here on a short business trip.

AL SCHILLIN, vice-president of WAAT in charge of sales, has left on a trip to Miami Beach. Plans to return about Feb. 1.

DORRANCE D. RODERICK, owner of KROD, El Paso, arrived from Texas on Friday for conferences at the headquarters of CBS.

HAROLD F. OXLEY, manager of the Jimmie Lunceford orchestra, returned yesterday from Washington, D. C., where the band is dated for a week at the Howard Theater.

J. W. WOODRUFF, JR., executive manager of WRBL, affiliate of CBS in Columbus, Ga., is in town on a business trip.

HAROLD ESSEX, sales manager of WJSJ, is here from Winston Salem, N. C., for a few days with the station reps and transcription companies.

ROBERT L. RIPLEY is in Detroit today for a speaking engagement at the meeting of the Junior Air Reserve. He also will be entertained by officials of the NAA.

TOMMY REYNOLDS and the members of his band leave today for an engagement of two weeks at the Palomar Ballroom in Norfolk, Va.

RALPH WEIL, manager of WOV, is in Chicago. Will be gone about a week or 10 days.

S. C. VINSONHALER, general manager of KLRK, Little Rock, en route to Arkansas following a number of business conferences at CBS.

BOB ALLEN is in Chicago, where he and the members of his band are appearing at the Oriental theater.

WILLIAM F. MALO, commercial and advertising manager of WDRK, Columbia outlet in Hartford, was a visitor to New York late last week.

W. C. IRWIN, commercial manager of WSOC, who was in town last week, left Friday on his return trip.

AL HOLLENDER, of WJJD-WIND, in New York last week from Chicago on a business trip.

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.

AFRA, BIR Officials Discuss Salary Ceiling

(Continued from Page 1)

Lawrence Tibbett, president; Emily Pitt, executive secretary; Henry Pfeiffer, attorney, and George Heller, a member of the AFRA executive board.

Burford told RADIO DAILY after the conference that he would not say exactly what was discussed, but he answered several of the questions that are believed to have been raised during the two-hour conference. Very definitely, he said, it is illegal for employers to hold in escrow money as an artist according to his contract, but in excess of the \$67,200 limit, or money which will raise an artist's income higher than that for that year.

May Hold "Temporarily"

The law does not void any contract," he stated, but made it plain that his unit will insist upon observance of published regulations. An employer could hold extra money for a short time pending determination of legitimate expenses for which the artist might claim deduction, he said, stressing the word "temporarily."

The law requires now, however, that all money over the ceiling be considered a part of the employer's taxable income. Only those contracts entered into prior to Oct. 3 of last year, of course, are legal if they call for payment greater than that allowed by the regulations.

As for agents, it is permissible in many instances for them to receive ten per cent of the gross amount allowed for in the contract, even though the artist may be limited to only a fraction of that amount. This would depend usually on negotiation between the agent and the employer. In cases where an agent represents more than one artist, there would be no objection on the part of the bureau to his receiving commission on the money the contract calls for, whereas he might be considered an employee if he handles only one artist, and would then be subject to the ceiling regulations.

Silent On Individual Rulings

Burford stressed the fact that no concessions are contemplated for artists, adding that none has been asked during these conferences. He said individual rulings have been made by the bureau on nearly all difficult questions, but refused to discuss them.

In the meantime, it looks more and more probable that many of the questions raised may soon prove to be merely academic. The President has made it plain that he desires to see an income limitation, applying to income from all sources, while scarcely a day passes that some member of Congress does not make it plain that he wants to see the whole theory of salary of income limitation discarded.

Arranging another exhibition such as last year, when the debate on the tax bill lasted well into the summer, it is likely that salary ceilings—and if imposed, income ceilings—will be voted out within another couple of months.

To The Colors

FRANK STAPLETON, of The Branham Company, New York, has left for service in the U. S. Army aviation.

—vvv—

MORTON G. BASSET, radio time buyer for Morse International, is now on the payroll for Uncle Sam for the duration.

—vvv—

HAROLD G. PERRY, former supervisor of the KNX, Los Angeles, transmitter, recently received his commission as a Lt. (sr. gr.) in the U. S. Navy, and is now on duty.

—vvv—

ERNEST CAPOBIANCO, affiliated with CBS since 1934 and Art Director of the network's owned and operated stations, reports to Fort Dix this week.

JAMES S. McVICKERS, assistant account executive of Ruthrauff & Ryan, Inc. has been commissioned an Ensign in the U.-S. Navy Aeronautic Division. He expects to be called into service in a few weeks.

—vvv—

DONALD A. WELLER, chief engineer of WISN, Milwaukee, has been commissioned a first lieutenant in the Signal Corps of the United States Army and leaves for immediate duty.

—vvv—

MARVIN RYERSON (Martin R. Smith) radio and magazine writer whose story "A Right to the Heart," will be broadcast by "First Nighter," WOR, Sunday Jan. 24, left for Camp Upton yesterday as a private.

OWI Appoints Carlin N. Y. Representative

(Continued from Page 1)

received by and released through the OWI and will perform various other special services. He will be located in the Chanin Building, working also from the offices of the United Nations division of the OWI at 610 Fifth Ave.

Carlin is a former newspaperman, having served with several New Jersey papers as well as with the New York "World-Telegram" and the Brooklyn "Eagle."

Heads G.E. Tele Outlet

Robert B. Stone, according to an announcement by Robert S. Peare, manager of G. E. broadcasting, will be the new program manager of WRGB, General Electric television station in Schenectady. He succeeds John G. T. Gilmore.

KSD IN ST. LOUIS

Has a Greater Daytime Population Coverage Area Than Any Other St. Louis Broadcasting Station

PUT YOUR MESSAGE ON KSD While She Listens at HOME



A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO ATLANTA SAN FRANCISCO HOLLYWOOD

Los Angeles

By JAC WILLEN

BUD ABBOTT and Lou Costello head for New York Jan. 22, for a four weeks stand with a schedule which calls for numerous appearances at Army, Navy and Marine camps. Their weekly radio schedule calls for three shows in service camps and one from New York's NBC studio. Between weekly radio appearances, the comics plan a minimum of two shows per week at service camps near New York.

Carleton Kadell, who returned to Hollywood recently after a three year stay in New York radio circles, has been signed as "Ceiling Unlimited" announcer.

When Bing Crosby's Kraft Music Hall went to a half hour on NBC, the change naturally cut down appreciably on rehearsal time of John Scott Trotter's orchestra. At Bing's suggestion, the money saved is being used to hire eight extra violinists.

Effective with the broadcasts of Friday, Jan. 29, "People Are Funny" moves into the 6:30 p.m., PWT period formerly held by "Plantation Party." "Tommy Riggs & Betty Lou" take over the 7:00 o'clock spot vacated by "People Are Funny."

The Marines at Camp Pendleton, San Diego, California, will get an in-person performance by Kay Kyser's "College of Musical Knowledge" troupe Wednesday, Jan. 20. (NBC). Joining Kyser in entertaining the Marines will be Julie Conway, Trudy Erwin, Harry Babbitt, Sully Mason, and Ol' Professor's quiz session and "Let's Dance" music.

New faces have been added to "Hollywood Showcase," which has now been sponsored by Ben Hur Food Products. The half-hour Variety show, which Mary Astor emcees, is now being produced by Paul Pierce, CBS West Coast production supervisor, and the announcing chore has been given to Perry Ward.

Virginia Lindsey, local head of the Tom Fisdale office, should take a bow. Having somehow misdirected the sending of an Abbott and Costello gift turkey on their opening, which was tagged with a card reading "We furnish you with this young turkey so that you may feed it with the corn we'll send you every Thursday night for Camels over NBC," to one of the columnists—she personally raised one of the young turks and sent it along to the forgotten one for Xmas with a tag reading... "Now my face won't be so red, for this one young turk was by me hand-fed... Merry Christmas."

Fay Bainter and Paul Henreid, famous screen stars, shared the spotlight in John LaTouche's "Two Way Passage" on "Treasure Star Parade, Saturday, Jan. 16, over KFI.

Have You Met The Voices
of
GILBERT MACK
?
LEX. 2-1100



Memos Of An Innocent Bystander . . .!

• • • OWI will soon sponsor a new series of Government programs to be heard on all major networks... Kenyon & Eckhardt looking for a show for a dog food account... Despite recent reports about its folding, "Reader's Radio Digest" will more than likely remain on the air. Sponsor meanwhile has bought time Wednesday night at 9:30 for an additional show... Universal Pictures looking for a live counterpart of "Mr. 5 x 5" to exploit the film, "Behind the Eight Ball," which features that tune. As you all know, James Rushing, Count Basie's rotund vocalist, was the inspiration for the song... A single dozen eggs and a lb. of butter went for a thousand dollars the other day when Lou Costello auctioned off said commodities at a War Bond rally in his Hollywood cafe... Edw. Arnold and Mickey Rooney slated to make one-minute transcriptions on behalf of the Infantile Paralysis drive... Jim Backus and Henrietta Kaye got hitched in Cleveland over the week-end... Pete (Can You Top This) Donald booked for Loew's State shortly... Wm. Prince, juve of "Eve of St. Mark," signed by 20th Century... Connie Meade, Blue publicity secretary, is true blue in more ways than one. The blue-eyed Connie is now featuring ear rings made up in the form of a Blue microphone.

★ ★ ★

• • • Surveys which selected the Army Hour as the year's outstanding government show, failed to mention such guiding hands behind it as writer-director Wyllis Cooper. Nor did it mention the showmanship of Geo. F. Putnam, NBC's crack news reporter, who emcees that military maneuver. Cooper on the writing-directing end plus Putnam as master of ceremonies form a combination tough to beat in radio.

★ ★ ★

• • • Clark Dennis will be heard again on "Duffy's" tonight—his fourth straight week. Dennis, incidentally, has signed up for USO service overseas and leaves within a month... Recommended: Frank Lovejoy's classy emoting on CBS' "Man Behind The Gun"—a honey of a show... Jane Lauren out in Detroit with "Watch on the Rhine"... Hi, Lo, Jack and the Dame signed for a Fred Allen guesstar this week... Ben Pratt says that whenever you see three or more guys in a huddle, they're either talking about the two Flynn's—or else the new Esquire is out... Frances Henderson, one of radio's lovelier dramatic actresses, (she was recently picked as Miss WJZ), joins the cast of Raymond Knight's "Three R's"... Geo. Schreier taking over John McTigue's duties as night publicity manager at the Blue press dept. Schreier was assistant sports editor on the "Jersey Observer," former alma mater of Harry Rauch, also with Blue press, and once conducted his own sports show over WAAT... Jimmy Lytel pinch-hitting for Joe Rines while the latter is Loew's Stating... Betty Garde narrating CBS' new series, "Womanpower"... John Brown steps into the announcing spot on "Battle of the Sexes" tonight... Ernie Chappel may tour the country's defense units with version of his radio program, "Are You A Genius," asking workers questions at lunch-time to afford them a little relaxation... Len Traube takes over the Billboard radio dept' soon. He's the apper's outdoor show expert.

★ ★ ★

• • • The crowds trying to get in on last week's Cresta Blanca show were so terrific that Charlie Facer, of NCAC, had all he could do to squeeze in somewhere in the back. Which wouldn't be news at all if it weren't for the fact that Charlie was only the guy who sold Oscar Levant on the show (But who did give out all those extra tickets???)... However, what we started out to report was that Wm. Weintraub and the rest of the agency lads spent most of the night looking for Charlie to tell him that his wife was giving birth to a baby boy at a Teaneck, N. J., hospital!

★ ★ ★

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

BILL MOGLE, record reviewer and emcee, has a new show titled "Tunesmiths" on WGN, Monday through Fridays from 5:25 p.m.

"Mile of Dimes" campaign originated in Chicago with a broadcast over WBBM, Jan. 11, at 9:45 p.m. Show featured Ben Bernie, Caesar Petrillo's orchestra, Morton Downey and Margaret Merrick, "Quiz Kid" recently recovered from infantile paralysis. Al Chance and Stu Dawson produced the show and transcription was to be carried by all Chicago stations today.

Jim Pease, assistant continuity editor for the NBC central division has been granted a leave of absence to write the Roy Shield and Company broadcast and scripts for Herbie Mintz, pianologist. Pease's successor has not been named.

Representatives of Westinghouse Radio Stations, Inc., in Chicago to present new sales promotion plans of WBZ, Boston, to NBC central division local and spot salesmen and Westinghouse representatives. Visitors included Frank R. Bowes, WBZ sales manager; Don Stratton, NBC representative in Cleveland; J. B. Conley, general sales manager of WOWO-WGL, Fort Wayne; W. B. Jackson, general sales manager of Westinghouse stations; C. S. Young, general manager of WBZ-WBZA. Paul Mills, WOWO-WGL sales manager; and Harry D. Goodwin, WBZ sales promotion manager.

Phil Spitalny's "Hour of Charm" on NBC will originate in Chicago Sunday, Jan. 24.

Michael Roy and Blue Network engineers are back from handling the Chico Marx "Spotlight Band" broadcast from Minneapolis.

Indicative of travel complications these days are the baggage complications which beset Bob Allen's band and Woody Herman's crew when they arrived for Friday theater openings. Some of Bob's instruments didn't arrive and Woody's organization was forced to borrow complete instrumentation from the theater. Band baggage was held up at Pittsburgh and Cleveland.

New P. & G. Show

"A Woman of America," new 15-minute, five-a-week serial, will be launched over an NBC network of 15 eastern stations on Monday, Jan. 25, at 10:45 a.m. (EWT), under the sponsorship of Procter & Gamble for Ivory Snow. Anne Seymour will play the leading role.

RADIO ARTIST?

Call

LEXington 2-1100

FIRST AND FOREMOST

AGENCIES

PARFAX GASOLINE BOOSTER reported by Parfax Sales of Buffalo is now being introduced in new markets through newspaper in Buffalo, Rochester, Niagara Falls, Batavia, Olean and Erie, Pa. New markets will be covered shortly. Radio is under consideration. Account directed by Ellis Advertising Agency of Buffalo.

RICHARD A. FOLEY ADVERTISING AGENCY, INC., Philadelphia, announces the appointment of Frank J. Corkery as director of the agency. Mr. Corkery has been with the agency since 1931. The agency is a branch of the Richard A. Foley organization for 25 years.

FRANCIS S. HARMON, the Motion Picture Industry's War Activities Coordinator, will be guest-speaker at a regular Wednesday Celebrity Luncheon at the Advertising Club of New York, Jan. 20, at 12:30 p.m. The luncheon, which will also be attended by many screen celebrities as honor guests, and at which some of the new moving pictures will be shown, will be being used by branches of the Armed Services.

ALEX OSBORN, executive vice-president of BBD&O, is the author of "Do It to Think Up," to be published by McGraw-Hill Book Co., Inc., with foreword written by Bruce Barton, BBD&O.

DAVID MARCUS, for 34 years associated with "Printer's Ink," has joined Deutsch & Shea Advertising Agency, Inc., as general manager.

ISABEL FRARY, formerly of Lennox Mitchell, has joined the Davis-Lieber publicity office. Carl Post has joined Davis-Lieber for a position with Alber Associates.

ZEN DIAMOND, formerly associated with J. G. Proctor Company, announces the opening of his own advertising and publicity office.

RAY S. DURSTINE, INC., of New York and Cincinnati, has been appointed as the advertising agency of Avia, Inc., of Piqua, Ohio, manufacturers of automatic electrical and mechanical controls for aircraft and aircraft radio.

NEW PROGRAMS—IDEAS

"Sewing School"

WQXR, N. Y., is resuming the Bloomingdale-McCall "Sewing School of the Air." This homemaker's program is being revived after having run once a week for six weeks between Oct. 20 and Nov. 24. It will now be heard on Tuesdays at 9 a.m.

The format of the new series will differ slightly from its predecessor in that prizes are going to be awarded to those listeners most proficient in the art of sewing.

Prizes are being awarded to those listeners who have made the best three dresses at the termination of the lessons. The judges will select the prize-winning gowns on Tuesday, March 2, at 2:30 p.m.

As part of the selection of prizes the contestants will wear the dresses they enter into the competition. First prize is a \$50 war bond, second, a \$25 war bond, and third, \$10 in war stamps.

According to Frances Corey, who conducts the classes, the listener will learn to sew by radio and to facilitate the procedure guides made available before the program began.

News For Children

Believing that children are interested in current events, Margaret Rosencranz, educational broadcaster on WGBF-WEOA, Evansville, Ind., has devised a program that covers this belief. Three times a week she gives a five-minute broadcast of "News Interpreted for Children."

These programs have gained such a wide popularity that they have become a "must" in the social study classes of the public schools. From time to time she has been holding quizzes to determine how much progress the children are making, each school furnishing a selected group of quizzes. In addition, there will be a Monday morning Children's Forum in which Seventh and Eighth graders discuss the news as they understand it. The trend of the discussion is guided by Mrs. Rosencranz.

"Rumor Squelcher"

To build up public interest in breaking up rumors, WTAG, Worcester, has started a "rumor squelcher" campaign. Announcements throughout the day show listeners how "careless talk costs lives," demonstrating the value of the closed mouth policy. Public is then invited to send in a rumor squelcher slogan of not more than 10 words. Three best slogans submitted to WTAG each week will be used by the station on announcements the following week, with names of the winning entrants published weekly in the Worcester "Sunday Telegram."

"Talent Time"

"Talent Time" is a new program on KGW, Portland, Oregon, and is broadcast each Friday evening. Program is billed as a thirty-minute sustaining feature which introduces new talent of Portland and vicinity to radio audiences. Four people, or groups will be heard each week, besides regular staff artists. From the participating groups, three judges present in the studio will pick the winner.

The prize for winning will be a paid appearance on the station's variety show, "The Personality Hour," and a repeat performance will also be scheduled on the following week's "Talent Time."

GUEST-ING

COL. LEROY P. HUNT, of the U. S. Marine Corps, and **MONTE WOOLLEY**, on the Al Jolson program, today (WABC-CBS, 8:30 p.m.).

BRIAN DONLEVY, on the Burns and Allen broadcast, today (WABC-CBS, 9 p.m.).

JESSE WALTERS, baritone, on the "Air Breaks" show, today (NBC, except WEAF, 1 p.m.).

FRANCIS BRENNAN, head of the Graphics Division of the OWI, on the "Living Art" series, today (WABC-CBS, 4:30 p.m.).

ALEXANDER SEMMLER, pianist-composer, on the "Keyboard Concerts," today (WABC-CBS, 3:30 p.m.).

PHIL BAKER, at "Duffy's," today (WJZ-Blue Network, 8:30 p.m.).

PAUL MUNI, on the "Victory Hour," this afternoon (WJZ-Blue Network, 2:30 p.m.).

ELISSA LANDI, on "Manhattan At Midnight," tomorrow (WJZ-Blue Network, 8:30 p.m.).

BERT LAHR, on the Rudy Vallee program, Thursday (WEAF-NBC, 9:30 p.m.).

**WSAI IS A
GOOD RADIO
STATION
IN A FINE
MARKET**

WSAI
CINCINNATI'S OWN STATION
NBC & BLUE NETWORKS—5000 Watts Day and Night
Represented by Spot Sales, Inc.

WHAT'S WHAT IN BOSTON

37 — WCOP has grown faster in sales and audience in proportion than any other Boston station.



REPRESENTED BY HEADLEY-REED CO.

WCOP

BELONGS ON YOUR SCHEDULE

Always Popular
Now More POWERFUL
WCAO
The Voice of Baltimore
NOW
5,000 W · DAY & NIGHT
600 KC
The Only Columbia
Station in Maryland
PAUL H. RAYMER CO., Nat'l Sales Representative
NEW YORK · CHICAGO · SAN FRANCISCO · LOS ANGELES

High Court To Review Kc. Grant To WHDH

(Continued from Page 1)
viciously held by KOA as a clear channel. The lower court decision, although it failed to uphold the Commission, did not clarify the legal tangle and did not order that WHDH be stopped from using the channel.

KOA claimed that operation on 850 kc. by the Boston station would interfere with its western coverage, with the Commission claiming that no appreciable interference would result. Only last month, the FCC further complicated the matter by granting WJW, Akron, permission to operate on the 850 band when it moves to Cleveland. WJW is to have five kilowatts power, while WHDH is only a 500-watter. Both stations are directed to employ directional antenna.

W. J. Dempsey Special Counsel
The Commission at first refused to allow intervention by KOA in the WJW grant, but last week reversed itself and announced that it will reopen the matter and hear NBC, on behalf of KOA. KOA is owned by NBC.

Attorney William J. Dempsey has been named special counsel by the FCC to present the Commission's case before the Supreme Court in the WHDH matter, while Paul D. Spearman will probably argue for the clear channel. Dempsey was general counsel for the Commission when the WHDH grant was decided upon.

Paterson Joins Blue Sales

Kent Paterson has been appointed to the Detroit sales staff of the Blue Network, according to an announcement today by John Donohue, Detroit district manager. The appointment marks an expansion of the Blue sales staff in Detroit, an increasingly important business center despite the conversion of its consumer industries to war production.

A graduate of Stanford University and the Harvard Business School, Paterson was formerly with General Foods Corporation in the merchandising department.

Harris Spots On WEA F

Jed Harris Productions is sponsoring the news spot on WEA F from midnight to 12:05 a.m., EWT, Mondays through Fridays for the Broadway production "Dark Eyes," effective yesterday. Pioneer Advertising Corp. is the agency.

"My Prayer" To Michelson

Charles Michelson Radio Transcriptions is now handling the transcribed feature "My Prayer was Answered." At present sixty-five stations are carrying the series for a Retail Furniture Association group.

Hubbell To "March Of Time"

Richard Hubbell, CBS Television writer-director-producer and author of "4,000 Years of Television" has joined March of Time as a director.

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 Jan. 7-13, 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 WEA F of NBC, WJZ of Blue, WABC of CBS and WOR of MBS, 8 a.m. to 1 a.m. daily, EWT; Middle-west performances heard and reported in Chicago by the Radio Check-up Service, 9 a.m. to 1 a.m. daily, CWT; West Coast performances heard and reported in Los Angeles by the Radio Checking Service, 9:30 a.m. to 1 a.m. daily, PWT, (2) additional station-uses for network programs and (3) the relative size of listening audiences as based on regular surveys of radio sets-in-use by C. E. Hooper, Inc. and Pulse of New York, Inc., as well as on other special surveys.

The higher 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)
You'd Be So Nice To Come Home To (Chappell)		1314	854
Brazil (Southern)		1277	749
Moonlight Becomes You (Famous)		1017	1044
Why Don't You Fall In Love With Me (Harms)		771	708
There Are Such Things (Yankee)		747	1110
This Is The Army Mr. Jones (Army)		698	283
Dearly Beloved (Chappell)		685	906
For Me And My Gal (Mills)		645	293
I Had The Craziest Dream (Bregman-Vocco-Conn)		633	1128
Constantly (Paramount)		598	363
Rose Ann Of Charing Cross (Shapiro-Bernstein)		561	629
When The Lights Go On Again (Campbell-Loft-Porgie)		529	520
There Will Never Be Another You (Mayfair)		514	435
Mister Five By Five (Leeds)		513	951
Touch Of Texas (Southern)		490	635
Army Air Corps (Fischer)		458	181
Moonlight Mood (Robbins)		444	366
I'm Getting Tired So I Can Sleep (Army)		439	538
Hip Hip Hooray (Robbins)		387	627
Please Think Of Me (Witmark)		383	446
That Soldier Of Mine (National)		368	369
Ev'ry Night About This Time (Warock)		326	340
Can't Get Out Of This Mood (Southern)		324	169
I'd Do It Again (Santly-Joy-Select)		318	145
Rosie The Riveter (Paramount)		314	192
White Christmas (Berlin)		304	212
Velvet Moon (Witmark)		300	132
If I Cared A Little Bit Less (Feist)		272	346
Don't Get Around Much Anymore (Robbins)		259	
By The Light Of The Silvery Moon (Remick)		255	367*
Three Dreams (Remick)		242	211
Yesterday's Gardenias (Mayfair)		238	225*
Manhattan Serenade (Robbins)		237	160
There's A Star Spangled Banner Waving Somewhere (Bob Miller)		233	
It Can't Be Wrong (Harms)		224	261*
Ev'rything I've Got (Chappell)		220	157
Out Of This World (Remick)		217	199*
I Just Kissed Your Picture Goodnight (Crawford)		213	224*
Ten Little Soldiers (Lincoln)		212	164*
Take It From There (Miller)		195	175
Pennsylvania Polka (Shapiro-Bernstein)		194	262
Street Of Dreams (Miller)		168	295
Marching Thru Berlin (Music Products)		150	
My Flame Went Out Last Night (Southern)		150	352
Daybreak (Feist)		142	144
Praise The Lord And Pass The Ammunition (Famous)		138	450
Be Careful It's My Heart (Berlin)		131	136*
Starlight Sonata (Broadcast Music)		121	167
That Old Black Magic (Paramount)		120	
I Wanna Go Back To West Virginia (Vanguard)		110	136*

(Continued on Page 7)

* Not in survey of preceding week; figure given is that which the song received when last on the ACI survey report.

Red Cross Promotion For NBC Affiliates

(Continued from Page 1)

hospitals, and 1,000,000 women at home nursing students.

The press-book, conceived and developed by James M. Gaines of NBC's stations departments, outlines thirty-four different exploitation and promotion activities for the exclusive NBC program, "That They Might Live," and also for the transcribed series, "March of Mercy," which is to be aired twice weekly by each station.

Aims Outlined

The material is enclosed in a 16 by 27" white cover printed in red and blue. General material includes an outline of aims of the campaign, and copies of letters to Norman H. Davis, chairman of the American Red Cross, from President Roosevelt, Surgeon General Thomas Parran, Rear Admiral Ross T. McIntire, and Major General James C. Magee. Press releases and mats are included.

Six types of pre-announcements for local station use are accompanied by seven types of general releases for local newspapers, including the latter group comprised of "That They Might Live," and one on "The March of Mercy," and "typical" interviews with a home nursing student, station manager, club woman, and debutante. Only names and addresses need be supplied by the affiliates.

Advertisements Suggested

Three glossy prints with captions and three two-column mats with captions are supplied for illustrative purposes. Ten "Tieup" campaigns with local groups are detailed.

There are two suggested layouts for advertisements to be placed by the stations in local newspapers. One calls for 100 lines on two columns and the other, 100 lines on one column. These layouts are also duplicated in mat form. For supplementary promotion the folder contains three suggested window displays, one outline for a high school essay contest, suggestions for counter cards and posters, and one layout for a station placard.

Several complete speeches written for station staff members are included in the packet.

Special Stationery Included

Special stationery, carrying combined imprints of the American Red Cross and NBC, are inserted in one of the press-book's pages. And finally, each affiliated station receives an 18-point guide containing information about the Red Cross and the programs, together with samples of other Red Cross booklets which can be ordered for distribution.

In a letter to Niles Trammell, NBC president, commenting on the network's cooperation in the campaign, Norman H. Davis, chairman of the American Red Cross said:

"I understand that you network cooperation with the American Red Cross represents the most complete collaboration ever given by a network to a wartime project and that through it a pattern is being set for future radio cooperation in the war effort."

PROGRAM REVIEWS

Cox Plea For Probe Of FCC May Reach House Vote Today

PROMOTION

GRACIE FIELDS

American Cigarette & Cigar Co. WJZ-Blue Network Monday through Friday, 10:00-10:15 p.m. Ruthrauff & Ryan.

GRACIE FIELDS IN 15-MINUTE SERIES

When the Gracie Fields series preceded last fall in a five-minute setting, this department mentioned that raising this show to 15 minutes would help its appeal considerably. That's what happened this week. The result—top-notch from start to finish. Where the previous series was a warm-up for the lengthier period gives her opportunity to provide songs and bits that can't miss. The program has a war-time accent is on the humorous both in Gracie's songs and gags. All of her regulars—the bits improve with every rendition. Typical is that song from England, "The Thingamabob"—which tells the tale of the woman war plant. Miss Fields also introduced the one "We're All In the Same Boat Now," and this one calls for singing too. A new feature on the enlarged series is the "United Nations Roll Call," an inspiring bit that spots the United Nations on each continent. Performance caught featured Australia with Gracie singing the country's anthem and a number of our down under. Gracie Fields, in her five-minute series she's three times as good.

Women To Full Hour For Next Sunday Only

Chase & Sanborn program, Jan. 24 (NBC, 8:00 p.m.) will be extended to a full hour to celebrate the awarding of the Army-Navy "E" to the Peekskill manufacturing branch of Ward Brands, makers of Fleischmann's Active Dry Yeast. The award was made over the network on Monday, Jan. 21. On Sunday, Edgar Bergen, Charlie McCarthy, Don Ameche, Ray Noble and his orchestra, Dale Evans, and a host of guest stars, will present a tribute to the U. S. Quartermaster. The hour of music, comedy, and drama will be a tribute to the outstanding work of that branch of the U. S. Army. A new half-hour will replace "The Man's Family" on that date.

WANTED

SENIOR SCRIPT WRITER. FULL TIME. NEW YORK POSITION. Address: RADIO DAILY, 1501 Broadway, N. Y. C.

(Continued from Page 1)

vote today, with its author confident of speedy passage.

In the event that the Cox resolution is passed by the full House, Cox himself may be expected to chair the investigating committee, a circumstance which promises some torrid sessions. One of the bitterest feuds in recent capital history has been that between the Georgia Democrat and FCC Chairman James Lawrence Fly. Cox introduced a similar resolution last year but it got nowhere.

Would Probe Commission Only

This year he devoted most of his time to getting approval for the investigation, apparently being incensed over disclosures concerning his allegedly having received payment from a Georgia station, WALB, Albany, for services performed by him requiring dealing with the Commission.

His resolution calls merely for an investigation of the Commission. Rep. Sparkman goes considerably further.

"We want to know what the Commission is doing," said Sparkman on the House floor yesterday afternoon, "but more important even than that, we want to know about the industry, an industry in which a few networks dominating the field make inordinate profits and in which the small independent stations in our rural sections are being forced to the wall."

Cites Network Profits

"Radio broadcasting vitally affects the public," the Alabama Congressman went on, adding, "if there is to be an investigation, we want one which will get into the basic issues in this most important field. I have no objection to the Cox resolution, except that it is too limited."

Sparkman told the House that "in 1941, for example, the return on net investment after taxes, was about 60 percent for NBC and CBS. While this was going on," he continued, "as many as 200 smaller stations were

losing money, and are still losing money.

"During this war," he said, "the small radio station, along with other small businesses, is threatened with extinction. We cannot afford to let that happen."

Want Commentators Investigated

Sparkman wants to study the extent of monopoly in broadcasting, the amount of time given controversial issues, and added that "commentators, too, merit our attention. Whose interests are they serving? The recent attacks upon this body over the radio are serious business. We want to know what is back of all this business."

His resolution calls for investigation along five main lines: (1) The activities of the FCC; (2) The extent of monopolistic control of radio by a few large chains—including the control of artists, transcriptions and recording; (3) The welfare of smaller independent stations; (4) Control over programs—is the air free for rounded discussion of controversial matters; and (5) The types of programs on the air—including a study of vulgarity, obscenity or scurrility over the air.

Quick Action Unlikely

He said he will try to have his resolution tagged to the Cox resolution today. But it is doubtful that he will succeed. The present temper of the House is such that it is more likely the Cox resolution will go through with no difficulty, while Sparkman's will go to the Rules Committee and stay there for some time. This is probable because the tremendous scope of the Sparkman resolution would probably mean that the FCC would escape with less severe investigation, and it seems now that the Commission is destined to be the first new deal whipping horse for this season.

Fisherman's Calendar

If anyone wants to know when is the best time to go fishing all they have to do is look at Coble's Fisherman Calendar which was recently issued by WBIG, Greensboro, N. C. The calendar is issued as a promotional piece which should make a hit with those bitten by the piscatorial bug and want to follow Isaac Walton's tenets.

The calendar is complete from January to December and indicates the best fishing days in the various months by using an outline of a fish which becomes increasingly dark as the best days approach. On the best days the fish is totally black.

Coble's calendar was first published in 1928 with a limited circulation for local consumption. Now it has grown to include five million followers who are convinced of the accuracy of the forecasts.

The promotional tie-up with the station amounts to the station doing the fishing for its prospective advertisers and its present clients who have been served and are satisfied with their catch.

Women Radio Technicians Now Eligible For WAAC

Washington Bureau, RADIO DAILY

Washington—The Women's Army Auxiliary Corps will take into its ranks, qualified members of the Women In Radio and Electrical Service, commonly known as the WIRES, according to an announcement recently by the War Department. The WIRES were first organized by a group of women students in Trinidad Junior College, one of the schools used in the nation-wide training program of the Army Signal Corps. Officers of the Signal Corps and WAAC have arrived at Trinidad to start the enrollment program.

About 8,000 civilian women have been trained as radio operators, technicians and repairmen, and as telephone switchboard and instrument repairmen for the past few months at various schools and colleges throughout the country. They have been learning these technical trades under the supervision of the Signal Corps, along with some 22,000 men in the enlisted reserve.

NETWORK SONG FAVORITES

(Continued from Page 6)

FAVORITE STANDARDS OF THE WEEK

Table with 3 columns: SONG TITLE, PUBLISHER OR COPYRIGHT OWNER, ACI. Lists songs like Hallelujah (Harms), Begin The Beguine (Harms), Tea For Two (Harms), I Got Rhythm (New World), etc.

PATRIOTIC

Table with 3 columns: SONG TITLE, PUBLISHER OR COPYRIGHT OWNER, ACI. Lists patriotic songs like Anchors Aweigh (Robbins), Semper Paratus (Sam Fox), Marines' Hymn (U. S. Marine Corps).

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

Advertisement for WORL BOSTON MASS. featuring a cartoon pig character and the text 'THIS LITTLE BUDGET WENT TO WORL BOSTON MASS.'

★ ★ Coast-to-Coast ★ ★

ROBERT DELANEY has joined the announcing staff at WFBL, Syracuse. He succeeds Charles Batters who leaves to join the staff of WRC, Washington, D. C. The station is expanding its facilities for war service organizations by installing a permanent loop in the office of Oscar F. Soule, Syracuse and Onandaga rationing chief. In the first of the rationing talks, Soule explained the new point rationing plan.

The mystery of the missing scripts has finally been solved at WIP, Philadelphia. For some time scripts of the "Murder Clinic" have disappeared during the hour from 12:00 to 1:00 p.m. only to reappear just as mysteriously. Robert Simon, continuity director put two clues together. One was the hour of disappearance, the other the coffee stains on the returned scripts. Explanation was that girls in his department couldn't wait to hear the show on the air so they hiked the scripts during their lunch hour. Q. E. D.

Dedicated to a greater interest and a friendlier relationship with Pan-American countries is "Meet the Americas" now heard each Monday, 9:30-10:00 p.m., on KGVO, Missoula, Montana. Under the auspices of the Montana State University Chapter of the Pan-American Student Forum, the program features Bob Hayton as commentator, with typical Latin-American music, odd facts, thumbnail sketches, and a weekly digest of Western Hemisphere News making up the program.

Annual statistical report on WIXTG, Worcester, by E. E. Hill, managing director of WTAG and WIXTG, reveals that the FM station was on the air 6,051 hours, 26 minutes during 1942. Total number of programs broadcast was 20,175 and average daily time on the air 16 hours, 37 minutes. Early-morning yodeling program on WTAG, highlighting Betty Lou, cowgirl guitarist, has been extended from 5 to 10 minutes by State Opticians, local sponsors. Show is heard 3 times weekly from 7:15-7:25 a.m.

The Mobile Unit at CKBI, Prince Albert, Canada, has been on the go for the past four weeks. In order to cover eight remote broadcasts, the unit covered a total of 1,337 miles. These remotes were staged to raise money for the Anti-Tuberculosis League. The unit carries a crew of five and is fully equipped including a standby 1,000 watt 110 volt A.C. gas-driven power plant. The unit is under the direction of Bill Hart and Jerry Prest as announcer and engineer.

Helen Gillett, leading lady in the touring "Pursuit For Happiness" show, made a recent guest appearance on Helen Hope's program aired over WHYN, Holyoke.

Jim Young, commentator and formerly at WTMA, Charleston as chief announcer, is another addition to the staff at WWDC, Washington, D. C. He will feature the money specialty shows. Young has also been associated with WWNC, Asheville and WIS, Columbia, So. Car.

Double-duty courtesy announcements of a new type are now being used by WFIL, Philadelphia. The announcements, one for each day in the week, plug top network and local features for that particular day, finishing with a plea to listeners to save gas and tires—"Stay home and listen to WFIL."

A new series of broadcasts to be heard each Saturday night from 6:45 to 7:00 p.m. on WMCA, N. Y., in cooperation with the Council on Books in Wartime will discuss the use of books as weapons in the ideological phase of the war to preserve American institutions. Beginning January 23, the initial program will present Quentin Reynolds and Bennett Cerf.

Betty Dugan, accompanist and tutor of the Juvenile Round-Up, heard each Saturday from 1:30 to 2:00 p.m. over WWSW, Pittsburgh, will take her moppets to the Allegheny County Juvenile Detention Home, in Oakland for a jamboree designed to bring a bit of joy to kids who've run up against the law somewhat early in life.

Jacquelyn Keese, formerly with WMAL, has joined the staff at WWDC, Washington, as co-ordinator of programs. She has been identified with this type of work for six years, coming to the Capital City from Atlanta where she was program director at WATL. She was also assistant program director at WTMA, Charleston, N. C.

It pays to pause when the daily telephone inquiry program takes to the air-planes over WKZO, Grand Rapids-Kalamazoo. To date the program has given away a total of twenty \$25 War Saving Bonds. Hooper White handles the show.

1 9 4 3

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

January 19

Norman Barry	Charles Berry
Dick Granville	Charles Henderson
Lew Preston	Lanny Ross
Paul Small	Alvin Weisfeld
Roger Williams	
Alexander Woolcott	

In the interest of keeping all citizens in the state informed on activities of Colorado's law-making bodies, KLZ, Denver, is broadcasting a three-times-weekly "Legislative Journal" program featuring news of the 34th Colorado General Assembly and round table interviews with the legislators. Programs are produced by news editor Fred Fleming.

To test its listener "pull," WLS, Chicago, "Bunkhouse Jamboree" program, heard daily except Sunday from 3 to 5 a.m., offered a free sample of tobacco to all listeners. Twenty-four announcements made from December 14 to 19, pulled in 10,176 requests for the sample offer. The requests came from all 48 states, the District of Columbia, Canada and Hawaii. Heaviest mail came from industrial workers, farmers, night watchmen and plant guards.

Nathaniel Hawthorne's "Blithedale Romance" is the current literary classic that is being read by Maurice Joachim on the "To Be Continued" program. WHN, N. Y., airs the reading on Monday at 10:30 to 10:45 a.m.

Opening an "expansion campaign" for the National Girl Scouts organization the Los Angeles Council of Girl Scouts recently presented a program on KHJ, Los Angeles. Speakers on the program were Mrs. Alan H. Means, National Girl Scout president, Mrs. Harvey S. Mudd, National first vice-president, and James Clark, principal of the Melrose Avenue School. Clark interviewed several of the little girls in his school who are on the waiting list to become members of the Melrose School "Brownie" troop. Eddie Albright, literary editor assisted the Council in presenting the program.

KGW, Portland, Oregon, premiered its own locally written and produced "soap opera" last week, titled "House Divided." Arden X. Pangborn, managing director, announced that the program would be broadcast Monday through Friday on a sustaining basis. "House Divided" tells the story of an average American family in wartime.

Jane Patterson, a newcomer to the radio field has joined the accounting staff at WISR, Butler, Pa. Kieran Balfe, chief copy writer is assisting in production with the Butler Little Theater group. The programs "Mystery Tune," "Today's Hits," "Today's Sports," heard Monday, Wednesday and Friday at 5:15 p.m. are the newest programs to be signed for 13 weeks, while "Betty and Bob" sponsored by the John Nonse Company has been renewed for 13 weeks.

WPDQ, Jacksonville, lost no time in taking to heart the President's advice that men should still go fishing because "it's good relaxation." The program department has scheduled McDonald Bryan, one of Florida's foremost fishing authorities, for a quarter-hour broadcast every Friday night in which he informs listeners on the hows, whens, and wheres of fishing in the Florida waters.

"Vespers" is the title of a new commercial program heard over KOY-Phoenix. It presents the different church choirs of the city in a thirty-minute period of hymns. The program is sponsored by the Arizona Funeral Home. Contract runs for 52 weeks.

Robert M. Scholle, recently named sales director of WLIB, Brooklyn, has signed a 52-week contract for three spot announcements per week for Gold Medal Capsules. Account was placed through J. Walter Thompson Co. Scholle was employed in a similar capacity at WQXR, New York before joining the Brooklyn outlet.

Minnesota Federation of Women's Clubs, cooperating with the regional OWI office, began new program, "Wartime Living," over KSTP, Minneapolis-St. Paul. Show to be handled in round-table fashion with weekly guest experts having specialized knowledge of some phase of wartime living. Hayle Cavanar, regional radio director for OWI, was on initial show.

New WMC Classification Will Include Radio Men

(Continued from Page 1)

drain off for military service those men with wives or collateral dependents whose occupation is not in an essential field before calling on those in the fields listed as essential. In some districts, where there is not a high proportion of industrial workers, it may mean a delay of a month or several weeks in the calling of radio employees. It is unlikely, however, that it will mean lengthy deferment, since almost all eligible single men have already been taken from most districts.

The 3-B classification means delay because of the dependency made with less emphasis upon the essential nature of the work done by the registrant. Those men in jobs listed as essential by the essential activities committee of WMC will most probably be placed in 2-B. The directive of yesterday makes no distinction between essential and less essential jobs within the 35 fields of activity.

"In Fine Shape," Says Fly
In the meantime, the essential activities committee has concluded deliberations on the communication index, held up for more than a week. It has been learned by Radio Daily because of doubt as to whether book binders should be included. They weren't.

This list is expected to go to selective service today, and should be the hands of local boards later in the week. It is believed to include broader listing in the radio field than the previous list.

Chairman James Lawrence Fly of the FCC said yesterday that the index is "in very fine shape right now and should be distributed within very few days. 'I think all concerned in that matter have worked very hard on it,' he added, 'and have turned out a splendid job.'

REEVES

Sound Recording Studios Inc.
The Most Complete Sound Recording Service in New York City

1600 Broadway New York City
35mm, 16mm. Film, Acetate and Wax Recording Facilities. Complete Location Equipment.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



... 22, NO. 13

NEW YORK, N. Y., WEDNESDAY, JANUARY 20, 1943

TEN CENTS

House Votes FCC Probe

Essential Job Index Cover Program Heads

Washington Bureau, RADIO DAILY
Washington—The new Communication Index—the list of essential jobs in broadcasting and allied fields—has gone to Selective Service to provide local draft boards in handling deferment matters, will include program managers and several others—at least one other—broadcasting employee whose duties are not operational or confined to handling of news. Although no

(Continued on Page 3)

Buy War Savings Bonds and Stamps

Co-Op League Sets List of New Recorded Series

City stations, which will constitute a major phase of the first series of recorded radio programs sponsored by the Cooperative League of the United States, have already been set up, and will start airing the series "Here Is Tomorrow, Neighbor," Feb. 14. Stations are divided into two networks in the following manner: eight are NBC affiliates; six are CBS, 10, Blue and the remainder,

(Continued on Page 5)

Buy War Savings Bonds and Stamps

Legislature Bill Would Kill Milk-Ad Fund

Albany—Senator Donovan and Assemblyman McCarron, Manhattan Democrats, yesterday introduced measures to repeal the Agriculture and Markets Law with relation to provisions for Milk Publicity Campaign and milk tax. If passed, the Donovan-Carron measure would abolish the Milk Publicity Campaign,

(Continued on Page 2)

Everybody's Doin' It

Wedding bells are sounding melodiously at CBS. Three couples have issued their interesting announcements. They are: Ed Jerome, of the "Crime Doctor" and Orson Welles show, and Helene Freeman, CBS actress; Jim Backus, of "Joe and Ethel Turp," and Henriette Kell, actress; Fran Carden, of "The Jenny," and Perry Lafferty, scripter now with the Army.

Playing Safe

St. Louis—Earl Carroll was the originator of the slogan "Thru these portals pass the most beautiful girls in the world." Elaborating the theme to grotesque proportions someone at WIL posted a sign over the announcer's booth, to wit: "Thru this door pass the most handsome announcers in the world." The station, taking a good look at what was alleged to be handsome refuses to submit photos to back claim.

Chevrolet CBS Show To Feature Kennedy

Chevrolet Motor Division of General Motors Corporation will return to the air after a considerable absence, to sponsor news comments by John B. Kennedy over CBS, twice a week, starting Feb. 2. Broadcasts are planned for Tuesdays and Thursdays at 6:30 p.m., with rebroadcast at midnight for the Pacific Coast. Contract runs for 26 weeks. Commercial

(Continued on Page 2)

Buy War Savings Bonds and Stamps

Second Coca-Cola Series Starts On Blue Net Feb. 8

"Songs by Morton Downey" will be launched on the Blue Network Feb. 8, under the sponsorship of the Coca-Cola Company of Atlanta, in cooperation with bottlers of Coca-Cola throughout the country. The Coca-

(Continued on Page 2)

Equipment Pool Information Available Late This Week

NBC Symphony To Play Anti-Fascist Composition

Arturo Toscanini will deliver a musical blow against dictators and despots when he conducts the NBC Symphony Orchestra in a rare 81-year old Verdi work, Sunday, Jan. 31, (NBC, 5:00 to 6:00 p.m., EWT). The piece which probably will be heard for the first time in America is called

(Continued on Page 3)

Cox Vehement In Denunciation Of Fly As Investigation Is Approved; Committee Is Appointed

N. Y. Listeners Rose Following Gas Ban

Average sets in use in New York the first Sunday, Jan. 10, following the OPA ban on pleasure driving, increased, with the average figure for the morning period exceeding the year's record of 1942, and even Pearl Harbor Day, 1941. Afternoon and evening listening increased over comparable Sunday periods throughout 1942, with exception of last

(Continued on Page 3)

Buy War Savings Bonds and Stamps

C. N. Pricaulx Appointed WMCA General Manager

E. E. Anderson, president of WMCA has appointed C. Nicholas Pricaulx as general manager of the station. Pricaulx will continue to hold the post of treasurer which he has been since

(Continued on Page 2)

Buy War Savings Bonds and Stamps

Lewis-Howe Co. Renewal On 126 NBC Stations

Effective today, the Lewis-Howe Co., through Roche, Williams & Cunningham, Inc., has renewed "Treasure Chest" programs over 126 NBC sta-

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Accepting the implied challenge hurled at him over the week-end by the FCC, which once again brought before the public the matter of the check paid him by WALB, Albany, Ga., Rep. Eugene C. Cox on the House floor yesterday secured nearly unanimous consent for his resolution calling for an investigation of the operations of the Commission. The stock he received for the WALB check, he said, "was

(Continued on Page 7)

Buy War Savings Bonds and Stamps

Canada's Music Fees In Final Settlement

Montreal—Approval of the Copyright Appeal Board for a rate schedule to be charged by the Canadian Performing Rights Society and BMI Canada Ltd. during 1943 was announced this week. A proposed license fee for coin music machines contained in the original schedule of the performing rights society, was

(Continued on Page 2)

Buy War Savings Bonds and Stamps

Anti-Ascap Measure Rescinded In Tennessee

A bill to repeal all sections of the 1937 Anti-Ascap statute of the State of Tennessee was passed last week by the State Legislature, John G. Paine, general manager of Ascap

(Continued on Page 2)

Air-Confab

Chicago—A unique "conference by wire," in which executives of S. C. Johnson & Son and members of the company's NBC "Fibber McGee and Molly" cast addressed Johnson divisional managers and salesmen in 21 cities, was held here in cooperation with NBC. Pickups on an NBC "closed circuit" were made from New York, Chicago and Hollywood.

(Continued on Page 7)



Vol. 22, No. 13 Wed., Jan. 20, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : : Publisher

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

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FINANCIAL

(Tuesday, Jan. 19)

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., WCAO (Baltimore), WJR (Detroit). Includes High, Low, Close, Bid, Asked, Net Chg. values.

Lewis-Howe Co. Renewal On 126 NBC Stations

(Continued from Page 1) The product advertised is "Tums."

Originating in Hollywood, Treasure Chest will continue to present Horace Heidt and orchestra, Frankie Carle, Donna and her Don Juans, and Fred Lowery, the blind whistler. "Treasure Chest" is broadcast Tuesday nights at 8:30 EWT.

State Legislature Bill Would Kill Milk-Ad Fund

(Continued from Page 1) conducted now by the Mathes Agency, which utilizes radio to a great extent for the appropriation of over \$300,000.

HOTEL APARTMENT FOR LEASE

Three rooms, kitchenette, bath and balcony. Exquisitely furnished. Located at 58th St., between 6th and 7th Aves. \$160 per month. Can be leased until Sept. Maid service. Call Cl. 6-8624.

Second Coca-Cola Series Starts On Blue Net Feb. 8

(Continued from Page 1)

Cola Company also sponsors "Victory Parade of Spotlight Bands," aired six nights weekly on 139 stations of the Blue since Sept. 21.

The 15-minute program to be heard Monday through Friday at 3:00 p.m., EWT, with the Raymond Paige orchestra accompanying the tenor, marks a new departure in daytime radio, currently replete with dramatic offering. Downey will provide one of the few "live" musical interludes on the afternoon airwaves and affords, perhaps, a welcome relief to the housewife. The program will originate in the New York studios of the Blue Network.

Two closed circuit talks have been scheduled in preparation for the launching of the new show. Today Keith Kiggins, vice-president in charge of stations of the Blue will give an outline of the program to Blue affiliates and explain the arrangement made for the sponsorship, with Coca-Cola responsible for production and talent, and the bottlers for the time.

Closed Circuit Talk Today

A second closed circuit talk, unique in that it embodies a campaign to enlist the bottlers support for the program will be held today when the bottlers will be invited by Coca-Cola and the station managers of Blue affiliates in their respective home cities to a pre-view of the show. The bottlers will hear talks by Mark Woods, president of the Blue speaking from New York; Harrison Jones, chairman of the board of Coca-Cola, speaking from Washington, D. C. and Mrs. Alfred J. Mathebat, president of the American Legion Auxiliary in Indianapolis, and a pre-view of the show from Chicago. Others appearing on the program will be representative housewives and rating experts who will set forth the necessity for a new type of daytime radio entertainment.

Bottlers Now Have Contracts

The number of stations on which the program will be aired depends on the number of bottlers who arrange to sponsor it in their respective cities. The bottlers will sign up with D'Arcy Advertising Company, Coca-Cola agency, which in turn will make final arrangements with the Blue. Contracts are now in the hands of the bottlers.

Chevrolet CBS Show To Feature Kennedy

(Continued from Page 1)

will probably stress the Victory Service League of Chevrolet dealers. Radio plans for the parent organization, itself, remain for the time being, confined to "Victory Is Our Business." Agency, Campbell-Ewald, has no other production cooking for the GM account at the moment. Agency is handling, the Kennedy booking also. Commentator's WNEW commitments will not be affected by the CBS contract.

Chevrolet at one time had the largest transcription coverage of any commercial.

Canada's Music Fees In Final Settlement

(Continued from Page 1)

deleted from the approved schedule.

At the hearing of the board held last December, Samuel Rogers, K.C. appearing for the Ontario Music Operators Association, suggested the proposal for a fee on these machines should be deferred until liability of the parties concerned was clarified by a case now before the supreme court of Canada. Col. O. M. Biggar, K.C. who appeared for the society agreed to this suggestion.

Under the approved schedule the society will collect \$129,879 from radio stations during the year, compared with \$115,377 during 1942. The collection is made on the basis of eight cents for each radio license.

BMI Canada Ltd. will collect \$16,234 in 1943 compared with \$14,547 in 1942, on the basis of one cent for each receiving license.

Kate Smith Back Fri. Eve. Airs From Maritime Base

After two weeks' illness, Kate Smith returns to the Columbia network Friday, Jan. 22. The "Kate Smith Hour" originates on that day at the United States Maritime Service Training Station, Sheephead Bay, New York and will be heard from 8:00 to 8:30 p.m.

The program produced and directed by Ted Collins, goes on at the big auditorium at the Maritime Base before an all-servicemen audience. Regular members of the cast will be on hand as usual, including comedian Henny Youngman, Leonard Sues, trumpet soloist, Jack Miller's band and Ted Straeter.

Miss Smith will not return as yet to her noon day news casts.

Driscoll's Special Show Draws Police Comm. Rise

In refutation of accusations made by Dave Driscoll and John Whitmore of WOR's War Services and News Division, that lack of police enforcement of traffic laws is the principal causal factor in large night time death tolls, Police Commissioner Lewis J. Valentine issued figures on the operations of traffic squads. The broadcast aired Sunday via recordings made on the scene, as Driscoll and Whitmore drove through the streets of New York.

Commissioner Valentine's reply was issued Monday. He released figures to show, that since the start of the 20 mile per hour night speed limit of last June 12, the traffic squads issued 5,393 summonses for speeding in the daytime, and 8,179 for speeding at night. Three summonses were issued for dangerous driving in the daytime, and eight for the same violation at night.

According to Driscoll's broadcast: "Not once in our 20 hours of driving on four different nights did we see a policeman making an arrest for traffic violation." The Commissioner's reply was aired by the station via Transradio Press news reports.

COMING and GOING

ELI BUCK CANEL, director of Latin-American programs for NBC's International Division, is in Miami to cover the arrival there tomorrow of ALBERTO GUANI, Uruguayan Foreign Minister. NBC will present a daily roundup of the diplomat's activities during his stay in this country.

KINGSLEY HORTON, sales manager of WEEI, Boston, is in New York for conferences at the headquarters of CBS.

ARCH SHAWD, vice-president and general manager of WTOL, Blue Network outlet in Toledo, has arrived from Ohio for a few days on station and network business.

W. T. CRANSTON, station manager of CKOK, Hamilton, Ont., is on a short visit to New York.

AL HOLLENDER, of WJJD-WIND, who spent the early part of the week here, leaves tonight on the return trip to Chicago.

HAROLD C. BURKE, general manager of WBAL, Baltimore, in town yesterday and paying a call at the stations department of NBC.

WILLIAM G. McBRIDE, sales promotion manager of WDBO CBS affiliate in Orlando, Fla., in New York yesterday on network business.

L. WATERS MILBOURNE, vice-president and general manager of WCAO, a caller yesterday at the Columbia network offices.

WILLIAM T. LANE, station manager of WAGE, Blue Network affiliate in Syracuse, in town yesterday for conferences at offices of the network.

WALTER J. BROWN, vice-president and general manager of WSPA, Spartanburg, is here from South Carolina for a few days on network business.

FRED FLETCHER, general manager of WRAL, Mutual outlet in Raleigh, who was in New York Friday on a business trip, has returned to North Carolina.

C. N. Pricaulx Appointed WMCA General Manager

(Continued from Page 1)

the company was formed. Charles Stark, sales manager, has been made vice-president in charge of sales. Both appointments are effective forthwith.

Anti-Ascap Measure Rescinded In Tennessee

(Continued from Page 1)

stated yesterday. The bill became State Law yesterday: Measure was introduced in the Senate by Senator J. H. Ballew, floor leader of the Administration; and a similar bill was introduced in the House by Representative Fred S. Powell.

Advertisement for WHAM radio station. Text includes: 'NOT JUST MONROE COUNTY but WHAMland', '140,518 prosperous families boost year 'round buying income.', 'Nat'l Rep. George P. Hollingsburg', '50,000 Watts... Clear Channel...', 'Time... NBC Blue and Red Networks', 'ROCHESTER, N. Y. THE STROMBERG-CARLSON STATION'.

N. Y. Listeners Rose Following Gas Ban

(Continued from Page 1)
 January. Pearl Harbor Day, of course, set the record for afternoon and night time sets-in-use, according to the Pulse of New York, Inc. On Sunday morning, Jan. 10, the average sets-in-use reached 11.0, the highest ever recorded by the Pulse surveys. Increase is 9 per cent over the December figure and that of the morning of Pearl Harbor Day. For the afternoon and evening of the first gasless Sunday, the average figure is 21.2 and 34.1 respectively. Both in both cases is approximately 10 per cent over December. Sunday evening during the last 14 months summarized in the table below.

PER CENT OF HOMES LISTENING TO RADIO
 (Sets-in-Use)

	Morning 6 a.m. to 12 noon	Afternoon 12 noon to 6 p.m.	Night 6 p.m. to 12 mid.
1943	11.0	21.2	34.1
1942	10.1	19.7	31.7
"	8.4	16.5	27.6
"	9.8	16.4	21.4
"	7.9	18.4	17.2
"	7.9	17.4	17.1
"	7.1	14.7	16.8
"	8.1	18.7	28.6
"	8.7	18.7	32.0
"	8.5	19.2	32.6
"	9.3	20.3	31.5
"	9.7	20.3	32.8
"	9.5	22.1	34.2
1941	10.1	21.4	46.3

Bob Burns Makes Grade In New Hooper Ratings

For the first time, Bob Burns' "Kansas Traveler" is included in the top 15 programs of the Jan. 15 Hooper national program ratings report. His upped position is attributed to the shift in his program, from Wednesdays, 9-9:30 p.m., where he had to compete with Eddie Cantor, to Thursdays, 7:30-8 p.m. Switch also includes a move from CBS to NBC. Bob Skelton's rating of 40.3, is the highest of the first 15. Hooper's sets-in-use figure, 35.2 indicates a dropping off of 3.2 from the all time high of the corresponding period January 2-8, 1942, when the Pearl Harbor attack by the Japanese affected listening so greatly.

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

PROMOTION

WBIG Folder Series
 WBIG, Greensboro, has issued a new folder-type promotional piece. The primary function of the promotion is to allay any fears radio adherents might have regarding radio listening and advertising during 1943. The station keynotes the feeling that, although they are not associating themselves with any "status quo" frame of mind, 1943 sales can be "nudged" through the air. The folder is done in brown and white and interspersed with drawings of an announcer, a girl and boy seated on a park bench, a man and wife listening to the radio at home, and of Uncle Sam. Each of the drawings is associated with an institutionalized message.

It points out that, though rationing is occupying a foremost position on the home front and that more rationing may be in store for the country as a whole with the accompanying prospect that manufactured goods and merchandise may no longer be available to the consumer or the retailer, even with this prospect in sight radio is the medium that will keep alive those firms which are forced, out of necessity, out of business for the duration.

Station authorities feel that a present forecast of replacement parts of radios, particularly tubes, is premature. Stating figures it shows that in England where replacement parts are scarce only about 10 per cent of the sets are out of service after three years of war.

However should any such problem face set owners "WPB's radio division is readying a program which will permit greater than normal replacement of tubes."

With a picture of the American flag on the back cover, the promotion reiterates the fact that radio is do-

Gen. Electric Booklet
 "Electronics—A New Science for a New World" is the name of a colorful, pictorial booklet issued by General Electric presenting the general story of electronics, its past, present and future.

The booklet states the position the electron holds in the world and in the universe. It is only in the last two generations that science has been able to control the electron and "put them to work for the good of mankind." Electrons, which are a part of the atomic world, are manifest in all fields of human endeavor, from the tiny marks on a strip of film which is actually the voice of some motion picture actor; "the exacting science of measuring iron in the dust of interstellar space to the 1,000,000-volt X-ray tube which bombards malignant cells with radiation equivalent to \$95,000,000 worth of radium."

In the new booklet, colorful accounts by word and illustration are told of how the electron is working today in war combat to perform many miraculous functions; in research to reveal more of nature's mysteries; in industry to increase production and human efficiency; in radio and television; to extend the range and quality of sound and sight over the airwaves; in agriculture to improve quantity and quality; and in medicine to reveal more and more of the structure and behavior of the human body.

ing a great job in covering the war on many fronts and commands the greatest numerical audience the world has ever known. Bearing that in mind it should be considered well during 1943. And since WBIG serves the richest and most populous area in the southeast, that station should be considered "well" by any prospective advertiser.

Gleason Joining OWI As Field Representative

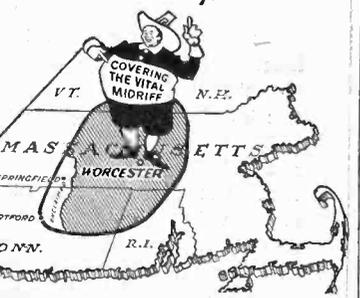
Ralph J. Gleason, for the past year trade news editor of CBS, leaves the network Jan. 25 to join the Office of War Information, Overseas Branch, as a field representative. George Crandall, CBS publicity director, announced yesterday. "Gleason has been a valued member of the CBS publicity staff who has done excellent work and has become well known throughout the trade," Crandall said. "It is with genuine regret that we are losing his services, but we are pleased that his talents will be devoted to the service of his country in his new, wartime assignment."

Prior to joining CBS in 1941, Gleason was on the news staff of "Printers' Ink" and before that was with J. Stirling Getchell, Inc. He was a reporter for several Westchester County newspapers, did publicity for Playland, Rye, N. Y., and attended Columbia University where he was news editor of the "Columbia Daily Spectator."

NBC Symphony To Play Anti-Fascist Composition

(Continued from Page 1)
 "Hymn of the Nations" and is in keeping with Toscanini's antipathy to all things fascist.

Where industry is busy night and day.



WTAG WORCESTER
 When you buy time—BUY AN AUDIENCE

Essential Job Index Cover Program Heads

(Continued from Page 1)
 announcement has yet been made RADIO DAILY learned yesterday of the inclusion of program managers.

This move represents a departure on the part of the essential activities committee of the War Manpower Committee, which in listing these jobs has previously refused to recognize the fact that radio cannot be an effective information if it cannot support itself through non-news-programs. That this was a subconscious feeling on the part of the committee was apparent last month, when an official of the committee was forced to admit its truth, implying that he had never recognized before that such an attitude was indicated by jobs the committee chose to publish in its October bulletin.

Other Complaints Registered
 Revelation of this fact in RADIO DAILY led Chairman James Lawrence Fly to huddle with the committee in what was apparently at least a partially successful effort to convince them of the essential nature of non-news activities in broadcasting. Other complaints—among them a plea before the recent OWI convention of Radio Bureau Consultants by Sheldon R. Sackett of Marshfield, Oregon—are also thought to have affected the stand taken by the committees.

New Stromberg Directors

Four new directors of the Stromberg-Carlson Tel. Mfg. Company were elected at a special meeting last week. The new directors are: Frank E. Devans of the law firm of Goodwin, Nixon, Hargraves, Middleton and Devans; William Fay, vice-president in charge of broadcasting; Lloyd L. Spencer, vice-president in charge of sales, and Fred C. Young, vice-president in charge of engineering.

Always Popular Now More POWERFUL
WCAO
 The Voice of Baltimore
 NOW 5,000 W · DAY & NIGHT 600 KC
 The Only Columbia Station in Maryland
 PAUL H. RAYMER CO., Nat'l Sales Representative
 NEW YORK · CHICAGO · SAN FRANCISCO · LOS ANGELES

Los Angeles

By JAC WILLEN

ART RUSH, well known Hollywood radio agent, became the father of a six pound, six ounce, son Thursday, Jan. 14, at the Hollywood Hospital. Mother is the former Mary Jo Matthews of films.

Leon Gutterman, KFVB publicity head and radio producer, is among the injured last week, but counts himself one of the luckiest men alive. He was struck and injured by an automobile Thursday. He will be confined in bed at his home until condition of his legs, and head bruises, allow his return to work.

Bill Lawrence, Pedlar & Ryan producer, just moved into his new Toluca Lake home, formerly the Tiny Ruffner manse. Bill now feels relaxed about the car rationing situation. He is but two doors away from the Lakeside Golf Club... and has one of the smallest midget autos in this vicinity.

Dresser Dahlstead, chief announcer of the Hollywood Blue Network, checked out for Army duty. He has been replaced by Victor Perrin of staff.

Sunkist's "Today At the Duncans," formerly heard Monday, Wednesday and Fridays over CBS, 3:15 to 3:30 p.m., PWT, drops the Monday and Wednesday broadcasts, effective Friday, Jan. 29, and will be heard Fridays only. KNX, local CBS outlet, does not carry the feature.

Gary Harris, recording engineer, took time out between "Ceiling Unlimited" assignments to handle the controls on Monogram's "Silver Skates" last week.

Harry R. Lubcke, director of Thomas S. Lee's television station W6XAO, spoke at the Institute of Radio Engineers, Los Angeles section, 8 p.m. Tuesday night.

"Quonk" is the word Paul Whiteman has manufactured for the part of the Burns and Allen scripts in which he announces his band numbers and Jimmy Cash's songs. It is equivalent to the slang usage of the word "stuff."

Lum and Abner, who popularized the expression, "Wonderful World," on their radio show a few months ago, got the news this week that a "Wonderful World Club" has been organized in Hawaii, made up exclusively of doctors and nurses.

Friedheim Biz Manager Of NBC-Radio Recording

Robert W. Friedheim, eastern sales manager, NBC's Radio-Recording Division, has been appointed business manager of the division. C. Lloyd Egner, NBC vice-president in charge of Radio-Recording, announced yesterday. Friedheim, who has been acting business manager since May 1942, will continue as eastern sales manager.

The new business manager joined NBC in 1937 as a salesman in the recording division. Previously, he had been on the staff of WMBH, Joplin, Mo.



Notes From A Ringside Seat. . . .!

● ● ● The war has definitely influenced the coloring of major radio programs. Taking a few forthcoming shows at random, we find that the Lionel Barrymore series, "Mayor of The Town" on CBS Jan. 27th is based on sabotage. On Jan. 24th, "Radio Reader's Digest" will star Claude Rains in a story dealing with the French underground. The Jan. 27th airing of "Mr. D.A." will be based on the War Production racket. These are typical of the content of most shows today. It's seldom that you can tune in on a show and not find at least one reminder that this is a nation at war.

★ ★ ★

● ● ● The funniest story we've heard about Goody Ace in a long while is the one about the time he was playing bridge with a few of his pals recently. It seems that one of the lads was running into foul luck consistently and couldn't make a bid. Finally, losing his temper in the middle of a hand, he disgustedly threw his cards out of the window. Goody immediately went over to the window and looked out. After a moment or so, the other players got impatient and asked him what he was looking at. "I just wanted to see if my finesse were good!" replied Ace.

★ ★ ★

● ● ● TICKER TAPE: The \$25,000 wage ceiling shouldn't worry Fred Allen too much so far as getting guest stars is concerned. Alford Hitchcock, for instance, is going on with Fred Sunday just for laughs. Being a terrific admirer of the comedian, Hitchcock refused to accept a fee for the booking, claiming it was a privilege to appear on the show. Incidentally, the past two Crossley sheets reveal Allen to have had the biggest jump of any show on the air... Oscar Levant and Geo. S. Kaufman are worried about dialers thinking they've been replaced on the Cresta Blanca show after tonight's performance. They'd like it known they were only booked for two weeks... Talk about your breaks, Benny Rubin has been trying for ten years to get on the air only to finally wind up opposite Bob Hope! Benny says that's worse than auditioning for a deaf sponsor... Bob Welch inducted yesterday as a private in the army... Joe Besser, the "Sons o' Fun" comic who scored so heavily with Jack Benny last week, has been booked again for this week's airing... Lester Shurr reports for induction at Ft. Dix today... Jack Van Nostrand has resigned from Y. & R. for OWI work... Ed and Polly East signed for 52 weeks by Dry Dock Savings Institution after a two-week trial period... Phil Carlin's secretary, Selma Wickers, back after a lengthy Florida vacation... At least two sponsors are interested in bringing back "Junior Miss" to the airlines... Herb Shriner says that with the ban on pleasure driving, the taxi drivers now have the pedestrians all to themselves!

★ ★ ★

● ● ● The extremes to which Ralph Edwards will go for a laugh on his "Truth or Consequences" was more than demonstrated the other night. Walter Liengme, a contestant from Teaneck, N. J., was told that he was to box an opponent named "Toughie Rue" in Stillman's Arena, with Benny Leonard as referee and Don Dunphy and Bill Corum giving the radio audience a blow-by-blow description. Not until he entered the ring did the nervous contestant discover that his opponent was a boxing kangaroo! Liengme, billed as "Kid Killlem," was declared the winner after it was discovered that Toughie Rue was carrying a concealed weapon—a baby kangaroo—in her pouch. The stunt cost Edwards \$1,200, but he figures a good laugh is worth it.

★ ★ ★

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

THE resignation of Kenneth D. Fry as NBC Central Division news and special events director, and the appointment of William Ray, former press department manager, to succeed Fry as news and special events director, also the appointment of John F. Ryan to succeed Ray as Central Division press manager were announced yesterday by Harry C. Kopf, vice-president of NBC and general manager of the NBC Central Division.

Fry has resigned effective Feb. 1 to join the Overseas Branch of the Office of War Information. He was associated with the Chicago "Evening Post" and the United Press before joining NBC as a member of the press department in 1933. In 1936, when the news and special events department was created, he was named its manager, a post he has held since then.

Ray joined NBC in Sept., 1933, as a member of the press department, becoming news editor of the department in 1936 and manager in 1937. Before entering radio, he was a member of the staffs of the Louisville "Courier-Journal," Louisville "Herald-Post" and the Chicago "Evening Post" and was on the publicity staff of the Century of Progress Exposition in 1933.

Ryan joined the NBC press department in 1938 and has successively been picture editor and news editor.

Savings Bank On WJZ

The Williamsburgh Savings Bank of Brooklyn will launch a campaign on WJZ Jan. 23. For its first radio advertising campaign, the 92-year-old institution will sponsor "History As It Happens," a 15-minute program to be aired weekly on Saturday immediately after the broadcast of the Metropolitan Opera's Saturday matinee sponsored on the Blue Network by the Texas Company. The opera broadcast ends between 5 and 5:15 p.m., EWT. Muir & Co., New York handles the account.

A weekly summary of history-making world events, the program will feature Gilbert Martyn, Blue Network announcer and motion picture newsreel commentator.

TOP NOTCH RADIO SALESMAN

Draft exempt, 12 years experience, network and national spot. Wide and cordial agency contacts in N. Y. and Chicago. Available immediately as commercial mgr. Network station preferred. Married—41 years old. East coast first choice, but will consider midwest offer. Good references. Write

RADIO DAILY, Box AX
1501 Broadway New York City

GUEST-ING

E. REYNOLDS, commissioner of public buildings for the Federal Communications Agency, on "Headlines from Washington," today (WNEW-ACN, 2:30 p.m.).

CHARLES KULLMAN, tenor, in a radio appearance on "Great Moments in Music," today (WABC-CBS, 10 p.m.).

EDWARD W. GUDAKUNST, medical director of the National Foundation for Infantile Paralysis, on "Highways to Health," tomorrow (WABC-CBS, 4:30 p.m.).

ME. WELLINGTON KOO, wife of the Chinese Ambassador to Great Britain; JAMES G. McDONALD, commentator, and HUGH BYAS, former correspondent of the New York Times, discussing "Can We Win the Peace During the War," on "America's Town Meeting of the Air," tomorrow (WJZ-Blue Network, 8:30 p.m.).

ROL BRUCE and SHIRLEY HATH, on the "Stage Door Canteen" program, tomorrow (WABC-CBS, 3 p.m.).

MANUEL QUEZON, president of the Philippine Commonwealth, on the "Mr. Hunt's program," tomorrow (WABC-CBS, 6 p.m.).

ARGINIA BRUCE, in an adaptation of "Mr. and Mrs. Smith," on the "Philip Morris Playhouse," Friday (WABC-CBS, 9 p.m.).

EB HAWK and BILLIE BURKE, on the "Comedy Caravan," Friday (WABC-CBS, 10 p.m.).

Abbott-Costello Miss One

The Abbott and Costello show on NBC Thursday, 10-10:30 p.m., will be heard tomorrow night. In place the network is carrying talk by ex-president Herbert Hoover who will address the National Conference Industrial Board at a dinner in the Waldorf-Astoria. His talk will be "Food Supplies For the War."

EVERY TELEGRAM'S A RUSH TELEGRAM AT
Postal Telegraph

CHARGES FOR TELEGRAMS PHONED IN APPEAR ON YOUR TELEPHONE BILL.

NEW PROGRAMS—IDEAS

Health Series

In an effort to meet the newly created problem of maintaining civilian health because of the reduced ranks of doctors and trained nurses, WCAU, Philadelphia is inaugurating a new series of programs that started last Monday and is aired at 3:20 p.m., EWT.

The series is being presented in cooperation with the Philadelphia Department of Health, and the talks heard every Monday at the same time will be given by Dr. Ruth Hartley Weaver, assistant director of the department.

The programs will be in the form of interviews, with Betty Hurd, of the station's staff acting as interrogator. Dr. Weaver will broadcast practical home nursing hints, and will define actions regarding elementary diseases that can be cared for at home without taxing the hard pressed medical forces.

Navy Program

A new series of programs has been formulated by George A. Provol, program director of KDYL, Salt Lake City, for the United States Navy. The programs are broadcast each Monday night at 11:30 p.m.

The new series deals with the various phases of Navy activity and is handled by Lt. L. D. Simmons, Navy Public Relations Officer for Utah.

Future plans call for interviews with members of various officer procurement boards and other branches of the Navy located in the Utah area.

Commercial For Hughes Starts On WMCA Sunday

Alice Hughes, newspaper columnist, will start a new commercial series on WMCA, Sunday, Jan. 24. Her quarter-hour program will air Sundays from 7:45 to 8 p.m., and across the weekday boards from 9:03 to 9:15 a.m. Hy-Grade Food Products is sponsoring the columnist on Sunday, while the Cooper Dry Cleaning Service has the weekday commercials.

Miss Hughes' inaugural program will present Sister Kenny, whose method of infantile paralysis therapy has been widely praised and accepted by medical authorities. Interviews with women in the news will be only one phase of the new program's format. The other two include general news affecting women in this country, and crusades. To achieve the latter, Miss Hughes is planning surveys and investigations of her own on matters concerning food and prices, markets, and items of vital interest to the war effort. Miss Hughes is currently writing a syndicated women's column for King Features. She had originated the first retailing feature in New York for the "World-Telegram" in 1928.

Stork News

Russ Mulholland, announcer on the WCAU, Philadelphia staff became the father of a son recently.

KNX Public Service Angle

A new series of public service programs has been inaugurated by KNX, Los Angeles, and the California stations of the Columbia network. This new daily program is devoted to world, national and Pacific Coast news, and reports on the 55th session of the California Legislature. The program is broadcast at 3:00 to 3:15 p.m., PWT.

The opening four minutes of the program are from KNX, featuring war news and National and Pacific Coast events, as compiled by the CBS-KNX news bureau. The program then switches to the State Capitol at Sacramento; where the balance of the fifteen-minute period is given over to news of the Legislature, including brief interviews with members of the state government. News from Sacramento originates through KROY.

"Paralysis" Disks

Joining the 1943 fight against infantile paralysis are several radio personalities who have made one-minute transcription talks which were sent to 300 stations.

Those who have donated their services through the courtesy of the American Federation of Radio Artists are: Clifton Faidiman, Dan Seymour, Ed Herlihy, Clayton Collyer, Paul Sullivan, Lowell Thomas, Hugh James, Warren Sweeny, Ben Grauer, and George Putnam. The transcriptions were made by the World Broadcasting System, Inc.

Co-Op League Sets List In New Recorded Series

(Continued from Page 1)

independents located in various sections of the country.

One of two may still be added to the following list: KSTP, St. Paul, Minn.; WJSV, Washington, D. C.; WHDH, Boston; WELI, New Haven, Conn.; WTRY, Troy, N. Y.; WQXR, New York City; WSYR, Syracuse, N. Y.; WFIL, Philadelphia, Pa.; WHP, Harrisburg, Pa.; KDKA, Pittsburgh, Pa.; WHKC, Columbus, Ohio; WING, Dayton, Ohio; WSPD, Toledo, Ohio; WJMS, Ironwood, Mich.

WHDF, Calumet, Mich.; WDMJ, Marquette, Mich.; WIND, Gary, Ind.; WISN, Milwaukee, Wisc.; WTAQ, Green Bay, Wisc.; WEBC, Duluth, Minn.; WHLB, Virginia, Minn.; WMEG, Hibbing, Minn.; WDAY, Fargo, N. D.; WNAX, Yankton, S. D.; KGNC, Amarillo, Tex.; KFYO, Lubbock, Texas; KFWB, Los Angeles, Calif.; KQW, San Jose, Calif.; KHQ, Spokane, and KGW, Portland, Ore.

Father-Son On WOR

Gerald Griffin, opera and concert tenor, will be featured together with his nineteen-year-old son, on the Jerry Cooper "Keep Ahead" Variety Show this Friday night, Jan. 22, 1943, 7:30 p.m. over WOR, N. Y. This is the first time that a "Father and Son" will both sing over the radio.

AGENCIES

RUTHRAUFF & RYAN, INC., effective Jan. 1, is placing the advertising of the Wire and Cable Division of the Electric Auto-Lite Company. With the acquisition of this department, R & R now handles the advertising for all 26 Auto-Lite divisions.

BERNICE E. NEWMARK has been appointed to replace Edward Lane as copy chief of Director & Lane. Samuel Rowitt has joined the copy department in charge of radio continuity.

DALE DOUGHTON, associate professor at New York University's School of Commerce, will speak on the subject, "The Want-Association Technique of Advertising Evaluation," at a luncheon of the American Marketing Assn., to be held today at the Hotel Sheraton.

"FASHION: SALESMAKER OF QUALITY" is the title of a brochure just published by Abbott Kimball Co., Inc.

DR. J. HENRY CARFENTER, just back from a 40,000-mile trip through China, will deliver an address at the regular Wednesday luncheon to be held Jan. 27 at the Advertising Club of New York.

JAMES G. ROGERS, JR., vice-president and general manager of Benton & Bowles, Inc., is taking an indefinite leave of absence from the agency to serve as an assistant to Gardner Cowles, Jr., Director of Domestic Operations of the office of War Information in Washington.

NORWICH PHARMACAL COMPANY of Norwich, New York, is releasing an extensive campaign on Pepto-Bismol and Unguentine in Cuba, Puerto Rico, Panama and Bermuda. Concentrated press advertising will be used and the Spanish speaking countries will also have strong spot radio support. Export Advertising Agency, Inc., New York, handles the account.

Wedding Bells

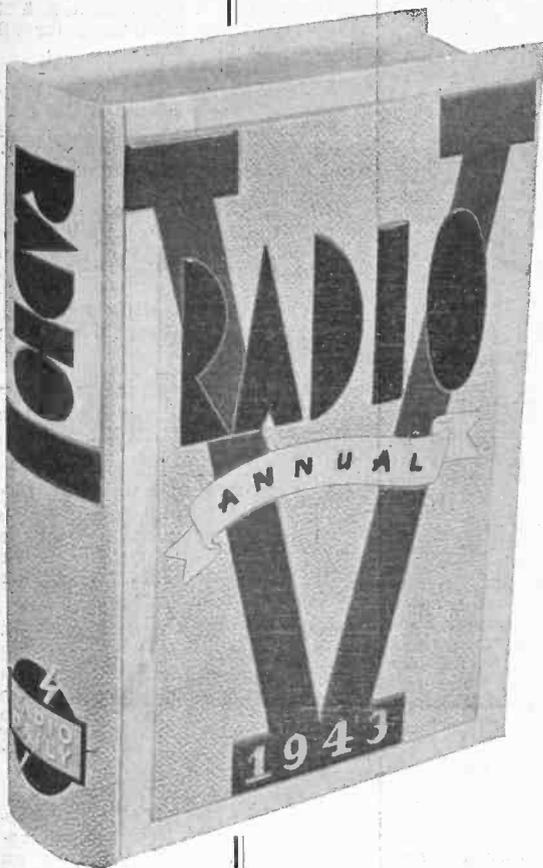
Benedict Hardman, news editor of KOB, Albuquerque, is now indeed a benedict. He was married recently to Muriel Watson at the Holy Rosary Chapel in Minneapolis.

★ the BEST and the MOST ★
FOR YOUR DOLLAR

WNBC

In America's
**INDUSTRIAL ACTIVE
HARTFORD**
5000 WATTS BASIC BLUE

The 1943



**RADIO
ANNUAL**

**will
be the
most
complete
radio
refer-
ence
book
ever
compiled.**

**Now in
intensive
preparation.**

Out Soon

To The Colors

HILLIARD GATES, sportscaster at WOWO-WGL, Fort Wayne, has been inducted into the Army at Camp Perry, Ohio, reception center.

JUDY BROOKS, of the Song Writers' Protective Association has been accepted in the WAAC's.

BILL SIMON, staff musician of KVOO, Tulsa, has joined the armed forces.

MARCUS BARTLETT, who for 13 years has been with WSB, Atlanta, has reported to the naval station at Charleston, S. C. as a lieutenant (j.g.).

FRED WEITING, stage and screen critic of WIBG, Philadelphia, leaves the station this Friday to report to the Navy for Officer's Training.

ALOYSIUS CHRISTIE, of the CBS photo department, joins the Army Jan. 26.

M. S. ADAMS, field supervisor of the engineering department, NBC Hollywood, commissioned a first lieutenant in the U. S. Marine Corps.

HENRY BRAINERD, of the music rights department, NBC Hollywood in the Coast Guard.

WALLACE BOONE, assistant head of auditing department, NBC Hollywood, awaiting assignment to Officers Training School. Now at Fort MacArthur.

RAY DERRY, announcer for WPEN Philadelphia, joined the Army at Fort Dix last week.

CBS Appoints Wood Capital News Director

Robert S. Wood, assistant director of CBS News Broadcasts in New York, has been appointed CBS director of Public Affairs in Washington, it was announced yesterday by Paul W. White, CBS director of News Broadcasts. In the national capital, Wood will direct all news, public affairs and special events broadcasting which originates in that area, White explained.

Everett Holles, who has been CBS night news editor in New York, has been named assistant director of News Broadcasts and he is succeeded by Henry Wefing as night news editor.

Ann Gillis has resigned as director of CBS Special Events in Washington, effective Feb. 1. Eric Severeid, who has been in charge of news broadcasts there remains as chief correspondent of the CBS Washington bureau, but is being relieved of administrative work because of the pressure of a heavy news broadcasting schedule.

Wood was born in New York City, studied at Cornell University and was graduated from the University of Toronto. He joined the armed forces in Canada during World War I and was commissioned a captain in the Royal Air Force, serving throughout the war.

After the armistice, Wood was correspondent at various points on the Continent for the London "Times" before returning to New York, where he joined the staff of the "Evening World." As foreign correspondent, he worked in every capital in Europe and was honored by the Russian Czarist government with the Cross of St. George and by King Carol, who made him a Knight of the Crown of Rumania.

With passing of the "Evening World," Wood established the "Radio Guide" magazine in 1931 and devoted all his attention to that publication until announcement of plans for the World's Fair, when he was appointed

Crosley Corp. Given CP; Other Activities By FCC

Washington Bureau, RADIO DAILY
Washington—The Crosley Corporation yesterday was granted a construction permit by the FCC for a new broadcast station, to be used in connection with its international broadcast station, WLWO, in Cincinnati. The new station will operate on 341,800 kilocycles, main transmitter five watts, booster amplifier 20 watts with special emission for frequency modulation.

The Commission also adopted Order 31-C, extending authority to use restricted operators by stations having maximum power of 1,000 watts or less.

The Commission announced at the same time a modification of its rules pertaining to emergency radio services to permit establishment of a new class of stations to be used exclusively for communications relating directly to the Civil Air Patrol. These Civil Air Patrol stations are to be used only during emergency, or when other facilities are inadequate.

FTC Cites French Lab. For "Misrepresentation"

Washington—Chester D. French, trading as Frenco Laboratories, Long Beach, Cal., compounding and selling medicinal preparations designated "Pap-Tabs," "Py-O-Ten," and "Pap-Tea," is charged in a complaint issued by the Federal Trade Commission with misrepresentation.

The ingredient in the preparation "Pap-Tabs" and "Py-O-Ten" stressed by the respondent in advertising circulars, pamphlets and other printed matter and by radio continuities, is a drug derived from the juice of the Papaya tree. "Pap-Tea" is the dried and ground leaves of the Papaya tree.

assistant director of radio for fair.

Wood joined CBS in New York news editor in September, 1939.

House Votes To Investigate FCC; Cox Vehement In Attacking Fly

Equipment Pool Info Available In Few Days

(Continued from Page 1)

(Continued from Page 1)
ferred to a little private charity town, which is yours, for the port and education of little waifs in the community."
ly a few weak "nays" were sent from the half-full chamber. Cox asked for authorization to begin this investigation, after speaking at length on the WALB check. The Georgia legislator refused to yield to Rep. John J. Sparkman of Alabama, who sought to have the House enlarge the scope of the investigation to include the entire field of broadcasting, thereby sparing the full brunt of the attack. Cox himself will head the five-member investigating committee. Other members are Edward J. Hart, Democrat, former Jersey City attorney; E. Benezet Miller, Republican, former St. Louis attorney; Warren H. Magnuson, Democrat and former Seattle attorney, and Richard C. Iglesworth, Republican, an attorney long in federal service, who came from Milton, Mass. Hart and Miller are serving their first Congressional terms.

Explains WALB Case

Cox later told RADIO DAILY he does not intend to "fool around with fishing," and will get to work on setting up a case and forming an organization at once. Public hearings may be looked for in about six weeks, he said.
Because his district had inadequate radio coverage, Cox told the House, Henry T. McIntosh, editor of the Albany "Herald," told him in 1939 that he was interested in developing a radio station in Albany. "Herald," which he described as the largest daily in the southern portion of Georgia, applied for a broadcasting license after mentioning the matter to Cox.
The people who own and operate the Albany 'Herald' are my life-long friends," he said. "people with whom I was reared...my contacts; they are people whom I love and who love me." He stated that when the application was pending—no construction permit was granted until the spring of 1940—"I made many trips to the Commission. I visited Mr. Fly, with Mr. Ring, its chairman; with Mr. Walker, another member of the Commission; with the counsel of the Commission. I consulted freely and frequently with Mr. Dempsey, its general counsel."
"New Corporation Created"
After the license had been granted the station had been built and had been operating for about a year. A new corporation was set up to take over the property and its operation. A new corporation was created because of advice given to me, to the effect of the Albany 'Herald' and its city editor, in which Mr. Demp-

sey said that because of the hostile attitude of the Commission toward newspaper ownership and operation of radio, a new corporation to take over and to operate should be created.

Much Correspondence

"Tremendous correspondence passed between McIntosh, the Albany 'Herald,' myself, counsel and others interested in the station....When the new corporation was set up, and without any knowledge on my part, they issued to me, upon the suggestion of Mr. McIntosh, according to the minutes, a check for \$2,500, which was to be in payment for stock in a like amount. Later on the stock was issued for \$2,500 in the new corporation. It may be worth \$2,500 or it may not be worth a dime. It will not be worth a dime unless the new corporation is permitted to function."

Cox explained that his resolution of last year to investigate the Commission was entered while the application to transfer the WALB license from the old to the new corporation was on file with the FCC. "Neither the Albany 'Herald' nor McIntosh, nor any other person interested in the Albany property had any knowledge, much less anything to do with my introducing the resolution to investigate," he declared.

Charges "Misrepresentations"

"The resolution which I offered was as the result of representations made to me by small broadcasters throughout the country, by newspapers having an interest in broadcasting and by people in the government—people connected with the Army and with the Navy, and many others, and because of their attitude toward the Commission ever since it was first created; all those insisting that Mr. Fly, the chairman, was undertaking to set up a despotic dictatorship over all media of communications. That he has been endeavoring to do that I attest to be a fact.

"To those of you who doubt the truthfulness of this statement, if you know anybody connected with the Commission in whom you have confidence, and will telephone them now, they will tell you. Or if you still have doubt and you know anybody in the newspaper field who in any wise is interested in broadcasting, ask them and they will tell you so."

Re Fly's Practice

Charging that it was Fly's practice to attempt to smear members of Congress or anyone else "who has made any criticism of the Commission and of its Communistic operations," Cox asserted that as soon as his resolution was introduced Fly "set his 'gestapo' like a pack of wolves on my trail, and they have trailed me since the day I offered

the first resolution, and they are trailing me now.

"That is not all," the Georgia senator shouted: "they went to the banks of my district in an effort to find something on me; they went to the post offices in my district and made investigations as to registered mail that had been sent to me, and they sought to make an investigation of that."

Now in full fury, Cox declared that the WALB hearings "fewer continued from time to time for the purpose of giving Fly further opportunity to investigate me."

Cox declared that the stock issued him in the new corporation was so issued on the basis of an opinion written by WALB counsel that it was "perfectly ethical and legitimate for a member of Congress to represent anybody insofar as he did not appear before any agency or agent of the government in their behalf," adding, "from the time the stock was issued I have never communicated directly or indirectly with the Commission with reference to any interest of the broadcasting company or of anybody else."

Cox charged that Fly, before he was named to the FCC, set up in the Tennessee Valley Authority "a cell

making it available to everyone but not necessarily laying it in the hands of all those people."

Fly said that "this is not a pooling plan. It is basically an informational setup, where everybody sets forth with some accurate description just what he has which is available and then we give the information to every one else and he in turn gets the information regarding equipment that all the other people have." It is probable the full listing of available equipment will be placed in the hands of FCC field officers.

Fly added that the lists will probably be brought up to date at frequent intervals. The listing is as far as the agency goes, however; broadcasters who wish to obtain the equipment, through rent or purchase "are on their own."

of the Communist Party which was referred to as the best unit of the entire organization."

Cox yielded a few minutes to Congressman Hamilton Fish, Jr., New York, who told the House that the FCC threatened the right of free speech, then flayed Goodwin Watson, chief of the Commission's Foreign Broadcast Monitoring Service because of whose alleged Communist affiliations the FCC appropriation was held up for several months last year.

TODAY-12:30

Luncheon of the

RADIO EXECUTIVES' CLUB

OF NEW YORK

at the Loyale
521 Fifth Ave., New York City

Ed GARDNER DAY

- - -

Saluting the Star, Writer and Producer of
"DUFFY'S TAVERN"

who will speak on
"What Is a Crossley?"

Come on down. All radio people welcome—every Wednesday at
12:30. Bull Ring Bar. Members \$1.00—Guests \$1.50.



Coast-to-Coast



FRED U. WAMBLE, formerly of WCRS, is now chief engineer of KGVO, Missoula, Montana. Gene Nalley and Laurence Smith are assistant engineers. Joan Morrison has joined the station's staff as a receptionist. This year finds the station well represented in civic organizations of the community. A. J. Mosby, general manager of the station, is a member of Kiwanis, and is chairman of the Defense Industries Committee of the Senior Chamber of Commerce. James A. Barber, assistant manager of the station, is a member of the Retail Merchant Committee of the senior Chamber of Commerce, and Socs Vratiss, sales manager, has recently become a member of the Missoula Junior Chamber of Commerce.

The "Underground," the dramatic series aired over WBEN, Buffalo, about the undercover activities of the unconquered peoples of Nazi Europe, will take over the Sunday night 10:30 p.m. spot on Feb. 7. The program will be heard Friday nights at 10:30 p.m. on Jan. 22 and 29. At the conclusion of the series, director Charles Harrell expects to present Arch Obler's "Plays for Americans."

"We Cover the Battlefronts" eyewitness accounts of the British United Press correspondents, is heard from CKBI, Prince Albert, Canada at 3:15 p.m. It's sponsored by Ralph Miller Limited with Jerry Prest at the mike.

David Niles, announcer and record program director, in association with Carl Post, publicist with David O. Alber, will premiere a new program today at 10:45 p.m., called "Record Makers" on WEVD, N. Y.

A recent guest on the WOWO, Fort Wayne, "Farm House" program was Robert Miller, a native of Bluffton, Ind., who, with Colin Kelly, was a member of the bomber squadron which participated in the attack on the Japanese battle wagon, Haruna. Arrangements for Miller's appearance were completed by Harry O'Brien, chairman of the Wells County War Savings Staff, who was also heard on the broadcast. Tom Wheeler, farm program director, interviewed the two men.

Since the opening of its War Bond campaign last August, KWK, St. Louis has received and deposited for bonds the sum of \$241,729.50, with a maturity value of \$322,306.00. In addition is the sum of \$25,000.00 which represents the purchase in Certificates of Indebtedness—making a gross total of \$347,306.00.

When WSBA in York, Pa., broadcast the presentation of the army-navy "E" award to the Crescent Truck Company of Lebanon, Pa., recently it set a record of four such broadcasts in less than five months on the air.

Starting Monday, WIP, Philadelphia, inaugurated a new series of "Name Band" broadcasts from the stage of Fay's Theater. Heading the list is John Kirby and his orchestra. Air-time for the programs to be broadcast three times weekly is 8:30-8:45 p.m., Monday, Tuesday and Friday.

The extensive news roster of WIP, Philadelphia, now includes Gabriel Heatter. Heatter will be heard nightly at 9:00 p.m. Monday through Friday and Sunday night at 8:45 p.m.

Adelaide Hawley will interview James Monks, stage, screen, and radio actor, on her "Women's Page of the Air" program, WABC-CBS, on January 26. Monks is currently playing a leading role in "The Eve of St. Mark" and appearing on numerous network shows.

The latest additions to WOWO-WGL, Fort Wayne are Kemper Wilkins, salesman; Betty Leith, receptionist, and Jack Malloy, announcer. According to the Blackhawk Valley Boys, vocal and instrumental group, station attraction, the shortage of manpower is being felt in the musician field. Ever since Don Lake, the accordionist, joined the Navy, it has been impossible to replace him. They now play sans accordionist.

"The Singing Songsmith" is the name of the new early-morning quarter-hour series that is now heard over KDYL, Salt Lake City. The new program is aired at 7:45 a.m. daily and stars the piano monologist Hank Eudey, and is sponsored by the Standard Optical Company. The two new faces on the staff belong to Fae Wilkes who takes over at the reception desk and Jay Judd who is now in the audience mail department.

Campaigns in 11 languages are being carried by WBNX, N. Y., for the National Foundation for Infantile Paralysis. Special programs in English, Armenian, French, German, Greek, Italian, Jewish, Lithuanian, Polish, Spanish and Ukranian are scheduled until Jan. 30.

Mrs. Kate Brooks, winner of the national contest for conservation cooking will be a guest on Maxine Kelth's "From Me to You" via WMCA, today, at 4:45 p.m. Mrs. Brooks will discuss food conservation as it applies to home cooking.

The world's first midget movie premiere, tailored to the specifications of Johnny, the Call Boy (Johnny Presents), will be staged in Hollywood by Ginny Simms for men in service. It will present a one-reel motion picture made by Ralph Staub, Columbia Screen Snapshots producer-director, of Ginny, Johnny and the rest of her NBC "Johnny Presents" show. The miniature premiere will take place at NBC's Hollywood Radio City Tuesday evening, January 26.

The University of Chicago Round Table is setting itself for a brush with the OWI by presenting the very touchy subject of how well informed is the American citizen in war time. On Sunday, Jan. 17, the Round Table discussed "Are We Well Informed?" The program was heard over the NBC network at the new round table time, 2:00 p.m., EWT; 1:00 p.m., CWT; 12:00 noon, MWT; and 11:00 a.m., PWT.

"Hollywood Showcase," starring Mary Astor, has been purchased by Ben Hur Coffee. This show has been on the air continuously for the past 112 weeks it to be sponsored by Ben Hur Food Products. Agency handling the deal was Barton A. Stebbins, with the contract being handled by KNX, Los Angeles, account executive, A. Ernest Bagge.

WJTN, Jamestown is making an extensive effort to supply listeners in their listening area with local news. Every morning at 8:15, a program designed to keep the people of Warren, Pa. abreast of happenings in and around their city is aired. At 12:20 p.m. Jamestown listeners hear late local news which includes developments from all of Chautauqua county. Both these programs are sponsored by local merchants. Bill Winn handles the Warren news while Bill Price announces the Jamestown news.

Headline guests for "Meet Frances Scott" heard over WHN, N. Y., for this week include Madame Ida De-Boavista Ferreira, who is in charge of Brazilian Blood Bank and the war work of Brazilian women, and William Jennings O'Brien, writer of PM's "Dear Joe" letters.

WICC, Bridgeport, and the city's Bowling Alley Owners' Association are sponsoring a bond drive from Jan. 18 to the 25th. One of the features of the drive is a series of matches between the two outstanding girls' bowling teams in southern Connecticut—the WICC girls and the Newfield girls.

It's never too late to learn new tricks. At 58, Beatrice Colony, granddaughter of John Booth, actor, and former vaudeville actress has begun a new career selling radio time for WKNE, Keene, N. H. As the result of a boast, announcer Howard Wheelock, is now a full-fledged news commentator, with his own fifteen-minute spot on Sundays.

West Disinfecting Company, for Disinfectant, has contracted for the program "Fact Or Fantasy," to be aired from KXOK, St. Louis. Program features stories of mental and psychic phenomena, collected by Ed Bodin. Contract was placed through the Alfred J. Silberstein, Inc. agency. "Fact Or Fantasy" is produced by the Basch Radio Productions.

WDRS, Hartford, has just started a campaign to recruit WAMS for nearby army air base. Special interviews with army personnel and others are scheduled in the next few days for the recruiting drive. WAMS stands for Women's Aircraft Mechanics Service. Mary Jane Sheehan has joined the staff in the bookkeeping department.

Due to the shortage of gasoline and the desire to conserve rubber, Joseph Mikolajczak's "Polish Varieties" program broadcast daily over WHLD, Niagara Falls, N. Y., has moved to Buffalo. The staff of the program and studio engineers have constructed their own studio in the Polish Union Home in Buffalo and are now broadcasting remote to Niagara Falls.

The Fort Pitt Brewing Company has taken a half-hour in the afternoon on WCAE, Pittsburgh. Program will consist of Cedric Foster at 2 p.m., followed by fifteen minutes of transcribed music called "Melody Tavern."

WNWY, Watertown, N. Y., is giving over fifteen minutes to the Infantile Paralysis Foundation Fund drive every day during the campaign. The first program was broadcast last Thursday evening at 10:30 when the campaign was officially opened in Northern New York by the campaign manager. Outstanding personalities in Watertown and Northern New York are scheduled to broadcast daily in the interest of the March of Dimes campaign.

Fred Waring's tune "Sky Anchors" heard again on Monday, when Waring's "Victory Tunes From the Camps and Campuses" broadcast over NBS honored the men of the Naval Aviation Base of New York, at Roosevelt Field, Long Island.

Ed Gardner Guest Today At Radio Execs Luncheon

Ed Gardner, star, creator, writer and producer of "Duffy's Tavern" Bristol-Myers sponsored program on the Blue Network, will be guest of honor at the weekly luncheon of the Radio Executives Club today at the Cafe Loyale. Gardner, who has had phenomenal rise in popularity during the past year, will discuss his experiences as an advertising agency executive. He was a radio director and producer at J. Walter Thompson for number of years. He will also reveal how "Archie," the character he portrays on "Duffy's Tavern," was born.

1943													
BIRTHDAYS													
17	18	19	20	21	22	23	24	25	26	27	28	29	30

January 20

George Burns Dinty Doyle
Mischa Elman Vic Erwin
Ed Fitzgerald Connie Haines
Al Rice



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 22, NO. 14

NEW YORK, N. Y., THURSDAY, JANUARY 21, 1943

TEN CENTS

AFM Cuts Web Remotes

CBS Sets Precedent; Accepts Beer Account

Long discussed question of beer and liquor advertising on CBS and NBC has come to an end with the signing of contracts by P. Ballantine & Sons, beers and ale, for a half-hour spots on CBS, starting March 8. That of the new beer commercial is not yet final, nor is the complete lineup of stations. Commercial will cover between 20 and 30 stations, Monday evenings, from 10:30 to 11 p.m. Account is serviced by J. Walter Simpson Co.

Acceptance of this beer account by CBS sets precedent.

(Continued on Page 2)

Pre-Trial Hearing Feb. 5 in Winchell vs. Patterson

Washington Bureau, RADIO DAILY—A pre-trial hearing in the case of Eleanor Patterson vs. Wallace Winchell, the Blue Network, NBC and Jergens Lotion is scheduled for Monday, Feb. 5, before Judge David C. Sweeney in the District of Columbia Court of the United States. After the preliminary hearing, during which the sides will outline the exhibits.

(Continued on Page 2)

Bill Bros. Extends Time On Blue Starting Feb. 19

Bill Bros., Inc., Kansas City, Mo., has extended sponsorship of "Meet the Navy" on the Blue Network for another 13 weeks, effective Feb. 19. The bluejackets' musical variety show, broadcast from the Great Lakes, Ill., Naval Training Station, will feature talent drawn from the enlisted officer personnel, is heard Friday.

(Continued on Page 2)

Cutlery

An avalanche of cutlery of every type is pouring into Army headquarters in San Francisco as a result of an appeal for knives for our soldiers in the Solomon Islands which was broadcast recently by Harry Kyser on his NBC program. The suggestion was made by a restaurant man who felt his collection of knives could be put to better use on Guadalcanal.

Official Record

The dramatic account of the last moments of the American aircraft carrier "Hornet," told by Lt. Stephen Fuller, U.S.N., to Earl Godwin during the latter's newscast over the Blue Network on Jan. 12 has been entered in the Congressional Record at the suggestion of Sen. Alben W. Barkley, majority leader. The "Hornet" was lost in the battle of the Santa Cruz Islands.

Blue Gave 857 Hours To War Effort In '42

Final recapitulation of time devoted to the war effort on the Blue Network in 1942 reveals that a total of 857 hours and eight minutes were used for this purpose. Of the total, 720 hours and 41 minutes was sustaining time devoted by the Blue, and 136 hours and 27 minutes was time given by network sponsors.

The increase in concentration on the war effort, probably paralleling the change in other industries not mentioned here.

(Continued on Page 3)

Meeting Of FCC Probers Looked For Later In Wk.

Washington Bureau, RADIO DAILY—The special House committee to investigate the FCC will meet within the next two or three days to determine policy and discuss personnel, Rep. E. E. Cox of Georgia, Chairman, said yesterday. It is not likely that hearings will be held.

(Continued on Page 5)

CBS Files High Court Brief; Expect Trial To Start Feb. 10

Rochester 'U' To Honor Furay, United Press V.P.

James H. Furay, vice-president of the United Press, in recognition of his long service in behalf of Pan-American unity will be awarded a citation by the Latin American Conference of the University of Rochester on Jan. 27.

The award will be presented by the University of Rochester.

(Continued on Page 2)

Blue And Columbia Placed In Middle Following Dispute Between Union And Pittsburgh Affiliate

All U. S. Int'l Outlets Hail Chile Axis-Break

Chile's break with the Axis was hailed with a wide variety of radio broadcasts to Latin America yesterday and plans for continued recognition of the event throughout the remainder of the week, it was reported from the Office of Coordinator of Inter-American Affairs. Beginning at 5:30 p.m., EWT, yesterday when all

(Continued on Page 5)

John Boler Buys All Stock Of North Central Regional

St. Paul, Minn.—It was announced yesterday that John W. Boler, president and general manager of the North Central Broadcasting System, Inc., has purchased all of the remaining common stock which he did not own in the regional network.

(Continued on Page 2)

House IFC Committee Gets 7 New Democrats

Washington Bureau, RADIO DAILY—Seven new Democrats were named yesterday by the Democratic caucus to posts on the House Interstate and Foreign Commerce Committee.

(Continued on Page 6)

Remote bands were pulled on CBS and the Blue Network last evening by the American Federation of Musicians because of difficulties with WJAS, Pittsburgh. Both networks feed the outlet. Union gave the networks notice late yesterday afternoon.

Difficulties at WJAS are between the AFM's local and the station's management over negotiations for a new contract. Stumbling block is the issue of the number of weeks of work. Old contract, which expired about a

(Continued on Page 3)

OWI Sends Retailers V-Mail Promotion

Washington Bureau, RADIO DAILY—An elaborate display and newspaper kit have gone out to 80,000 druggists, department stores and stationers to prepare them for the exhaustive three weeks radio campaign on V-Mail, scheduled to get under way next Monday.

Along with the kit went a letter from William B. Lewis, OWI domestic director.

(Continued on Page 2)

NBC 'Speakers' Bureau' Headed By Albert Dale

Formation of a Speakers' Bureau to coordinate all public-speaking activities of NBC staff members, was announced this week by Frank E. Mullen, vice-president and general manager.

(Continued on Page 2)

To The Rescue!

While strolling along one of the avenues of the Bronx the other afternoon, Ralph Nardella, sales manager of WOV saw a purse snatcher grabbing the handbag of a woman just ahead of him. Nardella's son who was with him, tripped the thief and Nardella tackled. Both father and son held the snatcher at bay until police came to their rescue.

(Continued on Page 7)

RADIO DAILY



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

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

FINANCIAL

(Wednesday, Jan. 20)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	130 1/4	129 3/4	130 1/4	- 3/4
CBS A	16 3/4	16 3/4	16 3/4	- 1/4
Crosley Corp.	9 1/4	9 1/4	9 1/4	- 3/8
Gen. Electric	32 1/4	31 7/8	32 1/8	- 1/8
Philco	14 1/2	14 1/4	14 1/4	- 3/8
RCA Common	5 3/4	5 3/4	5 3/4	...
RCA First Pfd.	61 1/4	61 1/4	61 1/4	+ 1/4
Stewart-Walker	8	8	8	...
Westinghouse	82 1/4	82	82 1/4	- 1/4
Zenith Radio	19 3/4	19 3/4	19 3/4	+ 1/8

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	4 1/2	5
Stromberg-Carlson	6 3/4	7 3/4
WCAO (Baltimore)	19	22

NBC 'Speakers' Bureau' Headed By Albert Dale

(Continued from Page 1)

manager. Albert E. Dale, NBC director of the Department of Information, will head the Bureau with Anita Barnard as supervisor of operations.

The Speakers' Bureau will handle all routine requests for NBC speakers from outside organizations and groups in the eastern division. In addition, the Bureau will give special attention to requests of national organizations who wish to have NBC representatives on convention programs and at other business gatherings where the story of radio broadcasting or of NBC operations will be of interest.

Granik's 'Power House'

Theodore Granik will bring four members of the House of Representatives to his "American Forum of the Air" Sunday evening, Jan. 24, at 8:00 p.m. who will outline their programs on "Paying for the War." Broadcast originates from Washington, D. C., over a coast to coast Mutual network.

The congressmen appearing on the program are: Wesley E. Disney of Oklahoma; Frank Carlson of Kansas; John R. Muddock of Arizona, and Jerry Voorhis of California.

Hall Bros. Extends Time On Blue Starting Feb. 19

(Continued from Page 1)

from 8:30 to 9 p.m., EWT, on 114 Blue affiliates in behalf of Hallmark greeting cards. Henri, Hurst & McDonald, Chicago, handles the account. Continuing to feature the slogan, "Keep 'Em Happy With Mail," the weekly broadcasts will emphasize and encourage increased use of V-Mail, in close cooperation with Navy officials and the OWI, according to Charles C. Culp, advertising manager of Hall Bros. Stimulation of the use of V-Mail, in accordance with the new restrictions on mail for men overseas, will be a major objective of the new series and the broadcasts will point up the importance of mail in the building of morale.

Rear Admiral John Downes, Commandant of the Ninth Naval District, speaking on a recent "Meet Your Navy" broadcast, said, "I extend my appreciation to the makers of Hallmark greeting cards for their public-spiritedness in providing us the continued opportunity to bring you this program of the human side of the navy."

Rochester 'U' To Honor Furay, United Press V.P.

(Continued from Page 1)

Rochester University president Alan Valentine and board chairman Edward G. Miller in the presence of a score or more of Latin American figures foremost in cultural and political circles and an assembly of this country's most prominent spokesmen espousing the cause of Inter-American unity.

Furay joined the UP when it was a year old in 1908 and became its first foreign service editor in 1918. He became a vice-president for the news service in 1924 and has been a member of its board of directors since 1926.

Pre-Trial Hearing Feb. 5 In Winchell vs. Patterson

(Continued from Page 1)

and evidence they intend to present, it is likely that a date for the actual trial will be set.

The suit arose because of certain remarks made by Winchell last March which Mrs. Patterson, publisher of the Washington "Times-Herald," claims were libelous. These linked her with Senator Gerald P. Nye, isolationist Republican of South Dakota, and linked Nye with the convicted Nazi propagandist, George Sylvester Viereck. Winchell described the "Times-Herald" as the paper which bought, then suppressed his column.

Jergens interests will not be represented at the pre-trial hearing, and it appears likely that the case against that company, sponsor of the Winchell broadcast, will be dropped.

John J. Sirica will represent Winchell and the Blue Network, while NBC will be represented by the New York firm of Wright, Zachary, Gordon & Cahill. Rudolph Yeatman will appear for the plaintiff.

John Boler Buys All Stock Of North Central Regional

(Continued from Page 1)

corporation from his two associates, David C. Shepard and Howard S. Johnson.

North Central was organized on Nov. 1, 1937 by D. C. Shepard, Howard S. Johnson and John W. Boler. It was announced, however, that Shepard and Johnson still retain 817 shares of preferred stock in the network corporation and will continue to do so. Common stock was previously held one-third each.

Boler is also president and managing director of KVOX Broadcasting Company at Moorhead, Minnesota and holds the same position in the Jamestown Broadcasting Company (station KSJB) in Jamestown, North Dakota. Both of these companies are also owned by Shepard, Johnston, and Boler.

Most Affiliated With MBS

It is also understood that Boler has also purchased Mr. Shepard's interest in the Jamestown Broadcasting Company but that Shepard still retains his interest in the KVOX Broadcasting Company.

The majority of the affiliates of North Central Network are also affiliated with Mutual Network through joint contract with NCBS, Mutual, and the stations. Current affiliates of the network are located throughout Minnesota, North Dakota, South Dakota, Wisconsin, Iowa, and northern Michigan. Nineteen out of twenty-four stations affiliated are hooked up on full-time circuits. Five of the affiliates are sold on a transcription basis only but are available with the regional network via special circuits.

CBS Sets Precedent; Accepts Beer Account

(Continued from Page 1)

CBS will probably lead to advertising by others. Indications are that NBC's ban on liquor and beer has also been lifted, because the network was cordial to the Ballantine negotiations. Understood that due to better time being available on CBS was the deciding factor in the placement.

It appears likely now that CBS will also accept wine accounts. Although the network never had an official policy against such clients, it managed to avoid them so far.

To date Mutual has been the only network that has taken beer and wine accounts.

Book Council On WMCA

The Council on Books in Wartime will initiate its second current sustaining radio series on Saturday, Jan. 23, when Ken McCormick gives "Fighting Words" its first airing over WMCA at 6:45 p.m. The first author-publisher team to be interviewed on this new story-behind-the-book program will be Quentin Reynolds, newspaperman and author of "Only the Stars Are Neutral" and the forthcoming "Dress Rehearsal," the story of Dieppe; and Bennett Cerf, president of Random House.

COMING and GOING

GORDON P. BROWN, president and chief engineer of WSAY, is in town from Rochester, N. Y., for conferences at the offices of Mutual.

C. J. LAMPHIER, station manager of WEMP, Blue Network outlet in Milwaukee, Wisc., in New York yesterday and visiting at Rockefeller Center.

HUGH B. TERRY is here for a few days on station and network business. He is station manager of KLZ, Columbia Denver affiliate.

WALTER BUNKER JR., who resigned recently as NBC western division production manager to become producer of the Jack Benny program for Young & Rubicam, is expected in town today to take over his new duties.

ROBERT L. RIPLEY arrived yesterday, completing a one-week tour which took him as far as Denver.

G. W. GRIGNON, general manager of WISN, Milwaukee, has arrived for business talks with the New York representatives of the station.

HAROLD E. FELLOWS, station manager of WEEI, Boston, is on another of his brief visits to CBS headquarters.

JOHN REED KING and ROY MAYPOLE, of "The Missus Goes A-Shopping," are in Passaic, N. J., for an engagement of four days at the Central Theater.

CHARLES A. SMITHGALL, JR., general manager of WAGA, Atlanta outlet of the Blue, is spending this week in New York.

BEATRICE KAY, just signed to a contract by Columbia Pictures, flew to Detroit this week for a personal appearance at Detroit's Bowery.

EDWARD R. HITZ, of NBC, has returned to his desk following an absence of seven weeks owing to illness. He is assistant to Roy C. Witmer, vice-president in charge of sales.

MITCHELL J. HAMILBURG, head of the Hollywood agency bearing his name, is in town looking over radio shows and musical acts having possibilities for motion picture production.

A. W. MARLIN, general manager of WMAS Springfield, who spent the early part of the week here, leaves today on the return trip to Massachusetts.

T. FRANK SMITH, general manager of KRIS, Corpus Christi, new member of NBC's South-west group, a caller this week at the network stations department.

PHIL SPITALNY, EVELYN, VIVIEN and MAXINE open today in Chicago for a week's engagement at the Chicago Theater.

J. L. VAN VOLKENBURG has arrived from WBBM, Chicago, for a few days of conference at Columbia headquarters.

ED LORD, general manager of WLOF, Orlando, is in town from Florida for a short visit on station business.

OWI Sending Retailers V-Mail Radio Promotion

(Continued from Page 1)

radio chief, explaining that nearly all of the 905 licensed broadcasters in the country will feature three one-minute spots on V-Mail daily for at least one of the three weeks. In addition, Lewis wrote, 67 sustaining and commercial network features have been booked for the drive.

YOUR SALES TARGET

in Central Ohio's Richest Market

WRITE OR VISIT DIRECT FOR STATION DATA

Web Remotes Yanked In WJAS Dispute

(Continued from Page 1)

...th ago, called for 40 weeks, and the local is seeking 48. When, when the national office of AFM has assisted its local by filing network remotes, the nets involved obtained the concession where the remotes continued so long as they were not fed to the station involved in the dispute. Up to late evening, however, that arrangement had not yet been worked out. It was reported that the network officials had not asked for the concession from New York, CBS remotes include Guy Lombardo, at 11:15 p.m. T, followed by Abe Lyman, Blue Iron, and Vaughn Monroe, and on Blue, the bands are Jerry Wald, Breese, Charlie Spivak and Russgan.

Substitutions Plentiful
Substitutions were rushed in quickly both networks for the periods which would have been occupied by yanked bands. CBS filled practically all of its scheduled band periods with a number of the Caesar Petrillo unit playing WBBM, the network's affiliate in Chicago. Others included were: Guy Warrington and his WCAU from Philadelphia, which was scheduled at 11:15; David Chaskin and WKBW, Buffalo, orchestra, and American Rhapsody group from Hollywood, Cal. Blue Network, which withdrew remotes from 6 p.m. onward, substituted not only house bands but disks and organ recitals, and broadcast a number of news programs not otherwise scheduled. The bands heard were those of Guy Bring and Jimmy Lytell.

John Karol's Course
John J. Karol, market research consultant for the CBS will conduct an evening course in "The Business of Radio" under the auspices of New York University starting February and continuing each Thursday through May 20. The course, designed for men and women engaged in advertising, radio, department store and allied activities will be given at CBS headquarters at 445 Madison Avenue.

Two Join NBC S. W. Group
WIS, Corpus Christi, Texas, and WIV, Weslaco, Texas, have joined as members of the Southwest group.

THIS LITTLE BUDGET WENT TO
WORL BOSTON MASS.



★ PROMOTION ★

Personal-Interview Story

"The Story of 10,500 Personal Interviews" (and what they mean to you) is the latest promotion to be issued by WCAU, Philadelphia.

The booklet-brochure is a striking and colorful promotion that is directed to the attention of advertising agencies and their clients "on the most searching survey of radio listenership ever made in the Philadelphia market area."

The front and back covers of the booklet are made up of black and white montage shots pertaining to Philadelphia activity.

The introduction contains facts about the Philadelphia area which is comprised of those localities near Philadelphia, such as the southern part of New Jersey, Delaware, and the eastern shore of Maryland as well as Philadelphia proper.

The survey was made under the supervision of Dr. Sydney Roslow, director of "The Pulse of New York," and represents "a true and statistically accurate cross section of all people in the Philadelphia market area."

On the basis of the 10,500 personal interviews made by the survey the station, in an elaborate and comprehensive chart, shows statistically the listening habits of those who live in the Philadelphia area. And on the basis of the cross-section survey the chart reveals that "more people listen to WCAU than to any other station in the Philadelphia market area. The figures show that WCAU commands a 25.37 per cent listening pull to its nearest competitor which has a listening audience of 19.81 per cent."

There is also another statistical chart based on the one-week survey covering the following: Geographic distribution, which is comprised of Philadelphia proper and the outlying counties; within Philadelphia county, and economic distribution.

In a pocket of the booklet there is

Anthony Appoints Ryan Manager of KFI-KECA

West Coast Bureau, RADIO DAILY
Hollywood—Earle C. Anthony has announced the appointment of William B. Ryan as general manager of KFI-KECA, Earle C. Anthony, Inc., stations in Los Angeles, effective Feb. 15. Ryan takes over the executive duties at KFI-KECA after five years of outstanding work as a network and local station executive in San Francisco.

Now general manager of KGO and Blue Network Company in San Francisco, the new KFI-KECA head was one of the first executives named to the Blue when the company was organized early in 1942. He became general manager of KGO after having served four years as sales manager of NBC in San Francisco.

Ryan will continue his duties in San Francisco until the appointment of a successor by the Blue Network Company. Mr. Anthony said today.

WLW-WSAI Broadside

Featuring the fact that WLW-WSAI, Cincinnati, gives a comprehensive coverage of the news to their listeners, the stations have issued a joint promotional "broadside" giving a complete listing of those agencies which are supplying news to the Cincinnati stations.

As the "broadside unfolds a message unfolds with it. It states that "We know of no other independent radio station anywhere..." that gives a more complete coverage of the news.

By a series of pictures the stations highlight those news agencies which supply the news. They are: Associated Press, Reuters, International News Service, and United Press. The pictures on one side of the "broadside" represent the personnel, the scene of action where these on-the-scene correspondents get their information, and gives a brief inside glance at the offices of these news agencies. On the opposite side is a series of pictures of the various news commentators who are heard over WLW and on WSAI.

The facts are published as a reminder of the station's pledge made a year ago that no expense would be spared by Crosley Corporation in giving their listeners a comprehensive and dispassionate coverage of world events.

Although in "broadside" form now, it originally appeared in several papers as a full-page ad, and in a great many papers was devoted to WLW, alone, as a half-page ad.

a detailed report by quarter-hour periods of the new WCAU radio listeners survey. This is the actual breakdown of the survey and, as in the chart, it is broken up into three sections: Monday through Friday, Saturday, and Sunday.

Duften To MBS Network As McClintock Assistant

Mrs. Roberta Duften, who had been associated with Miller McClintock on the Advertising Council, has joined the staff of Mutual Broadcasting System as assistant to McClintock, the net's new president. Prior to her affiliation with the Council, Mrs. Duften had been manager of the Traffic Audit Bureau since its inception in 1934.

Prentiss Brown On "M O T"

Prentiss Brown, newly elected to the OPA, will deliver his first address to the American people on the "March of Time" program which will be heard tonight over NBC at 10:30 p.m. Another speaker will be Britain's Vice-Marshal MacNeese Foster, who will describe raids by the Germans on London, particularly the attack delivered yesterday, and by the RAF on Germany.

Blue Gave 857 Hours To War Effort In '42

(Continued from Page 1)

actually engaged in turning out weapons for war but nevertheless playing a vital role, can be seen by comparing the contribution in time in the first month, shortly after Pearl Harbor, and the last month of the year. Sustaining time in January was 34 hours and 11 minutes, and in December, 83 hours and eight minutes, while sponsored time in January was five hours and 21 minutes, and in December, 31 hours and five minutes. Total time in January was 39 hours and 32 minutes and in December, 114 hours and 13 minutes.

Sustaining time on the Blue was used by government agencies and departments, such as the Departments of War, Navy and Agriculture, and the Office of Education, the War Manpower Commission and the Coordinator of Inter-American Affairs; by outside organizations, such as the National Safety Council, the National Association of Manufacturers and the British Broadcasting Corporation; and for programs developed by the Blue itself as a contribution to the war effort. The month-by-month count is as follows:

	Sustaining	Sponsored	Total
January	34:11	5:21	39:32
February	22:18	6:13	29:01
March	30:20	6:27	36:50
April	55:13	7:54	63:07
May	42:21	9:22	51:43
June	47:30	6:15	53:45
July	72:55	6:02	78:57
August	72:24	7:55	80:19
September	76:20	10:14	86:43
October	63:33	17:43	81:16
November	79:40	21:56	101:36
December	83:08	31:05	114:13
Total	720:11	136:27	857:08

Joins CBS Shortwave News

Julian Picker has joined the CBS shortwave news department as senior news writer. Prior to joining Columbia, Picker was a news editor for the Haire Publishing Company, working on the magazines "Linens & Domestic" and "House Furnishing Review."

Always Popular Now More POWERFUL

WCAU

The Voice of Baltimore

NOW
**5,000 W · DAY & NIGHT
600 KC**

The Only Columbia Station in Maryland

PAUL H. BAYMER CO., Nat'l Sales Representative
NEW YORK · CHICAGO · SAN FRANCISCO · LOS ANGELES

Los Angeles

By JAC WILLEN

"CORLISS ARCHER," the new CBS sustainer heard from Hollywood, and being produced by Tom MacAvity from the original scriptings of F. Hugh Herbert, is now scheduled to appear on Broadway under the production guidance of George Abbott.

Herbert, who left Hollywood over the week-end for New York to aid in casting and production of his play, also has written 24 episodes of the Corliss Archer story which has been placed with Good Housekeeping for publication. Jimmy Saphier Agency handled the deal.

KPAS, Pasadena, has now switched over to its full 10,000 watts power, having been granted permission for same during the week.

Cecil Sly, sec.-treas. of the Universal Microphone Co. starts off to Washington, D. C. in conjunction with war orders and is expected back at his desk early in February.

Frances Scully, Blue Network Hollywood commentator on "Fashions and Parties" among film folk is doing herself a lot of good with morning listeners who have learned to tune-in on Monday a.m.'s to gather the info of her latest rounds.

Joan Blondell, Alan Ladd and Laird Cregar will co-star in the Lux Radio Theater presentation of "This Gun For Hire" on Monday, Jan. 25.

Lee Sweetland's fifteen-minute spots of singing over NBC and KFI, should be checked to prove the point that he is one of the most liked and listened to classical vocalists here on the coast. His swell baritone voice causes many a sigh from the feminine, and a real appreciation from males who might well envy the easy full-flow of his voice.

Important Govt. Officials On Network Next Monday

Two talks by important U. S. government officials will be broadcast exclusively by NBC Monday, Jan. 25, from 10:30 to 11:00 p.m., EWT. Under Secretary of War Robert P. Patterson will be heard during the first half of the period and Dr. Charles Thomson, chief of the division of cultural relations of the State Department, will be heard during the second fifteen minutes.

Patterson will speak under the auspices of Northwestern University to a meeting of executives of manufacturing concerns engaged in war work in the midwestern area. His subject will be "War Production." The speech will originate at the Union League Club, Chicago.

Dr. Thomson's address will be a report to the American people on the progress of the war effort in South America and the progress of cultural relations with our sister republics. He will speak under the auspices of NBC's Inter-American University of the Air, whose regularly scheduled dramatic presentation, "Lands of the Free," will be canceled on this date only.



Reporter At Large. . . !

● ● ● Don't be surprised if Orson Welles pops up some Sunday night on the "Crime Dr." series as a result of a deal he made with director Max Marcin when the latter made a last-minute release of Frank Readick to serve as narrator on the Welles' opus, "Hello, Americans" . . . Kitty Carlisle and Arthur Lyons are tuning up wedding bells . . . Kay Kyser and Edgar Bergen will be co-starred in a musical comedy picture titled "Keep 'em Singing" for RKO . . . If it's sold, the Bob Benchley show will come from Hollywood as he's gone back to the coast for more picture assignments . . . More than 60 commercial and sustaining programs will be utilized by the OWI during the week of Jan. 25th to boost "V" mail . . . "Basin St." with Paul Lavalley's ork may do a week at the Roxy . . . John Charles Thomas takes his show to the coast in March where he'll double in the films . . . "March of Dimes" will be an exclusive Blue Network show this Saturday at 11:15 with E. Cantor heading the talent as usual . . . Pete Donald handed a permanent assignment to tell an anecdote or two on each "Radio Reader's Digest" program. He's the raconteur the experts try to top on "Can You Top This" . . . Herb Shriner wonders if you've heard about the hep ghost who bought a Woody Herman record because he figured it would send him into this world! . . . Jay Jostyn, the crime-fighting "Mr. D. A." has a kid brother who's a Captain serving under Gen. MacArthur. Jay recently received a letter from him ending with this: "You take care of them on the home front. We'll lick them overseas!"



● ● ● Though it's never been placed in the category of a public service program, Phil Lord's "Gang Busters," which recently celebrated its 7th anniversary, seems to be just about that. To date, the clues portion of the show has resulted in 277 "wanted" men being captured. Two bank bandits were captured by police in North Carolina recently as a direct result of a "clue." Last year a "wanted" criminal walked into a Philly police station five days after "Gang Busters" had aired a bulletin. "I'm the guy who's wanted," he said. "When I heard my name and description given on 'Gang Busters,' I knew my chances were pretty slim."



● ● ● With horror stories coming back strong, it strikes us that the time is now ripe to bring back one of radio's most famous thrillers—Alonzo Dean Cole's "Witch's Tales," which was an air headliner for nine years . . . High on our personal list of "best-sellers" is Arthur Godfrey, the unpredictable redhead . . . Bob Shaw, free-lance writer, was called by an agency man the other day and was told to meet the latter in 3F the following day. "What do you mean?" cracked Shaw, "draft or studio!" . . . A bow to the music industry for co-operating with the music section of the Special Service Division of the Army in the distribution of current songs . . . Andre Kostelanetz going to St. Louis Jan. 28th for a special concert with the St. Louis Symphony . . . Memo from Ed Browne: "Cease wondering. NCAC is and has been offering Frank Buck for radio as a teller of animal stories, and in conjunction with his current lecture tour, he's been telling them from many of the radio stations in the hinterlands." . . . First sponsor to come through on Sydney Moseley's Mutual set-up is Joplin, Mo., Utility Service . . . Martin Block will air his "Make Believe Ballroom" from the plant of the Arma Corp. in Brooklyn today—the first in a series of broadcasts from Eastern war plants . . . Bob Hawk will be in fast company Friday night when he guests on CBS' "Comedy Caravan" with Walter O'Keefe, Herb Shriner and Lew Lehr . . . Harold Oxley figures that with the gas situation being what it is, 50 per cent of the current name bands will fold by September.



—Remember Pearl Harbor—

San Francisco

WITH the primary object of keeping service men in touch with their artistic interests, Blue Network station KGO, has begun a Sunday night show titled "Artists in Uniform." A forum discussion, the program will be produced and conducted by Dick Tate, and will feature Charles Cooper, pianist and managing director of the Artists Personal Contact Bureau, and artists from all branches of the service. Participants on the first forum were an Army painter, Navy painter, Navy writer, Army pianist, and Army stage director.

One of Jane Lee's first "Woman's Magazine of the Air" programs over KPO in the New Year presented six persons who know best what the war means. Five of them were women—the wives of a soldier, sailor, marine, coast guardsman and a seaman with the merchant marine. The sixth was a child whose father is in service overseas. On Thanksgiving Day Mrs. Lee had presented a bevy of women whose jobs free men for active war service. They included a lady welder, truck driver, bus driver and electrician.

When Lieut. Cmdr. Mildred Helen McAfee, national director of the WAVES, visited San Francisco, Mrs. Lee achieved a radio scoop by presenting the WAVES commander in her first microphone appearance in the city.

CBS, NBC To Shortwave Guani Arrival To S.A.

The arrival in the United States of Dr. Alberti Guani, foreign minister and vice-president elect of Uruguay, and his first public talk will be broadcast throughout his country through facilities of NBC and CBS in cooperation with the Office of Coordinator of Inter-American Affairs.

Each network will have microphones present at the Miami, Fla. airport when Dr. Guani arrives this morning. A description of his arrival and his talk will be sent by each network to its affiliated stations in Uruguay by point-to-point shortwave communication and will be rebroadcast there by the local stations, a total of 15 stations being scheduled to carry the program.

Tentative time for the program to begin is 10 a.m., EWT, today however due to flexibility in the air schedules the program possibly will be delayed. It is expected, however, that programs being carried locally on the designated stations in Uruguay will be cut at the moment the Guani program is offered.

At the same time the program will be recorded in this country and will be later broadcast by shortwave to all the Latin American countries.

Stork News

Tom Armstrong, publicity director for WTRY, Troy, recently became the father of a girl. His daughter, Pamela, was born one year and three days after his son, Tom, Jr.

Met Of FCC Probers Expected Later In Wk.

(Continued from Page 1)
 Under way before the end of the month. However, before then, it is probable that the much broader investigation proposed by Alabama's representative, John I. Sparkman, will come before the Rules Committee for consideration. Sparkman's resolution calls for the same investigation as the Cox resolution passed yesterday but, in addition, outlines a thorough inquiry into all phases of the broadcasting industry.

"Support Assured"

Sparkman told RADIO DAILY yesterday that he has received assurances of support from many of his colleagues in the past few days. He said that there is a real possibility the Cox committee might take up other points of inquiry which Sparkman's measure outlines as soon as it has completed the FCC investigation. The Cox committee includes Representatives Hart, New York; Magnuson, Washington; Milburn, Missouri; and Wigglesworth, Massachusetts.

Although it is generally believed that the Sparkman measure is prepared to offset the Cox investigation, and that it was inspired by FCC Commissioner Durr, it is expected that it will receive the support of many Congressmen who do not desire to spare the FCC. Mississippi's John Rankin, on the floor Tuesday, expressed great interest in Sparkman's suggestions—especially because he would welcome the opportunity to put some radio commentators on the pan.

Fish Would "Welcome" Probe

Unionist Congressman Hamilton Fish, New York Republican, said yesterday on the House floor that he would welcome a much broader investigation into the entire broadcasting industry, "and by an entirely different committee." If Cox should decide to extend the scope of his investigation, RADIO DAILY was told, it probably would mean the appointment of two more Congressmen to the committee. The makeup of the committee is apparently satisfactory to Rankin, however, even Fish feels that "there is ample room for two committees." Representative of Indiana, also on the House floor Tuesday, assured Rankin he has no doubt that investigation of radio commentators will be seriously considered in the House.

"Communism" Charged

Rankin expressed the opinion that there are now certain propagandists at work that have for their objective the destruction of the Constitution of the United States." Fish declared that he is in complete accord with Rankin, charging a continuous propagandistic program and saying he hopes the Rules Committee, of which he is a member, will conduct an inquiry shortly "in order to protect the members of this House as well as the House itself

WHO'S WHO IN RADIO

JAMES LeGATE

FROM newspaper promotion to radio station promotion was an easy step for James M. LeGate. In 1935, James M. Cox, owner and publisher of the Dayton Daily News and the Springfield (Ohio) News-Sun, opened radio station WHIO in Dayton, Ohio. As promotion manager of the Dayton Daily News, LeGate was asked to assume the additional duties of promoting and publicizing the new station. Taking over management of WHIO, Cox station in Miami, is the reward of a good job well done.



Promotion-minded.

In 1923, after a year of study at the Academy of Fine Arts in Chicago, LeGate went to work for the South Bend, Indiana, News-Times, as cartoonist and advertising layout man. Nine years later, he left the News-Times to become promotion manager of the Indianapolis News. After two years with the Indianapolis paper, LeGate came to the Dayton Daily News as promotion manager, where his promotion work won favorable comment in "Editor and Publisher." The opening of WHIO challenged his ability in promotional work. Within a year, he participated in the preparing and presentation of programs and material that won the Variety Showmanship Award.

A short time before being sent to Miami, Florida, as promotion manager of the Miami Daily News and radio station WIOD in 1938, LeGate acted as promotion advisor to the Springfield News-Sun. While in Miami, he was responsible for such outstanding promotions as the South Florida Music Festival in the Burdine Stadium (scene of the Orange Bowl Game) and the annual WIOD South Florida Hobby Show.

In 1940, LeGate returned to Dayton to manage WHIO. Exactly three years later, he left his friends at WHIO to again work with his friends at WIOD. The managerial duties have never taken away his keen interest in promotion and he likes to keep his hand in this field by working directly with the promotion manager and the program director. He is married and has a son ten years old. His hobbies are swimming, tennis and art work.

against constant abuse and vilification over the radio."

Sparkman, in presenting his resolution, mentioned also that several Congressmen have been incensed because, during the last election campaign, their supporters were allegedly denied a proper amount of radio time. He intimated that the best way to deal with these problems is to increase and better define the powers of the FCC. "We have only one agency, the FCC, which is entrusted with authority to do something about these vital subjects," he continued, "unless we can dispose of some of them by definite legislation. It may well be that the Commission can be expected to do a better job in protecting the public interest if more explicit duties are placed upon it."

Sparkman's resolution calls for a five-man committee to study the following five points:

Objectives Outlined

- (1) The FCC—to determine whether in organization, personnel and activities it has been in accord with the law and public interest.
- (2) The existence, extent, formation, legality and effect upon the public of any monopoly, monopolistic practice, or other concentration of ownership, control or management in the hands of a person or group of persons in radio broadcasting or any phase thereof, or in the recording and transcription industry, the management of artists or any other source of program material or talent.
- (3) The existence and extent of conditions endangering the continued

New Instrumental Series Starts Saturday On NBC

A new chamber music series will be inaugurated by NBC Saturday, Jan. 23, at 10:00 a.m., EWT. The programs will be presented by two string quartets performing on alternate Saturdays. Both will be heard under the title "NBC String Quartet."

Paramount "Voice" To CBS

Gregory Abbott, for twelve years the "voice" of Paramount News, has joined Columbia. Abbott came to CBS a few weeks ago as an announcer in Frequency Modulation and was recently named to the WABC all night operations announcing staff.

operation of small independent broadcasting stations, especially in outlying areas of the country, and the effect upon the public of the cessation of operation of such stations.

(4) The extent to which radio stations or networks censor or decline to accept programs offered to them, the reasons therefor and the effect upon the public thereof, including programs offered by or in behalf of any legally qualified candidate for election to any public office or for nomination in any political primary.

Program Quality a Factor

(5) The quality of program service of radio stations, especially the extent to which programs contain vulgar, scurrilous, villifying or other debasing material.

All U. S. Int'l Outlets Hail Chile Axis-Break

(Continued from Page 1)

The U. S. shortwave transmitters were beamed to Latin America, full details of the coming break were broadcast to all the other Americas. At 7 p.m. President Rios' speech was picked up from Chile and rebroadcast back to all of Latin America. Immediately following this Ezekiel Padilla, foreign minister of Mexico, broadcast a salute to Chile. At 8 p.m. Vicente Tovar, well known Latin American commentator summed up the day's activities.

At 9 p.m. Rodolfo Michels, Chilean Ambassador to the U. S. gave a shortwave address. Other regular Latin American commentators such as Ortiz Echague, Alejandro Sux, Mario Camargo, etc. were also heard in the evening.

Several special programs saluting the event have been scheduled for today, including a special broadcast of "Marcha del Tiempo," tying the Chile break with a review of last year's Rio Conference, the anniversary of which is being observed this week. Carlos Davila, former president of Chile, now in this country also is scheduled to address his country and the other Latin America republics. On Friday night a half hour dramatic show saluting Chile at the latest Latin American country break with the Axis, will be broadcast direct to Chile by point-to-point communication and will be rebroadcast locally throughout the country.

After breaking relations with the Axis, President Juan Antonio Rios of Chile last night addressed the people of all Latin America from Santiago in a radio broadcast over the CBS Network of the Americas. He was followed on the air by Oscar Schnake, Chilean ambassador to Mexico, now in New York on a visit. Later the same evening, an analysis of the Chilean situation was broadcast by Columbia's Carlos Garcia-Palacios, formerly a member of the Political and Information section of the League of Nations.

Wedding Bells

Jim Van Kuren, of the announcing staff at CKLW, Windsor, Ontario, marries Catherine Bolton of Windsor, Saturday, Jan. 23.

WHAT'S WHAT IN BOSTON

38—WCOP has a few choice availabilities NOW for immediate taking... but better hurry!

REPRESENTED BY HEADLEY-REED CO.

WCOP

BELONGS ON YOUR SCHEDULE

PROGRAM REVIEWS

"HORROR, INC."

WJZ-Blue Network (Sustaining)
 Sunday, 5:15-5:30 p.m., EWT
 NEW SUSTAINER STARRING EVA LE GALLIENNE IDEAL FOR SPONSORSHIP. GRADE "A" ACTING AND PRODUCTION.

New to radio as a regular, Broadway's Eva Le Gallienne debuted on a 15-minute thriller set-up that well rates a sponsor—and pronto. Titled, "Horror, Inc.", the show has Miss Le Gallienne reading a horror classic, opener being "The Terribly Strange Bed," by Wilkie Collins.

Thanks to the director, Mort Lewis, the star, and the story itself, this 15-minuter was one that provided entertainment every second of that quarter hour. The only voice for the entire show was that of Miss Le Gallienne yet she did such a top-notch job that it held the interest of any discriminating horror-mystery fan.

When "Lights Out" and "Inner Sanctum" followers get wind of this program—they'll go all-out for it. And it's this following that makes tunc ripe for a sponsor's touch.

The Leadoff script concerned an Englishman who broke the bank at a French gambling house and the weird attempt of a money-grabber to kill him off and pocket the cash. Method devised was to escort him to a comfortable "bed"—the death weapon being a trick bed top—that was designed to crush the occupant.

An equally effective spine-chiller is promised for this week.

Radio Execs Club Hear Ed Gardner Tell Jokes

Attendance at yesterday's weekly luncheon meeting of the Radio Executive's Club reached a capacity figure, a tribute to the guest of honor, Ed Gardner, star, creator, writer and producer of "Duffy's Tavern," which is sponsored on the Blue by Bristol-Myers. A large number of out-of-town station execs were on hand also.

Among such guests were William McBride, WDBO, Orlando, Fla.; Art Haare, WJJD, Chicago; Ed J. Lord, WLOF, Orlando, Fla.; Bill Edwards, WCHS, Charleston, W. Va.; Paul Bartlett, KFRE, Fresno, Calif.; Frank V. Becker, WTBO, Cumberland, Md.; Bob Dunville, WLW, Cincinnati; G. P. Richards, WTBO, Cumberland, Md.; Walter Callahan, WSAI, Cincinnati; Harry Betteridge, WJW, Akron, Ohio; Arch Shawd, WTOL, Toledo.

Insurance Firm's Second Show

On Sunday, Jan. 10, North American Accident Insurance Co. launched its second campaign over Columbia's New York City outlet, WABC. For its accident policies, the client will sponsor "Quincy Howe and the News" weekly from 12:00 noon to 12:15 p.m., Franklin Bruck Advertising Corp. handles the account.

WORDS AND MUSIC

By HERMAN PINCUS

YOU MUSIC LOVERS, who idealize music of the more serious type and harbor illusions about the private lives of the old masters, prepare yourselves for a bit of a shock, the aforesaid TNT cocktail, coming in the form of the following discourse from the lips of none other than Morton Gould, composer-conductor, whose fifty-piece orchestra is featured on the "Cresta Blanca Carnival" every Wednesday night over MBS. Gould insists, and as a student of the classics he should know, that when a composer gets up in the middle of the night, it isn't because of the urging of an inspiration clamoring to be spread out upon manuscript, but more likely, the result of a bad case of indigestion or "night-before-itis."

★ ★ ★

"Music," says Gould, "is a craft and composers, craftsmen. Music is their chosen vocation, just as one fellow might prefer medicine and another law. A composer uses notes as stock in trade in the same manner that an author uses words."

★ ★ ★

Pooh-poohing the aura of romance that time has created for the old Masters, Gould continues with, "Mozart, Beethoven, Bach, Brahms and virtually all of the immortal composers, wrote 'on order.' They considered themselves very fortunate to be able to do so, for only the recognized creators were ever given orders to write music in those days. Mozart would write selections for a festival, a wedding or princely birthday. His patrons would often stipulate the number of musicians they wished to hear and Mozart would orchestrate accordingly. Bach composed for specific church occasions and for most of his working years, was a church organist by profession and composer by avocation."

★ ★ ★

"Now hold everything," warns Gould as he adds, "Beethoven used to dicker with his publishers along hard-headed business lines. In order to make his publisher feel that he (the publisher) was getting an unusual musical bargain, Beethoven informed him that he intended throwing in free, for nothing, and absolutely without additional charge, four bagatelles with his newest symphony."

★ ★ ★

"And as for Liszt, 'list' to this," coyly continues Morton, who has just renewed his poet's license and exercises his prerogative thereby shortening the word "listen" to conform with the measured cadence of his narrative. "Liszt used to burn up the wires or whatever they had in those days before 'Don Ameche invented the telephone,' to accuse his publisher of cheating him on his royalties and to inquire when he was to receive another order. But don't get me wrong," Gould hastens to add, "I love those masters of melody. Where would I be without them?"

★ ★ ★

National Concert Artists Corporation, gratified with the successful experiment resulting from its recent booking as a "Package Stage Show" the Blue Network's "Breakfast Club" into theaters in and around Chicago, has prepared and is now offering another package stage show, "Chamber Music Society of Lower Basin Street," to theaters within a radius of fifty miles of New York City. Show features Paul Lavalle's orchestra, Kay Lorraine, Milton Cross and guest artists:

★ ★ ★

Bill Berns, who formerly was an emcee of a WNEW radio show designed to bolster the morale of our men in the armed forces, can now do a great deal of morale-building in person. He is now Pvt. William A. Berns of the 373rd Field Artillery Battalion at Fort Jackson, S. C.

★ ★ ★

Bill Goodwin, actor and announcer for the CBS Burns & Allen show, has been signed for an important role in "Riding High," new film which will star Dorothy Lamour, Dick Powell and Victor Moore.

NEW BUSINESS

KQW, San Francisco: Quaker Oats Co. (Quaker Oats), six anns. ETs through Ruthrauff & Ryan; Simons Wine Co. (wines), 26 anns. ETs through Blum's Adv. Agency; Safeway Stores, Inc. (grocery chains), 28 anns. ETs, through J. Walter Thompson; Kellogg Co. (All-Brain), 90 anns. ETs, through Kenyon & Eckhardt; Mode O' Day (dresses), 16 anns., through Glasser & Gallery; Book League of America (books), 108 five-minute programs, through Huber Hoge & Son; Golden State Milk Co. (Golden-V milk), 78 participations in variety shows, through Ruthrauff & Ryan; Langendorf Bakeries (Homestead Bread), anns., ETs through Ruthrauff & Ryan.

House IFC Committee Gets 7 New Democrats

(Continued from Page 1)

Committee, which handles most radio matters. They replace eight former Democratic members, who are no longer in Congress.

The new members are Lindsey Beckworth of Texas, Thomas D'Allesandro of Maryland, Francis J. Myers of Pennsylvania, J. Percy Priest of Tennessee, Oren Harris of Arkansas, George G. Sandowski of Michigan and Richard F. Harless of Arizona.

Holdovers on the committee. Democratic roster include Chairman Clarence F. Lea of California, Robert Crosser of Ohio, Alfred L. Bulwinkle of North Carolina, Virgil Chapman of Kentucky, Lyle H. Boren of Oklahoma and Martin J. Kennedy. Donald L. O'Toole of New York. Members of the last committee missing this year are William P. Coy Jr. of Maryland; Edward A. Keenan of Illinois, Herron Pearson of Tennessee, Charles L. South of Texas, James P. McGranery of Pennsylvania, Luther Patrick of Alabama, Rudolph G. Tenerowicz of Michigan and Jared Y. Saunders, Jr., Louisiana.

Republican choices for the committee are expected to be confirmed late this week.

Only change in the Senate Interstate Commerce Committee is dropping of H. H. Schwartz, Wyoming Democrat who failed of re-election and the addition of two Republicans, Albert W. Hawkes of New Jersey and Ed H. Moore of Oklahoma.

Burton K. Wheeler, Montana Democrat, remains as chairman, while the other Democrats are: Smith of South Carolina, Wagner of New York, Barkley of Kentucky, Bone of Washington, Truman of Missouri, Johnson of Colorado, Hill of Alabama, Stearns of Tennessee, Clark of Idaho, Tunney of Delaware and McFarland of Arizona.

G.O.P. members include White of Maine, Austin of Vermont, Shipps of Minnesota, Tobey of New Hampshire, Reed of Kansas, Gurney of South Dakota, Brooks of Illinois, the two neophytes—Hawkes and Moore.

NBC Files High Court Brief; Expect Trial To Start Feb. 10

(Continued from Page 1)

affiliated outlets. The net- action is brought against the FCC and Mutual Broad- cast System which intervened as a party to the case. The brief of the court."

Seven Questions
The brief which contains 104 pages plus considerable addenda and questions are presented by the network through its counsel headed by E. Hughes, Jr. Questions are as follows:

1: The Commission's regulations are beyond the regulatory power committed to it by the Communications Act of 1934.

2: The Commission has no authority under its licensing power to promulgate regulations providing for the denial of renewals of licenses to stations engaging affiliation contracts with network organizations containing provisions deemed by it to be restrictive of competition.

3: The Commission has no authority under the Act to promulgate a regulation providing for the denial of renewals of licenses to network-operated stations deemed to be in an unfavorable competitive position.

4: Even if the subject-matter of the regulations were deemed to be generally within the authority of the Commission under the Act, the order promulgating them must nevertheless be set aside because predicated upon an erroneous interpretation by the Commission of the extent of its power and duty with respect to the promotion of every kind of competition in the broadcasting industry.

5: If the Communications Act be construed to authorize the Commission to make order here

in question, it would be unconstitutional:

a. Invalid Delegation of Legislative Power.

b. The First Amendment.

6: The regulations are arbitrary and capricious.

7: It was error to dismiss the complaint on the merits as a matter of law without requiring the defendants to file an answer or a trial of any issues thereby raised.

Full Elaboration

All of the above seven points in question are fully elaborated upon in the subsequent pages, point by point. Many cases are cited for precedent, also miscellaneous citations concerning items in the Congressional Record, bills proposed in Congress and various reports and Congressional hearings.

In conclusion the brief requests that:

The decision of the court below should be reversed; and the case remanded with directions to enter a preliminary injunction if the requirements of equity jurisdiction are sustained, or, even if this Court should not reach such a conclusion, with directions that appellees be required to answer and that a trial be held on the issues raised thereby.

Appendix gives Sections of the Communications Act of 1934, also section of the Radio Act of 1927 which preceded the current act. In all there are a little over 10 pages of these sections.

The Supreme Court is scheduled to hear the networks' cases on Feb. 10 or 11, all according as to how the Calendar is set. Brief by NBC is expected shortly in its similar action vs the same defendants.

Do Talent Liberal Aiding FDR Birthday

Washington Bureau, RADIO DAILY

Washington—Radio stars will play a leading role in the Capital's celebration of the President's Birthday, with both local and national heads contributing liberally of their talent. Al Jolson has already agreed to emcee the Mayflower Ball and a number of top stars are scheduled play for celebration at the eight official hotel locations. Fred Waring and Xavier Cugat are already announced, with other stars expected to be named soon.

In addition, a number of local radio stars will emcee at the various balls, including Art Brown, Russ Hodges, Tom Compton and Frank Young of WFLA, Perry Strong and Lee Everett of WTX, Gordon Hittenmark, Blue McKay, Ray Michaels, NBC, Bill WRC, Larry Carl, WWDC, and MacDonal and Joe King of WTV.

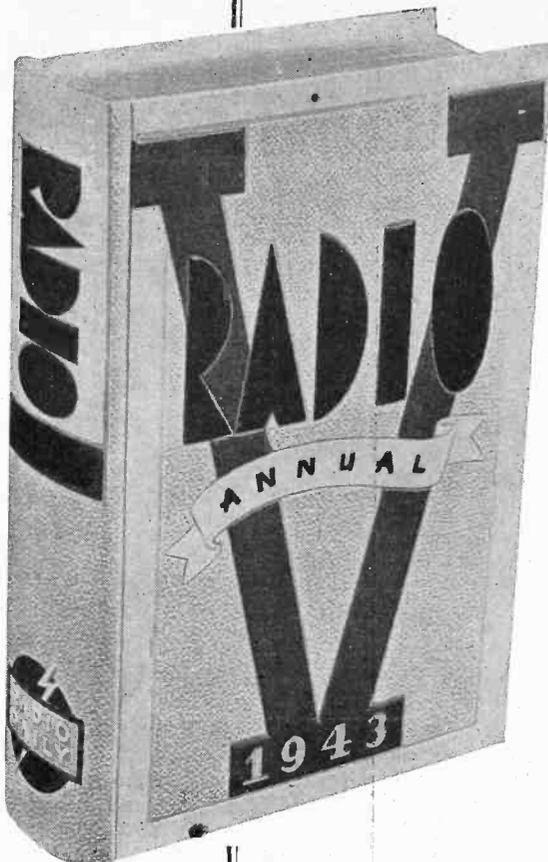
W. W. Chaplin Signed To Write Book On War

W. W. Chaplin, veteran foreign and war correspondent, now an NBC news commentator, has signed a contract with D. Appleton-Century Co., for a book which will bear the working title "Maginot to Moscow." In the book, Chaplin will describe conditions on all the fronts he has visited since the war began.

Chaplin entered the newspaper field after serving in the first World War. He spent 22 years with the Associated Press and International News Service, at home and abroad. In 1935 he was with the Italian army in Ethiopia and last year covered the arrest of Mahatma Gandhi and the Bombay riots in India.

Since joining NBC's news staff, Chaplin has been broadcasting a war commentary Mondays through Fridays at 12:45 p.m., EWT., over WEAF and NBC, Mondays through Saturdays at 6:45 p.m., EWT.

The 1943



RADIO ANNUAL

will

carry a

complete

list of

Adver-

tising

Agency

Personnel

Now in

intensive

preparation.

Out Soon



Coast-to-Coast



A LLEN FREED, formerly of WKST, New Castle, Pa., has joined the announcing staff of WIBG, Philadelphia. He's the brother of Charles Freed, former WIBG staffer now in the Army. He replaces Fred Weiting.

"Junior Red Cross," national publication of the American Red Cross distributed to public and high schools is preparing a photographic story illustrating the preparation and broadcasting of the "Student Workshop," youthful dramatic group heard over WLIB, Brooklyn, Sundays at 10:30 a.m.

Kann's Department Store has just signed a contract with WOL, Mutual's Washington affiliate, for six radio sewing classes beginning Tuesday, Jan. 26 and broadcast every Tuesday during the course of the contract at 10:30 a.m. The sewing lessons are prepared by McCalls magazine.

Joe "Zilch" Potzner, string bass performer featured with Dick Jurgens orchestra until the troupe disbanded recently, has joined the music staff of WTMJ-W55M, Milwaukee. Other staff changes: Olwen Edwards takes over the duties of Delphine Rick, resigned, and Virginia Spahn has been added to the staff, taking over Mary O'Connor's assignment in the announcers' office, while Miss O'Connor switches to the program department.

The age of competition hasn't dulled the art of good fellowship as was evidenced by what took place in Youngstown, Ohio, recently. WBKN sent its youngest announcer to introduce a luncheon program concerning the President's Birthday Ball. The only other station in town had its "mike" set up too, but when it was time to go on the air the other announcer was conspicuous by his absence. But announcer Jack Jurey, told the rival engineer to open up, that he'd cover for them too. Executives of the rival station were somewhat amazed to hear the voice of their arch rival coming over their air.

The Salvation Army is currently heard over WIL, St. Louis, each Sunday morning. Program is a quarter-hour stint conducted by various corps commanders, who offer inspirational messages accompanied by appropriate music.

1943													
BIRTHDAYS													
17	18	19	20	21	22	23	24	25	26	27	28	29	30

January 21

Smith Bollen	Sam Faust
Al Harding	Elizabeth Hart
Charlotte Manson	Muriel Pollock
Allen Prescott	George Putnam
Helen Reis	Carveth Wells

"Radio Ramblings," new column written by Paul Larkin in the "Worcester Telegram," is currently carrying thumbnail biographical sketches of WTAG orchestra personalities. Latest innovation on "Polly and the Postman," women's feature program conducted by Olive Merrill, is the swapping of favorite recipes of Worcester women. Cast of "Uncle Tom's Juveniles," talent scouting kiddies' program originating over WTAG, last week gave a repeat performance for 400 boys and girls at St. Ann's Orphanage in Worcester.

Recently, WBT, Charlotte, inaugurated a new musical program consisting of music played by the Morris (Army Air Base at Charlotte) band and orchestra. Program is heard each Tuesday at 9:30 to 10:00 p.m. EWT. Concert is aired from the station's auditorium. Royal Penny, sales manager has just received a silver lapel pin signifying five years of service with the station.

The news broadcast on WEVD, N. Y., sponsored by Grocery Store Products Company, has been renewed for 13 weeks to advertise Cream of Rice. The program is heard Mondays through Fridays at 3:30 p.m.

"A Woman of America," new serial program based on the problems of today's women, will premiere on WBen, Buffalo, Jan. 25 at 10:45 a.m. When Jack Paar, emcee of the Quiz of Two Cities, introduces his "wife" to the audience, he is referring to an ardent 3-year-old fan, "P. J." Harrell, daughter of Charlie Harrell, director of public service programs.

With Save-The-Baby, a cough and cold ointment, as the sponsor, Jim Healey, starts a new show on WTRY, Troy, a news program—"Jim Healey and the News"—it will be heard every Sunday for a half hour at 4:30.

Ruth Greenough Schleber, educational director of KGVO, Missoula, Montana, this week inaugurates a new children's program on the station—"Reading is Fun." Appearing as guests on the first programs are Grace and Olive Barnett, Missoula writers, nationally known for their children's books. Their guest appearance on the program will be followed by readings of selections from the authors' more popular works.

An air tab version of the Minnesota Daily, U. of M. campus sheet, will be featured on the "Overseas Special" program of KSTP, Minneapolis-St. Paul, three nights weekly beginning this week. Campus chatter, prepared by the military contacts committee of the U. of M., will be aired for five minutes Mondays, Wednesdays and Fridays, at the request of former students now in the armed forces.

KSTP, Minneapolis-St. Paul, airs its own "Parade of the Stars" daily to plug its NBC and local features to listeners. It's a five-minute show, broadcast Mondays through Saturdays at 12:15 p.m., with

Ben Leighton, staff spieler, scripting and gabbing in gossip-column fashion.

Increased interest in the program, "Passed By Censor" has caused sponsor to double its time. Program heard over CKBI, Prince Albert, Canada, is now aired on Tuesday and Thursday and features letters from folks overseas.

"In connection with the miniature Navy display held in Salt Lake City recently, at The Paris Dept. store, KUTA with the cooperation of the Navy recruiting station, presented to the intermountain area description of the proceeding by direct broadcast, with Marshall Small, staff announcer airing the shot.

Mary Morgan, Fashion Commentator of CKLW, Windsor, Ontario, is conducting weekly beauty culture class at the Downtown YWCA in Detroit in connection with the 'Y' culture series. As an aid to beauty she will teach girls 18 and 19 years of age the art of makeup, the importance of clothes, and commercial photography.

Betty Hurd recently interviewed Mrs. Kaitii Argyropoulos, whose husband, a Minister in the Greek Cabinet, is now a prisoner of the Nazis. The interview took place over WCAU, Philadelphia.

A number of very unusual tests were conducted during the past year by Leonard Feather during his Saturday night broadcasts "Platterbrains" heard from 7:03-7:30 p.m. over WMCA, N. Y. The program is radio's I.Q. of musical knowledge with name guest participants required to name either orchestra, selection or soloist from snatches played on recordings. While complete tabulation of results is as yet incomplete, the roster of artists who participated during the past year include 58 nationally known band leaders, 16 singers, 17 critics of music and 11 specialty artists.

Walt Dennis, KVOO, Tulsa, sales promotion manager, has added the duties of American Legion war bond radio chairman and President's Birthday Parade Fund radio chairman for Tulsa county and Tulsa Press Club 1943 War Project committeeman.

Don Frank, staff announcer WPEN, Philadelphia, replaces Bob Roberts as narrator on station thrice weekly dramatized news program "It Happened Today". The station Holmes leaves WCAU, to join the station's announcing staff. Goodwin, formerly of WTBO, Cumberland, Md., is another new staff

OUR MEN NEED ★ BOOKS ★



SEND ALL YOU CAN SPARE

GIVE A BOOST WITH A BOOK—Good books, in good condition, are wanted by the 1943 VICTORY BOOK CAMPAIGN for men in all branches of the service. Leave yours at the nearest collection center or public library.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 22, NO. 15

NEW YORK, N. Y., FRIDAY, JANUARY 22, 1943

TEN CENTS

Webbs Mull AT&T Savings

Lewis Asst. Director OWI Dom. Branch

Washington Bureau, RADIO DAILY
Washington—Appointment of William B. Lewis, former CBS vice-president in charge of programs, as assistant director of the Domestic Branch of OWI was announced yesterday. Lewis has been chief of the Domestic Radio Bureau since OWI was formed last summer. Gardner Charles, Jr., Director of the Domestic Branch, said yesterday that Lewis will be "in charge of plans and production."
His successor to Lewis has yet been

(Continued on Page 2)

WJSV Sets Trading Post for Electrical Equipment

Washington Bureau, RADIO DAILY
Washington—What is believed to be the first "trading post on the air" for electrical equipment gets under way next Monday on WJSV, local CBS outlet here. This service is designed to enable housewives to obtain badly needed home appliances from other women who may not be using them. A list of persons seeking a particular item will be maintained, along with that of persons who have items to sell, and information

(Continued on Page 2)

Mutual Board Meeting Scheduled Next Friday

Board of Directors of the Mutual Broadcasting System will meet in Chicago, at the Blackstone Hotel, next Friday, Jan. 23. The session will be preceded by meeting of the executive committee, Wednesday and Thursday, Jan. 21 and 22.

New R. C. Series

Starting Monday, Jan. 25, a new radio Cross program, "March of Mercy," produced in behalf of the Red Cross campaign to enlist nurse's aides will be heard twice weekly on WEAF through April 21. The programs are scheduled to be broadcast by the station at 9:45 a. m., EWT, on Mondays and Wednesdays.

Fliers On WHOM
Three Polish fliers attached to the RAF who just arrived here via Canada made their first radio talks and were interviewed over WHOM yesterday at 4 p. m. Each has flown over and bombed objectives in Germany, France and Italy and has been decorated by two governments. They spoke in Polish on the "Polish Hour."

Sub. Disk Material Will Last Full Year

Local estimates in New York indicate that with the aid of new composition formulae for the production of records and transcriptions, producing firms will have enough materials for full commercial production, for at least a year, once the Petrillo recording ban has been lifted. Estimates, however, do not agree with conclusions emanating from the WPB and other government agencies. The lat-

(Continued on Page 3)

'Lone Ranger' Gets Award From Nat. Safety Council

"Lone Ranger," sponsored by General Mills, Inc., on 54 stations of the Blue Network, has been singled out for an award for distinguished service to safety, according to an announcement by Paul Jones, director of public information of the National Safety Council. The award will be made on the special program celebrating the series, tenth anniversary

(Continued on Page 2)

WJAS-KQV Musician Strike Called Without Notification

Uses "Spotlight Bands" In Four-Way Promotion

Camden, N. J.—Unique four-way promotion tie-up involving RCA Victor, Gimbel Brothers of Philadelphia, Coca-Cola, and "Charm" magazine, in which a varied assortment of media was used including store window displays, newspaper ads, and house organ

(Continued on Page 6)

Major Nets Spending About \$6,500,000 A Year On Long Lines Await Tariff Schedule To Be Filed Monday

Ascap-Officials Sued For 10-Yr. Accounting

Action for an accounting to all members of all the moneys collected and disbursed by Ascap during the past 10 years was started Wednesday, in the Supreme Court of New York County by Andrew D. Weinberger, attorney for Gem Music Corp., Denton & Haskins Corp., and George

(Continued on Page 2)

Late Stage-Screen News Now Shortwaved By NBC

Last-minute news of the stage and screen worlds will be given to the overseas fighting forces each Thursday afternoon at 3:45 p. m., EWT over shortwave station WBOS, NBC's International Division announced yesterday. The program is titled, "Standing Room Only," and it is scripted by Kay Schurr, writer in the division's English section.

Douglas Shoe Buys Time Over MBS Sun. Nights

The Douglas Shoe Co. of Boston, will sponsor a quarter hour, Sunday evenings, 10:30-10:45 p. m. on Mutual, starting March 7. Reported that the

(Continued on Page 2)

Somewhat uncertain yet as to how the AT&T Long-Lines rate reduction would apply to them, major networks yesterday began a study of the FCC-AT&T agreement which may eventually save the networks millions of dollars. Official filing of the new tariff is scheduled for Monday. The actual reduction for broadcasters using more or less continuous service of the Long-Lines is placed "at \$8 to \$6 per airline mile."

Hugh A. Cowham, commercial engineer in charge of traffic for CBS,

(Continued on Page 3)

Sen. Tobey May Ask Further AFM Hearings

Washington Bureau, RADIO DAILY
Washington—With the postponement of the scheduled meeting of the Senate Interstate Commerce Committee investigating the AFM-Petrillo ban on recorded music, indications here are that certain members of the investigating group, particularly Senator Tobey, will institute a demand for still further hearings on the

(Continued on Page 3)

Two New Sponsors Added To WEAF McBride Program

Hill Brothers Co. and Drygoods Retailers, Inc., have been added to the list of participating sponsors on Mary Margaret McBride's program over WEAF, Monday through Friday,

(Continued on Page 2)

Blitz-Born
"We Couldn't Leave Dinah," a story written by Mary Treadgold in a London air raid shelter during the height of a Nazi blitzkrieg from the air, will be dramatized on the regular Thursday "Tales from Far and Near" series on the CBS "School of the Air of the Americas" on Jan. 28. The program will be heard on WABC and the network from 9:15-9:45 a. m., EWT.



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JOHN W. ALICOATE : : : : Publisher

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

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FINANCIAL

(Thursday, Jan. 21)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	131 1/8	129 7/8	130 1/4	- 5/8
CBS A	16 3/4	16 3/4	16 3/4	0
CBS B	17	17	17	+ 1/8
Crosley Corp.	9 1/2	9 1/2	9 1/2	+ 1/4
Gen. Electric	32 5/8	32 1/4	32 5/8	+ 1/8
Philco	14 3/4	14 3/8	14 3/4	+ 1/4
RCA Common	5 3/4	5 5/8	5 3/4	0
RCA First Pfd.	61 1/2	61 1/2	61 1/2	+ 1/4
Stewart-Warner	8 1/4	8 1/8	8 1/4	+ 1/4
Westinghouse	82 1/2	82 1/2	82 1/2	0
Zenith Radio	20 1/2	20	20 1/2	+ 3/4

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	4 5/8	4 7/8
Stromberg-Carlson	6 3/4	7 3/4
WCAD (Baltimore)	19	21
WJR (Detroit)	20	

Lewis Asst. Director Of OWI's Dom. Branch

(Continued from Page 1)

named, but some announcement is expected within a few days.

To assist Lewis in the planning functions of his new job, the OWI Bureau of Campaigns will become a division in his office, with Drew Dudley as chief. Dudley has been serving as assistant chief of the Bureau of Campaigns, under Ken Dyke, who was commissioned a major in the army.

CBS Press Adds Two

Norman Paul and Francis Forrest have joined the staff of the CBS Publicity Department, George Crandall, director of publicity, announced yesterday. Prior to joining Columbia, Paul was a sports writer on several magazines and worked for the Earle Ferris organization.

A former Chicago newspaperman, Forrest was most recently associated with the radio division of the National Foundation for Infantile Paralysis. He has done public relations work in New York and formerly was with the "Times-Picayune," New Orleans.

WJSV Sets Trading Post For Electrical Equipment

(Continued from Page 1)

tion on both lists will be correlated by the program's sponsor. The sponsor will then inform prospective buyers where they may obtain such equipment as they are after.

The new program, signed for an initial 26 weeks by the Harold J. Kaufman Agency, and representing the Potomac Electric Power Company, will be spotted at 9:45 six mornings weekly. It will feature Elinor Lee, director of WJSV women's programs, and will include, besides the trading post, up-to-the-minute rationing news and food and nutrition suggestions.

The sponsor will mail booklets containing recipes and menus and hints on care of electrical equipment. The diet angle will be strongly featured, with Miss Lee offering aid to housewives in figuring out how to buy under point rationing.

Large advertisements will run in all four Washington papers next week and at intervals thereafter, featuring the new program; inserts will be mailed with electric bills, counter cards will be distributed to electrical stores and a large show window in the Pepco Building has been reserved for the duration of the program.

'Lone Ranger' Gets Award From Nat. Safety Council

(Continued from Page 1)

to be broadcast tomorrow, at 10:15 p.m., EWT. The program is regularly aired from 7:30 to 8 p.m., EWT, for Cheerioats. Blackett-Sample-Hummert, Chicago, is the agency.

In making the announcement, Jones said that an outstanding example of the "Lone Ranger's" constructive leadership is the "Lone Ranger Safety Club" which has enlisted 4,000,000 boys in a crusade against accidents—thus preventing untold tragedy and suffering.

Douglas Shoe Buys Time Over MBS Sun. Nights

(Continued from Page 1)

feature will be a news commentator, originating from Boston. The Harold Cabot agency, Boston, services the account.

"March of Dimes" Show On Blue Web Tomorrow

The 1943 "March of Dimes of the Air," with an all-star cast including Fibber McGee and Molly, Fanny Brice, Hanley Stafford, Burns and Allen and Dinah Shore, will be broadcast coast-to-coast on the Blue Network tomorrow, 11:15 p.m. to 12:15 a.m. (EWT). This is an annual feature of the nation-wide fight against infantile paralysis.

Kaltenborn's WEA F Sked

Starting next Friday, H. V. Kaltenborn, NBC news commentator will be heard on WEA F on Fridays as well as Mondays through Wednesdays, at 7:45 p.m., EWT.

Ascap-Officials Sued For 10-Yr. Accounting

(Continued from Page 1)

Whiting. Fifty-four defendants, including Deems Taylor, president of Ascap, all the current directors and all directors for the past 10 years, have been named in the litigation.

The complaint as issued charges "that within the ten years past and on many and divers occasions, the defendants other than Ascap have failed in the execution of their trust as directors and officers of Ascap in that among other derelictions, they have failed to collect substantial royalties and fees... have had interests, duties, loyalties and responsibilities in conflict with the interests, duties, loyalties and responsibilities attendant upon their trust by reason of their association while officers and directors of Ascap... have wrongfully authorized and permitted the payment by Ascap of large sums of money to some of the defendants and others as special compensation, expenses and to purchase discontinuances of action at law and in equity against Ascap and others without consideration or benefit to Ascap and without any justification... have diverted substantial funds of Ascap to their private use."

The complaint also charges that Ascap has failed and refused to render to members at annual meetings, accountings of the financial condition of the Society as required by Article IX of the Articles of Association.

Herman Finkelstein, house counsel for Ascap, when asked for comment on this litigation said he knew of no summonses being served. Defendants have 20 days in which to reply to the complaint.

Plaintiffs are demanding judgment as follows: that the officers and directors of Ascap be declared trustees of the rights assigned to Ascap; that the defendants account for all financial transactions in Ascap; that the director defendants disclose accounts heretofore rendered to the directors, and that judgment be awarded in favor of Ascap and against the other defendants for all loss and damage sustained by Ascap as a result of the waste, dissipation and diversion of its assets and funds by the said defendants.

In the statement of complaint, the plaintiffs permit other members of the Society to join in the action and contribute to the expenses thereof. Brief states that the Society has collected upwards of 65 million dollars in license fees and that there has been no accounting to members at annual meetings of these moneys.

Two New Sponsors Added To WEA F McBride Program

(Continued from Page 1)

from 1:00 to 1:45 p.m., EWT. Drygoods Retailers, Inc., for Ruby Lane Stores, starts as a McBride sponsor on Monday, Feb. 15. The contract is for one year. Neff-Rogov, Inc., 30 Rockefeller Plaza, is the agency. Hill Brothers Co. starts on Thursday Feb. 25, for muffin mixes, cake mixes and canned fruit roll. This contract is also for twelve months. Biow Company, Inc., is the agency.

COMING and GOING

C. L. MENSER, vice-president of NBC in charge of programs, in Washington today conferring with government officials.

WILLIAM G. McBRIDE, sales promotion manager of WDBO, Columbia affiliate in Orlando, has returned to Florida after spending the early part of the week here.

T. S. MARSHALL, president and commercial manager of WOLF, has arrived from Syracuse for conferences with the New York representatives of the station.

G. W. GRIGNON, general manager of WISN is en route back to Milwaukee following a short business trip to New York.

HOWARD LANE, central division field manager of the Columbia network, who has been in New York for several days, returned yesterday to his Chicago headquarters.

PAUL R. BARTLETT, station manager of KFRE, Mutual and Don Lee outlet in Fresno, Cal., is in town on station and network business.

LYMAN BRYSON, education director of CBS, leaving for Ann Arbor, where tomorrow he will deliver the address to the graduating class of his Alma Mater, University of Michigan.

KEN SMITH, Spanish language announcer of NBC's International Division, is in Washington to cover the arrival tomorrow of Albino Guani, vice-president elect of Uruguay.

KATE SMITH and TED COLLINS travel tonight to the U. S. Maritime Service Training Base at Sheephead Bay to broadcast their CBS program for the entertainment of the servicemen.

S. S. FOX, president and general manager of KDYL, outlet of NBC in Salt Lake City, a visitor at Rockefeller Center.

JOHN W. BOLER, president and general manager of the North Central Broadcasting System, Inc., expected in New York today.

LOU ABBOTT and BUD COSTELLO were at San Pedro last night for the broadcasting of their NBC program from the Navy receiving station on Terminal Island.

LYLE ENGEL, editor of the magazine, "Song Hits," off on another trip to Washington conferring with government officials regarding the issuing of song lyrics publications for servicemen.

J. B. CONLEY, general manager of WOWO WGL and W49FW, and PAUL MILLS, sales manager of WOWO, have returned to Fort Wayne from Chicago, where they spent several days on a business trip.

GIVES YOU LOW COST RESPONSE IN The DETROIT AREA

CKLW

800 kc.

MUTUAL SYSTEM

DAY and NIGHT

5000 WATTS

Webbs Study Savings of AT & T Reductions

(Continued from Page 1)

RADIO DAILY that, so far, there have been no official notices to the network as to the application of the FCC order to radio.

Ed Weber, general manager of Mutual, said the AT&T Long-Lines Department promised to send a man immediately to explain the working of the new agreement, but said the expected representative failed to show up.

NBC. Blue Studying Rates

Both NBC and the Blue Network are at work studying the reduction rates and expect to reveal the amount that will be saved. Small broadcasters are expected to benefit via the lowering of the initial rate per hour. Meanwhile the agreement between the FCC and the AT&T resulted in the investigation of the AT&T by the government agency being called R. In this connection, Transradio Service calls attention to the fact that they initiated the original proceedings against the telephone company and that broadcasters will save approximately 25 per cent and 10 per cent in the cost of broadcast transmission lines. The industry last year spent about \$6,500,000 on this service, it is estimated.

Action to bring about a reduction of rates in the Long-Lines Department was initiated by Transradio approximately two years ago, being specifically to obtain a press rate reduction—which had never been made since the mileage rate was established in 1917—Transradio petitioned for an investigation of the AT&T rate structure.

Other News Services Invited

The FCC set a date for the hearing and Transradio thereupon invited the news services to participate in presenting evidence before the Commission, but they declined, accordingly Transradio. Shortly after the hearings started before the FCC the Commission itself intervened to enlarge the scope of the hearings, which continued throughout 1942 in Washington and New York.

In November of last year, on the basis of the evidence revealed in the hearings. The FCC ordered an investigation of all charges of the AT&T

PROMOTION

Illustrated Letter

A letter, smartly conceived by WPTF, Raleigh, announces the opening of their new offices and studios in the recently completed Durham Life Building.

What makes the letter outstanding as a promotion piece is the novel use of photographs accompanying each paragraph which describes each photographed scene. The pictures include views of the building, the reception foyer, audition room, a studio constructed to hold a large audience, a smaller studio designed to accommodate small musical units and speakers, a view of the master control room, and a picture of the new 50,000-watt transmitter.

The pictures and paragraphs are arranged in a manner that is tantamount to a personally conducted tour of the newly created facilities of the station.

WOWO's Folder

The results of one "Don and Helen" announcement, broadcast on WOWO, Fort Wayne, Indiana, have been published in a modest, but highly effective promotional folder issued by the Westinghouse station.

The roto-colored folder combines off-set pictures and facts all pertaining to the answer of the announcement, which boiled down to simple terms, demonstrates the audience-pull the station generates.

The original announcement was an offer of a Christy Lipstick that was free for the asking. In answer to this offer 4,825 responses were recorded and the same number of lipsticks given away.

The inside of the folder is devoted to the names of the counties, cities, and states and the number from those areas who requested the free offer.

Sen. Tobey May Demand Further AFM Hearings

(Continued from Page 1)

matter even if it should be speedily settled. Tobey accepted for the committee the challenge of AFM counsel, Joseph A. Padway, that the Senators undertake a thorough investigation of the entire recording industry. Tobey also has expressed considerable interest in the NAB campaign against Petrillo in recent months, and may insist upon an investigation of that campaign.

The delay makes it virtually certain that there will be no further public hearing before the beginning of February.

agreement to reduce its Long-Lines revenue by approximately \$50,700,000 a year.

The original Transradio action, out of which the investigation grew, is still not completely settled, since Transradio was seeking a change in certain of the AT&T rate-making principles as well as the reduction that was agreed to. Final action may come on Monday after the new AT&T tariff schedules are filed.

UP's Features

Correspondence coming to Walter Rundle, promotion manager of United Press, emphasizes United's claim that, their special radio features are saleable.

David M. Kimble, sales director for WLAW, Lawrence, Mass., summarizes in his letter to Rundle a list of the "commercial programs which have been built from" United Press special releases. They are: "Women in the News"; "Sports Program"; "We Cover the Battlefront"; "Soldiers of the Press."

He further states that, with the exception of "Soldiers of the Press" which is a 13-week feature, all have been sold on a 52-week basis.

In the same vein J. Allen Brown, general manager of WFOY, St. Augustine, Fla., writes that the station's sales department used to advantage the United Press special release of 15-minute script summaries.

Five out of nine shows have been commercially sponsored by the station and were used on New Year's Day boosting the slow sales month of January. The shows that were sponsored are: "Women in '42"; "The Year and the Nation"; "American War Hero of 1942"; "The Year in Business"; and "Sports In Forty-Two."

The station also used many Christmas shows which originated from the UP 15-minute special releases.

Sub. Disk Material Will Last Full Year

(Continued from Page 1)

ter indicate that the relaxation of the ban will not mean a noticeable increase in the production of records for home use or the jukebox, or for transcriptions for broadcast purposes.

Though the allotment of shellac, the basic material in records, has been severely curtailed, and will probably be curtailed even further, manufacturers have been able to resort to substitutes, and require just a fraction of the original percentage of shellac. Ventured that within a short time market will get records minus shellac completely. Manufacturers have given the impression that their inventories are fairly large, and with diligent arrangements to salvaging all used records, outlook is that needs for commercial production will be met.

Last summer shellac was placed under complete control of WPB, and allotments to the industry were rapidly scaled down until in November, manufacturers were allowed only 5 per cent of the quota used during November 1941. Since November, 1942, they have been allowed none.

Vinylite, the mainstay of transcriptions, is also rigidly controlled by the WPB, with firms having to obtain permission for every commercial use. However, the reclaiming process, and stocks, on hand have brought forth optimistic attitudes on part of the pressers, for future production.

PASADENA — KPAS — CALIFORNIA

—1110 Kc.—

NOW

10,000 WATTS

(Directional)

"CALIFORNIA'S BEST TIME BUY"

BEAMED TO PUT FULL
10,000 WATTS THROUGH
SAN JOAQUIN AND
SACRAMENTO VALLEYS

Blankets Los Angeles
Area With 20-30,000 Watts

Sample A Seven Million
Market With KPAS

National Representative:

JOSEPH HERSHEY MCGILLVRA

NEW YORK—CHICAGO—SAN FRANCISCO—LOS ANGELES

THE PROOF IS IN THE
LISTENING

OPEN

Philadelphia

50 WATTS • 950 ON THE DIAL

Affiliated Station of the
Atlantic Coast Network

Los Angeles

By JAC WILLEN

KFWB will have Frank Bull handling Pacific Coast Conference basketball broadcasts on Fridays and Saturdays at 8:30 p.m.

Jean Hersholt, veteran "Dr. Christian" of radio and the screen, left for New York to appear in Sol Lesser's "Stage Door Canteen" in his famous role.

Ruth Burch, formerly connected with Hal Roach, now associated with Mel Schauer, was first guesster last Saturday, Jan. 16, on new series of radio programs sponsored by San Diego city schools broadcast over KFSD, San Diego.

Program of self-improvement quizzes as authored by Hollywood technicians is designed to reach adolescents.

Al Span, head of sound effects department for KNX and Columbia Pacific Network, hopes to have a daughter in pictures soon. Carol Ann Span, aged 22 months, is being screen-tested by Columbia Pictures for the role of "Cookie" in their "Blondie" series.

KHJ, introduced the first sewing school of the air on the West Coast, at 1:00 p.m., PWT, last Wednesday, with Mary O'Brien as "instructor." Program will be heard each week in the allotted time slot.

Dinah Shore, whose Blue songs are heard each Friday night, will probably be one of the Hollywood contingent to be taken to Washington for President Roosevelt's Infantile Paralysis Ball on Jan. 29. Dinah has appeared on all "March of Dimes" programs in connection with the Fund Drive and in addition has made and donated all the earnings of a record to the cause—earnings which have already gone into the thousands.

Alma Kruger, Aunt Emily of "Those We Love" is hard at work on another Dr. Gillespie picture. This one will be dubbed "Dr. Gillespie's Criminal Case."

The "Six Hits and a Miss" vocal group heard on the Burns and Allen program, have a new "Miss"—the third of the season. She is Trudy Williams.

A tour of the European army camps is in prospect for Gil Lamb, radio comic who has been heard on the Rudy Vallee program. Lamb, an expert pantomime artist, has been tabbed for a vaudeville routine with Jim Burke, a film funnyman.

Walker Succeeds Wells As Manager Of WJHP

Jacksonville, Fla.—Wallace A. Walker, has been made manager of WJHP, succeeding Henry G. Wells, who entered the armed forces some months ago. Before joining the Jacksonville station, Walker had previous experience in radio as a research worker for CBS, and for three years as chief statistician for MBS in N. Y., and a like period with C. E. Hooper, Inc.



Radio Is My Beat. . . ?

● ● ● Ginger Roger's sudden and unexpected merger with her marine brought forth this crack from Stella Unger on her "Hollywood News Girl" program. Stella confessed that it caught all of the columnists "with their pencils down"!... Laugh of the week was the blue note sounded on "Vox Pop" when a Dutch flyer forgot he was on the air and called the Japs what most of us really think they are... Lana Turner off to the hospital for a much-needed rest... Congressman Will Rogers, Jr., confides there isn't a chance of his playing the role of his late father in a Warner flicker... Warners, incidentally, are trying to get Washington to okay a movie yarn written around a recently unearthed fact—a plot which was stymied to assassinate F.D.R... What show is Ballentine considering? ... Page 67 of the current "Time" mag is a collector's item!... Gene Autry and Judy Canova plotting to take a cowboy and hillbilly troupe to Africa to entertain the troops there... When Bob Hope ran into Dottie Lamour at a swank movie premiere recently, Dottie appeared in street clothes while many of the stars showed up in minks and satins. "Tootsie," Bob said to Dottie, "better run home and put some clothes off!"... Lillian Sessions, former Chicago newshawk, has joined the growing Earle Ferris staff... As Chairman of the Entertainment Committee for the President's Birthday Ball, Martin Block is lining up 19 bands for the affair which will be held at the Waldorf.

★ ★ ★

● ● ● Moss Hart learned of a branch of the service where he could be useful so he filed an application. During the ensuing interview he was turned down because the examiner said he didn't have the scholastic requirements. Noticing Hart continually glancing at his watch he asked him why. "Because," explained the Pulitzer Prize playwright, "In twenty minutes I'm due to lecture at Columbia University!"

★ ★ ★

● ● ● THE MORNING MAIL: "During my three weeks of loafing down here," writes Paul Wimbish from Florida, "I've had a chance to listen to more radio than I've had in years. The first trend that strikes you is the growing use of female announcers. Now Lord knows I love the ladies, but some of the femme announcers have the most affected accents I've ever heard. One particularly irksome gal from some distant station is constantly making such slight errors as 'Paul WHITMAN'S orchestra' and 'Red SKELETON.' So help me, it's true and I am being kind. Someday I'll get up a collection and send them to you."

★ ★ ★

● ● ● Cottenseed Clark, the Blue producer, is a native of Texas and an ex-rodeo star. Being an effete Easterner now, he has to confine his riding to the gentle park paths. Running into him the other day after he had just come back from a ride we asked him if he rode with an English saddle. "Hell, no," flung back Cotten, "I just throw the saddle away and ride bareback!"

★ ★ ★

● ● ● A female fan mag writer phoned George Sanders recently asking for an interview. The actor asked her what she'd like to know, to which the writer replied that she'd like to know what Sanders would do if he had but 24 hours to live and how he'd spend those last hours. "In that case," retorted the actor, "an interview isn't necessary. I can tell you what I'd do right now." And he told her!

★ ★ ★

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

THE Northwestern University Radio Play Shop playlet, "Song for a Soldier," aired over WJJD Jan. 10, drew high praise from Composer Jerome Kern. The praise was received by Albert Crews, Radio Play Shop director, when he sought Kern's permission to use the composer's restricted symphonic work, "Scenario for Orchestra," in the playlet. Kern not only approved, but sent Crews two telegrams describing the manuscript as a "brilliant achievement." The composer also requested, and received, a transcription of the playlet, which was written by Crews.

A new all-star program with Patti Clayton, the Dinning Sisters, Curt Massey and Johnnie Duffy and his orchestra will make its debut as the "Musical Milkwagon" on WGN Jan. 25 at 10:30 a.m., CWT. The show will be broadcast Monday through Friday and will be sponsored by the Bowman Dairy Company. Charles Irving will handle the announcing. The account was placed by the J. Walter Thompson Company.

Julian Bentley's 12:30 p.m. newscasts on Monday, Wednesday and Friday have been signed for 13 weeks over WLS by the Pioneer Hibred Corn Company, Princeton, Ill.

The Dr. L. D. LeGear Medicine Company, St. Louis, has taken three 15-minute periods weekly for 13 weeks on WLS for its poultry and livestock remedies. Show will feature Doc Hopkins and Karl and Harty on Tuesday, Thursday and Saturday at 6:30 p.m.

The "American Bird Warblers," singing canaries heard on WGN every Sunday at 12:45 p.m., have been renewed for 13 weeks by the American Bird Products, Inc.

Bill Anson's "Lion's Roar" novelty series on Tuesday, Thursday and Saturday has been renewed on WGN by Metro-Goldwyn-Mayer.

Arkie, the Arkansas Woodchopper and the Dawn Busters, musical unit, have been signed by the Little Crow Milling Company, Warsaw, Ind., for 14 weeks over WLS. Fifteen-minute show will be heard Tuesday through Saturday at 8 a.m.

Stork News

Walter Herlihy, latest addition to the Blue Network announcer staff, has the distinction of being the father of the first child to be born in Boston in the new year. His seven-and-a-half-pound daughter saw the light of day at 12:07 a.m. Jan. 1. Herlihy came to the Blue Network last month from station WNAC, Boston.

Ken Houseman, program director of WEIM, Fitchburg, just received a third visit from the stork. This time it is a boy.

Hooper White, continuity editor of WKZO, Kalamazoo, became the father of a six pound daughter, Carol Louise, Jan. 14.

QUEST-ING

JACK HALEY, on Jerry Cooper's "Step Ahead" variety show, tonight (WABC-Mutual, 7:30 p.m.).

DORIS WALKER WEAR, director of organization for the National Foundation for Infantile Paralysis, and **VERA WEAVER**, ballerina, on "Double of the Day," today (WOR-Mutual, 9:30 p.m.).

ALEXANDER WOOLLCOTT, of the executive committee of the War Relocation Authority; **REX STOUT**, chairman of the board; **FREDA KIRCHWEY**, editor of the "Nation," and **DR. GEORGE SUSTER**, president of Hunter College, discussing "Is Germany Inhabitable?" on the "People's Platform," tomorrow (WABC-CBS, 7 p.m.).

LORENCE FREEMAN, featured in "Young Widder Brown," on "Nellie's Presents," tomorrow (WEAF-CBS, 10:30 p.m.).

JOY ROSELLE, 14-year-old inventor of a new traffic light control; **ALVIN IMBS**, expert on a musical instrument made in Italy in 1495, and **EDWIN**, researcher in thought experiments, on "Hobby Lobby," tomorrow (WABC-CBS, 8:30 p.m.).

LUIS QUINTANILLA, Minister Plenipotentiary, Counselor of the Legation Embassy in Washington and appointed Mexican Ambassador to Russia, on "Of Men and Things," tomorrow (WABC-CBS, 2:05 p.m.).

MARJORIE REYNOLDS, featured in "Holiday Inn," on "Stars of Hollywood," tomorrow afternoon (WABC-CBS, 12:30 p.m.).

FRANK GWENN, on "Armstrong's Salute to the Air," tomorrow (WABC-CBS, 12 noon).

WALTER GRIFFITH, dean of the Philadelphia College of Pharmacy and on "Adventures in Science," tomorrow (WABC-CBS, 1:30 p.m.).

FRANK VAN DEMAN, H. W. HOCHMANN and **DAVID MEEKER**, author of "Victory Gardens," on "Columbus Country Journal," tomorrow (WABC-CBS, 1 p.m.).

FRANK JACK AND THE DAME, on "Frank Allen" program, Sunday (WABC-CBS, 9:30 p.m.).

FRANK J. ALTMEYER, chairman of the Social Security Board, on "Frank Wagoner Tufty's 'Headlines from Washington,'" tomorrow (WNEW-ACN, 12:45 p.m.).

ALEXANDER LOUDON, Ambassador from The Netherlands to the United States, on the "Opera Victory" during the Metropolitan performance, tomorrow afternoon (WJZ-Blue Network, 4:15 p.m.).

FRANK DELLA CHIESA and **FRANK JANSSEN**, on the pro-

WJAS-KQV Musician Strike Called Without Notification

(Continued from Page 1)

spokesman for the station, whose father, H. J. Brennen, president and general manager, is in Florida at present.

Brennen explained that as far as he knew the AFM local and the station had agreed to go along on the old contract, and that a representative of the local had not been around for that whole period. Upon learning of the strike late Wednesday, Brennen tried to reach a representative of the local, but up to late last evening the contact had not been completed.

AFM ban on dance band remotes over the Blue and Columbia networks because the union's local has been unable to reach agreements with the networks' respective affiliates, KQV and WJAS, Pittsburgh, continued last night. Union headquarters here reported there had been no conferences with network officials yesterday to iron out the local situation.

Mark Woods, president of the Blue Network, who had been commended publicly earlier this week by James C. Petrillo, during the union chief's testimony at the Senate Subcommittee investigation of the recording ban,

issued the following statement on the situation:

"The Blue Network is the innocent but injured party in the current ban against the broadcasting of dance bands from remote pick up points, issued late Wednesday by the American Federation of Musicians. Not only is the network penalized by conditions beyond its control, but 145 independent American broadcasting station affiliates of the Blue Network are also penalized because one Blue affiliate has differences with the organization.

Blue "No Party to Dispute"
"The Blue Network is no party to this dispute and as a matter of fact, employs musicians completely agreeable to the union. The union nevertheless has withdrawn from the Blue Network broadcasts of dance bands performing in hotels, night clubs and other public places of amusement."

CBS, in substituting house bands Wednesday evening for the pulled remotes, made repeated announcements to the listeners of the WJAS dispute with the AFM local, emphasizing that the issue was a local matter, and has nothing to do with the network, itself.

FCC Grants KEX Plea To Dismiss Application

Washington Bureau, RADIO DAILY
Washington—Commissioner Durr of the FCC this week granted the motion of KEX, Portland, Oregon, for dismissal without prejudice of that station's application to operate on 1190 kilocycles, 50 kilowatts, unlimited. KEX, Blue Network outlet in Portland, will continue on the 1180 band, with 5,000 watts.

gram of the NBC Symphony, Sunday (WEAF-NBC, 4:45 p.m.).

DR. HENRY PRATT FAIRCHILD, social scientist of New York University, and **HENRY NOBLE HALL**, newspaper man and lecturer, discussing "Would Freedom from Want Create a Better World," on "Wake Up, America," Sunday (WJZ-Blue Network, 3:15 p.m.).

ALEC TEMPLETON and **JAN PEERCE**, on the Coca-Cola program, Sunday (WABC-CBS, 4:30 p.m.).

BARBARA TROXELL, soprano, and **PAUL MATHEN**, bass-baritone, on "Metropolitan Auditions of the Air," Sunday (WJZ-Blue Network, 6:30 p.m.).

CLAUDE RAINS, on "Radio Reader's Digest," Sunday (WABC-CBS, 9 p.m.).

GEORGE C. CHRISTOPHER, president of the Packard Motor Car Company, and **ERNST EGER**, of the U. S. Rubber Co., on "We the People," Sunday (WABC-CBS, 7:30 p.m.).

News Re Chile Told NBC By Shortwave Listeners

That shortwave listeners in this country continue to twirl the dials of their receivers was emphasized Wednesday night when American listeners cooperated with a Latin-American broadcaster's special appeal to the people of this nation.

Early Wednesday evening, when it became known in Ecuador that President Juan Antonio Rios of Chile was to deliver the solemn announcement that his country had voted to sever relations with the Axis, shortwave station HCJB, Quito, asked its listeners to notify NBC. Within a short time, NBC's International Division received eight messages from American listeners, one as far distant as Minnesota.

Hemisphere Informed

When President Rios' statement was issued, NBC and its affiliates of the Pan American network, combined facilities to inform the entire western hemisphere of the diplomatic rupture. The broadcasts originated in Santiago de Chile, Mexico City, Washington and New York.

The Chilean executive's own words, directed to the people of Chile, were beamed via point-to-point facilities to New York by Radio El Mercurio of Santiago and were rebroadcast simultaneously throughout the Americas over long and shortwave facilities.

Following President Rios' official announcement, NBC in cooperation with XEW, Mexico City, presented remarks broadcast by the Mexican Secretary of Foreign Affairs Ezequiel Padilla.

AGENCIES

FOREST SERVICE of the U. S. Department of Agriculture in conjunction with the OWI, is instituting a drive to reduce the wastage resulting from forest fires. The campaign will be prepared on a voluntary basis by a group of West Coast ad men through the Advertising Council. It is planned to use several media, including radio. The project is headed by Don Belding, chairman of the board of Foote, Cone & Belding, and R. E. Zeller, advertising director of the California Fruit Growers Exchange.

JOHN F. TROMMER, INC., Brooklyn brewers, through Federal Advertising Agency, have launched their 1943 advertising campaign. Radio, direct mail, trade paper and outdoor advertising will be used.

LA CONGA HOSIERY CO., of New York, has placed its advertising account with Hicks Advertising Agency, also of New York.

Wedding Bells

Jack O'Connor, announcer and publicity director of WRBL, Columbus, Ga., has been married to Amie Butler, of Columbus.

Kathie Ross, secretary to salesman Don Campbell, is engaged to Joseph W. Ganzi, of New York. Happy day hot yet set.

Lt. Tom Moore, formerly of WIBG, Philadelphia was married to Delores Mellberg on Jan. 7.

Joe Mulvihill, announcer at WCAE, Pittsburgh will marry Anne McCormick Walsh, on Saturday, Feb. 27, at St. Francis Xavier Church, Pittsburgh.

Marjorie Murphy, of the auditing department at WGN, Chicago, was married to Lt. (jr. gr.) Martin J. Luken on Jan. 2. The ceremony was held at St. Clement's Church.

Wynonah Baily, in charge of station traffic of KUTA, Salt Lake City, was married Jan. 11 to 3rd class radioman, Wayne Winslow, USN.

WAAC Officer On WGL

Fort Wayne—**Kay Howard**, heard regularly on WGL, 10:15 a.m. every day, Monday through Friday, had as her guest recently Lt. Anne E. Sweeney, assistant to chief of public relations in the Fifth Service Command of the WAAC.

THIS LITTLE BUDGET

WENT TO

WORL BOSTON MASS.



NEW BUSINESS

WFIL, Philadelphia: Harry Krouse, Philadelphia (automobile dealer) 12 spot anns. weekly for 13 weeks, thru Samuel Taubman & Co., Philadelphia; Palumbo's Restaurant, Philadelphia, 18 spot anns. weekly for 18 weeks, thru Dave Lodge Agency, Philadelphia; Christian Voices, Philadelphia, six half-hour studio programs weekly for 52 weeks, thru Cox & Tanz, Philadelphia; American Chiclet Co., Long Island City, N. Y. (Chiclets) 60 transcribed spot anns. weekly for 52 weeks, thru Badger, Browning & Hersey, N. Y. C.; Abbotts Dairies, Inc., Philadelphia (milk), thru Richard A. Foley Agency, Philadelphia, five spot anns. weekly, for 52 weeks; two participations weekly on women's program, for 52 weeks; (for Ice Cream), one participation weekly, for 52 weeks, and (for DeLuxe "A" Milk), five 15-minute programs weekly, for 52 weeks; Ex-Lax, Inc., Brooklyn, N. Y., five spot anns. weekly for 52 weeks, thru Joseph Katz Co., N. Y. C.; Carter Products, Inc., N. Y. (Arrid) two spot anns. weekly, thru Small & Seiffer, Inc., N. Y., for 52 weeks; Thos. Leeming & Co., Inc., N. Y. (Baum Bengue) three spot anns. weekly for eight weeks, thru Wm. Esty & Co., Inc., New York City.

Uses "Spotlight Bands" In Four-Way Promotion

(Continued from Page 1)

inserts, wound up in an evening of entertainment before a crowd of over 7,000 men and women at Camden (N. J.) Convention Hall.

The multiple tie-up, promoted RCA Victor's war workers, Gimbel merchandise, the soft drink, and magazines, and reached its peak in the "Victory Parade of Spotlight Bands" radio show over 142 stations of the Blue Network. Though the program was in salute to RCA Victor's war workers, the script tied the entire campaign together with prominent mentions of each element in addition to giving a plug to the American Weekly "Song Hits To Be of '43" promotion stunt in which RCA Victor also had a hand. The six bandleaders selecting these hit tunes, are Victor-Bluebird recording artists

Origin of the Campaign

The four-way campaign started with two previously unconnected events. "Charm" magazine featured in its January issue a picture story tagged "A Day With an RCA Victor War Worker." Gimbels, which had supplied some of the clothes for the photos, used in the story came into the set-up by promoting the article through street window displays. In addition, the store took full-page ads in Philadelphia and Camden papers to further promote the tie-up.

Meanwhile, RCA Victor was working with D'Arcy Advertising Company, agency on the Coca-Cola account, to originate the "Spotlight Bands" program direct from Camden. When the date was set, it was decided

PROGRAM REVIEWS

"CRESTA BLANCA CARNIVAL"

Schenley Import Corp.

WOR-Mutual—Wed., 9:15-10 p.m., EWT
William H. Weintraub & Co.

SHOW SETTLES DOWN AS SATISFYING VARIETY; LEVANT-KAUFMAN SCRIPT IMPROVES BUT STILL NOT WORLD-BEATER.

After a premiere that brought mixed reaction both in the trade and among listeners, the second in the new Schenley series shaped up as a show to satisfy many tastes.

The highspot was the guesting of Monte Woolley as both a foil for Messrs. George Kaufman and Oscar Levant and the title role in "A Connecticut Character." In the 10-minute skit by Bud Pearson and Les White, Woolley played a "man with too much dinner" type, who finds the war an annoyance because it interrupts his schedule of Shangri-la living. Since it was the type role that made him a famous name in his portrayal of Alexander Woollcott, Woolley took to it handsomely. At the outset, he's the grumpy, sarcastic-talking old gent and arch-enemy of the war effort agencies like Red Cross, Air Wardens, etc. When the curtain rings down he has been rejuvenated enough to provide space in his home for a Red Cross station and is ready to donate generous portions of his aristocratic blood.

Another bit of pleasant listening was that provided by composer and conductor Morton Gould who continues to uphold the fine pace he's set ever since the Carnival first made its appearance. Highspot of Gould's offering was his own number, "Child Prodigy," a bit of musicana that rates a repeat soon. The music notes were turned on this one as Gould covered the piano portions while Levant conducted the orchestra.

Pleasant listening was also provided by Jarmila Novotna, Metropolitan Opera soprano and Carnival regular, tenor Brad Reynolds.

Even the commercials were listenable except for the fact that Frank Gallop's over-enthusiasm and too many adjectives might give audiences the idea that the product being peddled was a rare jewel.

If Levant and Kaufman are brought together in a future broadcast (next week Ilka Chase joins forces with playwright Kaufman) the result might be even more satisfying without the use of a rehearsed script. After all, ordinarily this man Levant is a very humorous fellow while Kaufman has a personality all his own.

to devote the entire evening to entertainment. RCA Victor's publicity representative then proposed to Gimbels the idea of presenting a fashion show as a special attraction on the program.

The campaign was handled by Harold Desfor and Gene Rose for

"FIBBER MCGEE & MOLLY"

WEAF-NBC—Tuesday, 9:30-10 p.m., EWT
S. C. Johnson & Son

Neeham, Louis & Brorby

TOP-NOTCH COMEDY TEAM CONTINUES IN EVEN VEIN, TURNING OUT CHARACTERISTICALLY SMOOTH AND INTERESTING JOB.

Perennial threat to the nation's top ranking radio program (the S. C. Johnson Co. show was third in both commercial and comedy divisions of the annual RADIO DAILY poll for 1942), "Fibber McGee & Molly" is doing one of the smoothest jobs of any network program in combining specific OWI war effort messages and top-notch comedy. This week's show (WEAF-NBC, Tuesdays, 9:30-10 p.m., EWT) was devoted in its entirety to recruiting for the Women's Army Auxiliary Corps, main business of the program being the enlistment of Mrs. Uppington and Fibber's distraught actions and terror at the thought Molly also might join up. She didn't, of course, but plenty of spontaneous and clever humor was injected into the half-hour along with a lot of information about and praise of the Army Auxiliary Corps.

A highspot on the program was announcer Harlow Willcox's refusal, to the utter amazement of Fibber and Molly, to seize upon the word WAACs as an opportunity to get in a plug for Johnson's Glo-Cos. Commercials used were presented in a hilarious manner, being exaggerated (but not very) versions of the many ET jingle spot announcements currently cluttering up the airwaves. On the McGee show, as, indeed, at practically any time on the radio, they sounded ludicrous and slightly nauseating. Willcox ended this bit by breaking his sample recordings, a procedure hereby recommended most enthusiastically to the vast majority of 1-, 2- and 3-minute ET spot sponsors.

Reappearance on the program of the Mr. Boomer character was greeted by Molly with the crack: "Why hello there Mr. Boomer, long time no NBC." From Molly it registered solid—a word which might well serve to classify the entire show.

"Johnny Presents"

Usually of high calibre and possessed of much entertainment value, this week's "Johnny Presents" program (WEAF-NBC, Tuesdays, 8-8:30 p.m., EWT) was marred by an extremely obvious attempt to "hang" a plug for Philip Morris cigarettes on a patriotic angle. Reaction to the sponsor's "generosity" in "giving up" his final commercial to permit reading of a poem to President Roosevelt

RCA Victor; David Arons for Gimbels; Norman Ludford for D'Arcy agency, and Lois Ullman and Nancy Copeland for "Charm."

Similar promotions are being planned by the magazine in other cities, with the RCA Victor program as a format.

To the Colors!

KEN R. DYKE, formerly sales promotion manager of NBC and more recently with the OWI Bureau of Campaigns, has been commissioned major in the U. S. Army.

—VVV—

VINCENT SEXTON, night editor in the CBS publicity department, has been appointed a captain in the Bureau of Public Relations, War Department, and reports for duty in Washington today. He was a pilot lieutenant in the last war in the Army Air Force.

—VVV—

JOHNNY BARFIELD, leader of the Hillbilly Band of WRBL, Columbus, Ga., has been called to the Army.

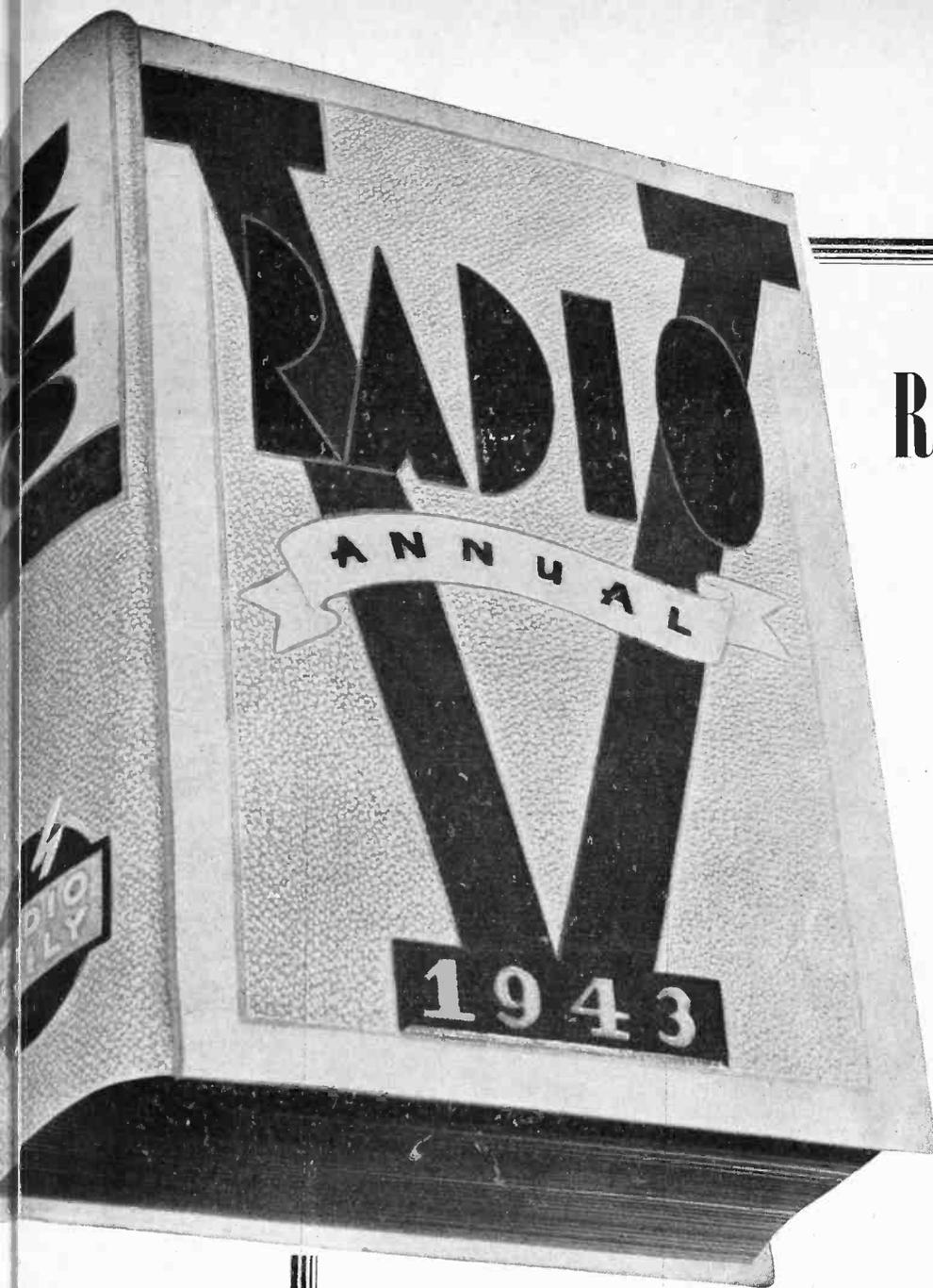
—VVV—

JACK SCHANTZ, engineering supervisor of WFIL, Philadelphia, has been commissioned a captain in the U. S. Army Signal Corps. He reports for duty at Fort Monmouth.

about the war effort certainly registered in the negative. Especially when it was obvious to even the most uninitiated that the entire program was a script job, from start to finish, with no deviations from "what it says here." As a matter of fact they had plenty of time at the end of the program to get in a "trailer" announcement for Philip Morris' brand of smoking tobacco.

Otherwise the program makes a satisfying listening, despite the obvious fact that the three cross-country telephone conversations between voice men and their families are peddled affairs and it is extremely doubtful if anyone at all is on there were it must have been concerting to them, in the midst of talking with their son, to have to give out with lengthy OWI harangues. Latter is fine morale material for listeners, but a bit awkward in long distance telephone talk with folks back home.

On last Tuesday's show, a former Hollywood radio actor, now a private in the Army, talked with Ed Gardner of "Duffy's Tavern," in New York, an Air Force cadet talked with his mother in Detroit, and the Air Force twins recently reassigned to the outfit by President Roosevelt, a third mother's request, talked with her son was during the latter 'phone call that Philip Morris so magnanimously gave up its final commercial to the youths read a poem thanking President Roosevelt for reuniting them. Ginny Simms, who otherwise provided the entertainment highlight of the program with her fine rendition of a revamped version of "I Like Coffee, I Like Tea" (but better I like liberty), found time to thank the audience she was "sure" the sponsor wouldn't mind omitting the final plug in order to get the post in. Miss Simms, incidentally, did a fine emcee job on the show and her voice registers with the best of the popular femme radio singers. The orchestra, under the direction of Ray Block, turned in a creditable performance. Biow Co. is the agent.



The
RADIO ANNUAL
for
1943

*will contain
the latest up-
to-the-minute
information
pertaining to
the Radio Industry at war.*

Now In Preparation - Will Be Ready for Distribution Soon



Coast-to-Coast



KEN GARDNER, chief engineer of WHAM and W51R, Rochester, N. Y., discussed the results of extensive transmission field test made at W51R, and other problems involved in the operation of a frequency modulation station before the Engineering Society yesterday, at the Sagamore Hotel, Rochester, N. Y.

Beginning Feb. 15, Fulton Lewis Jr., Washington's news commentator, extends his third year of broadcasts over KSAL, Salina, Kansas, without a sustaining broadcast. On this date the Western Star Milling Company, makers of Kansas Star Flour, take over Lewis's broadcasts, which have been sponsored through the past year by the Franklin Life Insurance Company, Springfield, Ill.

All through the night on KPO, San Francisco, now may be heard such programs as the University of Chicago Round Table, the Army Hour, the Catholic Hour; such commentators as H. V. Kaltenborn, Robert St. John, Alex Dreier. First station in its area to institute a regular schedule of all-night programs built and produced with the same care as daytime ones, KPO directs its nightly broadcasts from 12:00 midnight to 6:00 a. m., PWT to the workers in the vital defense industries and to other persons whose lives have been turned topsy-turvy by the war.

R. C. Atherton, former production writer for WTAD, Quincy, Illinois, recently assumed the position of program director at KSAL, Salina, Kansas, before going to WTAD. Atherton, a graduate of the University of Cincinnati, operated a dramatic school there.

Frank Merrill has joined the announcing staff of KROW, Oakland. He was previously commissioner of radio at the University of California in Berkeley.

1943 BIRTHDAYS

January 22

Felix B. Dyck Hoff Jack Nadeau
Sam Raskyn Vivien Ruth

January 23

Vernon Crane Madeline Ensign
Edward Harris Edward Phillip Lyon
Rosa Ponselle Maxwell Smith
Earl Waldo

January 24

Alwyn Bach Oscar Bradley
J. S. Davidson Leo Fitzpatrick
Dean Fossler Anne Jamison
Glady Jones Milton Kaye
Frank La Marr Jack McMonagle
Ken Sisson Jay Wesley
George Marshall Durante

The "Mile-O-Dimes" campaign in New Haven was opened over WELI in a special program, originated at the Dime Booth erected on historic New Haven Green, Friday, Jan. 15. The Winchester Repeating Arms Company Brass Band was featured. On succeeding days, until the end of the campaign, Jan. 30, theatrical stars supplied through Harry Shaw, general manager of Loew, Inc. Theaters in New England will be presented.

On Saturday, Jan. 23, at 11:00 a. m. the WFIL, Philadelphia, Code School for Navy Applicants will declare a dividend for the Navy, when another group of its students will be graduated. After twelve weeks of work and study, these lads are ready for the advanced training the Navy provides for those who qualify.

Stanton D. Bennett, for the past three years, chief engineer of KFAR, Fairbanks, Alaska, has resigned to accept a position with Massachusetts Institute of Technology. He will be engaged in technical experiments for the Navy. August G. Heibert succeeds him in the chief engineer's post. Sam Silver, radio tyro, has joined the announcing staff. Alvin Franstedt has resumed his position of assistant manager of the station after three months with KSFO, San Francisco. Fern Rivers, another radio neophyte has joined the traffic department.

Effective February 1 Mutual's two children's shows "Superman" and "Junior Newscaster" will swap places, with the latter series switching to 5:30 p. m. and "Superman" moving into the 5:45 p. m. slot. Both shows are heard on CKLW, Windsor, Ontario, Monday through Friday.

An FM receiver was set up on the stage of the Fort Wayne Civic Theater last week during their production of "Private Lives," and a special half-hour program was broadcast preceding the show from W49FW, Fort Wayne's frequency modulation station. Rosemary Stanger, in charge of FM activities for the Westinghouse station, announced the program.

"Student Workshop," youthful dramatic group heard over WLIB, N. Y., is proving itself to be a stepping stone to bigger and better careers. As a result of a publicity story Jerry Gregoris, one of the group, was auditioned by the Sam Goldwyn office for a part in a picture being written by Lillian Hellman. And John Golden dips into the talent pool by auditioning Jack De Lone for his Broadway show.

As part of the Infantile Paralysis campaign WBNX, N. Y., is doing its share by recording a series of transcriptions to be broadcast by 22 stations throughout the United States. Appearing on the transcriptions are Livia and Sue, station's "Sunshine Girls"; Fred Mendelsohn and the studio orchestra, Molly Picon, Gertrude Berg, Menasha Skulnick and Abe Lyman, station's program producer.

"Welcome to Wheeler" the Army broadcast heard over WINS, N. Y., will bring seven Brooklyn soldiers to the station's "mike." Program is scheduled for 3:00 p. m., Sunday, Jan. 24. Other Wheeler soldiers who will participate on the program are from suburban areas.

Bruce MacDonald has started a new series of nightly news commentaries on WIND, Chicago, titled "Behind the Headlines." They're heard at 5:15 p. m. Monday through Saturday. Station's Mile-O-Dimes booth opened recently and will remain open until Jan. 30. Booth is staffed by station announcers and Andy Frain's Usherettes.

Katherine Fox, coordinator of War Activities and director of Public Service for stations WLW-WSAI, Cincinnati, has accepted the invitation of the Ohio State War Savings Staff, Treasury Department, to serve as Ohio State chairman of Women's Radio Activities. Edward E. Hale, who has been merchandising representative for WLW in the Fort Wayne, Indiana area, has been appointed assistant merchandising director, with headquarters in Cincinnati.

The programs of Abe Andrews, authorily transcribed and broadcast on WOWO, are now live. He is heard at 6:15 p. m. every Tuesday.

WJLB, Detroit, is taking bows for its all-out war effort. Appointed by the government to sell War Bonds, station's foreign programs alone have brought in over \$100,000. Station log shows that several regular programs have been turned over to the various branches of public service.

In the teeth of any proposed curtailment of sports events, the Wadhams Oil Company, sponsors of football and basketball broadcasts and a daily "Sports Flash" feature heard over WTMJ, Milwaukee, for 14 years, announced their intention of continuing a full schedule of sports broadcasts during 1943.

Latest addition to the announcing staff of WJTN, Jamestown is Phil Harlow, formerly of WJAR, Providence. Julius King, public relations director of Chautauqua Institution, is now heard in his own commentary four nights weekly at 7:30 p. m.

Jack Stevens, former Boston sports editor who at present is broadcasting a nightly sports program over the Atlantic Coast Network, started a special sports series for Boston fans last Sunday, at 12 o'clock noon over WORL, Boston.

Thursday afternoon, WEIM, Fitchburg, broadcast the Award Ceremonies of the Army and Navy "E" to Guy P. Harvey & Sons, first Leominster, Massachusetts, plant to receive the honor. Broadcast heard from Leominster Municipal Auditorium.

After testing listener reaction, WDRH, Hartford, is now veering more and more towards musical programs without interruption by announcers. Several new programs have been added to the schedule in which announcers merely introduce the program, and sign it off. In between the records and transcriptions just one after the other.

A Gideon Bible was formally presented to KOY, Phoenix, by the Gideons themselves on a special program arranged by the special event department. After the station's bible disappeared one day, it was decided that it was an auspicious occasion to donate a bible and announce the intention of the Gideons to announce their new project of furnishing bibles to the armed forces. Bond sales in Arizona are being promoted by three-minute talks by enlisted men stationed at nearby Luke Field.

A special program, enlightening listeners of WWNY, Watertown, N. Y., of the new Victory Tax laws, was broadcast that station Friday evening. Ambrose Gaffney, collector of Internal Revenue, was the guest on the program.

The Phil Malat Company returns to the air via the Bee Baxter show heard over KSTP, Minneapolis-St. Paul. In promoting its Sharp's International Taste Carrots" a contest angle is utilized with cases of oranges offered as the prize three times a week.

WKZO, Kalamazoo-Grand Rapids broadcast the launching of a mine-sweeper from Benton Harbor Shipping Yards January 16. Paul Aurandt, program director, rode the ship down the ways for a new broadcast.

William Juengst, radio editor of the Brooklyn "Eagle," Don Shaeffer, radio editor of the "Journal-American," and Bill Steinke, radio cartoonist of the "Daily Mirror," are among the members of the Fourth Estate who were heard recently as war-bond salesmen on the WBY, N. Y., "Keep Freedom Ringing" program last week.

Durbin And Cooper ET's To English Speaking Union

Specially recorded messages from Deanna Durbin and Gary Cooper made available by NBC are en route to the English Speaking Union's headquarters in London.

NBC's London office was asked the union to appeal to Cooper and Miss Durbin for recorded statements to be presented at a "Conference America," a series of meetings organized in England to stimulate interest among British youngsters.

The recorded messages, which touch on the kind of post-war world the young people are looking forward to, will be heard at the New Year Conference, March 20, and repeated at future conferences in other communities in Great Britain.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 22, NO. 16

NEW YORK, N. Y., MONDAY, JANUARY 25, 1943

TEN CENTS

JAN 29 1943

\$2,000,000 Phone-Saving

Large Equipment Lists Sent FCC Field Offices

Washington Bureau, *RADIO DAILY*
Washington—A total of nearly 1,100 types of available broadcasting equipment, compiled through questionnaires sent 8,000 radio licensees of all types by the FCC, went out over the week-end to FCC field offices and sub-offices, interested government departments and 124 broadcast stations throughout the country and United States territories. These stations were selected because they were either from the FCC field offices or it would be convenient for them to travel to inspect the lists.

It was originally intended that this

(Continued on Page 7)

1942 Billings Reveals Gain of 23%

During its first year of operations as an independent network, the Blue Network grossed \$15,782,493 which represents a 23 per cent increase over the 1941 billings. Figure for 1941, when the Blue was still a sister network of the NBC, was \$12,858,169. Network is not releasing a breakdown of the grosses by agencies or clients.

Golenpaul Court Order Re 'Info Please' Teaser

Stan Golenpaul, as owner and producer of "Information Please," Friday applied for and received a court order enjoining Milton Cross and Basil Ruysendaal, announcers, American Tobacco Company and NBC, these defendants to appear Tuesday to show cause why a preliminary injunction should not

(Continued on Page 6)

It's An Idea!

Washington—Optimists are made, not born! And when optimistic, one can also be enterprising. Jay Caldwell, WOL's "Mr. Money Bags" has just discovered this rare combination. A Washington housewife has notified him that she paid extra to have her name listed twice in the new telephone book so she would have a double chance to get the prize money given away daily.

"Ranger" Precedent

"The Lone Ranger" may create quite a flurry when for the first time he makes a guest appearance on a prominent radio program. Champ entertainer of youngsters and grownups alike, is scheduled to talk things over shortly with conductor of a show, identity of which is still to be announced.

Ad Men Ask Treasury To Standardize V. Tax

To achieve uniformity of practice in application of the Victory Tax, advertising agency committees within the ANA and the Four As, have, in combination, submitted specific inquiries to the Treasury Department.

One of the major items in the inquiry is that of the common advertiser, such as Procter & Gamble, Lever Bros., General Foods or Sterling Products, whose account is divided among several agencies. Under such a setup, several agencies sometimes engage the same performer, either for

(Continued on Page 3)

A. & P. Buys CBS Web For Twice Weekly Show

Through its agency, Paris & Peart, the Great Atlantic & Pacific Tea Co. has bought network time, a quarter hour, twice a week, on 32 CBS stations. Nature of the program has not yet been defined, though it is scheduled for twice a week, Wednesdays and Fridays, with the initial program opening February 10.

Minimum Estimate Of Industry Benefit By AT&T Wire-Charge Reductions May Also Aid Affiliates

CBS Officially Admits "Post-War Division"

Although it has been in existence for more than a year, CBS on Friday officially admitted for the first time that its somewhat mysterious "Department X," is in reality the network's Post-War Division of the Program Department. According to Wm. S. Paley, president of CBS, the purpose of the division is to present and clarify issues of post-war planning and to make available broad-

(Continued on Page 3)

Probe Committee Meets, "To Organize," Says Cox

Washington Bureau, *RADIO DAILY*
Washington—The special five man committee of representatives named to investigate the FCC met Saturday morning, mainly to "organize itself" as Chairman Eugene E. Cox, Georgia Democrat at whose behest the inves-

(Continued on Page 2)

Petrillo Ban On Remotes May Continue To Feb. 1

AFM ban on remotes over CBS and the Blue networks, because of a contractual dispute between its Pittsburgh local, and the respective nets' affiliates, WJAS and KQV, may run for the remainder of this month, to be

(Continued on Page 4)

Washington Bureau, *RADIO DAILY*
Washington—With more than \$2,000,000 annually saved by networks on leased wire charges as a result of the new telephone rates to take effect about Feb. 1, it has been estimated by the FCC that full network service—24 hours per day and 30 days per month—could be extended to every one of the unaffiliated stations at a cost of only slightly over half a million dollars. This would still leave the total bill for telephone wires under the new schedule of charges

(Continued on Page 7)

Time Donated To Gov't Not Payment, Says BIR

Washington Bureau, *RADIO DAILY*
Washington—Guy T. Helvering, Commissioner of Internal Revenue, has advised the NAB that the value of broadcast time given the government does not represent a payment to the government, for purposes of the Internal Revenue Code, Section 23. No deduction for this time, aside from the ordinary and necessary business

(Continued on Page 7)

FCC Sets April 1, Date For Chain Regulations

Washington Bureau, *RADIO DAILY*
Washington—The FCC Friday announced that its chain broadcasting regulations will not become effective until April 1. This does not represent

(Continued on Page 2)

★ THE WEEK IN RADIO ★

... House To Probe FCC

By BOB LITZBERG

THREATENED investigation of the Federal Communications Commission became a reality last week after Representative John J. Sparkman of Alabama entered a resolution in the House of Representatives calling for a broad and comprehensive investigation of the entire radio industry. The Sparkman resolution will go to the Rules Committee for further consideration; meantime, the Cox reso-

lution was passed by the House almost unanimously and a committee headed by Representative Eugene Cox has already been set up to investigate the activities of the FCC.

The American Federation of Radio Artists continued its plans for an average increase of ten per cent in lution asking for an investigation of

(Continued on Page 2)

To the Manner Born

Albany—It seems you can't keep good radio men down. Harry Hults, Jr., formerly a member of the technician staff at WOKO, in this city, has won the public announcer job reading daily bulletins to the entire personnel of Camp Richie, Md. Hults won the job in a competitive audition shortly following his transfer to Camp Richie from Camp Crowder, Mo.

RADIO DAILY

★ THE WEEK IN RADIO ★

... House To Probe FCC

(Continued from Page 1)

the New York, Chicago and Los Angeles areas in its basic minimum scale for actors and singers; the increased salary scale was expected to be presented to the War Labor Board before the end of last week. Both the Blue Network and CBS were without dance remote broadcasts last week, when the AFM ordered bands to be pulled out as a result of local difficulties in Pittsburgh with WJAS and KQV; both stations claimed that the strike came as a complete surprise and that no notification was given. Small network-affiliated stations were expected to benefit by the reduction of long-line rates which will be filed today when the A.T.&T. files its new tariff schedules with the FCC.

Food and beverage advertisers were the largest buyers of time on CBS in 1942 as revealed by the network's gross billings for the year, issued last week; figures reveal an increase of almost one million dollars over 1941. Considerable increase in listening in the New York area as a result of the ban on pleasure driving was announced by the Pulse of New York, Inc.; increases were reported for both Saturday and Sunday. OWI Domestic Radio Bureau announced that approximately 800 stations have already signed to broadcast the transcribed "Uncle Sam" series of five-weekly discs starting Feb. 1. Chevrolet Motor Division (General Motors) signed to return to the air on CBS starting in February, with news comments by John B. Kennedy after a considerable absence from the air. Approval of the Copyright Appeal Board for a rate schedule to be charged by the Canadian Performing Rights Society and BMI Canada, Ltd., during 1943 was announced last week. CBS signed contracts with P. Ballantine Sons for a new series to start in March, thus breaking a precedent re the acceptance of beer advertising. Ascapi officials during the past ten years were subject to a suit filed in the New York Supreme Court, asking for an accounting of all

moneys collected and distributed during that period.

William B. Lewis, former CBS vice-president and currently OWI radio chief, was named assistant director of the OWI Domestic Branch and will be in charge of plans and production. NAB took action to seek preferred mileage gasoline rations to radio workers, other than engineers and technicians, employed by stations whose transmitters are remotely located; the trade association placed its protest with the Office of Price Administration. Broadcasters, via 67 network programs and spots, were preparing to launch a three-week campaign, beginning today, to increase the use of V-Mail. AFRA continued its discussions with the Bureau of Internal Revenue to clarify the salary-ceiling order. The Women's National Radio Committee announced a modification of its procedure in making its national awards. NBC published one of the most elaborate pressbooks ever to be prepared in connection with its Red Cross series, "That They Might Live."

CBS filed its brief with the U. S. Supreme Court in its appeal from a final decree of the Federal Court in New York which upheld the FCC chain regulations; hearing on the case is expected to begin on Feb. 10. The Supreme Court also announced that it will review a previous decision in the KOA-WHDH case. Information on what has been referred to as the BWC "equipment pooling plan" is expected to be available momentarily according to an announcement by BWC-FCC Chairman James Lawrence Fly. The Blue Network revealed its final 1942 recapitulation of time devoted to the war-effort, showing a total of 857 hours and eight minutes used for this purpose. Further investigation of the recording industry was indicated following last week's postponement of the scheduled meeting of the Senate Interstate Commerce Committee investigating the AFM ban on recorded music.

COMING and GOING

JOAN DAVIS, ADOLPHE MENJOU and DONNA DRAKE on Saturday were in Santa Ana, Cal., originating point of the "Soldiers with Wings" program broadcast over CBS.

HAROLD ESSEX, sales manager of WSLI, Winston-Salem, N. C., in town late last week for conferences at headquarters of NBC.

HOWARD MEIGHAN, eastern sales manager of CBS, left Friday on a short business trip to Washington.

JOHN J. LAUX, general manager of WSTV, Steubenville, Ohio, and WJPA, Washington, Pa., is in New York for his quarterly business contacts.

TED ENNS, national sales manager for The Cowles Group, left Des Moines on Saturday for a three-weeks trip to New York, Boston, Cincinnati and Chicago.

CHARLES H. CRUTCHFIELD, program director of WBT, Columbia affiliate in Charlotte, arrived from North Carolina on Friday for a few days on station and network business.

DICK GILBERT, emcee and disc jockey on WHN, together with JOAN EDWARDS, JOE SODJA and BERNIE WEST go up to West Point today to entertain at Stewart Field.

R. E. DUNVILLE and WALTER A. CALLAHAN are in New York from Cincinnati in the interest of WLW-WSAI. The former is sales manager for the Crosley stations; the latter, general manager of WSAI.

JEAN HERSHOLT, star of the "Dr. Christian" series on CBS, is due in New York from the Coast. He will broadcast the program from the East for the next five weeks.

PARKS JOHNSON and WARREN HULL are at Pine Beach, N. J. for the broadcasting of tonight's "Vox Pop" program from the Admiral Farragut Academy.

MIRIAM LANE, women's commentator on WJLB, Detroit, is paying a short visit to New York.

New AFRA Contracts Signed By WHN & WMCA

Renewal of contracts with salary adjustments upward have just been negotiated between the New York local of AFRA and the managements of WHN and WMCA. Deals which have been submitted to the WLB for approval, cover all station personnel under the jurisdiction of the union. George Heller, executive secretary of the local, represented the union in the negotiations.



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

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FINANCIAL

(January 22)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Ar. Tel. & Tel.	130 3/8	130 1/8	130 1/2	+ 1/2
CBS A	16 3/4	16 3/4	16 3/4	—
CBS B	16 3/8	16 3/8	16 3/8	+ 3/8
Crosley Corp.	9 7/8	9 3/4	9 7/8	+ 1/4
Gen. Electric	33	32 1/2	32 3/4	— 1/8
Philco	15 1/8	15	15	—
RCA Common	6 1/2	5 7/8	6 1/8	+ 1/8
RCA First Pfd.	61 3/4	61 3/8	61 3/4	—
Stewart-Warner	8 3/8	8 3/8	8 3/8	+ 1/8
Westinghouse	85	83 3/4	83 3/8	—
Zenith Radio	21 1/2	21 1/4	21 1/4	+ 1/4

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	4 1/2	5
Stromberg-Carlson	6 1/2	7 1/2

FCC Sets April 1, Date For Chain Regulations

(Continued from Page 1)

a postponement, since the November decision of the special tribunal in New York, upholding the Commission, stipulated that the effective date was to be Feb. 1, or, the date of the Supreme Court decision on the network appeals. The Supreme Court is expected to hear the case Feb. 10 or 11.

Probe Committee Meets, "To Organize," Says Cox

(Continued from Page 1)

tigation was voted, put it. There has not yet been any detailed discussion as to who might be employed to serve as committee counsel or investigator, nor has the amount of funds to be requested been determined. There was discussion on both these matters Saturday.

Stork News

Roger Lee Boyd, drummer of the WFAA-WBAP, Dallas-Fort Worth, staff orchestra became a father Jan. 11, when his son Roger Lee Boyd, Jr., was born.

Heads CBS Trade Press

Melvin Spiegel assumes charge of the Trade News Division of the CBS Publicity Department beginning today, it was announced Friday by George Crandall, CBS Director of Publicity. Spiegel joined CBS in September, 1942. Prior to that he was associate editor of "Movie-Radio Guide." He formerly was radio editor of the New York "Morning Telegraph," and for two years wrote the Broadway column, "Spotlight Review" for the Seven Arts Feature Syndicate. He is a graduate of New York University.

Spiegel takes over the duties at CBS of Ralph J. Gleason, who is leaving the network to join the Office of War Information, Overseas Branch, as a field representative.

New WJZ Spot Biz

Dryden & Palmer, Long Island City, N. Y., launches a campaign for its Gravymaster on WJZ today. Through Samuel C. Croot Company, Gravymaster will participate once weekly in Nancy Booth Craig's "Woman of Tomorrow," aired daily on WJZ from 8:30-9 a.m., EWT. The campaign is a return engagement for Gravymaster which was promoted previously on WJZ during a 13-week campaign beginning Sept. 25, 1942.

Curtis Publishing Company, Philadelphia, has renewed for two weeks, effective Jan. 26, its campaign for the "Saturday Evening Post" on WJZ. Curtis is using three one-minute transcribed announcements weekly through Batten, Barton, Durstine & Osborn, New York.

When you buy time—
BUY AN AUDIENCE

WTAG WORCESTER

CBS Officially Admits "Post-War Division"

(Continued from Page 1)

...ing time for discussion of all per-
...nt issues.
...aley pointed out that while the
...tion is geared for victory in war,
...siderable thought must be given
...to the equally important ob-
...jective of winning the peace.
...yman Bryson, Columbia's Director
...of Education and chairman of the
...network's Adult Education Board, is
...in charge of the CBS Post-War Divi-
...sion. He is on leave of absence from
...his post as professor of education at
...Teachers College, Columbia Univer-
...sity.

Started Before "Pearl Harbor"
The CBS post-war research project
was started on December 1, 1941, six
days before Pearl Harbor. "We real-
ized then that whether or not the
United States was drawn into war,
we would inevitably have to take
part in the tremendous rehabilitation
program which would follow World
War II," Bryson said.

The vital role which radio will
play in world-wide reconstruction
was apparent even then, since, for
the first time in the history of wars
and peace treaties, such a means of
communication has been avail-
able."

...one of the most complete sur-
...veys of post-war planning under-
...taken in the United States, Colum-
...bia's special research staff to date has
...made 400 digests from important
...books, pamphlets and articles which
...represent the opinions of more than
...1,000 writers. This mass of material
...is now being cross-indexed.

Columbia also has prepared five
elaborate charts of post-war issues,
which have been placed at the dis-
posal of public officials, experts on
foreign affairs and others active in
post-war planning.

Much Research Work
Research work of the CBS Post-
War Division includes study of the
work being done by more than 300
organizations already in the field,
representing every shade of political
and economic thought.

Plans which the CBS post-war re-
search unit has on its agenda for
study include such diversified issues
as an international or regional fed-
eration, the question of an interna-
tional police, establishment of a
World Court, an international sys-

★ PROMOTION ★

"Striking Up the Brand"

"We're Striking Up The Brand" is the caption heading the colorful carnival-spirited folder issued by KSTP, Minneapolis-St. Paul.

This lively promotion focuses attention on the Twin-Cities' market and places an emphasis on the "Planalyzed Promotion" which is one of the enabling factors that induces advertisers to use the station.

The middle section of the folder features the picture of a red and green circus wagon which is "three-sheeted" in realistic circus fashion with the names of the Brands that are utilizing the station's facilities. A cut-out figure called "KSTPete" represents the station, and in its hand is a large baton which in a

"Double Or Nothing" Gets High Hooper Rating

Mutual's "Double Or Nothing" which gave its 122nd consecutive broadcast Friday evening, has received its highest audience rating in the latest Hooper report. In the Jan. 15 report, program attained an 8.2. Network spokesman attributed the gain to the streamlining of the quiz format.

tem of production and exchange of goods, re-employment of service men, establishment of economic councils, the individual versus states' rights, labor control, the problem of small nations in the international set-up, the youth problem, compulsory education, prevention of inflation and restoration of post-war purchasing power, immigration and emigration, minority problems, housing for demobilized war workers, and a financial "cushion" for unemployment after the war.

These represent a partial cross-section of the hundreds of plans now being formulated by leaders of thought and various organizations, all of whose activities and programs are being diligently examined by the CBS Post-War Division.

Conference Included Many
Taking part in the series of weekly conferences with Lyman Bryson, at which plans for the Post-War Division have been developed have been CBS executives, writers and producers, including Edmund A. Chester, director of the Short Wave Department; Norman Corwin, writer, producer and director; Robert J. Landry, director of Program Writing; Leon Levine, assistant director of Education; William E. Forbes, executive assistant; Davidson Taylor, assistant director of Broadcasts, and Producers R. L. Shayon and William Robson.

The research staff for this special division comprises Mildred Adams, writer on international politics; Sylvia Stone, economist; Rudolph Flesch, bibliographer; Mrs. Ruth Friedlich, science research worker, and Mrs. Ann Spinney and Helen Kandel, general research workers.

saleswise way stands for "good radio."

The promotional message is succinct, and though the motif of the promotion is lively and gay it is functional.

"Gang Buster" Offer

With "Gang Busters" beginning its eighth year on the air, Dr. Earle S. Sloan, Inc., sponsor of the program on the Blue Network, has inaugurated a new policy of awarding a \$1,000 war bond to any listener supplying information leading to the arrest of Number 1 criminals. In behalf of Sloan's liniment, the half-hour show is heard Friday at 9 p.m., EWT, over 96 Blue affiliates through Warwick & Legler, New York.

"Gang Busters" has built up an amazing record in the apprehension of men wanted by the police. Clues broadcast during each program have enlisted the volunteer aid of thousands of listeners. Over 1,626 such clues have led to the arrest of 286 wanted men. Produced by Phillips H. Lord, Inc., the program made its debut Jan. 15, 1936, and has been heard on the Blue for three years.

Ad Men Ask Treasury To Standardize V. Tax

(Continued from Page 1)

a one shot appearance or for longer runs. Agencies propose that the Treasury permit a \$12 exemption at each agency, and elimination of computations on the per diem rate of \$1.71.

The arrangement is an advantage to the performer in that there is less possibility of his being overtaxed. Plan was discussed with AFRA which is inclined to agree that it would be less trouble for the government to collect additional taxes due at the end of the year, than it is for members to collect refunds if too much tax is deducted by the multiple agencies, who are acting for a common employer.

Wide Saving Seen

At present several of the agencies are taking a flat five per cent of the entire salary, however, to be on the safe side of the law in case the performer has had his exemption with another agency. Proposal made by the agency committee would save everyone concerned—the government, agency, sponsor and performer—red tape and the great amount of book-keeping necessary.

The Guiding LIGHT

Cloudy Weather it is the Beacon that Guides

In business it is intelligence that guides safely through clouded situations

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT
SAN FRANCISCO • HOLLYWOOD

intelligent

THE Philadelphia Store

IN RADIO

5000 WATTS

950 on the Dial

Affiliated Station of the Atlantic Coast Network

WPEN

Los Angeles

By JAC WILLEN

CHET HUNTLEY'S "Spirit of '43" broadcast from the Ontario Army Air Base last Saturday, gave a real insight into how the Army cooperates with communities. Theme of the broadcast which might be termed "A People's Army," showed various phases of Army setups going through the paces of Army Emergency Relief, simulated gas attacks, the democratic principles of the current officers candidate requirements. The Pomona College Band furnished the musical interludes.

Abbott and Costello's maestro Freddie Rich has authored a new tune, "Buy Bonds and Keep The Star Spangled Banner No. 1 On The Hit Parade."

This week Diana Carlson, secretary to Producer Dick Mack of the Rudy Vallee program, joined the WAACS.

The Misses Boyle and Groves are first of the group of girl student employees of NBC and the Blue, who have been assigned regular duties in sound effects after months of study and coaching by sound effects chieftain Harry Saz. Others are still in training and will most likely be assigned duties when qualified.

"How Radio Operates Under War-time Conditions" will be the subject discussed by Dick Joy, KNX-CBS announcer and newscaster, before the Hollywood Woman's Club, Jan. 27. Dinah Shore, swingstress on Eddie Cantor's "Time to Smile" show, will be the recipient of an unusual honor shortly—when she emcees an entire "Command Performance" show—an honor usually accorded to male stars only.

Headed by Jack Stacey, several members of Billy Mills' "Gildersleeve" orchestra have pooled their garden implements and are spending their spare time developing a "community" Victory Garden in San Fernando Valley.

Anthony Collins, expert motion picture musical arranger, has been added to the music staff of "Ceiling Unlimited" to do original background music for the aviation vignettes.

Sara Berner is again being asked to drop her comedy radio antics and give in to her flair for the dramatic. So far Sara's statements give little, if any, indication of which way the wind blows.



"Just because her husband advertises on WFDF, everybody in Flint, Michigan thinks she's so important!"

MAIN STREET

OL' SCOOPS DAILY

A Reporter's Report Card . . .!

● ● ● **FDR:** Walter Compton, your Mutual White House announcer, quits his "Double or Nothing" chores on Jan. 29, after two and a half years with the show. . . . **BILLY ROSE:** Understand you're going to do an all-colored "Carmen" with Hammerstein writing the new version. . . . **EUGENIE LEONTOVICH:** Greta Garbo would like to appear in "Dark Eyes" when it is transferred to the screen. . . . **MONTE WOOLLEY:** Looks like no dice on your playing the role of Geo. Bernard Shaw in the latter's life story. . . . **MARLENE DIETRICH:** Jean Gabin will join the Fighting French in Africa shortly. . . . **ALFRED LUNT:** Metro has purchased the movie rights to "The Pirate" for \$200,000 with the stipulation that the picture will not be released until June, 1944. . . . **MIKE TODD:** Is Orson Welles going to stage a play for you before he departs for the coast? . . . **JACK LAIT:** There'll be no picture scoops scored by any paper in this war. All pictures made in battle areas have to be turned over to Washington for press distribution under a pooler's agreement. . . . **ED WYNN:** Those old rumors about an air show for you are hopping up again. . . . **PHIL BAKER:** We liked your gag about Hitler and his new book titled, "Mein Cramp."

★ ★ ★

● ● ● **GENE BUCK:** Hear that a group of Geo. M. Cohan's pals called "The Yankee Doodlers" are collecting funds to erect a memorial statue to Geo. M. in Times Sq. after the war. . . . **GEN'L HERSHEY:** Jack Haley says that every woman wants to hold onto her youth—but the draft board won't let her. . . . **WM. WEINTRAUB:** Oscar Levant calls Monte Woolley a "Dead End Old Man". . . . **MARY MARGARET McBRIDE:** Your Home Front Forum on NBC each Wednesday, presented in conjunction with the OWI, is a "must" in war education for dialers. . . . **MAE MURRAY:** Virginia George and Edmund Dorsey, playing husband and wife in the road version of "Merry Widow," liked it so well they decided to get hitched in Milwaukee. . . . **ETHEL MERMAN:** Billy Gaxton will be Mae West's leading man in "Tropicana," a So. American musical film. . . . **EDDIE CANTOR:** Geo. Jessel may star in a Bill Saroyan play called, "Get Away, Old Man". . . . **PENNY SINGLETON:** Florence Lake has a new show lined up for her when you return to "Blondie" Feb. 1. . . . **HORACE HEIDT:** Your organization, which has already given 16 men to the armed forces, will contribute five more within the next few weeks. . . . **HERB SHRINER:** Zero Mostel will co-star with you on the "Comedy Caravan" on the 29th.

★ ★ ★

● ● ● **JACK BENNY:** As a result of his appearance on your show, Joe Besser, the "Sons o' Fun" comic, is being swamped with radio offers. . . . **MILTON BERLE:** Danny Kaye refused to bob his nose even for his picture assignment with Sam Goldwyn. Claims the nose as is has been plenty good to him. . . . **BETTY GRABLE:** Reason Geo. Raft refused to make a picture with you is because he says he's too devoted to you and working together might bring up some sort of friction. . . . **JACKIE COOGAN:** Charlie Chaplin plans to re-issue "The Kid" as soon as he's dubbed it for sound. . . . **GINGER ROGERS:** Your cousin, Phyllis Fraser Cert, wife of the book publisher, is assisting Carleton Alsop in his "Main Street Album" for the Red Cross. . . . **CHARLES MARTIN:** Those rumors about Madeleine Carroll returning to Hollywood shortly are absolutely untrue. She insists she's staying here for the duration. . . . **LILLIAN HELLMAN:** Sam Goldwyn has signed Walter Huston for the lead in your "North Star". . . . **TOMMY DORSEY:** Every service bandleader in the country is after Ziggy Elman, due soon for induction. But he'll go in as a private as he prefers to fight.

★ ★ ★

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

SNOW BOUND in Ludington, Mich., Professor John Frederic of the CBS "Men and Books" show was unable to get to Chicago for Saturday's broadcast. Professor Henry Combs of Northwestern University substituted for him.

Everett Mitchell, agricultural director for NBC in Chicago, has been engaged to do a series of special farm safety radio transcriptions for the National Safety Council. Ted MacMurray of the Blue Network will supervise production.

Announcer Harvey Carey, of WEBM, off to join the Army Air Force at Atlantic City.

Lloyd Herrold, professor of advertising at Northwestern University, has been appointed research director of the H. W. Kastor & Sons Advertising Company.

Petrillo Ban On Remotes May Continue To Feb. 1

(Continued from Page 1)

taken up at the meeting of the union's Board of Directors Feb. 1, here. This was indicated by the AFM yesterday, and supported by report that the networks' executives here were not making overtures to the union to work out a settlement. The Blue reiterated that Mark Woods president of the Blue, was standing by his attitude that the matter was a local issue, inferring that he would not take a hand in it. At CBS no one wanted to comment on the matter.

The meeting of the Board of Directors of the AFM in New York, Feb. 1, was originally announced by James C. Petrillo, president of the AFM, to work out a schedule of demands on the recording and radio industry as a means of lifting his recording ban. That AFM reported seeking more employment for its Pittsburgh musicians may be the tip-off to the proposals it will draw up here next week to submit to the Senate sub-committee and thence the trade in return for the permission to resume recording.

Washington Bureau, RADIO DAILY

Washington—It now seems almost certain that no further hearings will be held by the special Senate Interstate Commerce Subcommittee investigating the AFM-Petrillo music ban before the first week in February.

TO SPEED TELEGRAMS
AT LOW COST—PHONE

Postal
Telegraph



CHARGES FOR TELEGRAMS
PHONED IN APPEAR ON YOUR
TELEPHONE BILL.

GUEST-ING

JEN BLONDELL and ALAN ... in an adaptation of "This Gun ... re," on the "Lux Radio Theater," ... (WABC-CBS, 9 p.m.).

VRENCE TIBBETT, on the ... Artist Series" of the Tele- ... Hour," today (WEAF-NBC, 9

RY ASTOR, HUMPHREY BO- ... and SYDNEY GREENSTREET, ... adaptation of "Across the ...," on the "Screen Guild Play- ... program, today (WABC-CBS, 10

ENNING POLLOCK, author and ... night; DR. RICHARD HOFF- ... psychiatrist, and REV. DR. ... FOSTER, on A. L. Alexan- ... "Mediation Board," today ... Mutual, 9:15 p.m.).

ON R. ELLINGTON, special ad- ... of the American Law Institute, ... Children and the War," today ... CBS, 4:30 p.m.).

WENNE SEGAL and JOE ... on "Only Yesterday," tomor- ... WABC-CBS, 10 p.m.).

CHARLES LAUGHTON, on the ... and Allen program, tomorrow ... CBS, 9 p.m.).

NEW PROGRAMS—IDEAS

"CD Block Busters"

Designed as a public service fea- ture, WFIL, Philadelphia, is inaugu- rating a new program, "The CD Block Busters" which is being pre- sented with the cooperation of the Treasury Department. Show pre- miered Jan. 24, from 4-4:30 p.m.

It will support and promote a new movement in the ranks of air raid wardens, service wardens and associated groups selling War Bonds in the city's Civilian Defense posts.

Program will feature, each week, some air raid zone and post wardens who have had some special, interest- ing experience in their War Bond sales.

Carol Wynne, vocalist, and Norman Black and the studio orchestra will provide specially arranged music for the program.

In addition, prominent officials will be guests of honor along with Harold Gross, who originated the idea of air raid wardens selling bonds.

"Play 'Em or Pay 'Em"

"Play 'Em or Pay 'Em" is the new audience participation program that is aired over WTMJ, Milwaukee, each Saturday afternoon, 3:30 to 4:00 p.m.

Object of the program is that studio guests submit the name of a tune, old or new. Emcee Bob Heiss draws the tune slips from a hat, and from

"Farmers' Digest"

A new program, "Farmers' Digest," carrying the endorsement of Vice- President Henry A. Wallace, Gov- ernor Earl Warren, and Secretary of Agriculture Claude R. Wickard recently made its debut over KPO, San Francisco.

The program, built and presented by station director of agriculture, Henry Schacht, is heard Monday through Friday at 6:15-6:45 a.m. (PWT) and is designed to bring farmers special information adapted to their wartime needs.

The changing economic conditions of rural dwellers are stressed. The program analyzes the shifting factors that cause the rural dweller to be affected just as strongly as the urban dweller, and shows how events in such far off places as the Solomon Islands, Africa, and Russia bring these changes about.

By bringing the farmers day by day changes in the national and interna- tional farming picture, Schacht, every morning, offers his listeners informa- tion from the U. S. Department of Agriculture, the OWI, the University of California Department of Agricul- ture, farm organizations and other kindred agencies.

then on its up to the studio orchestra to play the tunes requested or pay off in war stamps.

AGENCIES

DANIEL M. GORDON has been named by Ruthrauff & Ryan, Inc., as manager of the agency's media de- partment. Theodore C. Fisher re- mains in charge of the radio time buying section of the media depart- ment. Walter G. Smith, vice-presi- dent and now a member of the ac- count executive staff, will continue to direct all media planning activi- ties.

WAYNE TISS has been named by Batten, Barton, Durstine & Osborn to direct the agency's western activities in the radio field. He will make his headquarters in Hollywood. He will hold the title of associate radio director of the agency.

LIFE SKETCHES OF WAR LEAD- ERS, recently completed by Bern- hard Godwin, will be exhibited by the Advertising Club of New York at a public showing to be held in the New York club house through Friday of this week.

BURTON BIGELOW, marketing counselor, will be the speaker to- morrow at the regular meeting of the American Marketing Association to be held at the Hotel Sheraton.



THE LONE RANGER
rides again!

The National Safety Council has given the Annual Award to the Lone Ranger program for its outstanding and distinguished service to safety.

THE LONE RANGER
still remains in the hearts of the Youth of America.

KING-TRENDE BROADCASTING CORPORATION
WXYZ MICHIGAN RADIO NETWORK DETROIT

4 Networks To Carry Salute To President

An all-network salute to President Roosevelt on his birthday will be broadcast next Saturday, Jan. 30, 11:15 p.m.-12:15 a.m. as a climax to the annual nationwide "March of Dimes" campaign for the National Foundation for Infantile Paralysis. The one hour tribute, over the Blue, NBC, CBS and Mutual, will be entitled "America Salutes the President's Birthday."

Pickups from the President's birthday balls, Washington, D. C., army camps, Hollywood and Hawaii have been arranged. Clifton Fadiman, will emcee the program from the birthday fete at the Waldorf-Astoria Hotel in New York.

Corwin Production Included

Other phases of the program include a specially written production, "Four Freedoms" by Norman Corwin; brief talk from Washington, by Basil O'Connor, president of the National Foundation for Infantile Paralysis; a serenade by the Great Lakes Naval Training Station Choir of 200 voices; Sgt. Gene Autry and Capt. Christy Mathewson, son of the famous baseball pitcher, from Luke Field, Arizona; a 40-piece WAAC band from Ft. Des Moines; Chief Petty Officer Artie Shaw and his Navy band from Honolulu and a host of Hollywood stars.

Belviso Tells Bethany Of Radio's Future Status

Radio's post-war applications, brought to a high state of usefulness by the results of wartime research, will overshadow the remarkable progress made by radio in the last two decades, Thomas H. Belviso, manager of NBC's Music Library Division, declared yesterday in a commencement address delivered to the graduating class at Bethany College, Bethany, W. Va. Belviso received the honorary degree of Doctor of Music at the exercises.

As manager of NBC's Music Library Division, Belviso is in charge of program preparation, music rights, composing, arranging, music traffic and the music library divisions of the company.

In delivering the chief address at the first mid-year to be held at Bethany, Belviso emphasized the role of radio in the reconstruction period that will follow victory by the United Nations. The same electronic devices, now being used so destructively by the armed forces, he pointed out, will raise living conditions to a new high standard, when turned to peacetime pursuits.

He also reminded his audience that these multifold improvements will be available equally to dwellers in remote communities and their brother citizens in urban centers, just as the cultural advantages already offered by radio in the field of music, have worked to spread the growth of musical appreciation in all parts of America.

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 Jan. 14-20, 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 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	Preceding Week
There Are Such Things (Yankee)		1409	747
I Had The Craziest Dream (Bregman-Vocco-Conn)		1043	633
Brazil (Southern)		986	1277
Touch Of Texas (Southern)		762	490
Three Dreams (Remick)		664	242
When The Lights Go On Again (Campbell-Lott-Porgie)		632	529
I'm Getting Tired So I Can Sleep (Army)		627	439
Moonlight Mood (Robbins)		603	444
Why Don't You Fall In Love With Me (Harms)		597	771
You'd Be So Nice To Come Home To (Chappell)		583	1314
Moonlight Becomes You (Famous)		539	1017
Dearly Beloved (Chappell)		536	685
Mister Five By Five (Leeds)		509	513
Hip Hip Hooray (Robbins)		498	387
Constantly (Paramount)		436	598
Rose Ann Of Charing Cross (Shapiro-Bernstein)		414	561
Ev'rything I've Got (Chappell)		383	220
Please Think Of Me (Witmark)		380	383
This Is The Army Mr. Jones (Army)		376	698
Daybreak (Feist)		336	142
Army Air Corps (Fischer)		314	458
I Just Kissed Your Picture Goodnight (Crawford)		311	213
Weep No More My Lady (Dorsey)		309	197*
Out Of This World (Remick)		296	217
For Me And My Gal (Mills)		287	645
I'd Do It Again (Santly-Joy-Select)		285	318
Rosie The Riveter (Paramount)		283	314
That Old Black Magic (Famous)		237	120
Don't Get Around Much Anymore (Robbins)		222	259
Steam Is On The Beam (Crawford)		222	274*
That Soldier Of Mine (National)		222	368
At The Crossroads (E. B. Marks)		210	168*
Praise The Lord And Pass The Ammunition (Famous)		210	138
Pennsylvania Polka (Shapiro-Bernstein)		207	194
Yesterday's Gardenias (Mayfair)		185	238
Can't Get Out Of This Mood (Southern)		175	324
Manhattan Serenade (Robbins)		166	237
By The Light Of The Silvery Moon (Remick)		156	255
There Will Never Be Another You (Mayfair)		156	514
It Can't Be Wrong (Harms)		154	224
Taking A Chance On Love (Feist)		145	162*
I've Heard That Song Before (Mayfair)		140	
White Christmas (Berlin)		134	304
Starlight Sonata (Broadcast Music)		131	121
You Were Never Lovelier (T. B. Harms)		130	198*
Ev'ry Night About This Time (Warock)		128	326
Daddy's Letter (Berlin)		127	161*
Take It From There (Miller)		121	195
If I Cared A Little Bit Less (Feist)		117	272
Slender Tender And Tall (Leeds)		117	

(Continued on Page 7)

* Not in survey of preceding week; figure given is that which the song received when last on the ACI survey report.

Golenpaul Court Order Re'Info Please' Slogan

(Continued from Page 1)

be issued to restrain the repeated use of a teaser slogan on the program. The slogan objected to—"The Film Music Originates at Carnegie Hall"—refers to the program which the American Tobacco Company will sponsor following the expiration of "Information Please" contract.

Statement in full by Golenpaul follows:

"I applied for and received today, January 22, 1943, at 4 p.m., an order to cause why a preliminary injunction should not be issued to restrain the American Tobacco Company, current commercial sponsor of 'Information Please' from the repetitive use of a teaser slogan on the 'Information Please' program.

"According to the last revised contract furnished me by the American Tobacco Company, this teaser slogan was to be used times in the course of the half-hour broadcast and was, in addition to the customary advertising announcement.

"It is my firm belief that the repeated use of this slogan on 'Information Please' would annoy listeners and mar the entertainment value of the program. After I informed of the American Tobacco Company plan to use this slogan, I repeatedly requested their representative to limit its use so that it would not lessen the public interest in 'Information Please.'

"I took no action until four and one-half hours before the scheduled broadcast of 'Information Please,' still hoping we would come to an understanding on a reasonable basis of the slogan.

"At 4 o'clock, my attorneys, Damme, Roche and Goldberg, of 22 East 40th St., New York City, asked for and obtained a court order from Judge Carroll G. Conner of the New York County Supreme Court to prevent the first broadcast of 'Information Please' on May 17, 1938. I always insisted upon and obtained control of the entertainment portion of the program, and the manner of its presentation. My contract with the American Tobacco Company clearly provides for this control. However, there is more than a matter of contract rights involved. It involves the maintenance of a high standard of 'Information Please' to the public demands, has the right to present and which we make every effort to present.

"When these standards were interposed with several weeks ago by the sponsor with their 'Lucky Strike Green Has Gone War' campaign—which, incidentally, was abandoned without explanation before the original plan for it was completed—I requested and obtained a release from my contract with the American Tobacco Company. "With respect to the present situation, after every effort to come to a reasonable understanding has failed, the only legal left was the legal action which I have taken.

"Foote, Cone & Belding, agency for the American Tobacco Company, could not be reached Friday evening for a statement.

Office Of Power Director Established By The WPA

Washington Bureau, RADIO DAILY

Washington—WPB Chief Donald Nelson, Friday announced the creation of the Office of Power Director with J. A. Krug, as head. Krug will have full responsibility of electric power, water, gas and communications.

The radio and RADAR divisions are not affected by the creation of the new agency, although a reorganization involving that section is expected to be announced within another week. The new office will, however, include the communications equipment division, headed by Leighton Peblee.

Equipment Lists Sent FCC Field Offices

(Continued from Page 1)

made available to all stations, grew so much larger than and that it was decided not to for all. Distribution is planned that it will be available without inconvenience to all interested.

oment is classified as A (new), ed but in good condition), B2 en need of minor repair), and ed and in need of major re- All surplus salvageable equip- s included. Each individual described by number, quan- manufacturer, type, description ondition. The owner is listed, cases where the owner is will- sell the item, there is an

huge mimeographed volume the following equipment ations—antenna equipment, sion line and coupling equip- transmitters and associated ment, audio equipment (not in- art of transmitter), test, meas- and maintenance equipment, ed and raw materials, receiv- equipment, recording equipment, quartz crystals and miscellan- equipment.

W License Hearings Continued To This Week

ington Bureau, RADIO DAILY

ington—Hearings have been ined until this week in the case Buffalo Broadcasting Corpo- which seeks renewal of the for WKBW, 50,000-watt CBS Buffalo, and WGR, also in

W operates on 1,520 kilocycles, GR, Mutual affiliate, operates 55 kc., one kilowatt nights and watts days. The two stations en operating on temporary ration since last spring.

Commission ordered hearings ause the stations were bought from the Churchill Evangelist ion, now the Churchill Taber- he contract called for ten and t hours of Sunday time and od from 11 p.m. Sunday until onday to be reserved for the use of the Tabernacle, and es of \$300 weekly for the first ars and \$150 weekly for the 9 years. These payments have eared on the financial state- s of the Buffalo Broadcasting ce 1931.

was a reversion clause e, if the Buffalo Broadcasting iled to live up to the con- e license reverts to the Taber- he Commission, as a matter y, examines these reversion osely, and has held hearings in the cases of KEX, KGA, R, KOA, WMAL, WSGN, and

Welsh Joins Mutual

Welsh, who had formerly ocated with NBC traffic and e departments, has joined the vice department of Mutual.

\$2,000,000 Savings Yearly Estimated As AT&T Rate Cut

(Continued from Page 1)

nearly one and a half million dollars less than at present.

The reductions in line charges for broadcasters amount to an overall proportion of more than 25 per cent, with smaller stations as casual users of telephone lines, benefiting by what approximates a halving of initial rates per hours.

Typical of the reductions are some of the schedules below, with three separate figures given—those charges prior to last May, present charges, and those under the new schedule:

	Charges Prior To Last May	Present Charges	New Rates
ONE HOUR PER MONTH (Minimum Period)			
50 Miles	\$27.50	\$27.50	\$15.00
100 Miles	35.00	35.00	20.00
200 Miles	50.00	50.00	30.00
ONE HOUR DAILY (Noon to 9 p.m.)			
50 Miles	300.00	175.00	90.00
100 Miles	560.00	325.00	165.00
200 Miles	1080.00	625.00	315.00
ONE HOUR DAILY (9 p.m. to 9 a.m.)			
50 Miles	300.00	100.00	65.00
100 Miles	560.00	175.00	90.00
200 Miles	1080.00	325.00	165.00

It is estimated that networks will save \$1,850,000 on all programs over AT&T wires, and \$220,000 over those of associated companies. This amounts to a total of \$2,070,000. It is estimated also that there will be a saving to small stations of \$75,000. For \$545,300, the Commission estimates, full network service round the clock could be offered every remote station in the country, or everyone of the 184 non-affiliated stations.

"I believe this agreed settlement accomplishes some highly desirable results," said FCC Chairman James Lawrence Fly, adding, "the importance of the extension of the great benefits of network broadcasting to the small and remote radio stations of this country can hardly be over-

emphasized; they are an essential part of our modern system of mass communication and every effort ought to be made to preserve these small stations and to improve the service they are rendering to the public. I think, too, the benefits to the press of the nation and to the nation itself, in making more economical the free flow of news and information is of real significance. Commissioners Walker, Wakefield and Durr have done a good job in negotiating the adjustments." He also complimented Walter Gifford, AT&T president and Bell Telephone officials for their co-operation in avoiding extensive litigation.

NAB President Neville Miller also congratulated the Commission on the outcome of the negotiations. "With the broadcasting industry, and especially the smaller stations, struggling under the added burden incident to war responsibilities," he said, "this reduction in line charges is certain to prove a boon. It will make possible the continuance and in some cases the expansion of radio's contribution to the war effort, especially in cases involving remote control programs. The broadcasting industry is deeply gratified."

Reductions Listed

Inter-exchange channel rates per air line mile per month under Schedule A (high-quality full-time use) drop from \$8 per mile per month to \$6. Schedule B (same quality per hour) drop from \$0.20 to \$0.15, while the Schedule C rates (intermediate quality) drop from \$5.20 to \$4.00 per mile per month for 24-hour service, and from \$3.00 to \$1.50 for the first hour from noon to 9 p.m., and from \$1.50 to \$0.75 for the first hour from 9 p.m. to 9 a.m.

There is no change in the ordinary line charges for remote control—for instance lines from a football stadium

Time Donated To Gov't Not Payment, Says BIR

(Continued from Page 1)

expense already deductible is permissible.

This matter is one on which there has been considerable misinformation in the past. It was thought at one time that broadcasters could deduct as business expense the time value at regular time rates for these broadcasts, but the internal revenue bureau ruled that such a practice is not permissible. NAB sought a ruling in December on the matter, and the following ruling was issued:

"The business of a radio broadcasting station includes, among other things, the broadcasting of news, advertisement of products and dissemination of other matters of interest to the public. In broadcasting information with respect to the purchase of United States War Bonds, radio broadcasting stations are carrying on one of the functions for which they are organized, and the expenses incurred in connection therewith are deductible as ordinary and necessary business expenses."

to the transmitter, although the bridging charge drops from \$1.00 to \$0.625.

Station connection charges of Type A drop from \$125 to \$75 monthly, with no change in the hourly usage rate. The usage rate under Schedule B drops from \$2.50 per hour to \$1.75, while the connection charge goes down from \$30 to \$20. Connections under Schedule C drop from \$40 to \$20, and from \$20 to \$10 under Schedule D.

Reversal rates for inter-exchange channels show a 25 per cent drop under Schedule A and 20 per cent under Schedule C. Switches for type one reversals drop from one dollar to \$0.75, with a straight 20 per cent drop for all other reversals.

Savings which will accrue to the networks as a result of the FCC-AT&T pact on rate reductions will probably be turned over, to some extent to the affiliates. One network indicated that its execs were already mulling the situation from that angle. Because the subject is complicated by variations in charges to stations and the lack of uniformity as to such items as the number of network programs carried, etc., nets are having a time trying to map out some plan for equitable distribution of the savings.

Traffic departments at the networks were still reluctant to estimate the reduced costs which would result from the new rate structure.

Line charges, including private telephone and teletype charges, for instance, amounted to approximately \$2,000,000 at NBC last year.

In addition to the question of whether or not the nets would return the savings to the affiliates, the lowered rate structure has raised the question, also, of whether or not the networks might use these savings to expand. In the past, execs have on occasion stated that costs of lines had slowed the acquisition of new affiliates.

NETWORK SONG FAVORITES

(Continued from Page 6)

FAVORITE STANDARDS OF THE WEEK

SONG TITLE	PUBLISHER OR COPYRIGHT OWNER	ACI
Star Dust (Mills)		294
Embraceable You (Harms)		235
Blue Skies (Berlin)		216
Night And Day (Harms)		197
Just One Of Those Things (Harms)		191
All The Things You Are (Chappell)		162
Begin The Beguine (Harms)		151
Hour Of Parting (Harms)		136
Oh Lady Be Good (Harms)		131
Dancing In The Dark (Harms)		106

PATRIOTIC

Caissons Go Rolling Along (Shapiro-Bernstein)	226
Marines' Hymn (U. S. Marine Corps)	218

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

★ ★ Coast-to-Coast ★ ★

HELEN HOPE, femme commentator of WHYN, Holyoke, is constantly on the alert for touring celebrities and recently bagged Francis Lederer, touring with "Pursuit of Happiness" to be interviewed on her program, "Style Priority." Lederer, who started his career as a window decorator for a Prague Department store, gave some tips on style, cosmopolitan style.

WELL, New Haven, reports that an analysis of their program schedule indicates that approximately sixty programs directly or indirectly connected with the Nation's War Effort are broadcast during an average week. This does not include the numerous announcements from the OWI and other agencies that are spotted frequently.

"The Treasury Answer Man," a new program presenting A. Wilfred May, director of research and statistics for the New York War Savings Staff, was aired for the first time on WINS Friday, from 12 noon to 12:15 p.m. May replied to inquiries in reference to War Bonds, Victory Tax, etc. Program will be heard every other Friday.

Along with a new year came renewals of two programs of long standing on the schedule of WHK, Cleveland: the "March of Victory," sponsored Mondays, Wednesdays, and Fridays at 6:45 p.m. by the Hickok Oil Corporation, and "Labor News," sponsored at 6:45 p.m., Thursdays, by the Cleveland Citizen. Both renewals were for 52 weeks.

A studio party was recently given at WPDQ, Jacksonville, for eight hundred women of the city's Woman's Club as part of the club's civic department presentation of a Round Table Discussion. The discussion was part of the regular woman's program, "At Home With Anne Daily."

KMOX and the St. Louis "Globe-Democrat" will jointly, for the third successive year sponsor the "Mile O' Dimes" in St. Louis as part of the annual campaign to fight Infantile Paralysis. Campaign will continue through Jan. 30.

After serving for several years in Michigan radio stations, Roy Kessler, is now at WOWO-WGL, Fort Wayne. Kessler is the latest addition to the engineering staff.

Members of the Polish-American staff of **WJBK**, Detroit, conducted their second annual benefit show in connection with the March of Dimes, in Dom Polski Hall at 2:30 p.m. Sunday, the entire proceeds being turned over to the Infantile Paralysis fund. Vaudeville acts, specially-written skits, and music by the studio orchestra provided the entertainment. Eugene Konstantynowicz, director of the station's Polish programs, was in charge.

KGVO, Missoula, Montana, is rapidly acquiring a reputation for supplying legislators for the state and nation. Former station commentator, Mike Mansfield, is now serving as a representative in Congress; Margaret Leppert Peterson, former woman's program director of the station, is the only woman member of the Montana House of Representatives this term; and a former news editor of the station has also served a term as representative in the state legislature.

Sponsored by the three local theaters, **WCBI**, Columbus, Miss., is featuring a daily program offering Movie News, a theater calendar event for the local theaters, news from Hollywood studios and fashion notes, with Jane Burruos, WCBI girl announcer as Mistress of Ceremonies.

KROW, Oakland, believes in letting the public know more about the duties of the military police and their relation to the armed forces as a unit. Station is airing a half-hour weekly show from Camp Ashby, the 779th Military Police Battalion. It is produced and emceed by Scott Weakley of the special events department, and features the 20-Voice Glee Club, a quiz, "Mental Manuvers," between members of enlisted personnel, an interview of the most interesting "MP of the Week," and a brief talk by the commanding officer.

Pleasure driving ban in the east has turned into a special events boom for **WTAG**, Worcester. With the public finding it more difficult to attend various events, special events chief Bob Dixon stepped up the tempo of his department by bringing the events to the public.

Earle Larimore, noted stage star, directed and produced "The Hills Of Bataan," a radio play by Stanley Richards on **WNBZ**, Saranac Lake, New York, on Sunday night, Jan. 24. Richards, who has his own show on **WEVD** every Sunday night ("Theater Date"—10 p.m.), has just sold a play, "Four-Day Furlough" to Alexander Kirkland for Broadway production.

Sophie Miller producer of the "Sophia and Josiah" skit, aired over **WKNY**, Kingston, N. Y., had forty members of Company B, 56th Regiment of the New York Guard as her guests on the program recently. A feature of the event was the mass induction of new recruits into the organization. Part of the "Soph and Josh" show is the narrative form of interview with the various prominent men and women of the town.

As man power is being depleted more and still more women are taking over positions that were formerly reserved for men. In line with this change, Ruth Sherrill, at one time an actress on some of the NBC soap operas, is now an announcer on **W67B**, (FM) Boston. She replaced Gloria Corriols who resigned to accept a Federal position in Los Paz, Bolivia. Even control room duties are being taken over by the distaff side. Muriel Kennedy serves as a studio technician, and is the only feminine member of the station's engineering staff.

Hollywood news is now being aired for local consumption over **WTOL**, Toledo. "Hollywood on the Air" is conducted by Charles Baxter and features a unique name contest. Show is sponsored by the Ohio and Loop Theaters.

Theodore Granik, founder and director of the "American Forum of the Air," heard over the Mutual network, becomes the first alumnus of St. John's Law School to receive an LLD degree from that school, on Feb. 4, at the Brooklyn Academy of Music. It will be presented by the Very Reverend William J. Mahoney, president of St. John's University.

A series of eyewitness accounts of service men on the various foreign war fronts has been inaugurated by Jerry Belcher, **WCKY**, Cincinnati, public events director, and will be heard on Belcher's interview programs Tuesday and Saturdays at 6:30 p.m.

Paula Stone who conducts a daily Broadway and Hollywood commentary, "Broadway Beam," on **WNEW**, N. Y., launches a series of four special Saturday broadcasts from the **CDVO** Information Center. Initial broadcast took place Jan. 23. Programs are conducted from the show window of the **CDVO** building. All service men through the numerous canteens throughout the city, have been asked to attend. As an added feature, the service men are asked to leave their name and address so they can receive a condensed version of the "Broadway Beam" as a letter from home. To date some 4,000 soldiers, sailors and marines receive the letter weekly. Program is aired each day from 4:00 to 4:15 p.m.

As a service to stockmen in the area who were unable to attend the Annual Western Stock Show in Denver during the week of Jan. 18, because of transportation or other difficulties **KLZ**, Denver, aired a special daily on-the-spot broadcast. Charlie Roberts, farm editor, produced the series which included pickups from judging sessions, auctions and 4-H Club meetings among junior stockmen.

Rosemary Harris, former CBS mail girl, is now singing regularly on a variety program over **WHBI**, Newark. She sings the popular melodies of the show.

Herbert Chittick, formerly of **KU**, Salt Lake City, has just joined the announcing staff of **WFDF**, Flint, Michigan. He was previously with **KGEZ**, Kalispell, Montana, and **KFBB**, Great Falls, Montana.

An interesting lineup of interview was featured last week on the **WTC**, Toledo, new department store sponsored program, "Women At Work." Some of the women, who have appeared on this program were: Gladys May, a recruit in the **WAAC**, Madeline Stoner, Yeomanette in the **WAAC**, Mrs. Gertrude Rathburn, a war worker, employed on the Jeep plant at the Willys-Overland plant in Toledo, Lieut. Litchy and Golda of the **WAAC** and Mrs. Ira Fessenden and Mrs. Stanley Mauk of the American Red Cross Nutrition Service Bureau.

Starting Feb. 1, Doug Arthur's "Dorland" will also be heard as an evening program after a year's service as morning presentation on **WIGC**, Philadelphia. The morning show will continue in its usual spot, 10:30 to 12:00 and evening portion will hit the airwaves from 6:00 to 6:30 p.m., until the station goes on full time, upon completion of its new 10,000 watt transmitter.

"Stories That Live" is the latest series to be launched over **KPO**, San Francisco, by the Mytenberg Products. The first offering was dramatization of "Swiss Family Robinson" and in future broadcasts feature such classics as "Treasure Island," "Mrs. Wiggs of the Cabbage Patch," "Robinson Crusoe," "The Women," and "The Wizard of Oz." The program is heard on Friday night at 8:30 p.m. (PWT). The series will continue for 52 weeks.

"Mystery Chef" Garners Nine Local Sponsors

Since Monday, of last week, when the "Mystery Chef" was made available for local sponsorship on the Network, the program has been signed up by sponsors on nine Blue affiliate stations. Current sponsors are D. O. Summers, Dry Cleaning Company, **WHK**, Cleveland; John Shillito Department Store, **WSAI**, Cincinnati; Coppel Furniture Company, **WIZE**, Springfield, Ohio; Lynchburg Steam Bakery, for the trees Two-Twenty Bread, **WVLT**, Lynchburg, Va.; Lawson Furniture Company, **WJTN**, Jamestown, N. Y.; Jacksonville Gas Company, **WVJ**, Jacksonville, Fla.; City Bank, **KMLB**, Monroe, La.; Shawnee Milk Company, **KGFF**, Shawnee, Mo.; and Dainty Maid Bakery Company, **WBTM**, Danville, Va.

During the 12 years he was prominently on the radio, the "Chef" was sponsored on a network basis by Davis Company, the American Association and Joseph Tetley & Co.

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

January 25

Teddy Bly Robert Durham
Portland Hoffa Bob Keyworth
C. A. Snyder



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 22, NO. 17

NEW YORK, N. Y., TUESDAY, JANUARY 26, 1943

TEN CENTS

Refuse AFM Dismissal

CC Probers Meet; Doran Hearing Today

Washington Bureau, RADIO DAILY
Washington—The tense atmosphere surrounding FCC activities generated in the Capital during the past few weeks will be intensified this afternoon. On Capitol Hill the five members of the special committee named last week to investigate the FCC activities is scheduled for its first meeting. This meeting was originally to have been held last Saturday, but as postponed until today.

Farther along Pennsylvania Ave., sessions will be resumed by the commission in the inquiry into the qualifications of Robert J. Doran, (Continued on Page 3)

Griffin Appoints Esau KTUL General Manager

Tulsa, Oklahoma—J. T. Griffin, president of the Tulsa Broadcasting Co., has appointed John Esau as general manager of KTUL. He succeeds the late William C. Gillespie. Esau has been connected with the station since 1938, and at the time of Gillespie's death, was general sales and promotion manager. Prior to his service with KTUL he managed BBZ, Ponca City, Oklahoma, and ASA, Elk City, Oklahoma.

Our New Accts-Renewals Among WABC's Contracts

Business signed at WABC, key outlet in New York for CBS includes two new accounts and two renewals. Fougere & Co. is launching a new campaign and is renewing the current one; Olson Rug Co. returns for its (Continued on Page 2)

They Did

Olin Downes, during the "Opera Forum Quiz" on the Blue Network last Saturday, read a question from an out-of-towner who asked clarification of the term "The Finest Music Originates at Carnegie Hall." "Heard that on Information Please," said an expert. "I think it's a plug for a coming program." Replied Downes: "Hope we're not plugging any other show here."

Honor Dr. Goldmark

Dr. Peter C. Goldmark, chief television engineer of CBS, receives a fellowship from the Institute of Radio Engineers when that body meets in winter conference with the American Institute of Electrical Engineers in New York on Thursday, Jan. 28. Dr. Goldmark, with CBS since 1936, invented color television in 1940. He is but 36 years old.

New Vitamin Product Will Add Spot Anns.

Marking an entrance of Standard Brands Inc. in the drug field with consumer advertised items, Standard Brands Inc. announced over the weekend that it will launch an advertising and sales promotion campaign for Stams, a new multi-vitamin and mineral tablet in six Middle Western states. The radio advertising will get under way Feb. 28 when the sponsor inserts participating announcements, on two of its regular network programs. (Continued on Page 7)

Two Pittsburgh Affiliates Resume AFM Conferences

Representatives of WJAS (CBS) and KQV (Blue), Pittsburgh affiliates, and the local executives of the American Federation of Musicians have resumed negotiations for station contracts. The ban on remote bands, invoked last week by James C. Petrillo, president of the AFM, on both (Continued on Page 2)

AAAA In High-Court Brief Takes Stand Against FCC

England To Salute FDR Via Three Int'l Programs

On President Roosevelt's Birthday, Jan. 30, three separate shows will be shortwaved from London, England as a salute to the President from our armed forces.

The first show will be heard on NBC, 10:45-11:00 a.m., EWT with Morgan Beatty interviewing privates. (Continued on Page 2)

Federal Judge Barnes Denies Motion Of Union Attorney Padway; 2 Weeks Allowed for Additional Briefs

3-Min. Treasury Disks Hailed By Stations

Treasury Department's new series of transcribed programs entitled "Treasury Song Parade" is meeting with unusual station response and enthusiasm according to Marjorie L. Spriggs, chief of the Radio Section, War Savings Staff. Transcriptions now being sent out, of which 160 have already been released, consist of eight 3-minute programs, four to (Continued on Page 2)

Savings Bank Co-Op Group Renews Over 9 Stations

Cooperative advertising campaign instituted last year by the Savings Banks of New York State (RADIO DAILY, July 30, 1942) as an anti-inflation measure on nine New York stations, has been renewed for at (Continued on Page 2)

Hollowell Condemns Fight To Kill Milk Ad Campaign

Albany—Assemblyman Fred Hollowell, author of the bills which have appropriated more than \$2,000,000 for state milk advertising campaigns the past eight years, bitterly condemned (Continued on Page 5)

Chicago—Declining to take action on Joseph Padway's plea for a dismissal of the government's second suit against James C. Petrillo and the American Federation of Musicians at this time, Judge John Barnes, in Federal Court yesterday allowed two weeks for the filing of additional briefs before rendering a decision.

Lengthy arguments to the effect that the new case presented by the government was essentially the same as the old one, were made by Pad-

(Continued on Page 3)

WMCA Sells \$200,000-Time To 3 Sponsors

Fifteen weekly hours of time on 52-week contracts, approximately \$200,000 worth of business was obtained last week by WMCA from three sponsors. Major portion of the buy covered programs, rather than spot announcements. Clients include Sachs Quality Furniture Store which increased its time on the station by

(Continued on Page 7)

Corwith Report Stresses Radio's Wartime Service

A description of radio's contribution to the maintenance of democratic principles, freedom of speech and private enterprise, subjects discussed before 130 audiences totalling 38,900 people during the 1942 lecture sched-

(Continued on Page 2)

Good Work

Philadelphia—"The Civilian Defense Blockbusters," the new WFIL program which recently made its debut is scoring a cash hit with Philadelphia listeners. Immediately upon conclusion of the show, Harold Gross, originator of the air raid warden bond selling plan received a call from the Philadelphia Director of Supplies who ordered a \$1,000 bond.

(Continued on Page 7)



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

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FINANCIAL (Monday, Jan. 25)

Table with columns: NEW YORK STOCK EXCHANGE, Am. Tel. & Tel., CBS A, CBS B, Crosley Corp., Gen. Electric, Philco, RCA Common, RCA First Prd., Stewart-Warner, Westinghouse, Zenith Radio, NEW YORK CURB EXCHANGE, Hazeline Corp., OVER THE COUNTER, Farnsworth Tel. & Rad., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit)

3-Min. Treasury Disks Hailed By Stations

(Continued from Page 1) each side. Only top vocal artists of stage, screen, opera and radio are featured with orchestral background, and in addition, do their own War Bond plea within the vocal arrangement.

First 160 program releases include: Mildred Bailey, Rose Bampton, Carol Bruce, Nadine Connor, Vivian Della Chiesa, Jessica Dragonette, Morton Downey, Joan Edwards, Georgia Gibbs, Marie Green, William Hargrave, Beatrice Kay, Charles Kullman, Frank Munn, Frank Parker, Romona, Lanny Ross, Frank Sinatra, Mary Small, Judy Star, Benay Venuta, Bea Wain and Barry Wood. The orchestra is conducted by David Broekman. Other stars tentatively booked for the future are: Dennis Day, Ray Eberle, Wilbur Evans, Patsy Garrett, Ray Heatherton, Josephine Houston, Kay Lorraine, Jarmila Novotna, Helen O'Connell, Jan Peerce, Bill Perry, Genevieve Rowe, Jean Tennyson and many others.

Enthusiasm High Typical station enthusiasm is reflected in communications reading in part: "gives station program material of highest standard, presents government messages in a dignified manner..." "nothing but praise very helpful in promoting sale of War Bonds..." "very popular. We play 15 minutes every day..." "hope you continue series..." "devote ten minutes nightly... fine enterprise."

England To Salute FDR Via Three Int'l Programs

(Continued from Page 1) "non-coms" and officers of the U. S. Army. The second program will be heard on CBS with Bob Trout as master of ceremonies. Trout will interview returning American soldiers from North Africa, one of whom will be a wounded negro. The program will be heard at 4:15-4:30 p.m., EWT.

The third show will be heard on the Blue Network, 10:15-10:45 p.m., EWT. This is a BBC program which is being picked up here by the Blue Network.

Signal Corps Mission Seeks To Buy Equipment

Washington Bureau, RADIO DAILY Washington—A purchasing mission for the U. S. Army Signal Corps is now touring major cities in an effort to procure through purchase from amateurs shortwave equipment badly needed by the Army. Transmitters from 25 to 450 watts are sought, as well as receivers, capacitors, resistors and installation materials for these transmitters. The Signal Corps also hopes to purchase audio frequency and radio frequency generators and oscilloscopes, precision voltmeters, ammeters and milliammeters, and all sorts of testing equipment from amateurs.

Savings Bank Co-Op Group Renews Over 9 Stations

(Continued from Page 1) least the first 13 weeks in 1943. Ruthrauff & Ryan, Inc., which has serviced the account, reported that the radio campaign, in addition to the newspaper and educational drives, will remain almost intact.

The state-wide campaign is unified in its appeal to thrift and savings. The radio phase has been placed on women's commentator programs, angle being that appeal should be made to women, who do most of the household shopping. Between 3 and 6 announcements are used weekly on the programs. Only change in the radio lineup is WOKO, Albany, which has been dropped. Schedule uses Ann Jones, instead of Betty Barton, on WWNY, Watertown. Otherwise, listing is same as reported here before, including: WOR "Bessie Beatty"; WABC "Woman's Page of the Air"; WGY, Schenectady, "Market Basket"; WHAM, Rochester, "Women Only"; WGR, Buffalo, "Woman's Matinee"; WSYR, Syracuse, "Ruth Chilton's Matinee"; WIBX, Utica, "Household Chats"; WNBS, Binghamton, "Good Morning Neighbor."

In addition to radio, the campaign includes daily and weekly newspapers in cities and towns where there are participating banks. Promotion includes distribution of a booklet, "Spend, Sucker, Spend," and an educational film, "Your Dollars-In Uniform" which is distributed among schools, etc.

Four New Acts-Renewals Among WABC's Contracts

(Continued from Page 1) sixth campaign on the station while Savings Banks of N. Y. renews, as mentioned elsewhere in this issue. Some one-time shots not mentioned above are in behalf of Guy Lombardo's appearance at the Roxy Theater, and placed by Music Corp. of America.

The Fougera campaign is for Ramsdell's Sulphur Cream and is advertised Tuesday, Thursday and Saturday on the Arthur Godfrey program, 7-7:45 a.m., EWT. Business placed through Street & Finney, Inc. Concer'n's renewed campaign is for Magi-Tex Dog Shampoo, also participating thrice weekly on the Godfrey show. This account is placed through Birmingham, Castleman & Pierce; Olson Rug sponsors "Five of Seven News" Monday, Wednesday and Friday at 6:55-7 a.m., EWT. Agency controlling the account is Presba, Fellers & Presba, Chicago.

Marie Higgins To WAAC

Marie A. Higgins is the first member of NBC's Traffic Department to enlist in the WAAC. At the age of 24 Miss Higgins came to NBC on Dec. 1, 1941. She has been an active member of the NBC Athletic Association, and a member of the bowling team. She enlisted in the WAAC early last month and was sworn in Jan. 20 and is standing by awaiting call. Her brother Donald is a Lieutenant in the army.

COMING and GOING

W. A. WILSON, president and general manager of WOPJ, Bristol, Tenn., and JESSE SWICE-GOOD, general manager of WKPT, Kingsport, Tenn., station members of the Daniel Boone Network, are here for conferences with the New York rep.

L. J. DUNCAN, president of WDAK, Mutual affiliate in West Point, Ga., a visitor yesterday at network headquarters.

TED ENNS, national sales manager of The Cowles Group, has reached New York in the course of a business trip that will take him also to Boston, Chicago and Cincinnati.

LEONARD KAPNER, president and general manager of WCAE, has arrived from Pittsburgh for conferences with the New York representatives of the station.

WILLIAM SCHUDT, JR., eastern district field manager in the station relations department of CBS, left yesterday for a trip to Cincinnati and the West Virginia territory. He will be gone about two weeks.

WES KNORPP, president of KTAR, NBC outlet in Phoenix, Ariz., spent the latter part of last week in town.

JACK BURNETT, and DAVE SMITH, of KUTA, Salt Lake City, are in New York this week on business. Visited yesterday at the headquarters of the Blue Network.

WILLIAM F. MALO, commercial manager of WDRC, Hartford, is in town for a few days on station business.

JEAN HERSHOLT arrived here yesterday. He will broadcast from New York the next five stanzas of his "Dr. Christian" program heard on CBS.

JOHN E. THAYER, commercial manager of WYWC, Columbia outlet in Asheville, N. C., is on a trip through the East, South and Midwest. He's expected in New York tomorrow.

HUGH B. TERRY, station manager of KLL, is en route back to Denver after about a week in New York on station and network business.

ED LORD, general manager of WLOF, has returned to Orlando, Fla., following a few days in New York.

HAROLD F. OXLEY, manager of the Jimmie Lunceford orchestra, to Philadelphia, where the band is filling an engagement at Fay's Theater.

Mutual Sales Adds Two

Two additions have been made to Mutual's sales promotion department. James Mahoney, who had been associated with Crossley, Inc. for the past five years, has joined the department as chief statistician. Louise Higgins, formerly with the art department of the Oklahoma Publishing Company, has joined the department to take charge of art and production.

Two Pittsburgh Affiliates Resume AFM Conferences

(Continued from Page 1) networks involved, remained in effect. Spokesman in the national office of the union expressed confidence in the conferees' achieving a compromise soon.

Remotes were pulled, according to AFM, because the stations failed to reach agreement with the union's local on extension of employment for the musicians.

Corwith Report Stresses Radio's Wartime Service

(Continued from Page 1) ular carried out by Mrs. Doris Corwith, assistant to Dr. James Rowland Angell, NBC's Public Service Counselor, is embodied in Mrs. Corwith's annual report, submitted to Dr. Angell.

Because of the war, Mrs. Corwith's lectures emphasized NBC's contributions to the war effort. Mrs. Corwith's schedule for the current year is now being compiled and bookings for her appearances are filled, with few exceptions, for the first quarter.

Advertisement for WOL with text: 'What about WOL? serves the Nation's No. 1 Market—over 1,000,000 people' and 'Get the facts from WOL—WASHINGTON, D. C. Affiliated with MUTUAL BROADCASTING SYSTEM National Representatives: SPOT SALES, Inc.'

CC Probers Meet; Doran Hearing Today

(Continued from Page 1)

resident of Northeastern Pennsylvania Broadcasters, Inc. Doran's company was granted a license last summer to operate WBAX, Wilkes-Barre, but this license is now being withheld as a result of charges by the Wilkes-Barre labor group and a ministerial association that Doran has been too friendly with alleged fascist groups to be a proper man to operate a broadcasting station.

Legion Rep. To Appear

Homers L. Chaillaux, national head of the American Legion's Americanization program, is scheduled to appear tomorrow as a character witness for Doran, whose alleged connections with Mrs. Elizabeth Dilling, Col. Eugene Sanctuary and Robert Edward Amundsen has been explored by the FCC. The latter three are currently under indictment by the federal government for conspiracy to impair morale of armed forces.

Handling of this case by Commissioner Attorney Marcus Cohn, who has been charged by Doran with bias, is expected to be of one of the Commission activities which will come under close scrutiny by the House committee which includes Reps. Magrison, Hart, Miller and Wigglesworth, as well as the chairman, Eugene Cox, of Georgia, author of the resolution which resulted in the vote to investigate the FCC.

In the meantime, the Commission's hearing on the license renewal and assignment of WALB, Albany, Ga., has been continued for another week until next Monday. WALB seeks renewal of its license and transfer of that license from the Albany Herald Publishing Company to the Albany Herald Broadcasting Co.

Matter of Check Paramount

The hearing was ordered, according to FCC Attorney Marcus Cohn, because the Commission had reason to believe that stock in the station was held by two men whose alleged ownership of stock did not appear in the financial reports filed with the Commission by the station. This question is pushed into the background, however, by the controversy regarding a check for \$2,500 admitted to be made out by the station to the account of Congressman Cox. Cox has admitted that he endorsed the check back to the station and received in return 25 shares of stock, which he says have been turned over to a local charity.

Cox's extreme personal interest in

★ PROMOTION ★

KPO Lecture Series

Bringing radio directly to the generation from which its future craftsmen and executives will come, a series of lectures before college students in the San Francisco area has been launched by department heads of NBC-KPO, San Francisco, under direction of John W. Elwood, general manager.

The series started with the talk which Ray Baker, network sales representative gave before the advertising class of Stanford University recently on "Radio Markets" and continued with a panel discussion and actual demonstration of how radio programs are built, at San Francisco Junior College by Leonard B. Gross, public service director, and S. H. Schaffer, sales promotion manager.

In the panel discussion Schaffer told how a radio program is produced and how advertising messages are wedded to the broadcast to bring results. With the aid of play-back equipment and recordings he demonstrated how, when a program is built to produce a mood of receptiveness the mood of the entertainment is merged with the sales message.

Public service director Gross talked on public service and its relation to commercial radio. NBC's ethics in broadcasting, FCC regulations and the steps NBC has taken to insure that broadcasting retain its position as a medium for public service, free and unbiased information and enter-

tainment of listeners, were among his topics.

Students of junior and senior high schools of San Francisco were among the audience at the discussion, which will be repeated before another group of young people.

"Report to the Public"

Recently the Junior Service Army of Nashville, City Schools, staged a broadcast over WLAC, Nashville, Tenn., which incorporated its "first report to the public." This army is composed of city school children and follows the pattern of the regular army.

The purpose of this army is to aid the various city organizations in scrap and salvage drives. In one instance it was reported that, when word went out that magazines were needed for the soldiers who were at a loss for something to read this juvenile army collected 100,000 magazines.

The broadcast received wide publicity, every members of the army taking home mimeographed announcements of the show. Art students from high schools turned out posters for all school bulletin boards and downtown store windows, and both Nashville dailies carried news stories. Over 25,000 students gathered in school auditoriums to hear the program.

Refuse To Dismiss Gov's Case Vs AFM

(Continued from Page 1)

way, who treated lightly the government allegation that continuance of the recording ban would drive independent radio stations out of business. Thurman Arnold, speaking briefly, declared that developments since the original complaint was filed were indicative of the new grounds for the present action.

Padway endeavored throughout all his arguments to contend that this case was not a Sherman Anti-Trust matter but a lawful labor dispute under the Norris-La Guardia Act. The government, however, contends that the recording ban is destroying independent radio stations and comes clearly under interstate commerce.

Expect No Petrillo Injunction

While Judge Barnes declared that he was content with his decision in the other case which resulted in a dismissal of the trust action against the AFM, he was not so sure that the new bill did not contain some factual information that would place the matter in a different light.

At the close of the session Padway and Arnold discussed events to follow. Arnold assured Padway that the government would not ask for an injunction against Petrillo and the union but would move for an immediate trial on the new case if the Judge Barnes ruling was favorable.

seeing to it that the station was licensed in 1940 and his interest in its application for alteration of its construction permit, have already been brought out by Cohn who is also Commission attorney in this matter. Cohn has not revealed yet nor has any one else, the date of the check. On this date, it appears, hinges the case the Commission apparently hopes to establish—that the check was received by Cox for services performed for the station and involving negotiations with a federal agency. Such activity is illegal under present laws.

Administration Aloo

The circumstances surrounding the receiving of this check have also been studied by the Department of Justice, but nearly a year has passed and no action by that agency has been indicated.

So far the administration has shown no inclination to step into the fray, although it is believed that the investigation voted last week could have been voted last year if the Administration had shown any inclination to welcome it. Observers here are watching closely for any signs that the administration will step into the matter, and consider it quite possible the FCC Chairman James Lawrence Fly will be named for another administrative post. The full force of Cox's charges has been borne by Fly thus far, and it is questionable that he would go through with the investigation if Fly were removed.



REACH THE WOMEN OF THE OHIO VALLEY WITH . . .

Olive Kachley WCKY

50,000
WATTS
CBS

THE *L. B. Wilson* STATION

THIS LITTLE BUDGET

WENT TO

**WORL
BOSTON
MASS.**



Los Angeles

By JAC WILLEN

VICK KNIGHT, head of West Coast Biow Agency, left Hollywood for a month's vacation. Knight, who was scheduled to produce the Eddie Cantor "March of Dimes" program for the Blue Network, Jan. 23, turned the production reins over to John Ryder, who supervised the broadcast, with production being handled by Myron Dutton, assisted by Robert Moss.

Betty Boyle and Clara Groves, two of Hollywood Radio City's blonde stunners, have been assigned to the sound effects department and will hereafter do their regular chores as sound technicians on sustaining shows emanating from Hollywood.

A deal is now pending between RKO studio officials and "Gildersleeve" writers John Whedon and Sam Moore for them to do the motion picture script for Hal (Gildersleeve) Peary's third starring vehicle, "Gildersleeve's Ghost."

New tune by Frankie Carle, star member of Horace Heidt's "Treasure Chest" air group, has just been introduced. It's "This Day," with lyrics by Jim Eaton.

Shooting of "Right About Face," M-G-M musical film in which Kay Kyser is starred, has started in the Culver City studios. Kyser and his band already have recorded one of the big musical production numbers—"Shh! Don't Make a Sound."

Comic Cass Daley had a notable visitor her first day on the set at Paramount Studios for the new film, "Riding High." Her radio sidekick, Bing Crosby, also a Paramount member, stopped by to wish Casa well in the film.

Florence Lake has a radio program looming in which she'll be featured when she leaves her pinch-hitting spot as "Blondie" on the return of Penny Singleton to the title role of the series.

William Ryan, manager of KGO, who on Feb. 15, is scheduled to assume his post as manager of Earle C. Anthony, Inc. KFI-KECA, returned to San Francisco, after conferences with Don E. Gilman, vice-president in charge of Western Division of the Blue Network.

Evans Plummer, well-liked and well-known Southern California newspaperman, joins the West Coast offices of the Earle Ferris Agency in Hollywood, effective immediately. Peter Dixon, who formerly held the Plummer spot reports to a government agency, Feb. 15, for assignment in the Civilian Writing Corps.

Al Grossman, New York actors agent, is currently visiting in Hollywood radio and film circles.



Reporter At Large. . .!

● ● ● **THE REVIEWING STAND:** For the past few months we've been lending an attentive ear to comedy air stanzas which have come hurtling out of army, navy and marine bases. Most of the shows have been alert, engaging and a lot of fun for service men and civilian dialers—but one thing puzzled us about the reception at the scene of performance. Something was missing and we were only aware of it in an irritating, vague way. Just recently the light broke. There are no women, of course, at the camps. The shrill, piercing screams which often accentuate studio gag reception were gone. You've heard the ladies—always a stimulating audience—howl at a Cantor, Allen, Benny or Hope thrust. No male auditor would ever make that much of a fuss about a gagline. But the ladies do and suffer no embarrassment in the process. Don't get us wrong—we love a good hearty laugh explosion as well as the next listener. If the girls wanna go to town on a punchline, it's perfectly okay with us, and nobody, we suspect, is more grateful than the perspiring comic himself. The point of this paragraph, however, is that wild, almost frenzied reception of a radio joke is out with most of the jesters pitching their tents on army premises. Chalk it up as another war casualty. But let's remember that the comedians who suffer would be the first to admit that the loss is nothing compared to the kick they get from entertaining a group which is doing such a vital job for all the world.



● ● ● **THE MORNING MAIL:** Paul Wimbish's blast at the femme announcers drew plenty of protests, as we could have figured it would. Frances Scott, who emcees "Let's Play Reporter," was especially hot about it. "What burns me up," she pens, "are men who say that femmes on the air irk them. And what irks me the most are men, who when they want to compliment you, say very sweetly: 'That's as good a job as a man could do.'"



● ● ● **TICKER TAPE:** Nick Keesely, popular radio exec. who's been with N. W. Ayer & Son for 16 years, expects to get a leave of absence soon to accept an important government post. . . . Marlene Dietrich will be seen in a B'way musical to be produced by Kurt Weill. . . . Wilbur Evans will co-star and playwright Moss Hart will direct. . . . Dorothy McGuire gets the lead in the movie version of "Claudia" . . . Jack Holt going in the army as a Captain. . . . Sportscaster Harry Wismer's interview with a steel worker on "We, the People" the other night packed plenty of punch. . . . Amy Corvynus, of NBC press, going to Battle Creek, Mich., Friday to wed her Army Lieutenant. . . . Woody Herman, soon to leave for a picture assignment in Hollywood, says that Hollywood is just a place where Broadwayites go to get homesick. . . . We prefer Stella Unger's description of the place, however. Stella says it's a land of prop smiles—and real tears. . . . Beverly Paterno, Park Ave. glamour gal, appearing on WMCA's "Headlines on Parade."



● ● ● **CASTING NOTES:** When Joan Vitez "committed suicide" on Phil Lord's "Counterspy" last week, it marked the 101st time the actress has "taken her own life." Joan is a specialist in this type of performance. . . . Peggy Allenby, who is heard as a smart, young mother in "David Harum," portrays a tough, gangster mother in "Gang Busters." Her husband, John McGovern, depicts the role of an idiot in the stage play, "Uncle Harry"—then rushes to the studios to play the part of a merchant marine hero in "Counterspy". . . . Santos Ortega has been signed to play a detective role on "Mr. & Mrs. North." An hour later he appears as a thug on "Mr. D. A."



—Remember Pearl Harbor—

San Francisco

THOMAS RAY, KGO salesman, has been elected secretary of the Milline Club, a group of San Francisco advertising executives and salesmen. . . . Joining the KGO staff is Janice Schwensen of Stanford University, replacing Virginia Mikulak, resigned. . . . Also new KGO-ers are Marguerite Carey, replacing Bell Fahning in charge of audience mail; and Bill Howerton, replacing Jack Loughner in the mail dept. Loughner has joined OWI.

Edith Bristol columnist of "The Call-Bulletin" in San Francisco, is featured in a new KPO roundtable series on current topics. . . . Don Thompson is the new scripter of KPO's "Hawthorne House" drama, heard Mondays on the coast NBC web. Ray Buffum is now producing the show. . . . A new masthead in vivid red is now used by KPO, Frisco outlet of the NBC network, on all its stationery.

Bob Sweeney, former college track star and formerly on KQW's "Meet the Prof" quizzer, has joined the news staff at KSAN, San Francisco. . . . Bill Martell also has joined KSAN, and is sharing news airings with Sweeney. . . . Leaving the station is Ted Lenz, ex-news editor and swing music authority. . . . Les Malloy, who joined KSAN while in high school, has just celebrated his ninth anniversary at that station.

Frank Cope, one time production manager at KPO, is now doing the all-night "Owl" program and the morning "Alarm Klok Klub" on KJBS. . . . Sam Moore KJBS, music maker, started the New Year by becoming a great-grand-uncle on New Year's Day.

OWI Praises Station For Aiding War Effort

Cincinnati—For the work WLW, has been doing in aiding the work effort, James D. Shouse vice-president of the station received the following communication from OWI, director, Elmer Davis: "For the United States Government may I express sincere appreciation to you, your war program manager, and staff for your cooperation with the various war information activities so important to America's prosecution of this war and particularly for the recognition you are giving new OWI announcement and transcription plans. Our thanks also goes to those sponsors who are so willingly adding you to assure good time and regular audiences by giving their time for these important war efforts."

RADIO ARTIST ?
Call
LExington 2-1100
FIRST AND FOREMOST

Have You Met The Voices
of
GILBERT MACK
? LEX. 2-1100

GUEST-ING

FRANK PRIST, war photographer back from 10 months in the Pacific, on the "Ginny Simms" show, today (WEAF-NBC, 8 p.m.).

PRATT, Canadian pianist, on "Keyboard Concerts" series, today (ABC-CBS, 3:30 p.m.).

FRANCIA ENTERS, dancer, painter, composer, on the "Living Art" show, today (WABC-CBS, 4:30 p.m.).

LE BURKE, at "Duffy's," today (WJZ-Blue Network, 8:30 p.m.).

ACES DEE, on "Stars Over Broadway," this afternoon (WABC-CBS, 1:30 p.m.).

DAY WOOLLEY, on the Al Jolson show, today (WABC-CBS, 8:30 p.m.).

ARCHIE GARDNER, on the Sammy Kaye program, today (WABC-CBS, 8 p.m.).

LEINE CARROLL and **ILKA STON** on the "Cresta Blanca Carnival" tomorrow (WOR-Mutual, 9:15 p.m.).

ON W. GUDAKUNST, medical director of the National Foundation for Infantile Paralysis, on "High School Health," Thursday (WABC-CBS, 7 p.m.).

Quartet On Int'l First Piano Quartet," curbed by local listeners over the Y., at 6:45 p.m., will have program shortwaved to South starting this week. WBOS, WGEA and WGEO, Schenectady, are competing the program to the American continent.

Replaces Morgan Allick, effective today, replaces Morgan on the "Here's" program heard at 6:45 p.m. five days a week. Morgan accepted for service in the forces.

NEW PROGRAMS—IDEAS

"Music For Young Folks"

Recently CKLW, Windsor, Ontario, in cooperation with the CBC broadcast "Music For Young Folk." This will be the first in a new series of ten musical appreciation programs which will run each Wednesday afternoon at 3:00 p.m., EWT.

The show will feature the Toronto Symphony Orchestra conducted by Ernest MacMillan. The programs will be piped into all schools and during the course of the show descriptions will be given of the music and the instruments played.

"Melody Matinee"

"Melody Matinee" a musical presentation by CKSW, Kingston, Ontario, is an elaboration of the "man-in-the-street" idea. "Matinee" originated from the show windows of the Lindsay Furniture Company, and covers all sides of the musical question. The special events department makes the pick-up and brings to the air the songs of Florence Daly "The Trailblazer," Bill Aldrich (commercial staff) and Bruce Tremeer, staff musician at the Minshall electric organ and piano.

The program is "emceed" for the

"Getting Married"

Keeping in step with the rising marriage rate in the United States WCAU, Philadelphia, is offering a new program, "Getting Married" aimed at those contemplating, or have decided to take, the final step.

"Getting Married" is a weekly presentation that is heard every Thursday at 3:20 p.m. and is handled by Mrs. Logan Bentley, of the Philadelphia Bridal Secretariat.

The program offers advice on procedure, etiquette, trousseaux, traditions, and other pertinent facts regarding marriage ritual. Another factor to be dealt with by Mrs. Bentley is advice on fitting the prospective marriage in the proper budget category.

street onlookers and radio listeners by Bob Kesten. One of the novel features of the program, is that, while the performance takes place behind a shop window, the street audience is able to hear the proceedings by a radio set that is placed on the street near the store entrance. The show is aired from 4:15-4:45 p.m., during the mid-afternoon shopping time.

AGENCIES

BLACKETT-SAMPLE-HUMBERT, has appointed Robert A. McNell as vice-president of the company in the New York office. McNell has been with the New York office for seven years. And it has also been announced by company officials that, David J. Kepner, manager of the firm's Lakeland, Florida, office has been appointed a vice-president.

DR. J. HENRY CARPENTER, authority on China who has just returned from the Orient, will speak at the Celebrity-Forum Luncheon to be held starting at 1:15 p.m. tomorrow at the Advertising Club of New York.

JOHN M. (JACK) BRIDGE, for 20 years an advertising man in Minneapolis, has joined the staff of Batten, Barton, Durstine & Osborn, Inc., as account representative for the public services department of General Mills, Inc.

"ADVERTISING IN A TOTAL WAR" is the title of the third in a series of brochures published by "Colliers" on the subject of advertising in wartime.

LOUIS RUTHENBURG, president of Serval, Inc., will deliver an address at the luncheon meeting of the Sales Executives Club to be held today at the Hotel Roosevelt.

Speedy Maneuvering Solves Booking Conflict

Some fast maneuvering on the part of WMCA solved a booking conflict wherein Sister Kenney had been scheduled to appear on two programs airing at the same time—Alice Hughes' 7:45-8 p.m. and the "Quiz Kids" 7:30-8 Sunday. Noted nurse fulfilled the WMCA shot 7:47-7:50; was whisked to another WMCA studio where she was fed by line to the Blue Network, 7:55-8 p.m.

Hollowell Condemns Fight To Kill Milk Ad Campaign

(Continued from Page 1)

the fight against continuation of the program over the week-end. "Radical and selfish interest," Hollowell said, were trying to kill the milk advertising program which utilizes more than 20 radio stations in its year round campaign to keep people drinking more milk.

One bill to repeal the statutes under which the milk publicity campaign has been conducted is already in legislative hoppers, while both members of the Democratic and Republican parties in the legislature have been allegedly determined to seek repeal or a change in handling.

"Without advertising," Assemblyman Hollowell said in Albany, "dairymen will have nothing to stimulate and maintain the fluid demand necessary to support a profitable market." Hollowell quoted State Agricultural Commissioner Holton V. Noyes as exploding "the propaganda of an alleged milk shortage."

The New York market, Hollowell said, had a 30 per cent surplus in December after sending 10 per cent of its supply to Army camps and meeting all New York city's needs.

Annual appropriations for the campaigns, whose advertising has been handled by the Mathes Agency, range up to \$300,000 and are defrayed by the industry. Distributors and farmers each paid 1-125th of a cent a quart, adding but .00016 cent per quart to the consumer's price.

Wedding Bells

Eddy Rogers, bandleader of KOY, Denver, has announced his engagement to Dorothy Carnley, of Denver. No date for the wedding has been set.

Golenpaul Sues Am. Tob.; Claims \$100,000 Damages

Dan Golenpaul, owner and producer of "Information Please," has filed a complaint for damages against the American Tobacco Co.—asking \$100,000 for alleged impairment of the entertainment value of the program. entertainment value of the quiz program.

Judge Bernard L. Shientag in Supreme Court today will hold a hearing on the order which Golenpaul obtained Friday and which directed Milton Cross, Basil Ruysdael, American Tobacco Co., and NBC to show cause why a preliminary injunction should not be issued to restrain the use on "Information Please" of the teaser slogan, "the Finest Music Originates at Carnegie Hall," this statement referring to the program which the tobacco firm will sponsor following the expiration of the "Information Please" contract now in force.

Claim for damages is against the tobacco company only.

WANTED

Pittsburgh network station seeking experienced announcer. Good basic pay and exceptional opportunity for additional fees. Send name, age, draft status.

BOX 101

RADIO DAILY

1501 Broadway

New York City

WHAT IN BOSTON

39—WCOP belongs on your advertising schedule for 117 reasons . . . shall we enumerate them for you?



WCOP BELONGS ON YOUR SCHEDULE

Always Popular
Now More POWERFUL

WCAO

The Voice of Baltimore

NOW
5,000 W · DAY & NIGHT
600 KC

The Only Columbia
Station in Maryland

PAUL H. RAYMER CO., Nat'l Sales Representative
NEW YORK · CHICAGO · SAN FRANCISCO · LOS ANGELES

NEW BUSINESS

WEEI, Boston; I. J. Fox, Boston, (Furrier), thru Malkiel Agency, five one-minute ET anns. and four 50-word anns. weekly for 13 weeks; also three five-minute newscasts weekly for 13 weeks; Foxstahd Food, Inc., Boston, (Sass dog food), thru H. L. Moore Agency, 21 live talent anns. weekly for two weeks; Corn Products Refining Co., NYC, thru C. L. Miller Agency, NYC, five participations weekly in "Food Fair" for 13 weeks on behalf of Kremel Dessert; Planters Nut and Chocolate Co., San Francisco, thru J. Walter Thompson Company, NYC, three 10-minute newscasts weekly for 13 weeks on behalf of Planter's Peanuts; Beaumont Co., St. Louis, Mo., thru H. W. Kastor & Sons Advertising Co., Chicago, three five-minute programs weekly for 14 weeks, and one 15-minute newscast weekly for 14 weeks, on behalf of Four-Way Cold Tablets and Groves Vitamins; Workingmen's Cooperative Bank, Boston, (renewal), thru Doremus & Co., three 15-minute newscasts on behalf of Savings & Loan Service; Lever Brothers, Cambridge, Mass., thru Ruthrauff & Ryan, 14 one-minute ET anns. and one five-minute newscast weekly for nine weeks on behalf of Rinso.

Muffs Quiz Show Query: Listeners Send Fortune

Mrs. Dennis Mullane, of West Brighton, S. I., who muffed a question on "Truth or Consequences" last Saturday night, is richer today by \$11,000 as a result of her error—and the financial end is not in sight. After saying that England had five Kings named Henry—instead of eight—it was suggested that listeners send a penny to Mrs. Mullane for War Bonds in honor of her son, Harold, of the U. S. Marines.

The pennies are still coming and the local postmaster has asked for an extra truck to take care of the letters which, up to last evening, numbered over a million!

Hollender, Aide To Atlass, Joins OWI Overseas Div.

Chicago—Al Hollender, assistant to Ralph Atlass, president of WIND-WJJD, has resigned to accept an executive position in the Overseas Division of the Office of War Information in New York. Hollender, one of Chicago's best known radio executives, leaves to take up his new post this week-end. He has been with WJJD-WIND for seven years, joining the stations upon graduation from the University of Illinois.

Woollcott Services Thursday

Funeral services for Alexander Woollcott, famous as author, newspaperman and as the "Town Crier" for many years on the air, will be held Thursday at the McMillan Theater of Columbia University. Cremation will follow.

WORDS AND MUSIC

By HERMAN PINCUS

WHEN the broadcast is over, Frank Crumit and Julia Sanderson, send the brain-teasers contained in their CBS quiz show script to the Red Cross Recreational Division where they are turned over to entertain civilian defense workers and soldiers. We think Frank and Julia rate a hand for their thoughtful generosity and would like to see other scripts donated for similar worthy purposes. . . . Lest we forget, Beatrice Kay too, is soliciting scripts, songs, gags, etc., which she sends to WAAC and WAVE bases throughout the country. Bravo!

★ ★ ★

Notes About Votes: Frank Sinatra CBSinger, has been awarded a trophy for being voted "Most Popular Male Vocalist in the All-Star Contest of 1942," conducted by "Downbeat." Madeleine Carroll, last week, presented Benny Goodman with the same publication's award, a silver trophy, for having been voted "King of Swing" for the seventh consecutive year. Harry James, Glenn Miller, Tommy Dorsey and Jimmy Dorsey, (in that order) are leading Martin Block's "Make-Believe-Ballroom" band popularity poll. Nila Mack's "Let's Pretend" program, heard over CBS has been awarded highest honors, as the "Best Children's Program" of 1942 by Radio Editors' votes polled by Motion Picture Daily and the World-Telegram. We're saving our votes for Franklin D. Roosevelt, whenever and wherever he runs.

★ ★ ★

Add Thankful Votes to these former orchestra leaders, now in the armed forces: George Auld (Army), Wayne King (Navy), Rudy Vallee (Coast Guard), Ted Weems (Merchant Marine), Dick Jurgens (Army), Dean Hudson (Army), Phil Harris (Merchant Marine), Buddy Clark (Navy), Emerson Gill (Army), Orrin Tucker (Navy), Claude Thornhill (Navy), Bobby Parks (Navy), Michael Loring (Army), Clyde McCoy (Navy), Cecil Golly (Army), Duke Daly (RCAF), Sam Donahue (Navy), Artie Shaw (Navy), Glenn Miller (Army), Pancho (Army), Dick Stabile (Coast Guard) Emil Velazco (Navy), Emery Deutsch (Navy), Bobby Day (Army) and Gerald Marks (Merchant Marine).

★ ★ ★

Just thinking out loud: If we were the publishers of "Be Still My Heart," we would revive it. It's that good and the time is ripe. . . . Music publishers might do themselves and everyone else concerned a favor, by writing to James C. Petrillo, urging him to offer or accept a compromise. An observation made by that famous humanitarian-member of Parliament, Burke, back in the 18th Century, included, "Civilization is based on an honest system of barter and compromise." Such a move now would benefit all concerned.

★ ★ ★

This may be news to you: Phillips Lord, author of three radio chiller-dillers, "Gang Busters," "Mr. District Attorney" and "Counter Spy," is an amateur criminologist and maintains a complete file of actual criminal data. . . . Woody Herman and his orchestra heads for the coast via stage appearances and is slated to start work late in February on a forthcoming 20th Century-Fox film, "Quota Girl," starring Sonja Henie. . . . Priscilla Lyon, star of CBS show "Meet Corliss Archer," has spent 13 of her 15 youthful summers in Radio, having started her "mike" career singing "Carolina Moon," at the ripe old age of 18 months. . . . The "Mr. District Attorney" program, on Feb. 17, will be centered around an actual experience that happened to Robert Bellaire, UP correspondent in Tokyo, who was threatened with death if he revealed his treatment while a prisoner in Japan. (Fiction takes up from here with an attempt made against Bellaire's life while on a lecture tour but the "D.A." runs down the gunmen.) We hope Bellaire isn't superstitious because, he really goes on a lecture tour soon under the management of National Concert & Artists Corp. . . . John B. Kennedy, ace news commentator at the age of 32, was editor of "Collier's Magazine," the youngest ever to have held down such an important post.

★ ★ ★

To the Colors!

JIM McNAMARA, is the latest announcer to depart from WMC Mobile, for the Army.

—VVV—

JACK LAFFER, announcer WJR, Detroit, has reported Wichita, Kansas, for induction in the Army.

—VVV—

LEONARD KAUFMAN, free lance radio script writer, has been promoted to the rank of sergeant, and is writing and directing the Camp Pickett shows done over WRVA, Va.

—VVV—

DON CORDRAY, staff announcer at WNEW, N. Y., has signed up to take the Army's Officer Candidate Course.

—VVV—

EDWARD R. DUNNING, JR., representative for WINS, N. Y., entered the USNR Midshipman School at Tower Hall, Northwest University.

—VVV—

EDWIN M. SHEENBERG, of Radio Copy Department, has left Compton Advertising, Inc., to report to the United States Army.

Emmert On WEAJ Airing N. J. Farm Board Report

The annual meeting of the New Jersey State Board of Agriculture which is held simultaneously with various state farm organizations this week in Trenton, will be covered by Merton Emmert, WEAJ Editor, with daily reports broadcast each morning at 6:30 a.m., during his morning program, "Modern Farmer."

During the week there will speakers from not only farm groups and federal agencies in Washington but representatives of various men's and children's organizations all of whom will talk on the farm and its place in the present emergency.

On Wednesday Emmert expects to have as his guests in a round-table discussion of current farm problems Herbert W. Vorhees, president of New Jersey Farm Bureau; Charles A. Thompson, state county leader and secretary of the Agricultural Adjustment Administration of New Jersey; Dr. W. H. Martin, director of the New Jersey Agricultural Experimental Station; L. A. Bevan, rector, New Jersey Agricultural Extension Service, and E. A. Perreault, extension economist of the University of Connecticut.

Kelly In NBC Production

N. Ray Kelly, of NBC's production staff, has been named assistant eastern division production manager in charge of dramatic shows, it has been announced by Lester O'Keefe, eastern division production manager. Kelly joined NBC following graduation from Knox College in 1930, created the network's first sound effects department, which he managed for 12 years.

WMCA Sells \$200,000- Time To 3 Sponsors

(Continued from Page 1)
 ers a week; the Modern Industrial Bank which had been off the air about a year, and the Argus Op Company.
 sion of the Sachs account has tributed to the new war time ending instituted by the firm, b materials and other war re- is in its former merchandise ouse, some months ago, in- re pair and reupholstering de- ts in place of new furniture, ded household items of de- tant store range to replace us unobtainable for the dura- tting Jan. 31, Sachs, which n sponsoring "Patsy Flick's et Show" on WMCA, Sundays, 30 minutes, and Maxime Keith's "Me to You" three quarter- daily, has added the following a quarter hours of sponsor- "Alice Hughes" 3 days a week, te sessions; "From Me to ce a day, across the boards, ur hour sessions; Jerry Baker orchestra, Mondays through fifteen minute at a time; and rded programs, varying e to four times a week, of en minute durations; and 14 te announcements per week
Contract Effective Yesterday
 Modern Industrial Bank bought of four hours and 45 minutes, ed its 52 week contract yes- y. This package includes a half day forum "Youth Builders' m with Dr. Frank Kingdom, or; three news periods, fifteen each; Sydney Moseley's daily ments; daily news comments r Frank Kingdom; one hour of ic recordings Saturday af- e. This account placed by the opitan Advertising Co.
 e Argus account took over eel Steel three days a week; r Hargraves' news programs, a week; a Sunday record 15 minutes each; a daily rded program of ten uration; and participation in n's daily and Sunday pro-

"Harum" Renewed Over 52 NBC Outlets

Babbitt, Inc., has renewed "David Harum" over 52 stations. Duane Jones Co. is the account for Bab-O and Aunt Polly's Soup Mix. "Harum" is broadcast Mondays Fridays at 11:45 a.m., EWT.

Rice On "Uncle Sam"

ington—Douglas B. Meservy, chief of the OWI Domestic Bureau, has announced that Snick, musical and dramatic of the Gracie Fields show, medical director for Decca and Edward Rice, of J. Thompson Agency and direc- Nelson's "Eddy" show, are the preparation of the OWI "Uncle Sam" series.

AAAA In High-Court Brief Takes Stand Against FCC

(Continued from Page 1)
 on the case is looked for from the court late next month, or early in March.
 Consideration has been ordered for Feb. 10. The brief contends that the Commission ruling, designed to eliminate the monopolistic tendencies in broadcasting, will actually "promote a network of the strongest individual without adequate financial support"

Strong Outlets Help Weak
 "Each network today," it is contended, "is composed of some outstanding strong stations, plus a group of weaker stations. Today an advertising practitioner is offered on behalf of its client, network facilities as an integrated unit. Thus the stronger stations carry the weaker stations. Under the rules of the Commission this station team-work could be easily disrupted. An advertising practitioner, or its client, or any other party in control of top-ranking programs, could set up a network comprised of the stronger stations in each locality—this network, comprising the strongest stations in each locality, would command the most desirable commercial broadcasting business, to the injury—in financial returns and listening audiences—of the weaker stations."

"The resultant effect upon network broadcasting would probably be that instead of having four national networks, now actively competing among themselves, with the best audience-building programs, there would be one all-powerful network confined to a single group of the strongest stations of the country. The super-station network thus created would become indispensable to nation-wide broadcasting and would be in a powerful entrenched monopolistic position, contrary to the 'public convenience, interest or necessity'."

Two Main Points Covered
 Filing the statement as amicus curiae (friend of the Court), the AAAA covered only two main points, in contrast to the lengthy brief filed last week by the ANA. Both advertising groups concentrated upon section 3.104 of the Commission's order which reads as follows: "No license shall be granted to a standard broadcast station which options for network programs any time subject to call on less than 56 days notice, or more time than a total of three hours within each of four segments of the broadcast day, as herein divided. The broadcast day is divided into 4 segments, as follows: 8 a.m. to 1 p.m., 1 p.m. to 6 p.m., 6 p.m. to 11 p.m., 11 p.m. to 8 a.m. Such options may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations." AAAA, through its counsel, George Link, Jr., of New York, develops the point that the American system of broadcasting has been made possible through the revenues

received from advertising and states that "It is essential in the opinion of advertising practitioners that the networks be placed upon a competitive level with newspapers, magazines and billboards in the race for the advertisers' dollar."

The advertising practitioner in cooperation with its client, starts preparing for a proposed advertising campaign 12.7 or 3 months prior to the release or commencement thereof. Newspapers, magazines and billboards are in most instances immediately purchasable for use as and when needed—in broadcasting, time and facilities are limiting factors, to wit: (1) 24 hours a day, (2) available wave lengths. Pages in newspapers and magazines are not exclusive of one another. That is, various advertisements can appear on the same page at the same time in the same publication. In broadcasting, in a specified locality, definite time and wave lengths must be exclusively assigned to one advertiser.

Wants No Station Reduction
 "It is essential to the needs of advertising practitioners, and of all their clients, that there be no reduction in the number of radio stations which are now available outlets for the national advertiser in each community, and that there be no impairment of the present availability of these stations for the needs of the national advertiser of these stations."

The disputed section of the chain broadcasting order, thus, places networks at a serious competitive disadvantage, AAAA maintains, pointing out that it is imperative that the nets be able to promise and deliver certain stations and certain time while the campaign, which may take months in preparation, is being developed. "No advertising practitioner would recommend to its client the purchase of network time without some assurance of circulation outlet. Circulation assurance in network broadcasting means dependable delivery of stations offered for utilization."

Coverage Called Essential
 The point is also that it is impractical for an agency to contact with talent unless coverage is assured, and also that elimination of outlets from the broadcast may in many cases be sufficient grounds for top talent to step out of its contract.

"It places the purchase of commercial broadcasting from the listener circulation standpoint on a what is left basis rather than on an assured in-advance basis such as is sold by the competitors of national broadcasting."

The second major point made by the AAAA is that the FCC was at fault for failing to notify specifically and call upon advertisers while considering the issue of the chain broadcast regulations. "No specific order was made directing that notice be

New Vitamin Product Will Add Spot Anns.

(Continued from Page 1)
 grams—the "Chase & Sanborn Hour" featuring Edgar Bergen and Charlie McCarthy Sunday evenings 8 p.m., EWT, NBC, and "The O'Neills" also on NBC, daytime serial, 10:15 a.m. EWT, Mondays through Fridays. In addition, the account is mulling with its agency, Ted Bates, Inc., one-minute electrical transcriptions for placement on additional stations. Agency reported that no other time commitments have been consummated as yet.

Reorganization Planned
 Announcement of the drive to push Stams was coupled with statement of reorganization of the Pharmaceutical Division of SB under Charles L. Bowman. Other pharmaceutical products will be added to the drug line in the near future. Firm expects to follow up its Mid-Western campaign with national sales promotion for Stams.

given to the commercial users of broadcasting, those most vitally interested in any change affecting the ability of the networks to meet their broadcasting needs, those users who make the continuance of the American System of broadcasting possible by providing the funds that support it. No testimony as far as we have been able to discover was given by these interests.

The Association of National Advertisers in their brief filed last week covered considerably more ground making the following main points in great detail that the court must determine that regulation 3.104 is invalid unless in the public interest and unless the Commission finds substantial evidence that the action is in the public interest that the Commission has made no such finding and that there is no evidence to support such a finding.

Criticizes Term "Options"
 Under the final point the ANA claims that use of the term "options" in the wording of 3.104 is misleading in that networks have no exclusive option against any other networks that the section tends to promote monopoly by permitting concentration of buying power. Here ANA attorney Isaac Digges points out that in the event the FCC is upheld, it is likely that sponsors will attempt to buy only the 64 stations which among them can offer 100 per cent coverage of the nation or the 30 50,000 wattiers "for the simple reason that of the possible combinations for nation-wide coverage above set forth the cheapest and most conveniently obtainable would be comprised of the best stations." Also under this final point ANA argues that inability of networks to offer assurance of coverage will mean less time bought and will lessen competition among the various advertising media and finally that the Commission is dealing here with problems of advertising marketing and distribution, "A field separate and apart from that in which the Commission may be presumed to possess expert competence."

★ ★ Coast-to-Coast ★ ★

FOSTER MAY, former WOW special events director, has inaugurated a series of Sunday afternoon news programs known as "News, Views and Interviews" over KSO, Des Moines, WMT, Cedar Rapids, and several other midwest stations. May in his first interviews is questioning national and local leaders on topical questions of the day. May was one of three candidates for United States Senate from Nebraska in the November election and campaigned against Senator George Norris, defeated candidate on an independent ticket and Senator Kenneth Wherry, present incumbent.

The new system of Point Rationing regarding the newly created problem of how food will change and influence eating habits in every American home will be discussed by OPA district rationing officer William M. Griest on the first of a proposed series to be given over WIP, Philadelphia. Griest's first discussion will take up the subject of just what "Point Rationing" is. Program will be heard today, at 9:15 to 9:30 p.m.

W. B. Ryan has been appointed general manager of KFI-KECA, Los Angeles, effective Feb. 15. He takes over his new duties after five years as an executive in network and local stations in San Francisco. At present he is general manager of KGO and the Blue Network Company in San Francisco.

Dr. John Harvey Furbay, nationally known author, educator and scientist, who conducts the column "The Debunker" syndicated to over 100 newspapers by the Philadelphia "Ledger," was interviewed recently on the California Writers' Round Table broadcast over KROW, Oakland. He discussed his new book, "Manual for Marriage and the Family."

Cooperation between KXOK, St. Louis, and Jefferson Barracks was extended this week when the station agreed to transcribe a series of bugle calls to be played over the public address system at the Army Post. Each day at 2:50 p.m. a special news program is broadcast which is piped over the PA system for the benefit of the men at the post. In addition, the men from Jefferson Barracks present a half hour variety show, "Meet the Men of Your Army" each week over KXOK.

Ed Clowes, recently with KPAS, Pasadena, Cal., has joined the engineering department in KPRO, Riverside, Cal.

Vern Hiner, 46-year-old veteran of World War I and now an announcer at KMYR, Denver, was decorated by the Marines with the Order of the Purple Heart for heroism and the resultant loss of a leg during the battle of the Argonne. The station broadcast the ceremony.

WDRG, Hartford, is now limiting all its news broadcasts to five minutes. A survey discloses the five-minute bulletin round-up is most popular with listeners, who like it better than a 10 or 15-minute program. New policy has added more news programs to afternoon schedule.

Fred Thomas has been appointed newsroom editor of WCKY, Cincinnati. Thomas, formerly with WLW, is the creator of the oldest late night news broadcast in the nation, and was the writer for newscasters Paul Sullivan, Peter Grant, Jay Simms, and Arthur Reilly. The newsroom of the Cincinnati station is being expanded, and as part of Thomas' duties he will edit local, national and international news.

Grant Holcomb, Jr., has been appointed program director of KPRO, Riverside, California. Holcomb has been associated with the station for the past year and a half in the capacity of news editor.

At a luncheon meeting of the Woman's National Republican Club's Business Women's Forum, held Jan. 21, Frances Scott, radio commentator and master of ceremonies of NBC's Saturday night program, "Let's Play Reporter" discussed trends in radio. It was her opinion that because of the changing tastes of the American public that radio would shift the trends of its program. She paid particular attention to the American housewife who is no longer paying such rapt attention to the customary "soap operas" and wants stronger fare in their place.

Midge Lee has joined WLS, Beckley, W. Va., as continuity director. Fred Yatto and Joe Girandola former NBC page boys have joined the station's announcing staff.

Floredel Kimber, vocalist, has joined the staff of WRBL, Columbus, Ga., and will act as assistant to the company secretary and staff singer. She has also one commercial program held thrice weekly.

A special cut-in on the NBC "Truth or Consequences" show was arranged recently through KOA, Denver, from nearby Ft. Logan. The occasion was the reappearance on the program of Mrs. E. R. Siering, who was awarded a trip to Colorado to see her son following the sale of over half a million war bonds as the result of her "consequence" on the show from New York.

Street & Smith Publications have purchased 12 spot announcements over WLIB, N. Y., for a period of twelve weeks effective Jan. 25, through the Van der Linde Company. In building up its news commentator, Cliff Evans, who recently returned from a country-wide junket, the station is buying ads in the New York dailies.

WIBG, Philadelphia, is preparing to utilize their new show-window studio to the best advantage by letting the public see well known personalities being interviewed. Feb 2 will find Rhys Williams and Jacqueline Page now appearing in "Harriet," as guests on the station's "stage and screen" show. Under the guiding hand of Alan Freed, who conducts the show, Williams will be interviewed by Jacqueline while Philadelphians watch the proceedings.

Norman Nesbitt, news reporter and commentator on the Don Lee network the last six years, began a new six-a-week commentary series on the network on Jan. 18. The 5:30 p.m. Monday through Saturday program is being sponsored by Studebaker Corp. He will resign from his other network news shows to give his full time to the Studebaker program. Nesbitt has been with Don Lee since 1936.

The Campbell Cereal Company contracted for CBS' "World Today" program for their Maltomeal to be aired over KNX, Los Angeles. Time for program will be 3:45 to 4:00 p.m., FWY, Tuesdays, Thursdays and Saturdays. H. Kanor & Sons, Advertising Company, Chicago, was the handling agency.

"A Woman Speaks on War" is new program being presented as public service feature of CHAM, Hamilton, Ontario, every Tuesday evening at 8:15. Show is conducted by Edith Hyder who, looking to the future confidently, speaks on war interest to unite the women of Canada in a better war effort.

Sarnoff Irving Co. has bought the Tom Wakeman "Sports Roundup" about nights a week over WINX, Washington, D. C. This is the first time the company has taken to the air in Washington where the chain has four stores.

A. D. Willard, Jr., general manager of WBT, Charlotte, has inaugurated a new series of morning devotional periods designed to bring a few moments of quiet devotion and reverence into the life of a people at war. "Country 'Tis of Thee" is the first of the 3-minute devotional ceremonies part of Grady Cole's "Time: 7:30 a.m." aired each week-day morning.

TOMORROW-12:30

Luncheon of the RADIO EXECUTIVES' CLUB OF NEW YORK

at the Loyale
521 Fifth Ave., New York City

WEAF DAY

with

RALPH DUMKE

BEN BRADY

THE REVIEWERS

MARCIA NEIL

GLORIA ESTEVEZ

Come on down. All radio people welcome—every Wednesday
12:30. Bull Ring Bar. Members \$1.00—Guests \$1.50.

1943 BIRTHDAYS

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

Rita Ascot Ed Ballentine
Wyllis Cooper Charles E. Green
Joseph Koehler Ross Smitherman
Donald W. Thornburgh

FDR Confab-Coverage

Salary Ceiling Change Provided In House Bill

Washington Bureau, **RADIO DAILY** — Charging that the president has "abused the authority" given him under the price control act, Rep. Jesse P. Wolcott of Michigan, ranking Republican of the House Banking and Currency Committee, yesterday placed before the House a bill providing for the rescinding of the FECS salary ceiling order.

The Wolcott bill would alter the language of the act, originally written by the Banking and Currency Committee. Specific reference is made to (Continued on Page 2)

WNEW Cancels 7 Hours To Carry FDR "Birthday"

WNEW has cancelled all commercial contractual commitments between 9 p.m. and 4 a.m., Saturday, and 10, to carry the entire proceedings of the President's Birthday Ball at the Waldorf-Astoria. The network and many of the other independent stations are carrying the special one-hour session from 11:15 p.m. to 12:15 a.m. WNEW's seven (Continued on Page 2)

Auchincloss Resigning Agency Post On July 1

Edwin A. Auchincloss, who will retire after six years as a producer for Ford & Thomas and now with Cone & Belding in June, has resigned, but will continue working on Lucky Strike shows until July 1. To prove of his six years with the agency, Auchincloss has been produc- (Continued on Page 2)

"Poor Joe"

Pittsburgh—This is one way to be slightly mad. Joe Mulvihill, WAE, announcer started on his job recently when setting up the "The Factory." To start with Joe gave an announcement, and followed that by putting on the wrong record. After a slight pause and a hurried, hurried hunt, he put on the right one. And then, as if in a rare commiseration the first words to come out were, "Poor Joe."

Batoncers At War

While drumming up a new angle for his record program on WPAT, Paterson, N. J., Steve Ellis recapped names of name band leaders to note that 24 of them entered the armed services since Pearl Harbor. Of the two dozen, 10 are in the Navy; 9 in the army; 3 in the Merchant Marine; 1 in the Coast Guard and 1 in the RCAF. Ellis devoted one week of platters to them.

End Pittsburgh Strike; Old Contract Renewed

Strike against WJAS and KQV, respectively CBS and Blue affiliates in Pittsburgh, by local 40 of the American Federation of Musicians, and the subsequent ban on these networks' remote dance band broadcasts, ended yesterday, when the local agreed to continue on its old contract. The Blue returned to its remotes at 6:30 p.m. with "The Korn Kobbler." CBS, however, retained its regular strike sched- (Continued on Page 2)

Blue's Spot Business Reveals 37% Increase

Gross time sales on the four stations represented by the national spot sales department of the Blue Network were 37 per cent higher in 1942 than in 1941, according to figures released yesterday by Murray B. Grabhorn, national spot sales manager, (Continued on Page 3)

Lucky Strike Teaser Campaign Aired In Court; Decision Soon

Radio Production Clinic Readied By Radio Execs

Julius Seebach, WOR's vice-president in charge of programs, will conduct the first in a series of six radio production clinics mapped out by the Advertising Club of New York for its evening courses. Eugene S. Thomas, sales manager of WOR, is director of the radio production (Continued on Page 2)

All Network And Station Commentators Have Field Day Interpreting News; Tremendous Int'l Campaign

Legion Official Heard In Defense Of Doran

Washington Bureau, **RADIO DAILY** — Washington — Homer L. Chaillaux, director of the National Americanism Committee of the American Legion, appeared yesterday in support of Robert J. Doran, president of North-eastern Pennsylvania Broadcasters, Inc., as the inquiry in which the FCC seeks to determine whether (Continued on Page 5)

Princeton U. Alumni To Tune In On Exercises

Princeton men will be enabled to take it easy and listen to Old Nassau's annual commencement exercises and the yearly meeting of their National Alumni Association next Saturday. CBS is providing facilities for the old grads to get together almost as (Continued on Page 2)

New Child Actor Bill; Okayed By Broadcasters

Albany—Bill to repeal present laws which bar all exhibitions and broadcasting by children under age 16 was introduced yesterday by Assemblyman Harold B. Ehrlich and Senator (Continued on Page 2)

A barrage of unprecedented broadcasts by the Overseas Branch of the OWI and the Co-Ordinator of Inter-American Affairs for overseas and Latin-American consumption, also by a pretentious parade of news analysts and commentators on all networks and stations here for domestic consumption during the past two days, gave historic coverage and embellish- (Continued on Page 5)

Alec Templeton Set By Dubonnet On Blue

Schenley Import Corp. has finally closed a network deal for promoting its Dubonnet Wine, but account has gone to the Blue Network instead of CBS where negotiations had started. (RADIO DAILY January 6). Pact will feature Alec Templeton in "Alec Templeton Time," starting March 1, (Continued on Page 3)

RCA Victor Adds Time Via New Brazil Outlet

Sponsorship of the inaugural program on South America's newest shortwave broadcasting station, Radio Nacional, at Rio de Janeiro, Brazil, a (Continued on Page 3)

What a Customer!

St. Louis—Rush Hughes, of KWK, who is conducting two record shows daily recently received a letter from a woman asking where she could buy some of the records he played. Hughes asked her to send a list and he would get them for her. She sent the list and included a check made out to him. But the amount of the check was left blank!



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

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FINANCIAL

(Tuesday, Jan. 26)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	133 3/4	132 3/4	133	+ 1/2
CBS A	16 3/4	16 3/4	16 3/4	+ 1/2
Crosley Corp.	9 3/4	9 3/4	9 3/4	+ 1/2
Gen. Electric	33 3/4	32 3/4	33 1/4	+ 1/8
Philco	15 1/4	15	15 1/8	+ 1/8
RCA Common	6	5 7/8	6	+ 1/8
RCA First Pfd.	62 3/8	62 1/8	62 3/8	+ 1/2
Stewart-Warner	8 1/2	8 3/8	8 1/2	+ 1/8
Westinghouse	85	84 1/2	85	+ 1/8
Zenith Radio	23 1/4	22 3/4	22 7/8	+ 1/8
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	19 3/4	19 3/4	19 3/4	- 1/8
OVER THE COUNTER				
	Bid	Asked		
Farnsworth Tel. & Rad.	4 5/8	4 7/8		
Stromberg-Carlson	6 7/8	7 1/8		
WCAO (Baltimore)	19	21		
WJR (Detroit)	20			

Auchincloss Resigning Agency Post On July 1

(Continued from Page 1)
ing the shows for American Tobacco Co., in addition to others assigned by the agency. He worked for two years on "Information Please," but withdrew from that production several months ago. He is currently working the "Old Time Hit Parade" to replace the Golenpaul quiz, and Lucky's Saturday evening "Hit Parade."

His remaining on the job until July 1 is to break in someone to take over his chores. Auchincloss will treat himself to a summer hiatus before embarking on a free lance career.

WNEU Cancels 7 Hours To Carry FDR "Birthday"

(Continued from Page 1)
hours of broadcasting will be interrupted only by five-minute news breaks each hour on the half-hour. All sponsors whose programs are affected by the station's gesture on behalf of the National Foundation for Infantile Paralysis, will receive either refunds or make-up periods. Martin Block and Benay Venuta will jointly emcee the entertainment.

New Child Actor Bill; Okayed By Broadcasters

(Continued from Page 1)
William Hampton. Present bill is same as last year's amended Ehrlich Bill which passed both Houses of the Legislature but was vetoed by Governor Lehman. In its present form bill was approved by all broadcasting companies and stations last year, having been amended several times by author to fit radio needs.

Bill would allow non-professional radio broadcasting by children under 16 during school hours; also up to two hours weekly from studios of a broadcasting company. Additionally, it provides for consent for participations in broadcasts, rehearsals, etc., with local educational authorities the delegated officials. Such consent could be given for a period not to exceed six months, and could be renewed for like periods from time to time.

Application in writing would be delivered to licensing authorities 72 hours before original proposed performance, etc. Need for this legislation comes about due to present prohibitions against all such broadcasting, exhibitions, etc., in the penal and labor laws. Upstate in many instances law has been strictly enforced, hampering both professional and non-professional appearances.

Seal Succeeds Tollinger As Coast Show Producer

West Coast Bureau, RADIO DAILY
Hollywood—Bob Seal replaces Ned Tollinger, newly appointed production manager of NBC-Hollywood as network producer of the Rudy Vallee, Bop Hope and Great Gildersleeve shows. Seal comes to Hollywood from San Francisco, where he has been production manager of KPO.

Edouard Beaudry

Montreal—Edouard Beaudry, 33, CBC correspondent in North Africa, was killed by anti-aircraft fire when the plane in which he was a passenger strayed over Spanish Morocco, his wife has been advised by cable.

Beaudry, a Belgian by birth, was widely known in newspaper and radio circles in the Province of Quebec, where he started free-lance broadcasting in 1931. About five years ago he formed a radio program agency, Beaudry and Harwood. When war broke out he joined the overseas unit of CBC and was regularly heard interviewing French-Canadian troops in Britain until sent recently to North Africa to broadcast descriptive stories from Algiers. His wife, Yvette Gagnon, a former member of CBC staff, and one child survive. They reside in Montreal.

N. J. Governor Series

Governor Charles Edison will begin a new series of weekly broadcasts today at 8:45 p.m., EWT, from the WAAT, Newark, studios atop the Hotel Douglas. The talks, which are titled "The Governor Reports to the People of New Jersey," will also be heard over a state-wide network, which will include WTTM, Trenton and WFGP, Atlantic City.

Salary Ceiling Change Provided In House Bill

(Continued from Page 1)
Section IV of the act, which provides that the President may not direct the reduction of salaries and wages below the highest level from Jan. 1 through Sept. 15 of last year, unless it be to correct inequalities or aid in prosecution of the war.

The executive order setting the salary ceilings stated that the action was taken "to correct inequalities and aid in the prosecution of the war." Rep. Wolcott has rewritten the section to make it plain that this reasoning may be used only in individual cases and not as a general policy such as contained in the executive order. As rewritten, the bill would not permit reduction of wages for any reason whatsoever, and would also rule out any possibility of a future order to place a ceiling on income from sources other than salary.

The bill has been referred to the Banking and Currency Committee. In the event that it is reported, passed and then vetoed by the President, a two-thirds majority of both houses of Congress would be necessary for enacting it into law.

Radio Production Clinic Readied By Radio Execs

(Continued from Page 1)
clinic, and announced the following schedule: Feb. 4, "Programming" by Seebach; Feb. 8, "Words and Music" by Robert Simon, director of WOR's continuity; Feb. 11, "Production in the Studio" by Roger Bower, WOR's senior producer.

The three remaining sessions will be conducted by Frank Dahm, free lance writer; Robert Colwell of J. Walter Thompson, and Mrs. Harold Milligan of the NAM.

Clinic classes will be held at WOR's studios to give sessions air of realism, and also facilitate demonstration of transcriptions, etc. Other clinics on copy, sales promotion, etc., in the Advertising Club course, are usually held at the Club's headquarters. Classes start at 6:15 and run usually to 8 p.m.

End Pittsburgh Strike; Old Contract Renewed

(Continued from Page 1)
ule for the evening, and returns to its remotes today.

Network remotes were pulled last Wednesday, by James C. Petrillo, on grounds that the stations had failed to come to terms with the local. Local had asked for 46 instead of 40 weeks work. Strike order came as a surprise to the management of the stations, according to H. K. Brennen who told RADIO DAILY, last evening, that the old contract remained intact for another 40 weeks.

Wedding Bells

Nashville, Tenn.—Lt. Jim Lucas, formerly head of the continuity department for Associated Music Publishers, New York, and now stationed at Fort Knox, Ky., will be married on Jan. 30 to Virginia Williamson of this city.

COMING and GOING

LEWIS ALLEN WEISS, vice-president and general manager of the Don Lee Broadcasting System, is in Chicago for the meeting of the Mutual directorate which will be held Friday at the Blackstone Hotel.

ARTHUR J. KEMP, Pacific Coast sales manager for CBS, is in New York on a short business trip.

F. E. BUSBY, commercial manager of WMOB Mobile, has arrived from Alabama for a short visit on station and network business.

S. A. "STEVE" CISLER, president and manager of WCRG, Louisville, Ky., to Quantico, Va., to take up his duties as a lieutenant in the U. S. Marines.

A. R. HEBENSTREIT, president of KGGM, Albuquerque, N. M., paying a call yesterday at the offices of CBS.

HAROLD THOMS, president and station manager of WISE, Asheville station of the Danville Boone Network, is here from North Carolina to confer with the New York station reps.

MINERVA RODMAN, traffic department secretary at WOV, has left for a two-week visit in her home town, Bardonia, Ky.

CHICO MARX and the members of his band left Chicago yesterday for South Bend, when they will play at a Notre Dame University prom. They'll be back Friday for an engagement at Chicago's Oriental Theater.

BOB HAWK, quizmaster on the "Thanks to the Yanks" program on CBS, makes a personal appearance today at Camp Kilmer, near New Brunswick, N. J., for the entertainment of the servicemen.

CHARLES E. DENNY, general manager of WERC, Erie, Pa., spending a few days in New York on station business.

ROBERT L. KENNETT, program manager of WHAS, Columbia outlet in Louisville, is in town for conferences with network executives.

Princeton Alumni Set To Tune In On Exercises

(Continued from Page 1)
usual and hear the proceedings at a luncheon which is to bring both the commencement exercises and the alumni convention into common focus. Program will be heard 2:05 to 2:30 p.m., EWT.

FDR On All Webs Sat.

President Roosevelt will be heard on the "America Salutes the President" program, Jan 30, 11:15 p.m. to 12:15 a.m. This program will be heard on all four networks—NBC, CBS, MBS, and the Blue Network.

W P E N
THE PROOF IS IN THE LISTENING
Philadelphia
5000 WATTS • 950 ON THE DIAL
Affiliated Station of the Atlantic Coast Network

Lukies Teaser Copy Has Its Day In Court

(Continued from Page 1)

his decision awaits the filing of affidavits by the owner of the program and an answer today by attorneys of the tobacco firm.

The matter of ethics and good taste was featured prominently in the statement of Judge Shientag, who said:

"I don't think it's in good taste to repeat this thing time after time, unless you have no here to decide on good taste," Justice Shientag remarked. "But I'll study this further and decide later."

Listener Mail Read

In the contention of Dan Golenpaul that the use of the slogan is causing listeners to be alienated and changing his investment. As proof of his contention, Charles F. Goldberg, attorney for Golenpaul, offered evidence from listeners protesting against the slogan as proof of Golenpaul's claim.

While George W. Whiteside attorney for the sponsor agreed that Golenpaul has full right to control artistic and entertainment portions of the program, the sponsor has the right to exercise authority over commercial aspects of it.

Whiteside told the court that the program is being used to advertise a new program that is sponsored by the tobacco company which will originate from Carnegie Hall at the termination of the present contract which exists between the litigants.

Goldberg Charges Bad Taste

The company's right to advertise a new program on "Information Please" was upheld by Judge Shientag, but he said that he doubted that constant repetition was helpful. Whiteside countered with the statement that the last phrase used repeatedly, "Lucky Strike Green Has Won To War," boosted sales of Lucky Strike 38 per cent in November, and added that it was the principal factor in informing the public early that war priorities had caused a change in the wrappings of the product. It was brought out that the phrase had caused the ruction between the sponsor and the plaintiff. Goldberg's contention that the phrase was in bad taste and thus harming the program.

"The essence of 'Information Please' is good taste and any bad taste

CLOSE THAT DEAL TOMORROW BY TELEGRAPHING TODAY VIA

Postal Telegraph

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

★ PROMOTION ★

"The Kid In Upper 4"

The "ad" which caused such widespread comment, "The Kid in Upper 4," which was originally put out by the New York, New Haven and Hartford Railroad Company has been further promulgated as a promotion piece. CBS-N.Y., and the railroad company, in a joint tie-up have utilized the ad in card form and displayed it in all the company trains.

The card, done in red, white and blue, features the picture of the "kid" and "The American Melody Hour" the CBS program which highlighted the ad by airing the song that was written about him.

Eight stations that are located in areas fed by the railroad are listed in boxes on each side of the card. Those stations listed are WEEI, Boston; WABC, N. Y.; WDRC, Hartford; WMAS, Springfield, in one box, and WPRO, Providence; WBRY, Waterbury; WORC, Worcester, and WLAW, Lawrence, in the other.

Also featured on the promotional

KDKA' Maps

KDKA, Pittsburgh, is taking a new slant in the way of promotion pieces. The latest to be issued is in the form of a brochure and goes off the beaten trail by using a series of performance maps. These maps, ten in number, tell the KDKA sales story.

Nine of the maps show the response received from various offers broadcast by the station during morning, afternoon, and evening hours, while the tenth is a composite picture of all returns.

The maps were prepared from a complete analyses of all mail received in response to the offers.

The brochure is the work of W. B. McGill, station promotion director who says the maps are presented as a guide for returns that sponsors can reasonably expect from a radio offer made over KDKA.

card are the names of the singer of the song "The Kid In Upper 4" and its composer.

Alec Templeton Set By Dubonnet On Blue

(Continued from Page 1)

Mondays, Wednesdays and Fridays, 10:30-10:35 p.m., on 84 stations.

Signing of pact places Schenley on two networks, now, with sponsor plugging its Cresta Blanca wine on Mutual with an elaborate talent set-up. Account is handled by the William Weintraub agency. Templeton's last network series, a half-hour production on NBC, expired April, 1941. He has been guesting since.

Dubonnet may be plugged on the appetitif angle and not so much as a beverage.

creeping into it is a threat to Golenpaul's investment," he said. Goldberg pointed out that the experts Kieran & Adams and others are in the best of taste as are the questions asked.

The defendant's attorney said that Golenpaul had profited handsomely from the American Tobacco Company's sponsorship of the program. He added that so far as property rights were concerned, "we have paid to this plaintiff \$8,500 in advance each week, without one cent cost to himself. This means," he said, "we pay in excess of \$22,000 for our show on the air each week, and since this contract has been in force, we have paid more than \$1,260,000 for the program."

Whiteside Denies Malice

Whiteside denied that the tobacco company had any malice in injecting the oft-repeated slogan in the program. He pointed out that the company had planned to praise "Information Please" to the skies "when we have the concluding program on Feb. 5."

At the close of the hearing, the jurist remarked: "Jingles are not in bad taste when they are properly used—but they may be in bad taste in the number of times they are used."

RCA Victor Adds Time Via New Brazil Outlet

(Continued from Page 1)

series of nightly news broadcasts in six of the continent's major cities and a "Pan-American" series of albums are the latest developments in RCA Victor's "Good Neighbor" policy. Via a 15-minute nightly program, the RCA Victor Division broadcasts Associated Press newscasts in Rio de Janeiro, Santiago, Havana, Mexico City, and Buenos Aires.

Suggested by V. P. Wallace

The Pan American series of Albums is an outgrowth of Vice-President Wallace's suggestion of the NBC series "Down Mexico Way." This program's title was later changed to "Pan American Holiday." Following this RCA Victor recorded and released its Pan American series albums.

Always Popular
Now More POWERFUL

WCAO

The Voice of Baltimore

NOW
5,000 W · DAY & NIGHT
600 KC

The Only Columbia Station in Maryland

PAUL H. RAYMER CO., Nat'l Sales Representative
NEW YORK · CHICAGO · SAN FRANCISCO · LOS ANGELES

Dominant **NBC** Basic Station
In This Area



1150 KC • Wilmington, Delaware

PRODUCING SALES CONSISTENTLY

Listener loyalty produces sales for advertisers. WDEL covers the booming industrial and agricultural market—(Delaware, southern New Jersey, parts of Maryland and Virginia)—maintains loyal morning-to-night audiences with its outstanding NBC basic network shows and local programs keyed to the section.

5,000 Watts day and night, WDEL can sell profitably for you at surprisingly little cost—write direct or to:

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

Los Angeles

By JAC WILLEN

CLYDE SCOTT, commercial manager of KFI, sprained his ankle recently and will be at home for several days. Ryder, who will supervise the broadcast, with production being handled.

Dick Joy, KNX-CBS announcer-news-caster, has definitely cinched the Hollywood record for making transcriptions for the war effort by doing four more jobs for the OWI and the special services division of the Army. Joy's total now approximates 400 recordings made for government purposes.

"The Family at War," a weekly quarter-hour program dramatizing the problems of the home, started over KFI Saturday at 11:45 a.m., PWT. The program is presented by NBC in cooperation with the National Congress of Parents and Teachers.

Haven MacQuarrie's "Noah Webster Says," heard over NBC Saturdays 4:00 p.m., PWT, appears to be one of those sleeper programs that is pulling in loads of regular mail from all over the country but has been overlooked by the agencies who could find an easy sponsor for this good show.

Food rationing, opines Billy Mills, rotund radio maestro, may result in better radio programs. Because even musicians will be allowed only one can of corn at a time.

Gagsters over at RKO studio presented Mel Burns, head of the RKO-Radio make-up department with a plaque honoring him as the "out-standing radio performer of the year" and the one who has made the greatest sacrifice.

Gag was inspired when Burns, a heart's addict, turned down a game of hearts to be interviewed by Erskine Johnson on KECA the night before. Plaque was inscribed to Mel (Orson) Burns.

Don E. Gilman, vice-president in charge of the Blue Network's Western Division, has been named head of the Public Service Division of the Special Gifts Committee of United Nations War Relief in Los Angeles.

All-Canada Radio Facilities Toronto, has taken Dominion and Newfoundland rights to "White Eagles," transcribed juvenile serial from R. U. MacIntosh and Associates, North Hollywood, through Ralph L. Power Agency.

Ted Steele Show On WOR

Ted Steele will be starting a new musical program on WOR Sunday evenings within a week or two. He has wound up his NBC contract which expired the first of the year. His post as program director at Atlantic Coast Network is at completion too, though he will remain in an advisory capacity to the network on musical bookings. Original ACN plans to build a program around Steele, himself, in the afternoons, met the obstacle of inability to clear time throughout its stations.



Memos Of An Innocent Bystander. . . .!

● ● ● Blue web getting ready to give the same build-up to its day-time setup as they've done with the night. Talk about several big new shows being lined up. . . . When Kate Smith goes to Hollywood in March, it will be to appear in the movie version of that all-soldier hit, "This Is The Army" . . . Now that we're in mood for questions, what's all this talk about Barry Wood quitting the new Lucky Strike show? . . . Carol Bruce going off the Jolson show. Temporary set-up will be a different singer each week. . . . Paul Lavalle brings his "Basin St." troupe into the Roxy Feb. 3rd—their first outside booking. In the "diva" spot will be Connee Boswell. . . . Kay Kyser, who dotes on breaking records, now holds the one for consecutive appearances for a bandleader at the Hollywood Canteen, having been there 18 straight Saturdays, with more to come. . . . Frank McMahon, producer of CBS' "Gay Nineties," for the first time in radio, has appointed an advisory board to keep program in the spirit of the era it is supposed to represent. . . . Inga Adams is back in "Radio Reader's Digest" now that her son is six weeks old. Husband is Ian Martin, also featured in that series. . . . Al & Lee Reiser signed for the new Veloz & Yolanda show, "Dansation," opening at the Mansfield Feb. 4th. . . . "Go Get It" winds up its run on WOR tonight. An inexpensive show and going off with a Hooper rating of 7.5, a sponsor could go far and do much worse than consider this brain-child of Mary Chase's.



● ● ● Seems like everybody's writing a book these days. As Sgt. Jimmy Cannon put it, the trouble today is that there are too many writers and not enough readers. Geo. Jessel's autobiog is due soon—Sophie Tucker's memoirs will be between covers before long—John Barrymore's career is being recorded by Gene Fowler—and Larry Adler is working on a book tagged "From Hand To Mouth."



● ● ● When Edgar Kobak, the Blue's executive v.-p., left two weeks ago on his vacation, he refused to tell anyone where he was going. Said he was getting away from everything pertaining to radio and just wanted a complete rest. Monday he returned to his desk looking hale and hearty and what's more, rested. We just learned where he spent his vacation—and we hope that revealing it here doesn't get us barred from the lot. He had intended going to Augusta, Ga., but the army had taken over the hotel. Then he thought of Miami but train schedules conflicted. Result was that the entire two weeks were spent at the Pierre Hotel here—a scant mile from his own apartment! And most of the time was spent ducking his friends and business associates!



● ● ● Unless we miss our guess—and badly—Cottenseed Clark is liable to find he's got a click show on his hands in "West of the Pecos," a western thriller he's written and produced. Show is based on the life of the fabulous Judge Roy Bean, who was the "law west of the Pecos" in his day. We happened to catch the audition record yesterday and being a dyed-in-the-wool Zane Grey fan, we cottoned right up to Cotten's tale of the west's bad men and wanted to be among the first to three-sheet it.



● ● ● Col. Lemuel Q. Stoopnagle, who is carrying on a spirited, if underground campaign for the post of Mayor of Radio City, offers the following as his platform: He promises to have the elevators changed so they can take a man right to his office—the scrapings from the Rockefeller Center Ice Rink will be put in a slush fund—he will close Rockefeller Plaza permanently instead of just one day a year—he will unlay the corner stone and promises to kiss all babies—providing they're over 18!



—Remember Pearl Harbor—

Chicago

By FRANK BURKE

EXPANSION of WBBM's radio press service to permit a 24-hour news coverage daily has been announced with the desk placed on a swing shift basis, with the dog watch alternating among the staff newsmen. WBBM news rooms service now includes Associated Press, Press Association, United Press, regular UP wire, International News Service and Western Union sports wire. Jim Crusinberry heads the news personnel.

Gracie Barrie, whose husband, Dick Stabile, is in the Coast Guard, is the first woman orchestra leader to take over a major Chicago spot. Gracie's band will be heard over WGN-Mutual from the "Blackhawk" starting Jan. 27.

Despite sub-zero temperatures, Phil Spitalny and his "Hour of Charm" orchestra are piling up a big gross at the Chicago Theater this week and garnering a lot of newspaper space.

No one is slated to succeed Al Hollender of WIND-WJJD when he joins Office of War Information staff in New York this week. Al's duties will be taken over by the present staff members under Ralph Atlass, president.

Jim Kane leaves this week-end for his new post in the CBS publicity department, New York.

Guy Savage, former WGN announcer, now handling the "Air Edition" of the Chicago "Sun."

John Holbrook's news program aired every Tuesday, Thursday and Saturday from 1:45-2 p.m., has been renewed for an additional 13 weeks by the Corn Products Refining Company through C. L. Miller, New York.

Charlie Garland, WBBM executive and mayor of Des Plaines, Ill., has taken leave of his post as divisional director of the OCD, so that he may participate in the coming political campaign.

Ned Le Fevre, former NBC announcer and at present chief petty officer in the Coast Guard, has been assigned to the Chicago Coast Guard District, and with his wife, Barbara Luddy, star of "Lonely Women," has taken a house here.

Mutual has called a meeting of the board of directors for Friday, Jan. 29, in the Blackstone Hotel. Executive committee sessions will precede the board meeting on Jan. 27 and 28.

Tune In
"THE THREE CHANCES"

9:30 to 10:00 WABC

TONIGHT

"GOOD LISTENING PROGRAM"
TOM KENNEDY 607-5th AVE.
EL.5-1877 N. Y. C.

Defense Official Heard Defense Of Doran

(Continued from Page 1)
 is fit to hold the broadcast
 for WBAX, Wilkes Barre,
 after a month's recess. The
 is expected to conclude to-
 with the appearance of two
 called by Doran's attorney,
 Porter, whose testimony is
 to be in refutation of charges
 Doran admitted arranging nu-
 speaking engagements for Col.
 Sanctuary. Col. Sanctuary is
 28 under indictment here for
 space to impair the morale of
 armed forces. Chaillaux, who has
 and his post for the past nine
 spoke mainly on the Ameri-
 can policies of the Legion—
 which Doran, as local chair-
 man supposed to follow.

Impressive "Radical" List
 Chaillaux, questioned by Commis-
 sioner Marcus Cohn and At-
 torney John Farrell and George
 representing other applicants
 for the WBAX license, admitted that
 he considered such men as Supreme
 Justice Felix Frankfurter, Dr.
 Haynes Holmes, Rabbi Stephen
 Wise, Albert Einstein, Oswald
 Reiss Villard, Alexander Meikle-
 don, John Dewey and Bishop Francis
 Connell, president of the Fed-
 eration of Churches of Christ
 in America, to have shown at times
 past pronounced radical ten-
 ets although he refused to say
 he considers them all "reds" to-

Story Vague on Book Burning
 he believes in free speech,
 he thinks local police should
 determine whether free speech is being
 violated. As for freedom of thought
 in the press, Chaillaux said "On
 occasions I have outlined books
 in schools and suggested to local
 officials that they suggest to local library
 that these books should not
 be for reference by school chil-
 dren. This statement was in answer
 to a question as to whether he was
 responsible for Doran's action which
 resulted in the burning by the head
 of Wilkes Barre school board of
 100 copies of "I Went to Pit-
 tsburgh" a book which purported
 to show conditions in the coal fields
 of that city. Chaillaux could
 not say whether he was respon-
 sible for that specific incident.

Radio Supplies Huge Coverage Of FDR's Casablanca Meeting

(Continued from Page 1)
 ment to the 10 p.m. announce-
 ment last evening, of President
 Roosevelt's trip to Casablanca,
 North Africa to confer with
 Prime Minister Winston
 Churchill and the French lead-
 ers, De Gaulle and Giraud.

Starting at midnight Monday, and
 running for 22 hours, the OWI short-
 waved, 548 live announcements in 21
 languages via 23 shortwave trans-
 mitters. First announcements up to
 11 a.m. yesterday, were general state-
 ments concerning American interest
 in the welfare of the European people
 and contemplation of military action
 for their rescue. At 11 a.m. yester-
 day, the shortwave announcements
 became specific, asking the listeners
 to tune in at 10 p.m. for special re-
 port. Announcements also telling that
 the same would be carried by BBC
 and CBC in its broadcasts reciprocated
 by announcing that the impor-
 tant news could be caught on the
 American frequencies too. All an-
 nouncements were inserted in all pro-
 grams, accounting for the live quality.

Language Breakdown
 Breakdown by languages of the first
 set of shortwave announcements is as
 follows: 126 times, English; 78 Ger-
 man. 129 French; 70 Italian; 49 Span-
 ish; 18 Portuguese; 9 Polish; 3 Dutch;
 4 Hungarian; 5 Romanian; 4 Swedish;
 4 Finnish; 5 Danish; 5 Norwegian; 8
 Serbian; 8 Arabic; 12 Czechoslava-
 kian; 2 Greek; 2 Persian; 4 Turkish
 and 3 Bulgarian. The 721 announce-
 ments of the African conference were
 divided as follows: 150 English; 74
 German; 271 French; 61 Italian; 50
 Spanish; 19 Portuguese; 12 Polish; 7
 Dutch; 4 Hungarian; 5 Romanian; 6
 Swedish; 5 Finnish; 6 Danish; 6 Nor-
 wegian; 8 Serbian; 12 Arabic; 12
 Czechoslavian; 2 Greek; 2 Persian;
 6 Turkish and 3 Bulgarian.

In addition, the OWI's "Voice of
 America" broadcasts in English,
 French and German were rebroad-
 cast by BBC over 7 wave lengths.
 Censorship regulations affecting the
 release of the report gave radio an
 advantage over newspapers because
 the 10 p.m. release hour last night
 prevented the dailies from getting any
 papers into the hands of the public
 before that time. Nor was it likely
 that listeners, having been summoned
 to their sets by teaser announcements
 on Monday evening would interrupt
 their listening to the historic broad-
 cast to run to the corner newsstand
 for a paper.

CIAA Began at 9 p.m.
 The CIAA began shortwaving teaser
 announcements to Latin-America on
 the North Africa meeting Monday
 evening at about 9 p.m. (CIAA airs
 between 5 p.m. and 1:30 a.m.). An-
 nouncements calling attention to the
 fact that at 10 p.m. Tuesday night
 there would be a momentous release
 were aired about every half hour.
 Frequency was increased last evening,
 with broadcasts going out every 15
 minutes in three languages: Spanish,
 Portuguese and English. In addition,

the radio division of the CIAA ar-
 ranged two point-to-point broadcasts
 via CBS and NBC last evening to
 Brazil and other South American
 republics.

In all, the CIAA schedule was
 beamed over 12 transmitters. About
 10 extra commentators were sched-
 uled for special broadcasts in native
 tongues to the Latin-American coun-
 tries which they represented.

Commentators Paradise
 Luckiest break in the field day for
 the analysts fell to two commenta-
 tors, John B. Hughes (Mutual) and
 Raymond Gram Swing (Blue), both
 of whom have regular 10 p.m. broad-
 casts. Both gave the initial report-
 ing for their respective networks,
 and had first crack at commenting on
 the subject.

On NBC, the Bob Hope program
 had its first five minutes cut off for
 the announcement. CBS cancelled
 two sustainers to play up the project
 for 45 minutes. Mutual devoted the
 whole half hour following the an-
 nouncement to a round-up of com-
 mentators, also. Both the Blue and
 NBC had permitted a lapse of time
 between the newscast and the special
 feature embroidery by commentators.
 NBC at 11 p.m. cancelled the repeat
 of the Fred Waring show and aired its
 appreciation to Chesterfield.

Mutual's array of commentators
 talent, after the John B. Hughes
 jump-off from the West Coast at 10
 p.m. with the prize release, was high-
 lighted by a last-minute booking of
 Wendell Willkie for comment. Others
 heard included Raymond Clapper and
 Fulton Lewis, Jr., from Washington,
 D. C., and Paul Schubert, from New
 York. The planned commentary of
 Arthur Mann from Algiers fell
 through because of bad reception as
 did the programs of other network
 representatives in Africa.

NBC Offered Lengthy Review
 NBC broadcast the commentaries of
 John MacVane as cabled from North
 Africa earlier in the day. Ed Herlihy
 read the MacVane message, after
 which it was discussed by H. V.
 Kaltenborn. CBS broadcast the cabled
 comments of Charles Collingwood.
 CBS's commentator round-up was
 Murrow, London; Eric Sevareid, Wash-
 ington; William Shirer and Major
 George Fielding Eliot, New York;
 sundry announcers reading a round-
 up of newspaper editorials, and Cecil
 Brown, New York. CBS presented a
 transcription of the special broadcast
 at 2:05 a.m.

NBC presented a fast round-up of
 Washington and London, England, 10-
 10:05, and then offered the lengthy
 review from 11 to 11:30, starting off
 with H. V. Kaltenborn, New York,
 and moving to London for Morgan
 Beatty and Elmer Peterson. This was
 followed by John W. Vandercook and
 W. W. Chaplin from New York, and
 Robert St. John and Richard Hark-
 ness from Washington. The regular
 11 p.m. newscast on NBC by George
 Putnam was moved to 11:30. Net-
 work also added five minutes to its

Blue's Spot Business Reveals 37% Increase

(Continued from Page 1)
 the individual increase in billings
 in 1942 over the previous year for
 each station being as follows: WJZ,
 New York, 34.5 per cent; WENR, Chi-
 cago, 41.5 per cent; WMAL, Wash-
 ington, D. C., 18.6 per cent; and KGO,
 San Francisco, 73 per cent.

This increase in time sales is doubly
 significant, as Grabhorn pointed out,
 in view of the fact that the national
 spot sales department of the Blue
 came into being practically over
 night. Up to January 31, 1942, the
 four stations were represented in the
 national spot field by the NBC spot
 sales department. The following day
 responsibility for national representa-
 tion was shifted to Blue spot sales,
 with the changeover in line with the
 setting up of the Blue Network as an
 organization independent of NBC.

According to Grabhorn the manner
 in which the new department handled
 the task imposed is described in the
 following table giving the cumulative
 increase month after month in 1942
 over 1941:

Month	Cumulative Percentage of Increase Per Cent
January	2
February	4.6
March	8.3
April	10.1
May	16.3
June	22.2
July	27.8
August	35.3
September	38.2
October	35.2
November	35.6
December	37

12:55-1 newscast, by starting at 12:50.
 The Blue at 10:30 p.m., aired reac-
 tions of Washington execs via a roving
 microphone carried by William
 Hillman, its Washington correspondent,
 at a dinner given in honor of Dr.
 Guani foreign minister of Uruguay.
 Among those heard over the Hillman
 microphone were Rep. Tom Connally,
 Speaker Sam Rayburn, Rep. Joseph
 W. Martin, Sen. Claude Pepper, Rep.
 A. Jennings Randolph, Sen. Theodore
 F. Green and Rep. Luther Johnson.
 Earl Godwin and H. R. Baukhage
 were on following the dinner. Net-
 work then returned to New York to
 offer Roy Porter. Major Paul D.
 Malone wound up from San Fran-
 cisco.

BEST and the MOST
 FOR YOUR DOLLAR

NBC

In America's

INDUSTRIAL ACTIVE

ARTFORD

100 WATTS BASIC BLUE

NOT JUST MONROE COUNTY

but WHAMland

WHAM

43 counties . . . 18 trad-
 ing centers . . . 900,000
 radio homes . . . 5,303
 factories . . . 140,518
 farms.

Not! Rep. George P. Hollingsby Co.
 50,000 Watts... Clear Channel... Full
 Time... NBC Blue and Red Networks

ROCHESTER, N. Y. "The STROMBERG-CARLSON STATION"

GUEST-ING

MADELEINE CARROLL and ILKA CHASE, on the "Carnival" program, tonight (WOR-Mutual, 9:15 p.m.).

SOPHIE TUCKER, GEORGE JESSEL, BARRY WOOD and ANITA LOUISE, on the "Stage Door Curtain," tomorrow (WABC-CBS, 9:30 p.m.).

STUART CHASE, economist and writer; CLOUD WAMPLER, president of the Carrier Corporation of Syracuse, and DR. LEWIS H. HANEY, professor of economics at New York University, discussing "Can Good Living Standards Be Assured Americans After the War," on "America's Town Meeting of the Air," tomorrow (WJZ-Blue Network, 8:30 p.m.).

HARRY HERSHFELD, on "Double or Nothing," Friday (WOR-Mutual, 9:30 p.m.).

GEORGE RAFT, in an adaptation of "The Glass Key," on the "Phillip Morris Playhouse," Friday (WABC-CBS, 9 p.m.).

JAN STRUTHER, author of "Mrs. Miniver," on the Living World Series of Columbia's "School of the Air of the Americas," Friday (WABC-CBS, 9:15 p.m.).

JINX FALKENBURG, athlete, model and film star, on "Stars Over Hollywood," Saturday afternoon (WABC-CBS, 12:30 p.m.).

DR. WILLIAM J. MORSE, of the Department of Agriculture, discussing "Soy Beans As a Part of Food," on "Adventures in Science," Saturday (WABC-CBS, 1:30 p.m.).

RUDOLF SERKIN, pianist, on the program of the New York Philharmonic Symphony, Sunday (WABC-CBS, 3 p.m.).

Gulf Oil Corp. Renewing "We The People" On CBS

The Gulf Oil Corp. announced that effective Feb. 14, it is renewing "We the People" over the Columbia Broadcasting System. Gulf Oil has sponsored programs continuously over CBS since October, 1934. With the renewal, the show will continue to be broadcast over 80 stations of the network, and is heard Sundays from 7:30-8 p.m., EWT. Milo Boulton is emcee and Oscar Bradley directs the orchestra.

"E" Award On Mutual

The joint Army-Navy "E" Award for outstanding production in war work will be given the Hoover Sweeper Company of Canton, Ohio, on Tuesday, Feb. 2. A special broadcast of the award ceremonies, presided over by Fulton Lewis, Jr., will be from 3-3:30 p.m., EWT, over the Mutual network. The program, sponsored by the Hoover Company, will be heard on 39 stations coast-to-coast.

WORDS AND MUSIC

By HERMAN PINCUS

APLAUSE DEPT.: Although George Lowther, writer-director of the Mutual Network's "Superman Series," didn't want it mentioned, we think it proper to publicly applaud Lowther's kind response to a recent WOR broadcast on behalf of a blind man who had lost his Seeing Eye dog and couldn't afford to buy another. Last week, Lowther presented the blind man with a thoroughbred Great Dane. Superman scores again. At least with us.

★ ★ ★

Florence "Smiles" Hayes, receptionist at the William Morris office in the RKO building keeps up a constant regular correspondence with twenty former Wm. Morris employees, now in Uncle Sam's armed forces. That makes Florence a full-fledged member of this pillar's "Applause Dept."

★ ★ ★

Another addition to the ever-increasing membership roll of "Applause Dept." Marjorie Lawrence, who is making a sensational comeback in a wheel chair following an attack of infantile paralysis two years ago. Miss Lawrence, Wagnerian soprano, will sing at the Washington (D.C.) Birthday Ball for the President Jan. 29 and will make her second appearance on "The Pause That Refreshes on the Air" CBS Show, Jan. 31.

★ ★ ★

While chatting over a cup of coffee (you know that light brown beverage that used to be dark brown) with a friend in the NBC drug store t'other P.M. Howard Petrie, NBC announcer, was approached by a man who said, "Pardon me, but I think you have a fine voice for announcing and if you'd care to I'd be glad to give you an audition for an announcing job at—" (for obvious reasons we'll say XZXXZ) ... "Thank you sir," answered Petrie, "but I'm a baritone singer and working." ... P.S.: Petrie had just been named National Winner of the H. P. Davis Memorial Award for Announcers for 1942.

★ ★ ★

When John K. Hutchens, radio editor of the N. Y. "Times," wrote his review of Jack Benny's recent show staged for the benefit of 2,500 trainees at the United States Maritime Training Station at Sheepshead Bay, N. Y., he must have written it in a warm room. We say this because Hutchens, in his review, not only "took off his hat" to Benny's artistry but literally kept it off, and had this taken place outdoors. John K. should surely have become intimate with Ebenezer Q. Pneumonia. This infinitive-splitter feels the same way about Rochester's boss, said affection dating back to 1931 when, while covering production in the east for a trade journal, we watched Benny make a two-reeler for Paramount and suggested a line to Aubrey Scotto, the director of the film, who in turn gave it to Jack who, likewise thought it funny and used it. The fact that the line and the scene was left on the cutting room floor has no bearing on the story. (After 12 years we finally got over it).

★ ★ ★

Mickey Stoner and Bert Reisfeld, a hustling pair of Ascap "tivators," refused to become discouraged when publishers couldn't "see" their song "You Rhyme with Everything That's Beautiful." They played it for Conrad Thibault, who introduced it on the American Album Hour, and the orders for the song prompted Chappell to publish the number.

★ ★ ★

Little Bobby Hookey, five-year-old singing comedian heard on the Horn & Hardart hour, is rapidly getting "hep." Says the little "veteran." "When I want to make people laugh I sing, 'Water, Water, Wild Flower, tell me what to do.'" Incidentally the song is published by Top Hat Music Co.

★ ★ ★

Ben Edwards rates a hand for the song folio book he just published, "Songs of the United Nations." Music libraries of radio stations will find it particularly useful in building "morale-programs."

★ ★ ★

PROGRAM REVIEWS

"OUR SECRET WEAPON"

Philco Radio & Television Corp.
WABC-CBS—Fri., 7:15-7:30 p.m., EWT
Fayre & Ramsdell, Associates
REX STOUT DOING EXCELLENT JOB
DEBUNKING AXIS AND HOME-FRONT
PROPAGANDA; SHOWMANSHIP EN-
HANCES PROGRAM.

There was some doubt, when this program landed a sponsor, as to whether or not it would stand up as well with commercials intermingled with blasts at the Axis. But thanks to the fact that commercials are kept at a minimum and are presented in good taste, there is still plenty of punch in this 15 minute by Rex Stout.

Listeners can be sure that Stout's material is authentic throughout. For as chairman of the Writers' War Board, and an active member of two democratic organizations like Friends of Democracy and Freedom House, Stout has a wealth of facts to offer in answering Axis propaganda.

The method of presentation remains the same. Transcripts of enemy propaganda, as caught on the overseas radio are presented by individuals representing Tojo, Adolf, and Benito. Then Stout presents the cold facts making the Axis chatter sound pretty silly.

For instance, in the broadcast heard most of the air time was devoted to blasting the stuff that is being beamed to America and Britain. Designed to split the American and English people and seed distrust, the Axis spent a week telling the British how terrible we were and vice versa.

Another highlight was the story that Japan offered for American consumption. The Japanese commented in a friendly fashion, Tokio-style offered suggestions for a game designed to make people tell the truth. Their idea was to cut paper cut-figures of three people (the examples being FDR, Navy, and Army officials) pierce the figures with a sharp object and then bury the cut-outs at night. The result, as voiced by the Japs, would be that within 24 hours of respective individuals would suffer dizzy spells and then would stop telling us the Japs weren't so bad after all.

If this is typical of the type propaganda Nippon is turning out, they'd better hire some high powered public relations men and some writers pronto.

This is the calibre program OWI might throw back at Axis listeners just to set them straight on the reaction their propaganda is receiving in the United States.

Stork News

A son, Stephen David, was born Friday to Mr. and Mrs. Joseph Blum of Forjoe & Co. Mrs. Bloom, former Pacelli Diamond, used to work with the Philadelphia Opera Co. was heard on the radio from city.



STOP AND THINK, LADY,

... before you buy another new dress! It's awful pretty, can't blame you for wanting it. But what about Johnny? He's out there, somewhere in the Pacific. Has he got all the fighting equipment he needs to lick those tricky so-and-so's?

How about another round of ammunition? Think what it might mean to Johnny. Suppose he doesn't get it just when he needs it? You wouldn't need the new dress then. You wouldn't be stepping out with him again.

War Bonds buy your fighter the tools he's *got to have* to do his job. It's our job to give 'em to him. So put every cent of your extra money into War Bonds. Buy 'em through the Pay-Roll Savings Plan. At least 10% of your salary every pay day. Not 6%, or 7%, or 8%—but at least 10%. And *more*, if possible.

Many Americans who *ought* to be buying War Bonds through the Pay-Roll Savings Plan every pay day, *aren't*. They just

haven't yet STOPPED to THINK what it means to Johnny.

Don't be like that, lady. Invest your 10% with Uncle Sam—pay day after pay day. You'll get a big kick out of it. Knowing that you, personally, are sending Johnny the guns, planes, bombs, tanks—whatever it is, he needs!

WHAT YOU SHOULD DO:

If you are . . .

1. Already investing 10% of your pay in War Bonds through the Pay-Roll Savings Plan—boost that 10% if you can.
2. Working in a plant where the Plan is installed, but haven't signed up yet—sign up tomorrow.
3. Working in a plant where the Pay-Roll Savings Plan hasn't been installed, talk to your union head, foreman, or plant manager—and see if it can't be installed right away. The local bank will be glad to help.
4. Unable to get in on the Pay-Roll Savings Plan, for any reason, go to your local bank, or wherever Bonds are sold. They will be glad to help you start a Plan of your own.

**“TOP THAT 10% BY
NEW YEAR'S!”**



**BUY U. S. WAR BONDS
THROUGH THE
PAY-ROLL SAVINGS PLAN**

This advertisement is a contribution to America's all-out War effort by
RADIO DAILY



Coast-to-Coast



FACTS and figures as released by E. E. Hill, managing director of WTAG, Worcester, Mass., show that the station lost a total of only 56 minutes on the air during 1942. Total number of programs broadcast was 23,350 with an average daily broadcasting schedule of 17 hours, 30 minutes. Auxiliary transmitters were used for 91 hours, 31 minutes and the emergency power generator 35 hours, 46 minutes.

Victor A. Hunter, advertising manager of The Pepsodent Co., announces the appointment of the Joseph Jacobs Jewish Market Organization as merchandising and advertising counsel in the Jewish field. Plans include quarter-hour serial over WEVD, N. Y., "From Lublin to New York," Mondays thru Fridays, 1:45 to 2:00 p.m., starting February 1, for Pepsodent "50-Tuft" Tooth Brush, and advertising in Rotogravure Section of Jewish "Daily Forward," thru Foote, Cone & Belding.

Twenty-six members of the staff at KYW, Philadelphia who worked overtime endeavoring to sell War Bonds in connection with the showing of the Ice Follies were treated to a dinner by the Westinghouse management last week, and afterwards to seats at the performance as guests of Pete Tyrrell, manager of the Philadelphia arena.

With bowling reaching such popular heights, CHML, Hamilton, Ontario, presents "Down the Alley" every Wednesday and Friday at 7:45 p.m. Jim Morris, Canadian champion, and Norm Marshall are co-featured on the program.

Clair Weidenaar, WOWO-WGL, Fort Wayne, announcer and production man, is getting to be an expert on women's programs. Besides being the regular announcer on Jane Weston's "Modern Home Forum" at 9:30 a.m., Clair was recently in charge of a special program consisting of interviews with a contingent of WAACs just about to leave for final examinations at Indianapolis.

The friendly rivalry angle was given an airing recently when Mildred Bailey, woman's feature editor of WTAG, Worcester, covered the local appearance of Alma Kitchell, network star, for Nancy

Burncoat, columnist of the Worcester "Sunday Telegram."

"Funny Money Man," the program syndicated and produced by Allen A. Funt Radio Productions, is entering its second year and is heard on fifty-three stations. In some instances the show is heard ten times a week. WGR, Buffalo, has renewed the show for the second year and WRVA, Richmond, carries the program three-quarters of an hour a day. Recent additions to "Man's" sponsors are: WQAM, Miami, WCKY, Cincinnati, WGRC, Louisville, and KWK, St. Louis.

Speaker's platform at the Salter Secretarial School in Worcester was occupied this week by Bob Dixon, WTAG special events chief, who spoke on "Radio versus the Theater." Physical and psychological aspects of the two entertainment mediums were compared as well as types of audience responses and reasons for their differences.

Phil Vogel, formerly with WCPO, Cincinnati, joins the announcing staff at WKRC, Cincinnati, Feb. 1... Lin Mason, station production manager, who handles production on Mutual's "Johnson Family" is handling production on "Singing Sam," originating at the same station for Barbasol on the Mutual network... Helen Nugent, known to the network listeners as the "Old Fashioned Girl," is now doing the hitch-hike announcements for Primrose House cosmetics on the "Singing Sam" show.

Hal Browne, previously associated with Rockhill Recording and Advertisers Recording, has joined WLIB, N. Y., as a studio control engineer... Recently Murray Jordan's music quiz program, "Remember This One?" pulled 1,200 replies from listeners trying to identify the tunes he played.

The mounting number of requests from New England listeners prompted WBZ, Boston, to repeat the dramatization of "The Kid in Upper Four."

Nancy Grey, director of the women's department of WTMJ, Milwaukee, and homemaking commentator is breaking her record of long standing by taking her first vacation in eleven years. She's spending the first week of her vacation in New York recording interviews with outstanding personalities to be used on her program, "What's New," when she returns.

Frank McKibben is the newest arrival at the announcing staff at WMOB, Mobile. He comes to the station from Springhill University.

Charley Stookey, farm editor for KMOX, St. Louis, is aiding in directing plans for the annual "Farmer's Week" by Iowa State College, Ames, Iowa, to be held Feb. 8 to 13. Because of gasoline rationing, the annual event this year will be principally conducted over the radio.

"Victory Belles," the girl troupe, heard over KNX, Los Angeles, will make its first war plant appearance, Friday, Jan. 29. The troupe will perform for the workers of the Douglas Aircraft's Santa Monica plant, with "Old Maestro" Ben Bernie as emcee. The "Belles" will stage two shows, one for the day crew at the noon hour and another for the "swing shift."

Wynn Hubler, the first femme newscaster on WNAK, Sioux City-Yankton, is now being sponsored by the Washington State Apple Association. The W.S.A.A. takes the 10:00 to 10:10 a.m. newscast for a thrice weekly airing.

When Eddie Rickenbacker returned to Detroit, his old stamping grounds, radio went "all-out" to welcome him. All stations cleared time to broadcast his speech to the Society of Automotive Engineers. WJR, Detroit, took a three-quarter page ad in a local newspaper to welcome the ace, and G. A. Richards, station's president and an old friend of Rickenbacker came to Detroit from his home in Beverly Hills, California, to be on hand when his old friend got to town.

Full-time post as publicity director of WTAG, Worcester, has been taken over by Miltzi Kornetz, formerly trade paper editor and copy chief at the station, according to an announcement by E. E. Hill, managing director. She has been associated with the station for the past three years, joining the staff in 1939 as continuity writer.

Proof that radio announcements bring results was registered by the appearance of 14 women who came to the station for engineering training at WSTV, Steubenville. Course is being given by chief engineer, Joseph Trosch, and the turnout was brought about by a single thirty second spot broadcast. All the applicants are young ladies, over 18 years of age. The station was the first commercial station in the U. S. to employ feminine first class engineers.

Albert A. Stone, general manager of WTJS, Jackson, Tenn., has announced the expansion of the station's news coverage through the acquisition of the AP radio news wire from Press Association, Inc., radio subsidiary of the Associated Press. AP news will be featured on the many newscasts of the Mutual affiliate owned and operated by the Jackson "Sun."

KOA, Denver, is airing a weekly program to promote WAAC recruiting in the Rocky Mountain region. Heard from 6 to 6:15 p.m. every Wednesday, the program features the music of Milton Shrednick and the studio String Ensemble... "Shorty and Sue of Coors," a quarter hour weekly musical featuring western music, has been renewed for another year by its sponsors, the Coors Brewing Company.

Charles Edward "Chuck" Barnhart, the new director of continuity at KMOX, St. Louis. He fills the vacancy created by Lloyd Clay, now a member of the FBI. He comes to the station from WMBD, Peoria where he headed the continuity department. Before that he held the same position at KXOK, St. Louis.

KGVO, Missoula, Montana, is the Montana station now sending regular programs to the Overseas Forces Section of OWI to be shortwaved overseas. Two spot programs monthly, one, a Western Montana news round-up, the other a sports round-up, shortwaved to Montana men in overseas service by OWI, on the fourth of each month.

The Dr. Pepper Bottling Co. announces sponsorship of the "Funny Money Man" program on WDBJ, Roanoke, Virginia. The program is heard 15 minutes a day, five days a week. WDBJ is the 54th station to be added to the "Funny Money Man" list.

Ninety stations in 90 days. That's the record achieved by Frederic W. Inc., with their new transcribed "Eye-Witness News." The show based on exclusive reports of the Associated Press. Programs include "Prelude to Victory," the dramatization of the arrival of General Clark in North Africa, "Six for Boise"; "Verdun on the Volga"; "The Road to Rommel."

R. P. Akin, executive of the Tulsa sales staff has been promoted general sales manager... Eddie Mall has been named program director, Jack Hoffman to public relations manager.

Stations Get Layouts In Mar. 'Click' Magazine

Trade is enjoying a field day the March issue of "Click Magazine." Herb Landon, p. a. for WOV, for language station, has a full-page spread on the station's contribution to the war effort through its influence on the Italian audiences in the metropolitan area. Christopher assistant to Lester Gottlieb, M... director of publicity, can similarly, about a four-page on Raymond Clapper, the network Washington commentator.

For Landon, the "Click" presentation is the second big time promotion he hauled in for station within the past month. Other, the contest to find Miss U. Nations for the film industry's U. Nations Week, grossed the station plenty of prestige via mention in the lay and trade press. Landon's job in the pic pub gives an insight into the station's approach to the problem of selling the families on the American way building up attacks on Fascism.

1 9 4 3

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					

January 27

Bernice Claire B. G. DeSylva
C. T. Hughes Lee Hughes
Jerome Kern Milton Rettenberg
Harry Ruby Singing Sam
Benay Venuta

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

C. 22, NO. 19

NEW YORK, N. Y., THURSDAY, JANUARY 28, 1943

TEN CENTS

Write New "Sanders Bill"

B's ET Regulations Suggested By Dr. Thomson

Toronto—Dr. James S. Thomson, general manager of the CBC has issued a statement on the question of the network's regulations for the mechanical reproductions during evening program hours in which outlines four points and the pros and cons of playing transcribed programs. The statement follows:
Among the duties laid upon the CBC by the Canadian Broadcasting Act, 1936 (Subsection 1, section 22), that of controlling the character of programs broadcast by the Corporation or by private stations. In the administration of this part of its duties the CBC has established
(Continued on Page 7)

OWI May Tighten Control Over Talks By Gov't Men

Washington Bureau, RADIO DAILY
Washington—The possibility that the whole matter of OWI clearance of the remarks of government officials on radio "forums" and other programs where they may be answering questions or talking extemporaneously will be reviewed with a view to strengthening of the OWI power
(Continued on Page 2)

New Accounts Buy Time Over WFAF

Manhattan Soap, Grove Laboratories, Inc., and North American Accident Insurance Company are among the sponsors signed by WFAF. Manhattan Soap will participate in the Margaret McBride program, which runs through Fridays, at 1:00
(Continued on Page 2)

Just Ask

Wayne—It is the custom of Wheeler, WOWO farm program director, to present "a thought of the day" at the close of his regular 10-minute commentary. Recently he asked his listeners for some of their favorite sayings to be included on the program. In response to his request two women listeners were present enough to last him six months. One sent 87, the other 78.

Reciprocity

Cincinnati—"One good deed deserves another," and Fulton Lewis, Jr., of WOL-Mutual, Washington commentator, followed that precept by paying tribute to Arthur Reilly, WLW newscaster, in a speech made before 1,000 persons attending the Cincinnati Advertising Club meeting. Lewis said that Reilly "put me in radio." He told how he convinced Reilly to let him work without pay while Reilly was on vacation.

56,560,000 In U. S. A. Hear Casablanca News

Tuesday night's broadcast announcing the Casablanca conclave between Roosevelt and Churchill received the third highest audience rating in the annals of C. E. Hooper Inc. Listening was scored at 71.0 with an estimated audience set at 56,560,000.
President's war message to the nation on the evening of December 9, 1941, is still tops with 79.0 and an estimated adult audience of 62,100,000. His second war message, a fireside
(Continued on Page 7)

RKO Setting Spot Drive To Promote Coming Film

A national spot campaign to promote its new production, "Hitler's Children" will be started by RKO Radio Pictures Feb. 4 in St. Louis and New Orleans. Since the picture is scheduled for wide distribution, the
(Continued on Page 2)

NBC's 2nd Annual War Clinic Opens Two-Day Meet In N. Y.

New BBD&O Coast Office; Geissinger In Charge

To handle increased business in Southern California, BBD&O announces through its western manager, John Cornelius, the opening on Feb. 1, of a new office in Los Angeles, California. Located in the Pacific Mutual Building, this unit will be headed by Wayland B. Geissinger, a
(Continued on Page 2)

House Gets Holmes Measure To Amend Communications Act; Would Replace FCC With Two 3-Man Divisions

Heavy Agenda Listed For AFM Exec. Board

Agenda which is being worked up for the semi-annual meeting of the AFM Board of Directors and executive committee, here, starting Monday, Feb. 1, is so extensive that plans now call for sessions running several weeks. Though record book heads the list of items to be taken up, many union matters left over from the Dallas convention in June, will
(Continued on Page 2)

"Famous Sister" Series Starts On Blue Feb. 7

First of a new weekly series featuring Dorothy and Lillian Gish in dramatizations of the lives of famous sisters has been scheduled to begin on the Blue Network beginning Sunday, Feb. 7, at 6:05-6:30 p.m., EWT,
(Continued on Page 2)

State Of Washington Radio Sells \$19,000,000 Bonds

Radio's sales potency was again demonstrated as final returns on War Savings Bond sales for December in the state of Washington were tabulated by the War Savings Staff of the
(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—A revised version of last year's Sanders Bill, calling for separation of the public and private communications activities of the FCC, as well as other changes in the Communications Act, has been entered in the House by Rep. Pehr W. Holmes, Massachusetts Republican. The bill, HR1490, has been referred to the Committee on Interstate and Foreign Commerce, where it is not expected to come up for immediate
(Continued on Page 3)

WINS Gets Full Time; Other FCC Activity

Washington Bureau, RADIO DAILY
Washington—The FCC has granted to WINS, New York, a special service authorization to operate unlimited time with one kilowatt power, employing directional antenna nights. The Commission also announced extension of special service permits to KFAB, Lincoln, Neb., and WBBM, CBS-owned station in Chicago, to continue synchronous operation from Lincoln, sunset to midnight. The au-
(Continued on Page 3)

McVane First To Report From Algiers, On Confab

First radio contact with Algiers since the dramatic Roosevelt-Churchill conference in Casablanca, was established by NBC yesterday morning at
(Continued on Page 2)

Fine Work!

Salina, Kansas—KSAL was recently commended for cooperation in saving a \$300,000 bomber, as well as ten men. When the bomber arrived over the Salina base the ceiling was zero and the pilot was unable to locate the field. Asked to go on the air earlier, the station, through its transmitter guided the plane in. Aid was just in time, for two motors had already quit.

(Continued on Page 7)



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FINANCIAL

(Wednesday, Jan. 27)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Hazeltine Corp., Farnsworth Tel. & Rad., WACO (Baltimore), WJR (Detroit).

Three New Accounts Buy Time Over WEA

(Continued from Page 1) p.m., EWT, starting March 1. Franklin Bruck Agency is the agency. The product is Sweetheart Soap.

Grove Laboratories, Inc., will sponsor George Putnam with the news at 6:15 p.m., EWT, Tuesdays, Thursdays and Saturdays, starting Feb. 9. Grove will also participate in "Family Time" on Mondays, Wednesdays and Fridays, at 6:00 p.m., EWT, starting Feb. 8. Russel M. Seeds Co., Inc., is the agency for Grove. The product is Bromo Quinine.

North American Accident Insurance Company is buying Mondays and Wednesdays from 7:20 to 7:30 a.m., EWT, on "Morning in Manhattan," starting Feb. 1. Franklin Bruck Agency, New York, is the agency.

McVane First To Report From Algiers, On Confab

(Continued from Page 1) 8 a.m., EWT when John McVane, the network representative, broadcast from the U. S. Army's headquarters in the Algerian capital. Attempts by American broadcasters to reach their North African correspondents, following the official announcement on Tuesday night of the global warfare meeting of President Roosevelt and Prime Minister Churchill brought no response from Algiers. Cabled reports were read here.

A rerecording of McVane's comments was repeated today at 12:45 p.m., EWT, during the WEA news commentary by W. W. Chaplin.

State Of Washington Radio Sells \$19,000,000 Bonds

(Continued from Page 1) U. S. Treasury Department. During that month, designated "Radio Bond Month," sales eclipsed all previous records by the huge margin of \$6,000,000, a total increase of about 47 per cent over the former high monthly figure.

Radio Bond Month was supported actively by all of the state's 28 stations who amassed the preliminary sales figure of \$19,286,189.25 for series E, F and G bonds. This sales figure is \$6,000,000, or 47 per cent, greater than any month's sales since the inception of War Savings or Defense Savings bonds. The highest previous total of just above \$13,000,000 was recorded last September when retailers headed the drive. During that month, too, radio gave considerable extra assistance to the campaign.

New BBD&O Coast Office; Geissinger In Charge

(Continued from Page 1) Southern Californian who had 15 years of food-marketing experience prior to joining BBD&O's Hollywood office. Among the accounts to be handled from the Los Angeles office will be North American Aviation which "Doc" Geissinger served as account executive.

Heavy Agenda Listed For AFM Exec. Board

(Continued from Page 1) be thrashed out at these conferences. Heretofore, the semi-annual meeting had been held in Miami.

Those who will attend include the following: James C. Petrillo, president of New York and Chicago; Charles L. Bagley, vice-president, of Los Angeles; Harry E. Brenton, financial secretary-treasurer, of Boston, and Leo Cluesmann, secretary, of Newark. The executive committee which will attend, consists of the following: Chauncey Weaver, Des Moines; John W. Parks, Dallas; Oscar F. Hild, Cincinnati; A. Rex Riccardi, Philadelphia, and Walter M. Murdoch, Toronto, Canada. In attendance, also, will be Joseph M. Weber, president emeritus, and William J. Kerngood, secretary emeritus.

Union representative said the board would review many proposals made to the union for solving the recording situation. Latest is that of Samuel R. Rosenbaum, president of WFIL, Philadelphia. Rosenbaum, in another broadside mailed to the industry, yesterday, proposed that all commercial users of records contribute a fair royalty to an employment fund to be operated under independent control. Credit against such royalty obligation would necessarily be allowed any commercial user of records for the amount of any expenditure he makes for employment of live musicians. Principle underlying the Rosenbaum proposal, has been advanced by proponents in and out of the trade.

AFM sessions will run for several weeks.

RKO Setting Spot Drive To Promote Coming Film

(Continued from Page 1) radio advertising will take in a wide range of stations.

The spots consist of 16 different one-minute dramatic episodes which have been produced under the direction of S. Barret McCormick, director of advertising and publicity for RKO.

Talent used on the transcriptions includes names from both pictures and radio, such as Paul Stewart, Vicki Vola, Ted Jewett, Peg La Centra, Dick Willard, Keith Palmer, Gladys Thornton, Jackie Ayres and Robert Lee. Recording is being done at the WOR Recording Studios. Spots will be placed directly by RKO to tie in with openings as picture distribution progresses.

"Famous Sister" Series Starts On Blue Feb. 7

(Continued from Page 1) with first broadcast, a dramatization of the lives of the famous Soong sisters of China, under the direction of John E. Gibbs Co., program producing firm, and written by Doria Folliot.

Axel Gruenberg will direct the program in cooperation with Charles Walburton of the Blue Network program staff.

COMING and GOING

BUD ABBOTT and LOU COSTELLO are in town for tonight's broadcast over NBC and to set the stage for their personal appearances at Army camps throughout the East.

DR. LYMAN BRYSON, director of education for CBS, has returned from Ann Arbor, where last Saturday he delivered an address to the graduating class of his Alma Mater, University of Michigan.

MILTON L. GREENBAUM, president and commercial manager of WSAM, Saginaw, Mich., is here for conferences with the New York representatives of the station.

JAMES FISHBACK, sales manager of WOL, who was in New York yesterday on business, returned to Washington, D. C., last night.

GILBERT SIMON, commercial manager of WKEN, Columbia outlet in Youngstown, Pa., arrived from Ohio for a few days on network business.

CHARLES M. ROBERTSON, JR., director of radio for the Ralph H. Jones Co., Cincinnati advertising agency, is here for talks with Phil Meek, of the New York office, and with transcription execs.

ROY THOMPSON, managing director of WFBG Altoona, is expected in New York today.

CHARLES E. DENNY, general manager of WERC, who was in town during the early part of the week, leaves today for his Erie, Pa. headquarters.

WOODY HERMAN and the members of his orchestra, go to Cleveland tomorrow for an engagement at the Palace Theater.

JOHN E. SURREICK, sales manager of WFIL, Philadelphia, was in New York yesterday for talks with the station reps.

WILLIAM FORD MANLEY, author of "Smo Village" on NBC, has returned to his home in Madison, N. H., after a brief visit here with Harold McGee, producer-director, and member of the cast.

J. C. TULLY, president and station manager of WJAC, Johnstown, Pa., to New York on station business.

WALTER J. BROWN, vice-president and general manager of WSPA, Spartanburg, S. C., was visiting at CBS here last week is now in Chicago.

HERB SHRINER back from a theater job in Worcester, Mass.

FLEANORE "PAT" HURLEY, photo editor of WOR, has returned from a three-week vacation in Florida.

WALTER KOESSLER, general manager of WRCK, Rockford, is in town from Illinois. Called yesterday on the local reps.

Godfrey Misses One

For the first time in 13 years broadcasting, Arthur Godfrey missed a scheduled broadcast yesterday morning on CBS. On the way to studio, his car skidded and ran into a ditch. Shaken up, but unharmed, Godfrey resumed his chores as this morning.

THIS LITTLE BUDGET

WENT TO



WOR BOSTON MASS.

WANTED

By a New York broadcasting company, man to handle and develop sales promotion to stations, both written and direct contact. Experience in station sales or programming departments valuable; also general advertising and selling experience, direct and by mail. Write RADIO DAILY, Box 102, 1501 Broadway, N. Y. C.

Another 'Sanders Bill' Introduced In House

(Continued from Page 1)

...eration. Bill differs only slightly in wording, from that introduced in the last Congress by former Representative Y. Sanders of Louisiana. Sanders has been a member of the Interstate and Foreign Commerce Committee for most of his 12 years in the House, and his sponsorship of the bill may indicate that the committee is still not satisfied with the present FCC setup and still contemplates amending the Communications Act to alter this setup. Lengthy hearings were held last year on the Sanders bill, but no legislation was passed as a result of the hearings. The Holmes bill would provide for three-man divisions of the Commission, one to rule on matters of radio communications, the other on television communications, with separate chairmen. No more than four members of the same party could be on the same political party, and no more than two of the three in each division of the same party. The chairman would have voting power in either division of the Commission. At the event that a member of the committee was absent. Each division would choose its own chairman for the division, with the Commission chairman serving as executive officer of the Commission, representing it on legislative matters, etc.

In general, the bill provides the same curbs and restraints on FCC as called for by the Sanders bill. Members have been unable to find any important difference between the two bills.

Bice Ryan Commissioned

...Bice Ryan, the youngest son of the late Mack B. Ryan, president of the Bice & Ryan, Inc., received his commission as second lieutenant in the U. S. Army Air Corps assigned to the Flying Fortress and Training Command.

★ PROMOTION ★

KOA For Service Men

James R. McPherson, manager of KOA, Denver, NBC outlet, is making available the facilities in its studios to the men in the armed services who are interested in serious music. The decision was made after conferring with the commanding officers of the four army posts in the area served by the station.

A schedule is being worked out so that soldiers may listen to opera and symphony orchestra broadcasts and transcriptions during their off duty hours. One of the primary objects of the plan is to allow enlisted men who are musicians to arrange their own programs.

Studios equipped with pianos will be available to soldier musicians and vocalists. As the need arises for other instruments, the station will arrange to obtain them.

The advisory board for the new KOA Music Center For Servicemen will be comprised of the wives of commanding officers of Denver military reservations, and an executive board will consist of the wife of Colorado's governor, Mrs. John C. Vivian, Mrs. James Rhea McPherson,

Cigar Institute Tieup

Ted Bates Inc., handling "Can You Top This?" for Colgate-Palmolive-Peet Co., arranged a tie-up with the Cigar Institute of America. Since members of the cast, including the announcer, are cigar smokers, deal worked up consists of national distribution of poster advertising the program. Pictures of the comedians, of course, are featured with the headline: "Relax. A good laugh, like a good cigar is a mental and physical bracer." In return, Senator Ed Ford, Harry Hershfield, Joe Laurie and Peter Donald, program personnel, will wax funny on the subject of cigars during the broadcast scheduled for Feb. 27.

wife of the station's manager and Mrs. John Sullivan, prominent in local music circles.

Plans are under way to secure a choral director so that a soldier singing group can be organized. In addition, a play reading group will be formed and Mr. and Mrs. George Somens (Helen Bonfils) have consented to select the manuscripts for the readers.

WINS Gets Full Time; Other FCC Activity

(Continued from Page 1)

...thority now extends to Feb. 1, 1944. Special service authorizations also were extended in the cases of KTHS, Hot Springs National Park, Ark., to operate simultaneously with WBAL, Baltimore, with one kilowatt night, ten kilowatts local sunset, through March of next year, and to WOWO, Ft. Wayne, Ind., to operate unlimited time for another 60 days.

WFTM, Fort Myers, Fla., was denied permission to change its call letters to WINK.

The Commission renewed the license of W3XE, Philadelphia television station owned by Philco Radio & Television Corp., and authorized moving the station to suburban Wyndmoor.

CBS was granted a conditional license for a commercial television station in New York to operate with reduced ESR of 1,000, upon the condition that construction be completed as soon as the required materials and engineering personnel have become available.

Metropolitan Television, Inc., of New York, was granted modification of its construction permit to reduce

(Continued on Page 6)

Adjourn WBAX Hearing; Cox Group May Get Data

Washington Bureau, RADIO DAILY

Washington — The WBAX hearing was adjourned yesterday. Brief appearances by Major Samuel Block and Max Rosen, both of Wilkes-Barre, wound up the extended inquiry during which the FCC sought to determine whether Robert J. Doran, president of Northeastern Pennsylvania Broadcasters, Inc., is a fit man to hold the license for WBAX, Wilkes-Barre.

Northeastern was originally granted the license last Spring, but protests alleging "Fascist" sympathies to Doran caused the Commission to stay execution of the grant pending determination of the charges brought by a labor group and a ministerial association, both of Wilkes-Barre. The hearings have been marked by bitter clashes between Commission Attorney Marcus Cohn, on the one side, and Doran and his attorney, George Porter, former FCC assistant general counsel, on the other.

The highly political nature of the testimony and the proceedings generally make it almost certain that the case records will come in for examination by the House investigating committee named last week to inquire into the operation of the FCC. That committee, which includes Reps. Cox, chairman; Hart, Miller, Magnuson and Wigglesworth, has met once in a brief organization meeting, and is expected to get together again Saturday to choose counsel, probably a local radio attorney, and decide definitely what funds it will seek.

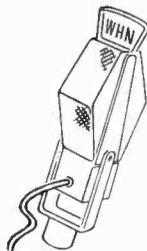
What's Power?

Power is people in great numbers, who listen to WHN's entertaining and informative programs.

Power is millions of advertising impressions on the ears and minds of listeners, with increased purchases of clients' products therefrom.

The power of WHN only begins with 50,000 watts on a clear channel in America's largest market.

And the complete power of Station WHN assures a profitable campaign ... at the lowest possible cost!



**50,000 WATTS
CLEAR CHANNEL
NEW YORK CITY**

WHN

Most Popular
More POWERFUL

WJAD

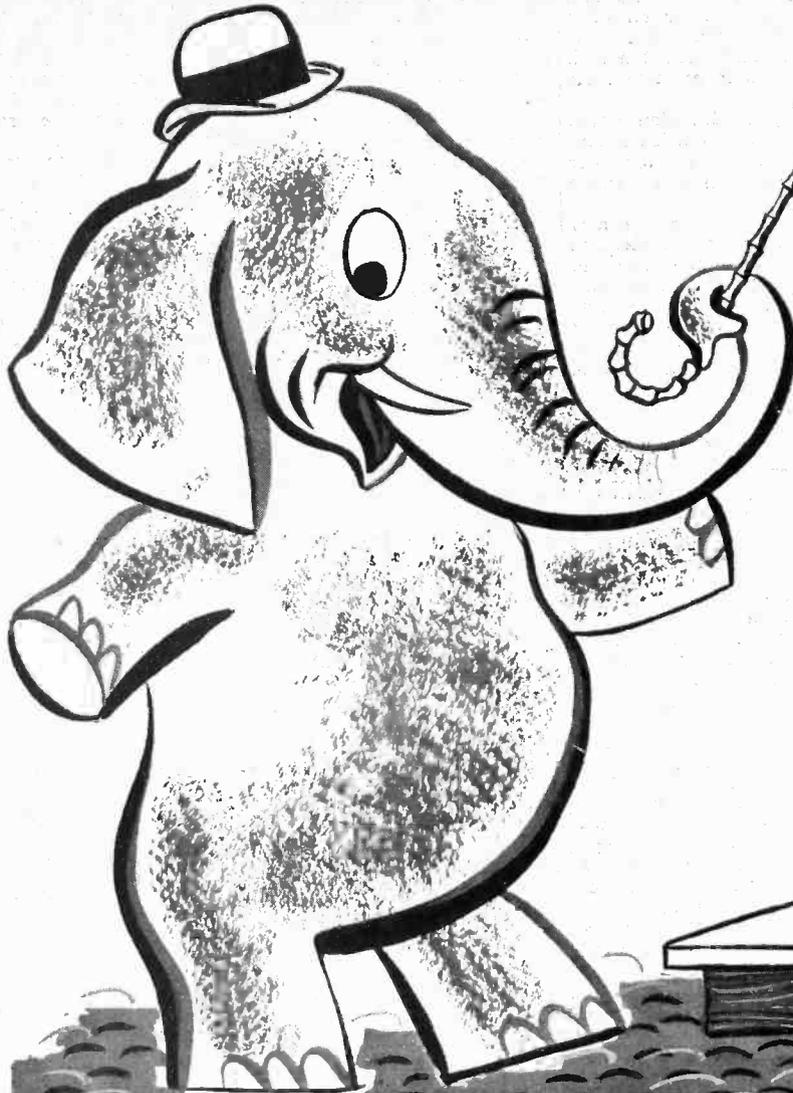
Voice of Baltimore

**NOW
100 W · DAY & NIGHT
600 KC**

The Only Columbia
Station in Maryland

RAYMER CO., Nat'l Sales Representative
CHICAGO · SAN FRANCISCO · LOS ANGELES

ADVERTISERS...



BARSHAK

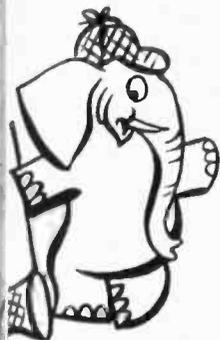


MRS.
CONSUMER
1943

It is a well-known fact that the 1943
line of fashions can't be compared to

MEET AMNESIA

She's Mrs. Consumer of 1943



I Brought Her Back Alive for you wartime advertisers to see. She is the typical American consumer of 1943. Amnesia. That's what I call her... because she's the gal who can forget so much, so fast.

Maybe You've Nothing To Sell. Lots of BLUE advertisers haven't. So they tell about their war output... or how to make their products go farther. That way they "keep 'em remembering" till after the war.

She Forgets Trade Names... and products and packages that war production or priorities have removed from the market. She even forgets to buy the things she *can*... unless you "keep her remembering."

Or, Again, Maybe You Have something to sell. Then "keep 'em remembering" to buy... via the 147 BLUE stations, with 86% coverage of the 561 coast-to-coast counties that do 80% of U. S. retail buying.



A Consumer Memory Course is definitely indicated in this case. And that's an educational assignment that the Blue Network can carry out for you... effectively... even on a wartime advertising budget.

So Keep Amnesia Remembering... and millions like her... over the network that won most new sponsors in 1942... and can carry your message into *more homes per dollar* than any other national medium.

The Blue Network

A RADIO CORPORATION OF AMERICA SERVICE



Los Angeles

By JAC WILLEN

BILL THOMPSON (the Fibber McGee "Oldtimer," "Nick DePopolous" and "Boomer" character portrayer) may be signed for a screen part in Republic Pictures' "Swing Your Partner." Armand Schaefer, producer of the film, plans to sign Thompson for the part, which is now being written into the film story.

Earl V. Buchanan, formerly chief engineer at KGFJ, has now joined KMTR in the same capacity.

Maury Rider, formerly program director at station KIRO in Seattle, Washington, reported for duty as the new director of special events for the Blue Network in Hollywood last Monday. Post was made vacant when Clete Roberts, who held the position, reported to the Phoenix Junior College Training Service field in Phoenix, Arizona, as an aviation cadet.

Dick Joy has been engaged by Planters' Peanuts to announce its Harry W. Flannery commentary show over KNX-CBS on Tuesday and Thursday afternoon at 5:30 o'clock. Joy handles the Flannery program for Bekins Storage on Monday, Wednesday and Friday.

Richard LeGrand, who portrays "Mr. Peavey," the druggist on "The Great Gildersleeve" ailer, has been assigned the same role in RKO's "Gildersleeve's Bad Day," just starting production.

"Pass In Review," KHJ-Mutual Don Lee's army camp series featuring entertainment and educational features from military posts all over the nation returns to the network in the first of a new series Tuesday, Feb. 2, 8:30-9:00 p.m., PWT.

The initial broadcast will originate at Bolling Field, Washington. Complete schedule of origination points will be announced at a later date.

Paramount Pictures are going out to capitalize on the radio popularity of Gil Lamb, of the Rudy Vallee program, and Cass Daley, one of Bing Crosby's most frequent guests. The studio is instituting a major exploitation drive on the comedy pair, who are currently working together in their third picture, "Ridin' High."

Mel Blanc, Abbott and Costello comic, and performer on many other programs, is still nursing a sore back—results of injuries sustained when the bus in which Blanc was riding made a sudden stop throwing him against the seat and tearing ligaments in his back.

Russ Holt Honored

Florence, S. C.—H. Russ Holt, commercial manager of WOLS, received the annual distinguished service key from the Florence Junior Chamber of Commerce for having rendered the most outstanding service during the year 1942. The occasion was the Foundation Banquet held by the Junior Chamber of Commerce at the Florence Hotel. The decision was made by a committee of three Florence men who are not members of the Junior Chamber.



Notes From a Ringside Seat . . . !

● ● ● One of the reasons Rita Hayworth is doing so many guest shots on the air is that Victor Mature, who is out on duty and a shortwave hound, can tune in and hear his gal's voice. . . . A low bow from this dep't to Lief Ericson. Without any fanfare or publicity, the ex-husband of Frances Farmer stepped forward and saw to it that she was sent to a hospital and not kept in a jail. . . . Alan Ladd induced in the army as a private at Fort MacArthur. . . . First of the top network sports announcers to go into service is Joe Hasel, of the Blue web, who entered the army yesterday as a private. . . . Geo. Jessel will imitate his imitators tonight on "Stage Door Canteen." He'll sing "My Mother's Eyes" as Cantor, Jolson and Georgie Price would do it. . . . Everett Sloane signed as the new "Crime Doctor". . . . The Ginny Simms-Johnny Long idyll seems serious. . . . Ditto Laird Cregar and Bunny Waters, skyscraper beauty graduate of the Billy Rose line. . . . Out in Hollywood, they're calling Sheila Ryan a war casualty. She was badly bruised in a jeep ride not long ago when she bounced right out of the darn thing. . . . Col. Lemuel Q. Stoopnagle takes time off from his "Stooparoos" to tell of his new invention—a door with an automatic knocker which works itself for people who just don't give a rap! . . . Frances O'Brien, one of the column's favorites, taking a leave of absence from the Fizzdale office Feb. 5th to study languages at N. Y. U. . . . Wm. S. Gailmore, WHN news commentator, pulled a neat stunt Tuesday night by breaking the "surprise 10 o'clock announcement" to the theater audience at "The Russian People" between the second and third acts—probably the only commentator to tell the story to a "live" audience.

★ ★ ★

● ● ● Shakespeare's deliberate mistaken identities are as easy as the ABC's to unravel compared to character mixups reported by Elsie Thomas in the "Daily Telegraph," Bluefield, W. Va., recently. Reporting on the replacement of "Adventures of the Thin Man" by "Mr. and Mrs. North," the columnist mixed a little of the old with the new names to produce the following:

"Nick and Nora will solve, amid cries, screams, shouts and shivers the mystery of a baby left on a doorstep. Miss Frost (meaning Alice Frost), a mischievous daughter of a clergyman, brought embarrassment to her parents by impersonating members of her father's congregation. Joseph Frost (meaning Joseph Curtin), who takes the role of Nick, looks the part he plays in the North series, for Jerry North delves in crime."

★ ★ ★

● ● ● THE REVIEWING STAND: That electric flash Tuesday night reverberated in all the night spots in town where the "table-cloth generals" immediately began changing their campaigns. Most exciting air stuff since the first flash about our troops landing in No. Africa. . . . That "penny-in-the-mail" stunt of Ralph Edwards on "Truth or Consequences" not only broke in most of the papers—but hit the newsreels as well. . . . Clifton Fadiman's voice dripped with icicles after the teaser blurbs on "Info, Please." Made us wish we had converted to coal. . . . Clifford Goldsmith follows the same formula every week on "Aldrich Family," yet the show continues to draw howls. Boiled down, all his plots are based on misunderstandings—but they hand you a kick and that's what pays off. . . . Morton Gould's orchestrations on the Kaufman-Levant airing are unusually excellent—but he has a tendency to over-orchestrate occasionally. . . . Such is Fame Dep't: Kenny Baker was riding high on the Fred Allen show not long ago. But where is he now??? . . . Jerry Wayne's tenoring on Mutual should have made him a nationwide favorite long ago. . . . And everytime we hear Madeleine Carroll on the air we get an epidemic of wishing. You'll have to supply your own punch-line.

★ ★ ★

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

FRED A. REED takes over public relations and Ed Humphrey, announcer, will handle studio operations at WJJD-WIND, with Al Hollender leaving for the Office of War Information post in New York City. Ralph Atlas, president, announced yesterday. Hollender will be tendered a farewell luncheon at Medinah Club today.

Gracie Barrie, whom WGN is billing as 1943's first wartime woman orchestra leader, will do a special broadcast for the Treasury Department from Treasury Center at noon Monday, Feb. 1, in the interest of War Bond sales.

Bert Gervis, formerly head of band department for CRA here, has resigned to open his own personal management offices. He will handle Buddy Franklin's orchestra and Dorothy Donegan, colored pianist.

"Debaters Forum," a WJJD feature for eight years, changes its title, "People's Forum" effective Jan. 30.

WBBM's late afternoon five-a-week news series featuring Donald McGibeny and Alvin J. Steinkopf, has been renewed by Inter-State Bakeries, Kansas City, effective Feb. 15.

WINS Gets Full Time; Other FCC Activity

(Continued from Page 3)

power to 50 watts (peak) visual and 50 watts aural, emission A3, A5 and special for FM (aural) with March 31 of this year as completion date.

A one-year renewal was granted General Electric for television station WRGB, in Schenectady, while temporary extensions through next month pending final determination were granted Balaban & Katz for W9XBT, Chicago; to NBC for WNET, New York, and the State University of Iowa for W9XUI, Iowa City, Ia.

Similar extensions through February were granted WRUL, international broadcast station in Boston owned by the World-Wide Broadcasting Corp.; W5XAU, FM outlet in Oklahoma City, owned by WKY Radio Phone Co., and W9XLA, FM outlet in Denver, owned by the KLZ Broadcasting Co.

Metropolitan Television was granted a license to cover the construction permit of W75NY, new FM station in New York, and Bamberger Broadcasting Service, Inc., also of New York, was granted a license to cover in part the construction permit for W7INY, FM outlet scheduled for completion yesterday.

Raid Instructions On WEAF

Starting at 12:05 a.m., tonight Wednesday, WEAF will carry a series of five-minute live instructions to raid wardens prepared by the Office of War Information in Washington. The instructions, which are new ones, will be carried twice a day through Feb. 2.

B's ET Regulations Sued By Dr. Thomson

NBC's 2nd Annual War Clinic Opens Two-Day Meet In N. Y. 56,560,000 In U. S. A. Hear Casablanca News

(Continued from Page 1)

tion 18, which consists of a
tion dealing with the amount
to that may be given by stations
to use of mechanical reproduc-
between the hours of 7:30 p.m.
p.m. local time.

The regulation is as follows, 'No
shall use a mechanical repro-
duction (except when its use is
incidental, as for an identifi-
cation or back-ground) between the
7:30 and 11 p.m., local time,
with the previous consent of
'corporation in writing,' and it
unchanged.

The second part of the regulation
is of a classification of sta-
for the purpose of administrat-
permits for the use of transcrip-
the restricted period.
The classification of stations has
ended as follows:

"1—Basic stations of the CBC
network or stations which may be
permitted to become Canadian out-
or American networks. The
plan grants one-half hour for
commercial programs of record-
transcriptions or delayed
casts and one-half hour for
sustaining broadcasts. Under the
previous administration of the
regulation, they were permitted
one-half hour of recordings
transcriptions between 7:30 and
p.m. local time.

"2—Stations receiving sustain-
CBC network only. This group
permitted one and one-half
of recorded programs with
maximum allowance of one hour
commercial sponsored pro-
grams.

"3—Stations located in centers
with a population not
exceeding 50,000 population not
regularly receiving CBC network
service. This group is permitted
one and one-half hours of re-
corded programs with a maximum
allowance of one and one-half
hours of commercially sponsored
programs.

"4—Stations located in centers
with a population of 50,000
or over not regularly receiving
CBC service from American net-
works. This group is granted an
allowance of one and one-half

(Continued from Page 1)

scheduled to be held in Los Angeles.
Representatives of the network's 135
affiliated stations will have attended
the War Clinic at the completion of
the tour.

The New York meeting will open
today at 9 a.m., with a welcoming
address by Paul W. Morency of WTIC,
eastern district member of the NBC
Planning and Advisory Committee.
Roy C. Witmer, vice-president in
charge of sales, will start the day's
speaking program with a discussion
of "The Sales Outlook," followed by
Clarence L. Menser, vice-president in
charge of programs, with a talk on
"Program Trends." After a review
of "The Washington Scene" by Vice-
President Frank M. Russell, the group
will participate in a general discus-
sion of the addresses.

At the noon luncheon, John F.
Royal, vice-president in charge of
international broadcasting, will dis-
cuss "NBC in the International
Picture."

Afternoon Session

Talks at the afternoon session will
be given by Charles B. Brown, di-
rector of advertising and promotion,
on "Promotional Plans," and by
Noran E. Kersta, manager, televi-
sion department, on "Post War
Television."

During dinner, Dr. James Rowland
Angell, NBC's Public Service Coun-
selor, will relate his "Six Years in
Radioland."

After an opening address by Niles
Trammell, NBC president, on the
Clinic's second day, guests and net-
work officials will devote the fore-

hours with a maximum of one
hour for commercially sponsored
programs.

"The amended regulation has been
based upon a study carried on over
a period of six months in which an
endeavor has been made to meet
the wide variety of problems and
situations that are encountered in
different parts of the country. The
principle that has been applied is
that of endeavoring to provide for
the Canadian listener a well-balanced
program in which there will be some
kind of proportion between recorded
and live programs and between com-
mercial and sustaining features.

See Best Interests Served

"While it is recognized that in
certain communities there may be
difficulties in obtaining live talent,
nevertheless it is the considered
policy of the CBC that the best in-
terests of broadcasting in Canada will
be served if a provision is made for
local stations to encourage as far as
possible the presentation of local
performers on the Canadian air. Thus
it may be possible, through the ad-
ministration of the regulation to give
Canadian listeners a varied fare in
which they will be able to hear
national and local broadcasts with
the best balanced use of recordings
and Canadian performers."

noon to a series of general and group
discussions.

The speaker at Friday's luncheon
will be William S. Hedges, vice-pres-
ident in charge of stations, who will
talk on "An Enlightened Public Re-
lations Policy for Broadcasting Sta-
tions."

Affiliate Representatives

Frank Webb, Westinghouse; Harold
Coulter, KYW; Joe Bandino, West-
inghouse; D. A. Myer, Westinghouse;
Lee Wailes, Westinghouse; Bill Jack-
son, Westinghouse; Leslie Joy, KYW;
Gordon Hawkins, Westinghouse; C. S.
Young, WBZ; Paul W. Morency,
WTIC; L. J. (Pat) Patricelli, WTIC;
Ed Twamley, WBEN; S. D. Gregory,
WEAF; G. E. Jay, WRAK; W. I. Wil-
son, WOPI; B. J. Rowan, WGY; Kolin
Hager, WGY and Alex MacDonald,
WGY.

Clifford M. Chafey, WEEV-WRAW;
A. C. Baltimore, WBRE; Harold C.
Burke, WBAL; Ed Harvey, WBAL;
Maj. E. M. Stoer, Hearst Radio;
George Kelley, WCSH; William H.
Rines, WCSH; Clair R. McCullough,
Mason Dixon Group; J. Gorman
Walsh, WDEL; C. G. Moss, WKBO;
Harold E. Miller, WORK; Walter O.
Miller, WGAL.

J. Robert Gulick, Mason Dixon
Group; Roy Thompson, WFBG; D. F.
Shurtleff, WFEA; Harold O. Thoms,
WISE; Vernon Pribble, WTAM; H. C.
Wilder, WSYR; F. R. Ripley, WSYR;
R. S. Boyd, WSYR; B. B. Musselman,
WSAN; George Snyder, WSAN; Jess
Swicegood, WKPT; Hugh Shott, Jr.,
WHIS; E. E. Hill, WTAG and F. C.
Tully, WJAC.

Milk Ad-Bill Supporters Await Gov. Dewey Budget

Albany—With supporters of the
state milk publicity tax awaiting
Governor Thomas E. Dewey's sub-
mission to the legislature of a budget
program next Monday night, the
move to repeal the present statutes
is already under way. Senator Dono-
van and Assemblyman McCarron,
Manhattan Democrats, are co-spon-
soring the repealer.

While the present milk publicity
campaign is to run until June 30,
the repealer, if passed, would take effect
April 1, 1943, excepting that obliga-
tions and expenses previously en-
countered would be paid. Annual ap-
propriation, much of it spent for
radio time, exceeds \$300,000.

"Can You Top This" Changes Time On WOR

"Can You Top This?", radio show
starring "Senator" Ed Ford, Harry
Hershfield and Joe Laurie, Jr., will
move to the Wed. evening 7:30-8:00
p.m., EWT, half-hour over WOR, N.
Y. beginning Feb. 3. The program was
previously heard over the same sta-
tion on Tuesdays at 8:00 p.m.

(Continued from Page 1)

chat on February 23, 1942, drew 78.1
with a 61,365,000 listeners.

Tuesday evening's check was made
after a CBS release, Hooper using 84
interviewers on a national check.
Final tabulation was ready one hour
and 40 minutes after the initial an-
nouncement at 10 p.m.

Washington Bureau, RADIO DAILY

Washington—In the first 24 hours
after the official announcement of the
Casablanca meeting, the OWI Over-
seas Division broadcast 721 announce-
ments in 21 languages. French led
the list with 271 broadcast, Elmer
Davis said yesterday, with 150 in
English, 74 in German, 61 in Italian,
50 in Spanish, and 19 in Portuguese.

Davis said also that although the
Axis has been striving to jam as many
of these broadcasts as possible, FCC
monitors report that most have gone
through with little interference. The
announcements were of course,
amended as more details on the his-
toric conference in North Africa were
released.

Ash to WOR Recording

Richard Ash has joined the sales
staff of WOR's Recording Division.
He was formerly with WEST, Easton,
Pa., where he sold time and wrote
continuity.

WANTED— A SUPER SALESMAN!

If you are unusually successful in any
job that involves selling radio time or
service — and have had experience
selling program ideas, here is an
opportunity such as has rarely been
offered in radio before—

—an opportunity of almost unlimited
future, and with an excellent present
(salary plus).

The man we want may now be the
star salesman of a good radio station,
or its sales manager. He may be a
network man or a radio-minded ac-
count executive in an advertising
agency. . . The qualifications desired
are: Radio experience; unsurpassed
sales ability; fine personal character;
stability of temperament; age over
38 — or 4-F!

Our own organization knows of this
advertisement. Write fully, and if
possible please send photograph.

Address

Box AY, c/o RADIO DAILY
1501 Broadway New York City

WHAT IN BOSTON

40—WCOP has what it takes
to put a feather in the cap
of any time
buyer. Just
ask us.



REPRESENTED BY
HEADLEY-REED CO.

WCOP

BELONGS
ON YOUR
SCHEDULE

GUEST-ING

DR. HUBERTUS VAN MOOK, Colonial Minister of The Netherlands, and CAPT. ARTHUR MARSDEN, M. P., who will discuss the submarine menace, on the "March of Time" program, tonight (WEAF-NBC, 10:30 p.m.).

SOL LESSER, producer of the film, "Stage Door Canteen," on the "Stage Door Canteen" program, tonight (WABC-CBS, 9:30 p.m.).

LT. COMM. WILLIAM WIDHELM, USN, dive bomber hero of the aircraft carrier "Hornet," on the "Scramble" show, tomorrow (WJZ-Blue Network, 7:05 p.m.).

MITZI GREEN, on Jerry Cooper's "Keep Ahead" variety program, tomorrow (WOR-MUTUAL, 7:30 p.m.).

GUY BONHAM, DWIGHT LATHAM and WAMP CARL CARLSON—better known as "The Three Jesters"—on the "Hobby Lobby," Saturday (WABC-CBS, 8:30 p.m.).

COL. RICHARD C. PATTERSON, JR., chairman of the New York War Savings Staff, on the "Saturday Night Bondwagon," Saturday (WOR-Mutual, 10:15 p.m.).

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

CRAIG McDONNELL, on "Nellie Revell Presents," Saturday (WEAF-NBC, 10:30 a.m.).

W. J. CAMERON, formerly "spokesman" on the Ford hour, on "F.O.B. Detroit," Saturday (WABC-CBS, 3 p.m.).

Former Ziv Executive Now Japanese Prisoner

Major George B. Hart, formerly an executive of Frederic W. Ziv, Inc., Cincinnati, is a prisoner of war, captured by the Japanese in the Philippine Islands, according to official notices received from the War Department by his family and parents. Hart, a member of the Signal Corps, had been sent to the Islands shortly before the war began. He was with MacArthur on Bataan and with Wainwright on Corregidor.

BIRTHDAYS table with columns for days 1-31 and rows for months.

January 28

Irene Beasley Don Briggs
Frank Healy Nelson Olmstead
Beatrice Pons Mort Silverman

Coast-to-Coast

MERLE TUCKER, assistant manager of KOB, Albuquerque, New Mexico, and Benedict Hardman, news editor, are taking leading parts in President Roosevelt's 1943 Infantile Paralysis Fund drive. Tucker is chairman of the Bernalillo County committee, and has appointed Hardman to speak to the Albuquerque service clubs in behalf of the campaign.

A troupe of radio people, with Ed and Polly East, will be at the Stage Door Canteen tonight to entertain the boys. Ed and Polly are the eye-openers on the "Breakfast in Bedlam" program on WJZ.

Charlotte Wolf, formerly of WTTM, Trenton, N. J., has joined the continuity department of WINS to replace Betty Marks who joined CBS. WINS arranged a tie-up with the Rivoli Theater whereby the station will air an organ recital from the stage of the theater, and the theater in turn will plug the station on a screen trailer.

"Back Talk" is the name of a series of interviews conducted by announcer Gunnar Back on WJSV, Washington, every Friday at 3:45 p.m. First guest on the program was Frazier Hunt, news commentator and former foreign correspondent. Prominent personalities in Washington will appear on the show each week.

Wes McKnight's "Hockey Interviews" formerly heard over CKLW, Windsor, Canada, on Saturdays at 7:30 p.m. will be heard on the same evening at 7:00 p.m., EWT. Wes interviews the players who will take part in the evening's hockey game at Maple Leaf Gardens.

"Forestry Forum," a 15-minute transcribed program released by the New York State College of Forestry is now a regular public service feature of WJTN, Iqamestown... Julius King, public relations director of Chautauqua Institution, is now heard in his own program of local and national comment four nights weekly at 7:30 p.m., EWT.

WLIB, N. Y., is opening the door of recognition to undiscovered talent in the New York area by launching a city-wide search for those engaged in the field of serious music. Station talent scouts are looking for concert and operatic singers as well as classical and instrumental soloists to be featured on the station's increasing number of "live" programs. During February, the station will air 17 hours a week of "live" program with an additional 2 hours weekly devoted to newly discovered talent.

The "Strictly Swing Club" show on WDRC, Hartford, has been extended to an hour on Saturday afternoons. President Russell Naughton, who has been conducting the half-hour show for the past year, recently called for opinions on whether the program should be extended.

Hundreds of letters came in from hepats backing up the proposal, and the extension was approved. The club has nearly 15,000 members equipped with signed membership cards.

John W. Boler, president of the North Central Broadcasting System announced that the company is opening offices in the La Salle Wicker Building, on West Wacker Drive, Chicago, Feb. 1. The move is being made as part of the plans for the network's expansion and a drive for new business. NCBS has twenty-four affiliated stations, located in Minnesota, North and South Dakota, northern Iowa, Wisconsin, and Michigan. The majority of the stations are affiliated with Mutual coast-to-coast network and have been since June 1, 1940.

Several personnel changes have been made at WJHP, Jacksonville, Florida, recently, including the shifting of Don Bell's position as announcer to musical director, the engagement of radio tyro, Lamarr Morgan, as announcer, and the naming of Jack Rathbun as war program manager. Rathbun was formerly program director and baseball announcer.

Francis A. Fillmore, previously with KMOX, has joined the staff at KWK, St. Louis, as transmitter engineer. Fillmore had been connected with the station during 1930 to 1933 before going to the other St. Louis station.

For the second time in its history, the University of Rochester on January 27 awarded an honorary degree by radio. In a special ceremony arranged through WHAM, Rochester, President Alan Valentine awarded the degree Doctor of Laws to Oswaldo Aranha, foreign minister of Brazil, over a shortwave transmission to Rio de Janeiro. Aranha accepted the degree in a ten-minute address carried by shortwave and WHAM to 3,800 persons assembled in Rochester's Eastman Theater.

Jean Heaton is doing a series of solo dramatic shows on Metropolitan Television's FM outlet, W75NY every Wednesday at 7 p.m. Show is called "Moods At Seven" and is scripted by Albert Morgan.

The "Tennessee Ramblers" a WBT, Charlotte, fixture, is getting set for another Hollywood pictures-making jaunt. This will be the "Ramblers'" fourth trip to the cinema mecca. They previously appeared in three Westerns: one starring Gene Autry, and the other two "which-way-did-they-go" horse sagas with Tex Ritter.

WPAT, Paterson, N. J., carried 42 different name bands on its remote broadcasts during 1942. Kay Kyser and his orchestra were the most frequent performers, having aired via the station 22 times. Vaughn Monroe, Stan Kenton and Alvino Rey came through 18 times a piece. Others include Benny Goodman, Shep Fields, Ina Ray Hutton, Harry James, Blue Barron, Gene Krupa, and others.

AGENCIES

E. W. FEDERER has been named manager of the media department in the New York office of Blackwell Sample-Hummert. He formerly was with J. Stirling Getchell and more recently with Geyer, Cornell & Newell.

FRANK SILVERNAIL, formerly time buyer for Young & Rubicam has joined the radio department of BBD&O as business manager of radio. He replaces Carroll Newman who has been promoted to the position of associate radio director.

STANDARD BLOUSE, INC., manufacturers of blouses and slacks, has placed their advertising account with Hicks Advertising Agency.

LIFE INSURANCE ADVERTISERS ASSN. will hold its "Eastern Round Table" on March 18-19 at the Hotel Pennsylvania.

L'ORLE, INC., manufacturers of cosmetics, has placed its advertising account with L. H. Hartman Company.

West Renews On WABC, Doubling Time For

The West Disinfecting Company has announced that beginning Monday, Feb. 15, it will launch its new campaign over WABC. West Disinfecting's new campaign is for "Clean Through Alfred J. Silberstein, Inc. the client has purchased Monday and Wednesday mornings of the WABC quiz program, "Missus Goes A-Shopping." The morning show is heard daily except Sunday from 8:30-9:30 a.m. In addition, "Missus Goes Shopping" is broadcast Monday through Fridays from 5:30-5:45 p.m. EWT over WABC.

West Disinfecting has doubled time on the coming drive. The client's 1941 and 1942 campaigns consisted of three five-minute spots a week for a total of one quarter-hour weekly. In its 1943 campaign, the company will sponsor two quarter-hour periods a week—a total of a half-hour weekly on Columbia's key station WABC.

Special Newscaster

Bob Gillmore, WHN, N. Y., newscaster, gave an on-the-spot news release, away from the "mike," at the Roosevelt-Churchill meeting at Columbia from the stage of the Grand Theater to the Tuesday night audience attending "The Russian Peace." At ten o'clock Gillmore was on stage to make an entre-acte appeal watches which are needed in Russia. While on stage he noticed the thoughtlessness of the audience, who evidently wanted to know what much publicized 10 p.m. announcement was about.

Gillmore had the news release in his pocket which he read to the audience.

PR

UNIVERSITY

FEB - 2 1943

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

22, NO. 20

NEW YORK, N. Y., FRIDAY, JANUARY 29, 1943

TEN CENTS

WAR Holds Winter Meets

Three Groups Studying Manpower Needs

Washington Bureau, RADIO DAILY
Washington—Abandoning of the manpower study scheduled by the War Relocation Authority and a committee of the Senate, and three other groups still in the field. A special Appropriations Committee group is studying manpower needs of the Army, as is the Military Manpower Committee. The former seems bent on reinforcing its control over the military strings, while the latter content to let the military have

(Continued on Page 7)

WMCA Air Raid Book Offered To Listeners

In addition to broadcasting air raid instructions twice a day, as requested by outlets by OWI on behalf of the War Relocation Command, WMCA is offering the material printed in booklet form for distribution to listeners on request. Offer marks the inauguration of the station's new War Relocation Section which is designed to give direct aid not necessarily via broadcasting functions, to the gov-

(Continued on Page 2)

Ray Wood Drops Out Of New Lucky Strike Show

Ray Wood, vocalist and emcee for the Lucky Strike "Hit Parade" since 1939 will not be on the new American Broadcasting Co. program which debuts on Feb. 30 shortly, nor will he remain on "Hit Parade." Latter job on CBS was already been assigned to Frank Sinatra, effective Feb. 6. New show is to originate at Carnegie

(Continued on Page 2)

It Helps

Element atmospheric conditions affect radio in more ways than one such as the weather "enjoyed" by New Yorkers yesterday. At the suggestion of Frank K. White, vice-president and treasurer of the network, sent a memo to all departments with the suggestion that out-of-town employees, because of bad traveling conditions, be permitted to leave earlier than usual.

First-Hand Info

Juneau, Alaska—Recently the newsroom of KINY received a dispatch concerning an Army Chaplain who was decorated for rescuing a soldier from drowning. Later the item was broadcast. While broadcasting, announcer Perry Carl saw an army Captain in the waiting room. On finishing he spoke to the captain who asked to see the item. It was the Chaplain, Captain Culpepper who hadn't officially heard of his decoration.

See Tele Programming Engineering Problem

Television programming is a problem which will require the talents of engineers and technicians over and above the usual needs of writing and dramatic talent. Program production for television is already at the stage where all producers are having to lean heavily on the knowledge and discoveries of the technical men. Post war programming will accentuate the relation of engineer to programming.

These observations were presented

(Continued on Page 3)

Civil Service Seeks Men For Intercept Positions

Radio intercept officers in the FCC have now been added to the positions in the field and for which the Commission now seeks to recruit qualified men. These are not inspector jobs;

(Continued on Page 2)

House Gets Another Measure Seeking To Kill Salary Ceiling

Carter Renews Fidler For Year Starting Feb. 28

Effective Feb. 28. Carter Products, Inc., has renewed "Jimmy Fidler from Hollywood" for another 52 weeks on the Blue Network. Originating in the motion picture capital, the Hollywood commentator is heard Sunday from 9:30 to 9:45 p.m., EWT, on 70 Blue affiliates in behalf of Arrid. Carter

(Continued on Page 2)

Fly, Broadcasting From Capital Confab, Urges Effort For Victory; Van Dyke And Wheeler Heard From N. Y.

NBC Execs Address War Clinic Attendees

NBC's Second Annual War Clinic began its two-day session at the Waldorf Astoria Hotel yesterday attended by 39 representatives of NBC affiliates in the eastern states.

After a welcoming address by Paul W. Morency of WTIC, eastern representative on NBC's Stations Advisory Committee, the clinic heard talks by

(Continued on Page 3)

"Victory Garden" Series As Weekly Show On Blue

"Victory Gardens," a new program designed to emphasize the importance of home grown food in the war effort, will be launched as a weekly feature of the Blue Network Feb. 1. Ernest G. Moore, staff member of the Agricultural Research Administration,

(Continued on Page 3)

Ryan Winding Up At KGO Takes KFI Post Feb. 15

San Francisco—William B. Ryan, manager of KGO and the Blue Network here, is winding up his affairs preparatory to leaving for KFI, Los Angeles, to take charge of that NBC

(Continued on Page 2)

American radio engineers today are working for the biggest stake of all time—victory or defeat—it was stated last night by James Lawrence Fly, chairman of the FCC, in an address delivered at the sectional meeting of the Institute of Radio Engineers held in Washington, D.C., and broadcast by CBS during a program describing the meeting and heard on the network from 10:30-10:45 p.m.

To achieve victory, said Fly, American engineers must be better than the enemy technicians, whose ability

(Continued on Page 7)

Golenpaul Loses Plea To Restrain Amer. Tob.

Dan Golenpaul's request for an injunction preventing the American Tobacco Company from using the repetitive slogan, "The Best Tunes of All Go to Carnegie Hall" was denied yesterday by Justice Bernard Shientag in the Supreme Court. Damages had also been requested by Golenpaul, who controls the program "Information Please."

In answer to Golenpaul's contention

(Continued on Page 7)

King Set To Take Over On "Double Or Nothing"

John Reed King will pilot Mutual's "Double or Nothing" quiz program to fill the vacancy being made by the retirement from that post of Walter

(Continued on Page 2)

Spieler Ceiling

Philadelphia—The deluge of newly created ceilings other than those found in houses lends itself to many a gag. When Edna Whittington cast her eyes on the newly acquired WIP announcer, Harry B. Fleetwood, she exclaimed, "What! No OPA ceilings on announcers?" Fleetwood happens to stand some six feet, seven inches in height.



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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, Jan. 28)

NEW YORK STOCK EXCHANGE

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

King Set To Take Over On "Double Or Nothing"

(Continued from Page 1)

Compton. Compton will introduce King tonight, and turn the emcee job over Feb. 5. Compton will complete his 124th consecutive program on that show tonight, for Feen-a-mint and will devote himself to his job as a Washington commentator. William Esty agency handled the account.

Carter Renews Fidler For Year Starting Feb. 28

(Continued from Page 1)

launched the program on the Blue in March, 1942. Small & Seiffer, New York, is the agency in charge. Another program sponsored by Carter Products on the Blue is "Inner Sanctum Mystery," for Carter's Little Liver pills.

AMP Issues Catalog

Associated Music Publishers, Inc., has just compiled and issued its first complete catalogue of copyrighted titles included in its licenses. Log contains over 14,000 copyrights and 18,000 selections, and includes name of composer, music title, date of copyright and copyright serial number.

Civil Service Seeks Men For Intercept Positions

(Continued from Page 1)

posts pay \$2,000 to \$2,600 a year plus overtime and will be located throughout the U. S. Communication from the Civil Service Commission follows: "Persons qualified to intercept radio messages are needed by the Federal Communications Commission, the Civil Service Commission. The positions pay \$2,000 and \$2,600 a year, plus overtime, which increases the salaries about 21 per cent for 8 hours of overtime a week.

"Radio intercept officers will participate with Army Air Forces in effecting radio silence and insuring compliance with silence orders, test the efficiency of methods of control, maintain a continuous watch on distress channels, and otherwise participate in monitoring assignments relating directly to the war effort.

Requirements Outlined

"For assistant radio intercept officer, \$2,600 a year, persons must have had either a full 4-year course in electrical engineering or physics at a college or university of recognized standing, 4 years of technical experience in the field of radio, or a time-equivalent combination of such education and experience. For the \$2,000 grade, less education and experience is required. Applicants for both grades must be able to transmit and receive in International Morse Code, and in some cases may substitute experience as a radio telegraph operator, or as an amateur holding a Class A license, or radio and engineering study at a recognized college or radio institute for part of the prescribed education or experience.

"No written test is required, and the only age limitation is that applicants must have reached their eighteenth birthday. Positions are to be filled throughout the United States.

"Persons using their highest skills in war work are not encouraged to apply. War manpower restrictions on Federal appointments are given in Form 3989, posted in first- and second-class post offices. Complete information and application forms may also be obtained at these post offices, as well as from civil service regional offices and from the Commission at Washington, D. C."

Barry Wood Drops Out Of New Lucky Strike Show

(Continued from Page 1)

Hall and entitled "All Time Hit Parade," will have the past week's three leading songs done via organ and Wood was to do some of the older songs. He came to conclusion that although he was the star of the show, he was not in a spot to shine to best advantage. Jerry Wayne will succeed to the job as male singer on the new Lucky Strike program. Wood and American Tobacco are parting on friendly terms.

Bennys Guests Of Roosevelts

Jack Benny and Mary Livingstone will be guests of President and Mrs. Roosevelt tomorrow at the annual President's Birthday Party in Washington, D. C.

Ryan Winding Up At KGO Takes KFI Post Feb. 15

(Continued from Page 1)

station Feb. 15. Ryan will take the place vacated by the recent death of Harrison Holliday, another San Franciscan. Holliday at one time was manager of KFRC here. In addition to KFI, Ryan also will manage KECA, the Blue Network station in Los Angeles. Both KFI and KECA are owned by Earle C. Anthony, Inc., and operated by the radio division of that company. Ryan's career in radio has been meteoric since he joined NBC in 1937, having been an outdoor advertising salesman.

Under his leadership KGO, which he became manager of a year and a half ago, has won several national awards for special events production and outstanding contribution to the war effort. He likewise is past president of the local advertising club.

WMCA Air Raid Book Offered To Listeners

(Continued from Page 1)

ernment and public, as distinguished from its war effort programming.

Station heads feel that a single recitation on the air would not make the situation clear to the public. Hence the plan to distribute the printed supplements. Because of the complicated character, also, station has recorded the message, to keep data uniform and prevent human error of mispronunciation or inflection from creeping in to gum the works. WMCA's announcements are aired 1:10 p.m. and 9 p.m.

Wismer Sports Series 5 Times Weekly On Blue

Harry Wismer, network sportscaster, will inaugurate a five-a-week evening sports show over the Blue Network Monday, Feb. 1. The former grid star will be heard Monday through Friday at 6:15 p.m., EWT, in five-minute summaries of late developments in the sports world, and also including interviews and human interest stories.

COMING and GOING

BENEDICT GIMBEL, president of WIP, Philadelphia, in Chicago attending the meeting of the MBS directorate held today at the Blackstone Hotel.

WILLIAM D. MURDOCK, assistant general manager of WJSV, Columbia affiliate on Washington, D. C., in town yesterday on station and network business.

ERNEST H. SMITH, sales promotion director of CFCF, Montreal, is in town for conference at the headquarters of the Blue Network.

HAROLD LAFOUNT left last night for Boston where he will inspect the final details of the new WORL studios which will be opened in the near future.

W. A. WILSON president and general manager of WOPI, Bristol, Tenn.; JESSE SWICEGOOD, general manager of WKPT, Kingsport, Tenn., and HAROLD THOMS, president and station manager of WISE, Asheville, N. C., station members of the Daniel Boone Network, leave for their home territories the week-end.

JOSEPH M. NASSAU, station manager and sales promotion director of WMFR, Lewistown, Me., is here for talks with the New York representatives of the station.

PHIL SPITALNY and the members of his "Hour of Charm" all-girl orchestra will be at the Great Lakes Naval Training Station on Sunday night for the broadcasting of that program from Ross Auditorium. Lt. Com. Edna Peabody will be a guest.

DAVID O. ALBER leaves this morning for Baltimore for a short business visit.

KATE SMITH and TED COLLINS travel here to Lakehurst, N. J., from which point they will broadcast their CBS program from the auditorium at the Naval Air Station.

EDDIE "ROCHESTER" ANDERSON is in Columbus, Ohio, for a theater engagement.

A. R. HEBENSTREIT, president of KGGM, Albuquerque, returning to his New Mexico headquarters following a few days here in conference at CBS.

JIMMY DORSEY and the members of his band with BILL BURTON, manager, are in Boston for an engagement at the RKO Theater.

JACK BENNY, MARY LIVINGSTONE and the program entourage will travel on Sunday to the Marine Base at Quantico, Va., where they will broadcast their NBC show for the entertainment of the servicemen.

GEORGE LASKER, general manager of WOL, Boston, spending several days here on station business.

WANTED

Capable writer who has had network experience. Applicants must write two serial programs a week, which are now on the air. Salary about \$100.00 per week. Please write full details.

RADIO DAILY 1501 Broadway

Box 103 New York City

Execs Address Clinic Attendees

(Continued from Page 1)

Maser, vice-president in charge of programs; Roy C. Witmer, vice-president in charge of sales, Frank M. Wallace, vice-president in charge of the Washington office; Charles B. ... director of advertising and promotion, and Noran E. Kersta, manager of the television department.

... reviewed program developments and prospects. He called the elevation of Shostakovitch's "Symphony," "the outstanding event of the year."

... outlined the network's war effort and pointed out that ... sent out over 6,000 special programs in 1942 in behalf of ... recruiting etc. Altogether, the network was supplied with more than 70 war effort programs, a third sponsored.

Re Daytime Serials

... commenting on daytime serials said: "So long as the daytime serials concern themselves with an interesting story and guarantee that the story is well told, they need have no fear of disappearing. However, our social structure may change the history of human beings and antiquity has indicated its likeliest stories. The daytime serial established itself as a literary form though it may undergo changes from time to time, we should not expect it to pass out of existence unless we expect the demise of novel or short story."

... explained to the station executives the extent of station's ... "125 station full network" ... said that a total of 64 individual programs are using the full program each week. He also complimented advertisers on their readiness to change their program content to meet the changes brought about by the station's war effort.

"Washington Scene"

... praying "The Washington Post" ... Russell reaffirmed his confidence that the government intends to preserve American broadcasting during a period of national emergency.

... government," he said, "is fully aware of the necessity of maintaining our radio audience and of the impact of war upon the industry or its return to peaceful pursuits at the close of war."

... discussed the network's plans for 1943 using a series of charts showing the results of NBC's

WBX NEW YORK

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

5000 WATTS Directional

NEW YORK METROPOLITAN NEW YORK

★ PROMOTION ★

"Time's" Spanish Lessons

In this weeks issue of "Time Magazine" a two-column account is given of the progress "Let's Learn Spanish" is making. The write-up, while close to home (sponsored by Time, Inc., Radio Program Department) doesn't indulge in self-praise of its affiliate, but points out objectively the background and development of the program.

It is the opinion of the program reviewers that taken out of the hands of pedestrian educators, learning a foreign language can be fun. Time will tell whether anything is learned.

According to the latest figures, 4,500 listeners have written for Spanish-English word lists accompanying the thrice weekly broadcasts heard over WQXR, N. Y.

"Let's Learn Spanish" is designed to teach a basic Spanish and "its pedagogical method is a succession of conversational exchanges between an unmistakable American," Joe (Joel Grover Sayre) and Pepe, (Pedro Francisco Domecq, Vizconde de Almocaden).

Sayre is responsible for the crea-

Knife Campaign

A "Save-A-Life-With-Your-Knife" campaign is being conducted on "Captain Midnight," sponsored on the Blue Network by Wander Co. for Ovaltine, in a drive to gather knives for American fighting forces in the South Pacific. Instituted by Major General Barney M. Giles, commanding general of the Fourth Air Force, the drive is aimed at collecting thousands of knives for immediate use. "Captain Midnight" is asking every listener owning any type of hunting knife, Boy Scout sheath knife or large jack-knife, to send it in without delay.

... tion of the program. He spent four months working out a usable basic Spanish and writing the script. Taking some advice from Ivor Armstrong Richards, Harvard's semanticist, he boiled the Spanish course down to a working vocabulary.

The program, which is available to other stations, gives the individual a chance to learn the language without the usual pedantry attached to teaching.

"Victory Garden" Series As Weekly Show On Blue

(Continued from Page 1)

will act as master of ceremonies for the broadcasts, to be heard Monday from 12:45 to 1 p.m., EWT.

Stressing the idea that with more food grown at home, more will be released for war purposes, the broadcasts will be directed at town and suburban dwellers who own fertile soil and listeners who have access to community, allotment or school lunch gardens.

"all-county survey" and breaking down the figures obtained from an analysis of the survey figures. He also forecast the important role radio will play in the industrial, technical and economic world following the war.

Kersta related the history of television since its inception at NBC and offered suggestions regarding the possible extent of that industry when government restrictions on essential equipment for transmitters and receivers are lifted.

Following last night's dinner, Dr. James Rowland Angell, NBC's Public Service Counselor spoke on "Six Years in Radioland."

Another Session Today

The clinic convenes again today to hear an address by Niles Trammell, NBC president and a luncheon talk on "An Enlightened Public Relations Policy for Broadcasting Stations" by William S. Hedges, vice-president in charge of stations.

Complete list of affiliates represented at the meeting appeared in yesterday's issue of RADIO DAILY.

The 12 NBC executives comprising the clinic will leave Sunday for Richmond, Va., the next stop in a tour which will end, late in February, in Los Angeles.

House Gets Another Bill Opposing Salary Ceiling

(Continued from Page 1)

the bill of Rep. Jesse Wolcott, Michigan Republican, which proposes rewording of the price control act to eliminate the authority under which the President issued the OES order and provides for voiding of the salary regulations.

Either or both these bills have a real chance of passage in both Chambers of Congress, but presidential veto is a genuine possibility. The question then is whether opponents of the salary limitations can muster the necessary two-thirds majority to override the President's veto.

In the event that a veto blocks either of the bills, there is still another strategy that opponents of the salary ceiling measure may resort to. This would entail attaching a rider nullifying the ceiling order to the new tax bill. In order to veto that, the President would also have to veto the entire tax bill, an action which is considered extremely unlikely.

See TeleProgramming Engineering Problem

(Continued from Page 1)

by Charles H. Kleinman, who is in charge of program of Bloomingdale's FM station W75NY and who is engaged in research for Metropolitan Television Inc., last evening, at a meeting of the American Television Society. Kleinman has been cooperating also, with television engineers and program directors at General Electric's Schenectady outlet. Speaker's topic was "Building the Television Program of Tomorrow."

Television program technique will have to meld that of motion picture, stage and radio, though a television broadcast is most like a motion picture with sound taken, edited, cut and projected simultaneously, Kleinman explained, reporting that in current experiments, all dramatic effects must be worked out with engineers in every detail before a script is written. It's engineers' day in television, and we are grateful to them."

Wants Young Talent

On the subject of available television talent in the post war, Kleinman said: "We will need young people in their twenties but who have the knowledge resulting from eighty years of practical experience." He expressed confidence in the possible talent supply from FM, university dramatic departments, and juveniles now in the progressive schools where the students are encouraged to dramatize their lessons.

To instill caution in estimates of television developments, Kleinman declared: "People who marvel at the possibilities of television, but who are not lucky enough to be working with it during this experimental period are apt to jump to conclusions about the new program techniques we are developing. It is all very flattering. I wish it were true. When people say 'You must be finding the answers to television's production problems' I can only quote Lt. John Gilmour, now with the Signal Corps, but formerly manager of GE's WRGB. He says: 'Finding the answers? We don't even begin to know the problems involved yet!' This experimental period is a great boon for all of us."

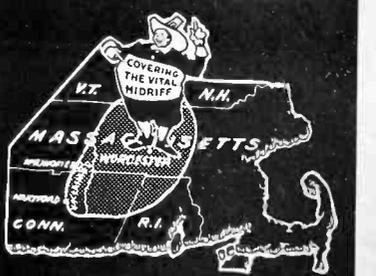
THE Philadelphia Story IN RADIO 5000 WATTS

950 on the Dial

Affiliated Station of the Atlantic Coast Network



When you buy time—
BUY AN AUDIENCE



WTAG WORCESTER

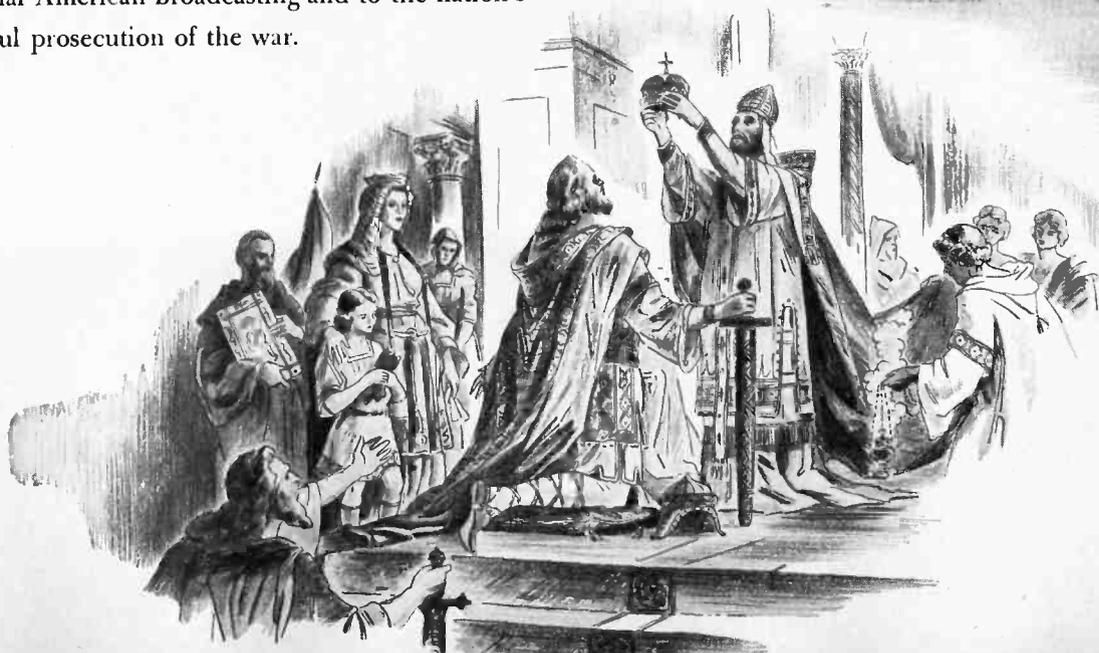
IN 16 YEARS... OVER 12 CENTURIES OF

SINCE THE birth of NBC—16 short, history-packed years ago—the total number of years that NBC-affiliated stations have broadcast to the people would, if laid end to end, reach back to 743 A.D.—the year in which another lusty infant was born—Charlemagne.

During these 1200 years of broadcasting, each of these NBC stations has earned the loyalty and confidence of the people of its community; has established itself as a progressive force of enlightenment, as well as a popular source of entertainment.

When war struck, NBC moved immediately to aid the government in every way possible and to maintain at the same time the high calibre of radio service the people have come to expect from NBC stations. It was upon this foundation that NBC established radio's first War Clinic in 1942.

Today, as NBC affiliates and network executives meet for their 1943 War Clinic, they have behind them a proud record of war-service achievements... before them the goal of even greater contributions to traditional American broadcasting and to the nation's successful prosecution of the war.

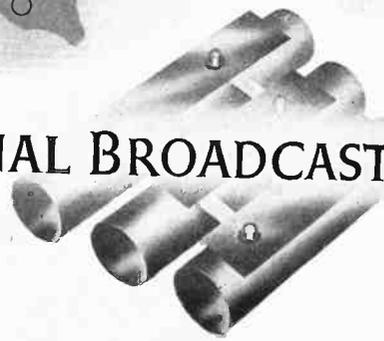


“This AD”

BROADCASTING SERVICE



NATIONAL BROADCASTING COMPANY. . . ”



Los Angeles

By JAC WILLEN

PAT Bishop, KFI-KECA newscaster, visited the Horace Heidt "Treasure Chest" program as guest on Tuesday, Jan. 26 over KFI.

Horace Heidt and his "Treasure Chest" crew last week also added a glamorous member—for one night. She was Dorothy Lamour, who appeared with them in a Hollywood Canteen show and spent most of the evening dancing to the tunes which they played.

Prize snapshot around NBC, worthy of reprint anywhere, and which causes quite a round of laughter whenever anyone enters the office of Wendall Williams, Literary Rights head at NBC, is the photograph of his 3-months old daughter Wendy, ensconced comfortably on a sofa, holding and apparently reading Arch Oboler's "Fourteen Radio Plays" published by Random House. Gag of the snapshot is the expression which was captured by Gordon Jenkins, who snapped the photo, which obviously must have caused Oboler to ponder much when he received a copy of the photograph.

Mary Astor, under the Ben Hur sponsorship, seems headed for a very popular variety stanza on the new "Hollywood Showcase" program.

Bowes Hour To Originate At Service Encampments

In cooperation with military authorities, Major Edward Bowes and his "Original Amateur Hour" will be heard direct from military bases for a series of broadcasts beginning Thursday, Feb. 4. The series will originate at Army, Navy and Coast Guard encampments and will bring to the microphone talented men of the armed forces.

WTAR's War Effort

Norfolk, Va.—During 1942 WTAR, devoted a great portion of its time to the war effort. The latest statistical breakdown shows that the station made a total of 3,683 announcements, and gave 586 programs which totaled 126 program hours. The complete number of hours given over to the war effort totals over 187.

To the Colors!

MILLCENT POLLEY, former woman's director at WHBF, Rock Island, Moline and Davenport, has been called to training with the WAVES, and is now stationed in Cedar Falls, Iowa.

—vvv—

JACK SIMPSON, announcer at WSIX, Nashville, has reported to Camp Peary, Va., for active duty in the Navy. He volunteered for service with the See Bees, as a store-keeper with the rating of petty officer, third class.



Radio Is My Beat . . .!

● ● ● The rumor-bearers would have you believe that Errol Flynn, if acquitted, will seek to buy 15 minutes on NBC to thank all his loyal fans for their faith in him. . . . Abbott & Costello will have four airings from Radio City instead of just one, as originally scheduled. . . . Hollywood News-girl Stella Unger has asked for a temporary release from her Tuesday night chores on the Blue due to overwork. Her schedule now calls for four airings weekly. . . . Lana Turner is lots sicker than most people think. . . . Representing Actors' Equity at the President's Birthday Ball in Washington will be Bert Lytell. Lawrence Tibbett will represent AFRA and AGMA and Jim Sauter will be there in the interests of the United Theatrical War Activities Committee. . . . When a romance item about Orson Welles and Maria Montez appeared in local print, one of the Broadwayites pooh-pooed it. "Maria hasn't fallen out of love with herself yet," meowed the belittler. . . . With Marlene Dietrich's daughter, Maria Manton, having announced her engagement to Richard Hayden, we were just wondering what would happen if the glamorous Marlene became a grandma and whether or not it would affect her career. Our guess is no.

★ ★ ★

● ● ● Bill Keith, one of the leads in "The Moon is Down," was rejected by the army not long ago because of a broken ear drum. And here's the payoff. He got the injury playing a Nazi soldier in the play where Otto Kruger, as his captain, had to sock him on the side of his head every performance—which finally resulted in the injury!

★ ★ ★

● ● ● With Frank Cooper out of town on a two-week vacation, Tommy Rockwell, president of General Amusement Corp., will personally look after the interests of "Go Get It," now available for new sponsorship. . . . Alton Alexander bedded with pneumonia. . . . Only thing hotter than Tommy Dorsey's music is his romance with Pat Dame. . . . Equivalent to the "man-bites-dog" type of item is the fact that one actress, Ann Thomas, is writing a rave magazine article on another femme performer, Beatrice Kay. . . . "Superman" goes national on Mutual for Kellogg's Pep Feb. 22. . . . That "penny-in-the-mail" stunt on Ralph Edwards' "Truth or Consequences" will probably have the contestants preferring to muffle the questions rather than answer them correctly. . . . Herb Shriner wonders how newspapers can cut down on space while the Russians continue to take such towns as Nevnomyskaya and Belokurakino. . . . Carol Bruce putting on a soldier show Feb. 1 for the boys at the Postal Battalion of N. Y. Port of Embarkation. . . . We like Irene Beasley's definition of a coordinator—one who brings organized chaos out of regimented confusion. . . . Hollywood Winter Tale: Geo. Bruce, who got tired of medicos and decided to take sun baths for his flu, is now being treated for sunburn.

★ ★ ★

● ● ● Radio people are doing more every day for the war effort. Consider last week's schedule of Geo. F. Putnam, for instance. Aside from his commercial shows, which keep him busy seven days a week, he devoted four hours to emceeing the Army Hour—two and a half hours to War Manpower transcriptions—half an hour to a recording boosting the President's Birthday Ball—four hours to an Army picture—and two hours to selling War Bonds. From where we sit that adds up to thirteen hours—for free. . . . so that he and others may remain free.

★ ★ ★

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

NORMAN BARRY, staff NBC announcer for past 10 years, heads a group of four NBC employees who leave for service in the armed forces this week. Barry, commissioned a Lieutenant in the Navy, reports at Dartmouth University on Feb. 1. Other new service men are Frank DeRosa, messenger, in the Army and Jay Jones and Vernon Heeren of guest relations who have joined the Army Air Force.

Edward D. Allen, Jr., free-lance Chicago announcer, has been added to the NBC staff and H. R. Tennerstedt, formerly associated with the William G. Rambeau Co., has been added to the NBC Central Division local and spot sales department.

Joseph F. Novy, assistant chief engineer of CBS central division, has returned to WBBM after eight months leave of absence during which time he served as chief engineer of the Sixth Service Command Radar group. Novy resumes his duties as engineer in charge of WBBM studios and transmitter and the 10 kw. FM station in Chicago, W67-C.

Sale of more than a million dollars worth of war bonds and stamps will have been accomplished today, at Treasury Center, Chicago, through the efforts of WGN's Bond Wagon, thrice weekly noon broadcasts.

"Action of FCC in breaking down the clear channel facilities of WCCO in Minneapolis has dealt a serious blow to American farm and small town families who depended on that station for night-time listening. Frank P. Schreiber, manager of WGN declared in a prepared statement to the press yesterday.

Mel Torme, youthful vocalist with Chico Marx' orchestra, has been given a RKO picture contract and Jerry Wald, orchestra leader at the Sherman Hotel, may cancel some scheduled theater appearances to go west for a picture engagement.

Bob Hannon vacationing in Chicago and goes to Kansas City this weekend for a visit with the home folks.

Gracie Barrie and her orchestra launches "A Date With Gracie" servicemen's stunt, Monday night on WGN. Gracie, whose husband is on the coast guard, will have boys from the Army, Navy, Marines and Coast Guard as dinner guests each Monday night and will present them on the air. Evelyn Nelson of Chicago Servicemen's Center will procure the guest servicemen each week.

M-G-M Signs On WWJ; Follows Period On WGN

After experimenting successfully with a program three times a week over WGN, Chicago, M-G-M has contracted for a similar period on WWJ, Detroit, in the interest of the film "Stand By for Action," "Keeper of the Flame" and "White Cargo." Donahue & Coe, Inc., is the agency handling the business.

Groups Studying Manpower Needs

(Continued from Page 1)

wants. Neither has concluded negotiations, however. The group about to go into the field will be a sub-committee of Education and Labor Committee. Elbert Thomas of Utah, committee chairman, has promised to the sub-committee to study the field of manpower with a view to getting the nation of adequate supply. Senator Claude Pepper probably will be chairman of the committee.

Meeting Held Or Dated Probers Of AFM Ban

Washington Bureau, RADIO DAILY
Washington—The Senate Interstate Commerce sub-committee investigating the Petrillo music ban has not yet decided to consider what further witnesses will call, and there is still speculation that any meeting is still off. The authority of the group officially expires Sunday but a meeting for the continuance of the investigation has been prepared, although it cannot be voted upon before Monday at the earliest, since the chamber does not have a session before then.

Antonio Bill Passage Would Not Affect Radio

Washington Bureau, RADIO DAILY
Washington—Radio stations are not affected by the bill entered before the Senate yesterday by Rep. Vito Marcionelli, ALP, New York, calling for the curtailment of the service offered by Postal Telegraph Western Union, and the International wire companies as a result of mergers.

C Billings Up 39%

Atlanta, Ga.—Local and national billings on WGAC during 1942 show an increase of 39 per cent over 1941, it has been announced by J. J. Shea, general manager of the station.

AND-TO-GET-TO" PEOPLE
EASIER TO GET TO BY
**Postal
Telegraph**

CHARGES FOR TELEGRAMS
PHONED IN APPEAR ON YOUR
TELEPHONE BILL.

Sectional Confabs Of The IRE Hear Fly's Address Broadcast

(Continued from Page 1)

we must not underestimate. While American engineers have accomplished much in their field, he said, their efforts must continuously be increased and their methods made constantly more progressive, since an outstanding development today may become obsolete tomorrow by virtue of a more ingenious development by an enemy engineer.

Arthur Godfrey introduced Fly on the program, which linked the several sectional confabs held in various parts of the country and which were heard by the delegates attending each of the meetings.

Lauds Wartime Conversion

Following the close of the Fly address, in which he complimented the nation's engineers upon the rapid conversion of their industry from a peacetime to wartime basis, a pickup was made from the meeting held here at the Engineering Society Building. A. F. Van Dyke, the retiring president was heard, after which Dr. L. P. Wheeler, the new president, pledged the society, its members and its efforts wholeheartedly to the winning of the war against the Axis.

Roster of 12 engineers, representing the major radio and communications equipment manufacturers in this country, delivered technical addresses on scientific and engineering progress in the field of electronics yesterday, at morning, afternoon and evening sessions of the winter conference in the Engineering Society Building. The evening session was held jointly with that of the American Institute of Electrical Engineers.

The New York agenda, for the morning session included the following: "Radio Frequency Operated High Voltage Supplies for Cathode Ray Tubes" by O. H. Schade, RCA Manufacturing Co., Harrison, N. J.; "Transmission Line Charts" by R. S. Julian, Bell Telephone Laboratories, Whippany, N. J.; "Poly-directional Microphones" by H. F. Olson, RCA Manufacturing Co., Camden, N. J.; "Phosphors and the Periodic System of the Elements" by H. W. Leverenz, RCA Communications Lab., Princeton, N. J.

Afternoon Session

The afternoon was partly devoted to the annual business meeting of the Society with retiring president Van Dyck, member of FCC, and

"Gang Buster" Prize

The \$1,000 war bond to be awarded to listeners of "Gang Busters" who supply information leading to the arrest of Number 1 criminals will be given by the producer, Phillips H. Lord, Inc., and not by Dr. Earle S. Sloan, Inc., sponsor of the program on the Blue Network, as erroneously stated in a previous release to trade papers on the new reward policy.

Chason Engaged

Herbert Chason, advertising and sales promotion director of WHN, has become engaged to Phoebe R. Weinstein, non-pro, of Harrison, N. Y.

RCA License Laboratory, New York, turning the gavel over to the newly elected Dr. Wheeler. Dr. Wheeler bestowed the Institute's Medal of Honor on William Wilson of the Bell Labs "for his achievement in the development of modern electronics including its application to radio telephony, and for his contribution to the welfare and work of the Institute." Ten others received fellow membership awards, highest recognition Institute can make.

Several Speakers in Afternoon

Speakers in the afternoon technical session included Lloyd Espenschied, Bell Lab consultant, on "Electric Communications—the past and present illuminate the future—a suggestive interpretation;" Rear Admiral Stanford C. Hooper of the U. S. Navy, and general consultant for Radio, Radar and Underwater Sound Equipment, on "Production of Radio Facilities for the Armed Services;" F. R. Lack, director of the Army-Navy Electronics Production agency, on "The Army-Navy Electronics Production Agency;" Ray Ellis, director of Radio and Radar of the WPB, on the "Function of WPB in Radio;" H. P. Westman of the War Committee on Radio of the American Standards Association on "Radio Standards Go to War;" Kirk Miles, National Roster of Scientific and Specialized Personnel of the War Manpower Commission, on "The Engineer's Position in the Manpower Program." Dr. George C. Southworth of the Bell Telephone Labs addressed the joint evening session on "Beyond the Ultra Shorts."

Ellis Announces New Section

In sketching a description of the Radio Division of the WPB, Ellis announced a new Radio Field Operations Section working within the WPB Regional office structure, to assist manufacturers at their plants and help to solve their specific problems outside of Washington. The industry today, wherein 1,500 concerns are now participating in the production of radio detector equipment for the armed services, is producing at the rate of \$200,000,000 a month, Ellis reported. By the end of this year, production he said would be way above that figure.

'E' Award Talent

When the presentation of an Army-Navy "E" Award to the Rochester plant of the General Motors Corporation at the Eastman Theater in that city on Feb. 8, Vivian Della Chiesa, and the Southernaires, negro quartet will be the featured entertainers. The engagement was booked the NCAC.

Gov't Workers' News On WINX

Washington—A program of government news for government workers was inaugurated this week over WINX, in Washington, D. C. The program, heard twice daily, is known as the "Federal Index."

Golenpaul Loses Plea To Restrain Amer. Tob.

(Continued from Page 1)

tion that the slogan was "low, vulgar, and offensive," Judge Shientag said that he could not agree with that characterization. He admitted that it might be irritating to the radio listeners, but he held that such irritation would be against the sponsor rather than against "Information Please."

Golenpaul wanted the chant-slogan stopped during the last two performances under the present sponsors. The present split was originally caused by the sponsor's use of a former slogan, "Lucky Strike Green Has Gone to War."

Golenpaul Statement

Late in the afternoon Dan Golenpaul issued the following statement: "In denying the injunction sought by 'Information Please,' the judge upholds my contention that the use of the teaser slogan by the American Tobacco Co. is 'apt to be irritating and annoying to radio listeners' and the sponsor would have been in 'much better taste' if the use of the slogan had conformed to the general character of 'Information Please.'"

"The court felt that the irritation of the radio audience would be directed primarily against The American Tobacco Co. That may be true—but why irritate an audience at all and interfere with their enjoyment of entertainment? I now submit this proposition to the Court of Audience."

"The audience is the most valuable part of 'Information Please.' Even though we have a good show and present interesting personalities, in the final analysis the audience of 'Information Please' is what makes the show."

"Never Good Business"

"Bad taste is never good business. It will be interesting to find out if The American Tobacco Company will follow the judge's advice and accede to the request of 'Information Please' to curtail the teasers. Irrespective of The American Tobacco Company's standards of taste, or its respect for the judge's suggestion, I can assure the public that the new sponsor, H. J. Heinz Co. will not employ commercials that are apt to be irritating and annoying to the listeners."

"Hub" Jackson To WCOS

Columbia, S. C.—"Hub" Jackson, formerly sales manager of WGAC, Augusta, Ga., has been named to the same post at WCOS, of this city, and will take up his new duties on Feb. 1.

THIS LITTLE BUDGET

WENT TO

**WORL
BOSTON
MASS.**



GUEST-ING

HELEN WORDEN, feature writer for the Scripps-Howard Syndicate and columnist on the New York "World-Telegram," on Frances Scott's "Let's Play Reporter," tomorrow (WEAF-NBC, 10:30 p.m.).

HON. FIORELLO F. LaGUARDIA, Mayor of New York, on the "People's Platform," tomorrow (WABC-CBS, 7 p.m.).

MRS. MARY SWITZER, assistant administrator in charge of public health of the FSA, discussing "Preservation of Health," on the "Women-power" program, Sunday afternoon (WABC-CBS, 12:15 p.m.).

PETER LORRE, on the "Radio Reader's Digest" program, Sunday (WABC-CBS, 9 p.m.).

DR. JAMES A. COLSTON, president of Bethune-Cookman College, Daytona Beach, Fla., on "Wings Over Jordan," Sunday (WABC-CBS, 10:30 a.m.).

MARJORIE LAWRENCE, soprano, and GREGOR PIATIGORSKY, cellist, on the Coca-Cola program, Sunday (WABC-CBS, 4:30 p.m.).

"Victory Line" Of Parts Approved By The WPB

Washington—The WPB radio and RADAR section has approved the full victory line of radio parts, necessary for repair of home radios, as well as a list of 120 tube types. An order for manufacture of these is being made up now for issuance this week or next. No revision is in view for the remainder of the present quarter, although there is some possibility of change for the next quarter, according to Frank H. McIntosh, director of the section. This will probably depend upon inventories on hand in March.

BIRTHDAYS

January 29

Joy Hodges Florence Muzzy
Joe Parker Alice Patton

January 30

Ida Bailey Allen Renwick Cary
Walter Damrosch Jos. Gallicchio
Charles Haubiel Dick Kelly
Frank Kizis Lawrence W. Lowman
Frank Marx Gene Norman

January 31

Eddie Cantor Alton Cook
T. A. M. Craven Cecil Hogan
Larry Holcomb Leonard H. Hole
Isham Jones Garry Morfit
Bob Novak

Coast-to-Coast

"PASSING the Buck" is the name of the new half-hour quiz show from Camp Campbell on the Kentucky-Tennessee line aired over WSIX, Nashville. Sponsored by the H. J. Grimes Company, it is heard on Tuesday nights at 8:00 p.m. Howard Byrum, formerly of WJZM, and WLB, has joined the announcing staff.

After visiting celebrities had been guested on the KSD, St. Louis "mike" in fruitful numbers, station officials declared it an all-star personality week. The following impressive names have been aired over the St. Louis station: Governor Sam Jones, of Louisiana; Mrs. James H. Doolittle, wife of the general who bombed Tokyo; Lady Dill, wife of Field Marshall Sir John Dill; Joseph B. Eastman director of the ODT, Senator George W. Norris and Harold L. Ickes.

To enable listeners to enjoy more fully the rendition "Nobilissima Visione" from the ballet "Saint Francis" by Paul Hindemith which was performed by the Boston Symphony Orchestra during last Saturday night's broadcast over the Blue Network, WELI, New Haven, presented the composer in a special broadcast from its studios at 7:45 p.m. Saturday, just a half hour before the Boston Symphony hour.

KSAL, Salina, Kansas, has an advertiser who despite the prospect of being hemmed in on all sides by all forms of curtailment shows an undimmed faith in radio advertising. The Marshall Motor Company, Chrysler-Plymouth dealer in Salina, signed an uncancelable contract for three announcements per day, six days a week for 1943. This adds up to nearly one thousand announcements, plus the sponsorship of the "Johnson Family."

KNX-CBS announcer Jack Slattery has been assigned to the announcing spot on the thrice-a-week Harry James program, "Chesterfield Time," now being broadcast from KNX's Hollywood studios.

Radio in wartime was the subject discussed by Lester Spencer, assistant manager of WHIO, Dayton, Ohio, before a meeting of the American Business Club of that city. He spoke of the difficulties connected with radio as well as the wartime contributions.

Aiding and abetting local chapters of Russian War Relief, Inc. and the National Foundation for Infantile Paralysis, WTAG, Worcester, this week has been publicizing current drives of the two organizations. Appeal for warm clothing for Russia by Dr. Hudson Hoagland, chairman of the Worcester Branch of Russian War Relief, and addresses by prominent local persons in behalf of the Foundation for Infantile Paralysis were aired in addition to daily announcements promoting work of the societies.

Fredric Freeland, formerly with WOWO, Fort Wayne, has joined the staff of WJR, Akron, as production manager. He was, at one time, associated with WHBC, Canton. Garde Chambers, dramatic director, has introduced a new series on Monday night programs under the title of "Mystery Castle." Ray Baird, engineer has rejoined the station after spending some time at WCED, Du Bois, Pa.

Bernie Barth, WFIL, Philadelphia, announcer, is set to play "The Private Lives of Elizabeth and Essex," with all parts being played by Bernie. He is doing this ten-minute sketch as part of his demonstration to be presented to the Women's Club of Drexel Hill on Feb. 15. At that time Barth is delivering a lecture on "Cleaning Up the Soap-Operas."

Cecil Mason, is the first full-time-feminine control room engineer to take over at WTRY, Troy. In preparation for any emergency the station has trained several other female staff members to take over the control board.

Saturday, Jan. 30, will find the Honorable Vincent J. Murphy, Mayor of the city of Newark before the WINS, N. Y., "mike" on the "Know Your Government" program. He will be interviewed on the subject of "Point Rationing." The interview will be conducted by Commissioner Harold John Adonis, conductor of the program. Adonis is the present director of the New Jersey State Government Bureau of Research and Commissioner of the New Jersey Goodwill Commission.

Members of the Signal Corps Replacement Center Training Band at Camp Charles Wood, recently selected their own "favorites" of show business. They named Bing Crosby and Dinah Shore as King and Queen of Song, Duke Ellington's band as tops and gave the nod to "Star Dust" as the star hit of all time. Jack Benny and Bob Hope finished in a dead heat on the bandsmen's vote for the "best radio program."

Gene and Glen with Jake and Lena, who originate their coast-to-coast Blue Network program daily at 11:45 a.m., from WNBC, Hartford, made a personal appearance at the President's Infantile Paralysis fund entertainment show in New Britain recently. Nearly \$1,000 was raised with Gene and Glen making personal excursions through the audience obtaining donations.

In addition to their regular contributions to the "March-of-Dimes" campaign, all artists and personnel on WHN, New York, will give an extra dime for every year of affiliation with the station.

A new transcribed serial, featuring Clem and Tine, "The Modern 49er's" made its debut recently on WCBI, Columbus, Miss., under the sponsorship of Rubel's Department store. The program is aired three times weekly.

PROGRAM REVIEWS

"OLD GOLD SHOW"

P. Lorillard Company
WABC-CBS—Wed. 8-8:30 p.m., EWT
J. Walter Thompson Co.
UNSENSATIONAL SETUP OFFER
NAME BAND—GUEST STAR COMEDIAN
—PERSONAL ANNOUNCER: WILL
DOUBT PLEASE SAMMY KAYE FANS
As a replacement for the now defunct Nelson Eddy musical half hour Old Gold has come up with the old reliable—a variety show—nothing new but the announcer. Since Sammy Kaye is the name band, the cigarette firm can be sure of catching the ears of Kaye's fans. Otherwise, there is nothing offered that would hold dial-shifters for the half-hour presentation. Too many other shows provide the same brand of entertainment.

The program marks a famous first for announcer Red Barber, whose previous claim to radio fame was his coverage of the Brooklyn Dodgers games over an independent station. On his first really commercial time chore—the lad made a good showing. His soft-spoken, southern drawl handling of the commercial makes pleasant listening and makes one even more conscious of the jarring jargon that some of the game give out with.

Guest star for the opening was Gardner in his role of Archie in Duffy's Tavern. Gardner's script followed the pattern previously used on other guest shots centering about his attempt to sign up Kaye for the Tavern. As always, he provided humorous moments and much to give the show a good turn.

A special spot, labeled the "Turn" interview, had Kaye Barber hosting a member of armed forces—this show spotted machinist's mate from the Navy lad providing an informal resumé of his duties. For the "Good Old Gold" brought the boy's map up from New Orleans with Kaye viding tickets to a Broadway and a visit to the Stork Club.

Along with the orchestra's numbers, melody and songs by the Glee Club, Billy Williams, Tom Ryan, Arthur Wright, and Norman are also highlighted.

NBC "Musical Treasures By Shortwave To Brazil"

"Musical Treasures of the Americas," a recorded program with commentaries by Burle Marx, Brazilian conductor, pianist and composer is being shortwaved to Brazilian teners each Monday at 6:00 EWT, by NBC's International Division. The program, which began last week, features works of outstanding contemporary composers of Brazil and South America, and is transmitted over stations WRCA, WCBX.

Marx is in the United States as a cultural representative of the Department of Press and Information of the Brazilian government.